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REFLECTIONS ON THE MEDITERRANEAN

Mediterranean Issues, Book 2

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THE MEDITERRANEAN

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PREFACE

To approach the European identity from a Mediterranean perspective means to explore the relationships between the land and the sea by interpreting historical processes and cultural and other influences in a larger regional frame of identification.

The Mediterranean draws attention to the contemporary coexistence of numerous similarities and differences that give the Mediterranean region a specific connotation and make it unique. It is a geographically scattered and fragmented cultural space characterized by cultural diversity, stemming from the evolution of Mediterranean civilizations, which is a result of its centuries-long history of exchange and continuous movements of people as well as of the rich and complex continuous interaction between cultures. The essential and distinctive characteristic of this area is the plurality of cultures and people who greatly differ from one another but are at the same time very similar in their habits and lifestyles. The multicultural dimension of the Mediterranean identity can be used as a living example of "unity in diversity".

The Mediterranean islands, as realities that are both fragile and persistent, provide an essential key to understanding the Mediterranean world — a world that today faces the challenges of globalisation, migrations and conflicts.

This is the second book on Mediterranean issues and brings together papers presented at the Mediterranean Conference — MIC Vis 2018, held on the Island of Vis, with the intention to offer reflections on specific challenges that the Mediterranean and Mediterranean islands encounter or at least to pose questions that have yet to be answered. The book focuses on a variety of issues facing the region in a transnational, transcultural and global context. The book is organized into two parts: Mediterranean Issues and Other Issues. Mediterranean Issues contains five chapters: Art, Culture, History, Tradition; Economy, Tourism; Sustainable Development, Public Services; Migration, Security, Geography and Communication, Education, Sport. Book II brings together fifty-five papers written by respectable international authors.

As a part of the additional programme of the MIC — Vis 2018 conference, an exhibition called The Mediterranean was organised, showcasing photographs that were selected from the best student photography competition. Among the one hundred submitted photographs, a panel of judges, consisting of Krešimir Mikić, Luka Kedžo and Davor Horvat, chose twelve photographs that were displayed at the exhibition. The first three winners were awarded valuable prizes from EPSON. First place went to Fran Horvat from the Faculty of Graphic Arts for his photograph "Silent sea"; the second place winner was Ljiljana Vukmanović from the School of Dental Medicine for her photograph "Trećina" (One-third); and third place went to Zvonimira Michieli Tomić from VERN' University for her photograph "S druge strane" (From the other side). The exhibition photographs were used as chapter separators in the book.

Editors

Marta Ramljak: *Retreat*

Michael Ursinus

"THE SEA GIVETH" — OTTOMAN WAYS OF DRAWING ON COASTAL RESOURCES IN THE HINTERLAND OF VIS (MID-16th TO EARLY 17th CENTURY)

The island of Vis, separated from the Adriatic coast by more clear blue water than most other islands, may have interacted less intimately with its coastal hinterland than, for example, the islands of Brač, Hvar or Korčula, but close ties were certainly maintained with the Christian population living along the sea-board below the ranges of Biokovo, Mosor, Kozjak and Velebit mountains, an area which, under pressure from Ottoman advances, repeatedly contributed to the emigration to the Adriatic islands of Christians looking for shelter and new opportunities. We are informed, for example, that the famous hermitage in Blaca on Brač was established before 1588 by people from the Poljica area fleeing Ottoman oppression,[1] just like Primošten island just off the Zagora coastline was settled (and firmly joined to the mainland by a causeway) in 1564 by refugees from Bosnia trying to escape Ottoman control.[2] On the other hand, there is also evidence that some inhabitants from the islands looked for land and trade in the Ottoman-held coastal districts, such as a certain Ivanača from Hvar who, a few years after Makarska (which was in Venetian hands for a short spell following the Ottoman defeat at Lepanto in 1571) had been returned to the Ottomans, bought the title (*tapu*) for a field and several housing sites near the shore which had been in the possession of the Franciscan monastery there since the time of the Ottoman conquest, and held it for at least ten years (if not considerably longer).[3] Possessions of fields and building plots were clearly desirable, irrespective of whether they were situated near the seashore of the mainland or in an island setting. The resources for the inhabitants to draw on, primarily agricultural and maritime, must have been similar across the wider area.

Moving on from the concerns of the private individual to those of the state, and leaving aside the overwhelming interest of the Treasury in the country's agricultural resources, we may claim that for the state, maritime resources, in particular the revenue

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[1] Radovan Radovinović (ed.), *The Croatian Adriatic* (Zagreb: Naklada Ljevak, 2007), p. 268.

[2] Ibid, p. 210.

[3] Franjevački samostan Fojnica, Acta Turcica II 59, dated between 20 and 29 June 1584.

from maritime trade, fishing, and the production of salt, are generally more plentiful, and their exploitation especially promising, at or near estuaries. Between Makarska in the South and the island of Pag in the North, i.e. in the (extended) coastal "hinterland" of the island of Vis, the principal rivers during the period in question met the sea at places held not by the Ottoman state, but by Christian powers, for example the river Cetina at Omiš or Krka river at Šibenik, both major Venetian ports. Between Makarska, which grew into one of the few Ottoman Adriatic ports of significance, and the principal Venetian port city of Zadar, for instance, Ottoman control over the coastal territory of the Adriatic Sea extended to only three coastal bays with rivers discharging into them: (1) at Kamen east of Split (where the river of Žrnovnica flows into the bay of Stobreč), (2) at Solin (ancient Salona), today a suburb to the north of the modern city centre of Split where the rivulet of Jadro sends its waters into the bay of Vranjic, and (3) at a place near Kolubin church[4] near Most Maslenica where the waters of river Zrmanja empty into the Canal of Velebit (Velebitski kanal).[5] The present paper constitutes an attempt at using a variety of Ottoman archival sources kept in Turkish state archives in Istanbul and Ankara and various archives and libraries in Bosnia-Herzegovina and Croatia dating from between the middle of the 16th and the beginning of the 17th century for showing — if only as an overview — where, how, and to what extent the Ottoman state, represented by various local institutions and beneficiaries, made use of the available resources by levying fees and duties on (maritime) trade, fishery rights (*dalyan*) and producing salt in state-controlled salt pans (*memlaha*). Due to the nature of the available sources, the organisation of the production of salt in the Stobreč area will in the latter part of my paper be in the focus of my investigation. I shall principally draw on the Ottoman documents from the Poljica area kept in the archive of the Archbishopric of Split (Kaptolski arhiv) and in the library of the Archaeological museum Frane Bulić, as well as a number of "detailed" (*mufassal*) Ottoman land survey registers for the *sancak*s of Klis, Krka and Lika dating from the latter part of the 16th and the beginning of the 17th centuries.

Let me begin with sketching some basic facts concerning first the maritime trade in the coastal "hinterland" of the island of Vis during the period in question, before moving on to fishery rights and salt production:

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[4] "A ruined church by the name of Kolubin where the river of Zirmanje meets the sea": Tapu ve Kadastro Genel Müdürlüğü, Tapu Arşiv Dairesi Başkanlığı (Ankara), Defter No. 13 (a "comprehensive" survey register from 1604), fol. 174b; similarly in Başbakanlık Osmanlı Arşivi, TD 728 (a "summary" survey register dating from the reign of Sultan Ahmed I, 1603-1617), p. 385, where the church of Kolubin is not, however, listed as "ruined" (*harabe*). I am grateful to the archive authorities for their permission to use these and other survey registers from their holdings, and to Dr Astrid Menz (Orient-Institut Istanbul) for her kind assistance to procure them.

[5] For a sketch map showing the area under Ottoman control c. 1606 see *Historija naroda Jugoslavije* II., Karta I. "Bosanski pašaluk oko 1606. god."

Ports (*iskele* in Ottoman) are the usual places where maritime trade is executed and where goods are exchanged — with the state keen to maintain an infrastructure to levy customs and other duties.

Surprisingly, perhaps, none of the river-mouths mentioned was developed into a port or harbour by the Ottomans. Yet it seems that the Ottomans, after the conquest of Klis in 1537, had played with the idea of advancing from Klis right to the coast, at the expense of the *Terra Ferma* of Spalato, since there is evidence in the Venetian State Archives that Michael Bon and Gasparo Erizzo informed the council of Venice in 1559 (from Spalato/Split) that the new masters of Klis, now that they had chosen Klis for the seat of the newly established *sancak* of that name, had the intention of annexing a large share of the territory of Split consisting of an area five miles wide and approximately three miles deep, and this by drawing a line from ancient Salona (Solin) directly to the sea (*Turchi pretendono di tirar una linea dretta da Salona fino alla marina*), towards the channel between the islands of Brač and Šolta, which would have cost Split almost its entire *Terra Ferma*.[6] What is more, there had apparently been an Ottoman initiative to open the bay of Kaštela and/or Stobreč to maritime trade. In 1557 Venice received reports about Ottoman plans to establish a port at both, or either, extremes of the *Terra Ferma*, one in the west at Salona (Solin), the other near the mouth of Žrnovnica river in the east, which, as was feared, would potentially have damaged beyond repair the role of Split as a major trade emporium. It never came to this, but instead a salt works (*memlaha*) was reportedly established at this latter location in 1566, worked by inhabitants of the Poljica, the semi-autonomous mountain district behind the coastal town of Omiš.[7] The bay of Vranjic, however, remained what it had been before — a port with an infrastructure for bulk loads only to develop here in the course of the 20th century, especially since 1903—1904.[8]

Further to the North, at the mouth of Zrmanja river downstream from Obrovac, the almost complete absence of an Ottoman trading installation seems to confirm the situation in the South. But there are differences worth highlighting: First, Zrmanja river is navigable up to Obrovac, which can be reached by boats with up to 2.5 m draught. This circumstance seems to be reflected in the Ottoman survey registers which record a market-place situated between Old and New Obrovac (*Obrovca-i atik ve cedid ma-beyninde*) far inland with an annual income of 204 *akçe*s from market-dues (*bac* in Ottoman) and other revenues in 1574—5 (For comparison: Klis had a *bac* fig-

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[6] Lovre Katić, "Granice između Klisa i Splita kroz vjekove", in: *Starohrvatska prosvjeta*. Svezak 6 (1958), p. 187-211; here: p. 207.

[7] Grga Novak, *Povijest Splita*. 3 vols (Split, 2005), vol. II, p. 86f. On these salt works in the context of salt production in the Ottoman Empire more generally see Adem Handžić, "Bosanske solane u XVI i XVII vijeku", in: *Članci i građa za istoriju istočne Bosne* (Zavičajni muzej u Tuzli) III (1959), pp. 67-112.

[8] Ivo Babić, *Prostor između Trogira i Splita. Kulturnohistorijska studija* (Kaštel Novi, 1991), p. 194ff. and photo p. 199.

ure of 6.000 in 1604).[9] Interestingly, however, the *defter* of 1574—5 lists another market-site among the sources of income in the Obrovac area, situated near today's Most Maslenica.[10] This is confirmed by a later survey register dating from 1604, which now gives the figure of 500 *akçe*s annually in market dues (*bac*) and *ihtisab* payments (as well as other sources of income in parallel with the previous *defter*). Here, like in the earlier survey register, the location of the coastal market (called *satı bazar*, lit. "offer with a view to sell") is identified with a place called Podmorje near (the church of) Kolubin mentioned earlier as "situated at the straights of Zrmanja river" (*nehr-i Zirmanye boğazında*).[11] These *defter* records for Obrovac clearly point to the existence, around the turn of the 17th century, of an unprotected (probably periodical) coastal *bazaar* (possibly on ecclesiastical grounds like in so many other instances further inland) as well as an "urban" market installation (also called *satı bazar* in the survey registers) in the safe vicinity of Obrovac fortress. Neither here nor upstream do the market-sites (as recorded in the *defter*s) carry any notion of the kind of goods offered for sale. It is only from sources of a different kind (i.e. Ottoman "registers of state affairs" or *mühimme defterleri*) that we learn that Obrovac served (alongside Split) as a major hub for the export of salt into the interior, in particular Bosnia.[12] But generally, rather than being import/export hubs for maritime goods, they seem to have served as markets for local produce, possibly also for provisioning outgoing vessels (this may have been the principal purpose of the Podmorje site). A coastal port (*iskele*) in this area, however, is absent from the Ottoman records; in passing, the *defter*s merely mention a port (*iskele*) on Krka (!) river belonging to Obrovac district.

Leases of fishery rights (*dalyan* in Ottoman) are widespread features of the mainland under Ottoman control; several towns in the "hinterland" sport such fisheries in rivers and lakes (*göl* in Turkish), such as Vrana and Nadin), but also places where the lakes have silted up and turned into reed-beds (*sazlık* in Turkish), like around Skradin or between the old town of Knin and the former bishop's church (Kapitola), or have completely fallen dry as in the case of the so-called Lake of the Knez opposite Sinj, which today is under the plough.[13] *Dalyan* are also regular features along estuaries, but

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[9] Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 136a.

[10] Başbakanlık Osmanlı Arşivi, TD 533, p. 804; Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 173a.

[11] Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 173a.

[12] Vjeran Kursar, "Rat i mir na šibensko-zadarskom području u drugoj polovici 16. stoljeća i politika osmanske Porte (na temelju odredaba centralne vlasti sačuvanih u Mühimme defterima)", in: *Braća Vranjani i vransko područje tijekom povijesti.* Zbornik radova sa znanstvenog skupa Braća Vranjani i vransko područje tijekom povijesti održanog u Biogradu 25. travnja 2014., p. 395-410; esp. p. 401.

[13] Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 159a (Vrana); fol. 288a (Nadin); fol. 160a (Skradin); fol. 292b (Knin). For the Lake of the Knez see my article entitled "Sinj and its Surroundings According to the Ottoman Survey Register BOA TD 533 from 1574", in: *300. obljetnica slavne obrane Sinja 1715. godine (1715.—2015.) — Zbornik radova s Međunarodnoga*

they are not to be found in the survey registers for any lengths of open coastline, if only because much of the coastal waters and the shore itself were in Frankish hands. Establishing the locations of the *dalyan* in the area under investigation, we find them in Zrmanja river and estuary up to Maslenica in the North. The situation in some more detail is this: A first *dalyan* recorded for the Obrovac area, with a revenue (*hasıl*) or annual rent of 100 *akçe*s and an obligation on the lessee to remit the tithe (*öşür* in Ottoman), the equivalent of a tenth (sometimes up to a seventh) part of the catch, to the fortress commanders, extends from the source of the river Zrmanja right up to the sea (in fact the Bay of Novigrad, Novigradsko more);[14] a second *dalyan*, known as the fishery of Ribnica, also with an annual rent of 100 *akçe*s and the same obligation towards the land-owner (*sahib-i arz* in Ottoman), continues from "where the river meets the sea" (i.e. the Bay of Novigrad) to the ruined church of Kolubin[15] "at the Zirmanja straights".[16] Although no longer in existence as a church, a spring or well known under the name of "Golubinka" (north of Ždrilo beneath modern-day Most Maslenica as shown on a detailed military map of the area) may refer to this ancient church. The toponym of Ribnica, on the other hand, is attached to the eastern shore of Karinsko ždrilo, the narrow water that connects the Bay of Novigrad with the Bay of Karin.

About 100 kilometres further south (as the crow flies), in the Bay of Kaštela, the principal *dalyan* recorded in the Ottoman survey registers was initially confined to the river of Solinac (!), extending from its source to the sea-shore. Its usufruct lay in the hands of the Klis fortress personnel collectively.[17] About a decade later, around 1585, the wording of the record changed: "Dalyan in Solin river, [extending] from its source to the *kaštel*s [!] of Vranjic and Barbarić [!]. If fish is caught by whatever means, the tithe is to be taken. Annually 50 [*akçe* rent]".[18] Quite clearly, the *dalyan* of Solin, which initially had been confined to the river of this name, was extended by 1585 to include part of the eastern Bay of Kaštela between the peninsula of Vranjic in the South and what is termed "Kaštel Barbarić", whose name appears to reflect the name of the small

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znanstvenog skupa (*300th anniversary celebration of the glorious defense of Sinj 715 (1715—2015) — Book of Proceedings from the International Scientific Conference*), forthcoming.

[14] "*talyan der nehr-i Zirmanye [:] nehr-i mezbur kaynağından deryaya varınca her ne tarikiyle mahi sayd olınursa öşrin verür deyü defter-i atikde mukayyed olub vech-i meşruh üzere defter-i cedide sebt olındı tabi-i Obrovac fi sene 100*".

[15] "*talyan-i Ribnica [:] nehr-i Zirmanye deryaya kavuşyuğı yerden Kolubin nam harabe kilisaya gelince her ne tarikiyle mahi sayd olınursa öşrin verir deyü defter-i atikde mukayyed bulınur defter-i cedide uhdesine kayd olındı fi sene 100*": Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 174b (Nos 53 and 54); Başbakanlık Osmanlı Arşivi, TD 728, p. 385.

[16] "*nehr-i Zirmanye boğazında*": Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13, fol. 173a.

[17] Başbakanlık Osmanlı Arşivi, TD 533 (1574—5), p. 450: "*talyan der nehr-i Solinac an kaynak-i nehr-i mezbur ila kenar-i derya her ne tarikiyle mahi sayd olınub der tasarruf-i mustahfızan-i kale-i Klis ve [gayrihi]*".

[18] Başbakanlık Osmanlı Arşivi, TD 622 (ca. 1585), fol. 236a: "*talyan der nehr-i Solin kaynak başından İvraniç ve Barbariç kaştellerine varınca her ne tarikiyle mahi sayd olınursa öşrün alınur fi sene 50*".

island of Barbarinac opposite Vranjic, in the West. By 1604, while its (newly extended) circumference remained the same, its annual rent (probably to counteract the ongoing devaluation of the silver coinage) increased from 50 to 80 *akçe*s.[19] The evidence suggests that the coastal area between Barbarinac and Vranjic, which most likely would have become the location of the new Ottoman port as proposed in the late 1550s, was designated as part of the Solin *dalyan* after the border between Ottoman-held territories (which included the *çiftlik* or estate of Grand Vizier Rüstem Pasha) and the *Terra Ferma* of Split had finally been fixed in 1576. This *çiftlik* (to add a few comments on it here) consisted of an unusually large freehold agrarian complex (of freehold or *mülk* status) cut out from the *Terra Ferma* of Split with 70 Christian households, 20 watermills and five mills for treating linen situated in or along Jadro river. It must have been his wife Mihrimah Sultan, daughter of Sultan Süleyman, who later succeeded in transforming the entire *çiftlik* complex with its additional freehold properties (consisting mostly of mills)[20] situated towards the Jadro estuary into a pious foundation (*vakıf*). Rüstem Paşa's southern *çiftlik* boundary became, for a time, the equivalent of the Ottoman external border towards Venice in this area.[21]

Below the foothills of the Mosor massif, situated immediately to the east of Rüstem Pasha's estate, there were several water-mills along the course of Žirnovnica river run by various owners,[22] but no *dalyan*s are recorded here. Significantly, neither are there any for the area further down-stream right up to its estuary in the shallow saltwater Bay of Stobreč. Instead, sizable salt-works appear to have extended in a semicircle along the inner Bay of Stobreč,[23] known in the Ottoman sources as the *memlahat-eyn* (or "two salt-works") of Sita and Banjsko.

Thanks to the tenacity with which the inhabitants of the so-called "Republic of Poljica" have held on, both collectively in terms of a "state archive" as well as within individual families who treasured their forefather's heirloom, to the historical documents in their possession,[24] we are relatively well informed about some of the operational de-

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[19] Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13 (1604), fol. 136a: "*talyan der nehr-i Solin kaynak başına [sic] İvraniç ve Barbarik kaştellerine varınca her ne tarikiyle mahi sayd olınursa sahib-i arza öşrin verürler tabi'-i Klis öşr-i mahi fi sene 80*".

[20] Başbakanlık Osmanlı Arşivi, TD 622 (1585), fol. 236b-237a; Tapu ve Kadastro Genel Müdürlüğü, Defter No. 13 (1604), fol. 136b-137a.

[21] For details see my "From Defter Entries to Landmarks on the Ground: Cooperative Research in Cleune (Gorica, Livno, Bosnia Hercegovina) on Ottoman Perambulations from the 16th Century / Defter Kayıtlarından Arazideki İşaretlere: Cleune'de (Gorica, Livno, Bosna Hersek) 16. Yüzyıl Keşfnameleri/Sınırnameler (Perammulation [sic!]) Üzerine İşbirlikçi Araştırma", in: Fuat Aydın (ed.), *Osmanlı Üzerine Konuşmalar* (Istanbul, 2016), p. 83-122.

[22] Başbakanlık Osmanlı Arşivi, TD 622, fol. 236b.

[23] As to the exact location of (some of) these salt-works, there is some archaeological evidence on the ground visible from aerial photographs of the area.

[24] Research on the archival sources of the Poljica had already started by the middle of the 19th century: Marko Mišerda, *Spomenici Gornjih Poljica. Pisani spomenici na području Gornjih Poljica do propasti Poljica godine 1807. (prijepisi, regesti)*. Priredio: Ivan Banić (Priko, 2003), p.

tails concerning the *memlahateyn* during Ottoman rule — because the Poljica commune (generally termed *općina polička* in contemporary sources), in exchange for certain (largely fiscal) privileges, had to provide the Ottoman authorities with the workforce they needed to run the salt-pans of Sita and Banjsko as part of the sultanic salt monopoly. Despite the archaeological and aerial evidence which clearly point to the existence of former salt-works around the inner Bay of Stobreč, the Ottoman sources at our disposal, most of them from the Acta Turcica dossiers in the "Archivium Capituli Cathedralis Spalatensis", are generally silent about the exact whereabouts of the production sites. Whereas the *memlaha* of Sita, the principal works mentioned in the Ottoman sources, appears to echo the name of the church of Sita on the far side of Žirnovnica river, i.e. in the north-eastern or eastern section of Stobreč Bay; that of Banjsko, though clearly written, finds no correspondence in the coastal place-names of today. What complicates matters further is the fact that in one Ottoman document dating from 1621,[25] a *hüccet* issued by the Cadi of Klis (in other words: a document signed by a person who should have known the terrain in question quite well as it constituted part of his administrative responsibility), the (principal) salt-works of the Padishah is said to be located near the fortress of Kamen (over two kilometres inland to the Northwest of Stobreč; which indication can only mean that it was situated in the northwestern section of the bay); in another, dating from 1648,[26] the salt-works of the fortress of Kamengrad (probably denoting the same stronghold as before) is referred to as being in ruins and no longer working. By this time, the *memlaha* of Kamengrad is referred to as a *memlaha* no longer in possession of the Ottomans, but of the Franks (i.e. Venetians), but still constituting a heavy burden on the taxpayers (*reaya*) of the Poljica, as the dues (*rüsum*) traditionally allocated on the salt-works were still demanded from the local population by, it would appear, the addressees of the instruction, the captain of Klis fortress and his troop commanders.

Before going into any more details concerning the history of salt production in the Bay of Stobreč — how it was organized as a state monopoly under Ottoman rule through a system employed for farming out public revenue (*mukataa* in Ottoman), — who (apart from the Treasury) benefited from it (and to what extent), — and how

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IX. Alfons Pavić pl. Pfauenthal (also spelt Pavich) must be credited with being one of the first to have used, and published summaries of, parts of the Ottoman material: A. Pavić, "Prinosi povjesti Poljica", in: *Glasnik Zemaljskog muzeja* XV (Sarajevo, 1903), pp. 59-100; 241-272 and 405-482 (in Croatian). In German: Alfons Pavich, "Beiträge zur Geschichte der Republik Poljica bei Spalato", in: *Wissenschaftliche Mitteilungen für Bosnien und die Herzegowina* Abt. X (Wien, 1907), p. 156-344. Other Ottoman documents from the Poljica area are in the Archaeological Museum in Split and are described by Sulejman Bajraktarević, "Turski dokumenti u splitskom arheološkom muzeju i u franjevačkom samostanu na Visovcu", in *Starine* 44 (Zagreb, 1952, p. 25-62.

[25] Archivium Capituli Cathedralis Spalatensis (ACCS), Acta Turcica, dossier 493, no. 31, dated evail-i Rebiyülahir 1030h/ 23 February — 4 March 1621.

[26] ACCS, dossier 493, no. 36, dated 22 Muharrem 1058h/ 17 February 1648.

working conditions may have been like for those among the inhabitants of the Poljica who were charged with the task of extracting the salt from the brine and transporting the "white gold" to its destination — it may be instructive to listen to the full text of an Ottoman document issued by a treasury official in Sarajevo on 25 August 1611.[27] Addressed to the "chiefs" (*knez*) and taxpayers (*reaya* in Ottoman) of the *nahiye* of Poljica, it formulates the response by the Ottoman provincial authorities in Sarajevo to the complaints and demands submitted in person by a "delegation" of local Christian people from the Poljica about the criminal behaviour of the salt-work's Muslim leaseholder or "supervisor" (*nazır* in Ottoman), Hüseyin Nazır, and his brother, Hasan Ağa, who apparently also held some position in the tax-farming or running of the Sultan's *memlaha*.

HE [= GOD]

[You] *knezes* and *reaya* of the *nahiye* of Poljica — on arrival of this *tezkere* you are to know that some *reaya* proceeded to this [our] seat of government in order to complain: Not only did the "supervisor" (*nazır*) of the tax-farm (*mukataa*) of the district of the Poljica, Hüseyin Nazır, kill two Christian peasants (*reaya*) with his own hand, his brother, Hasan Ağa, rather than preventing him from executing his evil deed, himself butchered two more Christian peasants and [even] seized one hundred heads of your life-stock, thereby causing you considerable damage. This is why the afore-mentioned Hüseyin Nazır was dismissed from [supervising] you. In order to prevent a decline in the income from the *mukataa*, and in order to make sure that the revenue from the *mukataa* is remitted through state institutions until the completion of the lease contract, one of the chavushes of the Sublime Porte, the model of his peers and of those who are his equals, Korkud Çavuş (may his power increase!), was sent [to you]. As soon as he arrives, the following is of the essence: In future, nothing may be heard again about this matter; never again will the said Hüseyin Nazır be allowed to be installed as a supervisor, [since] he was rejected by your-selves. To avoid any final damage to the state treasury, a clerk (*katib*) is to be appointed by the aforementioned tchavush, the *nazır*, so that it is possible to establish how much money has already been collected, which the said tchavush is then to gather and remit to the Bosnian treasury (*Bosna hazinesine*). Further, an order (*mektub*) has been sent to the commanders of Klis fortress (*Klis ağalarına*), instructing them that, on completion of the lease contract by the supervisor mentioned before, [this function] is bestowed on another worthy person that you [might] want, and to make sure that those who oppress [you] are prevented from doing so. If God the Almighty so wishes — this you must know — there will be no-one who oppresses you in future; but should you experience any kind of tyranny, you are to report it to this [our] seat of government. You are to understand that those who suffer from oppression are to be offered protection in this epoch of ours. Written on the

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[27] ACCS, AT dossier 493, no. 7.

15th [day] of the month *Cumadiyülahir* in the year 1020 [of the Hegira; or 25 August 1611] in the well-protected residence of Saray. [Signed:] [Your] humble servant, Mehmed.

We do not know what led to the manslaughter or murder of four Christian peasants from the Poljica district and the alleged theft of 100 of their life-stock by the acting *nazır* or "supervisor" of the salt-works, Hüseyin Nazır, and his brother, Hasan Ağa — both probably officers from the fortress of Klis. On the basis of the sources I have seen, it is impossible to say what the motivation for this act may have been — the document itself gives nothing away. Other documents reporting deaths are more forthcoming, such as a *tezkere* about the death of a worker from Dubrava village who (if I read correctly) was accused of having stolen some salt while on duty in the *memlaha*.[28] But it seems certain that on account of the complaints tabled in Sarajevo before the divan of Bosnia by the Poljica "delegation", Hüseyin Nazır was dismissed "for good" from his position and (temporarily) replaced by an "outsider", a functionary of the Sublime Porte. We also learn that the fortress commanders of Klis (as it seems the principal figures and beneficiaries in the "farming" of this salt-works as a state monopoly at that time) were instructed by the provincial government in Sarajevo to henceforth appoint only supervisors who had the Poljica's full confidence (lit. "someone trustworthy you may wish for": *istediğiniz yarar kimesne*). In effect, if adhered to, this would have amounted to conceding to the Poljica salt-workers some kind of veto in the appointment of their "supervisor". But not every promise is being honoured. Although Hüseyin appears to have indeed been finally replaced by a certain İbrahim Ağa by 1615,[29] a mere eight years after his dismissal "for good" he again figures in a letter (*mektub*) issued by the provincial government between 26 April and 5 May 1619 as *nazır* Hüseyin Ağa.[30]

The earliest documents I have seen in the Poljica dossiers in Kaptolski arhiv referring to the "salt-works of Sita and Banjsko" (*Sita ve Bansko memlahaları*),[31] or just "the tax-farm of Sita" (*Sita mukataası*), date from before 1566, when the salt-works in Stobreč bay was really supposed to have been established.[32] Indeed, they date from about a decade after the final conquest of Klis by the Ottomans in 1537. Together with the *nahiye* of Poljica, which constituted part of the Sultan's domains (*havass-i hümayun*) in Hercegovina, the salt-works were, it seems, initially administered from the capital of

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[28] ACCS, AT dossier 493, no. 30, dated evail-i Zilhicce 1055h/ 18-7 January 1646.

[29] ACCS, AT dossier 492, no. 108, dated 23 Ramazan 1024h/ 16 October 1615.

[30] ACCS, AT dossier 492, no. 121, dated evasıt-i Cumadiyülevvel 1028h.

[31] Misread as "Stevabanska" in the Croatian translations used by A. Pavić for his "Prinosi povjesti Poljica" (cf. p. 254). The earliest Ottoman document in this collection is described by Pavić as dating from the year 917 of the Hegira (1511—12; not 1513 as indicated): Pavić, "Prinosi povjesti Poljica", p. 241. Bajraktarević, "Turski dokumenti", p. 38 proposes "Strojatska" or "Strojanska" as the name of the salt-works.

[32] "Još oko godine 1567. radili su Poljičani u solanama": Ivan Pivčević, *Povijest Poljica* (Split, 1921), p. 73. Cf. Grga Novak, *Povijest Splita*. 3 vols (Split, 2005), vol. II, p. 86f.

the *sancak* of Hersek while run by Christian *katunar* from Poljica; any licence (*zadozvola* in Slavo-Ottoman) for working it was apparently requested from there.[33] In 1548, the works was operated under the joint supervision of two *üstker*, or foremen, one appointed by the Treasury, the other chosen locally. Two-thirds of the production was to be remitted to the state, while one third was to remain (and be distributed locally).[34] By 1555, the Poljica authorities could muster, by their own estimation, 40 to 50 workers to dig for salt "when necessary" (*hin-i hacetde*).[35] There were now four *üstker* in charge of the works under the Collector of Revenues (*amil*),[36] and altogether twelve *katunar* were responsible for organizing the supply of workmen to the Poljica *memlaha* by 1560.[37] Of the four *üstker* in charge of the salt-works (*memlaha üstkerleri*), two (apparently senior) foremen were to receive eight *akçe* each as wages (*ulufe*), the other two (junior ones?) six *akçe* each. These sums were supposed to be paid by the Collector of Revenues (*amil*), but this official tried to make the Poljica community pay for the *üstker*s' wages, which is why they filed a complaint against him, addressed to the Sublime Porte. Since the Poljica *nahiye* had by then (if only temporarily) come under the responsibility of the Cadi of Skradin (it later came under the Cadi of Klis), the case was forwarded to him, resulting in a warning by this official not to violate ancient law (*kanun-i kadim*) and traditional practice.[38] In what appears to be the draft of another petition drawn up by the inhabitants of the Poljica *nahiye* which probably dates from the late 16th / early 17th century, more details are given about the inner organization of the Sita and Banjsko salt-works under the organization of the twelve *katunar*, each of them headed by a *knez* commanding (or supported by) two officers called *ratay*: The salt extracting operation lasts for six months, from Hızır day (6 May) to Kasım day (8 November); for operating the two salt-works (*memlahateyn*) they employ a regular workforce of altogether seven *üstker* or foremen and 16 workmen (*rabotığ* in Slavo-Ottoman) working, it seems, in shifts (how else would this square with the above figure of 40-50 workers "in time of need"?). Each foreman receives 24 *muzur* of salt (1 *muzur* = c. 60 kg), while each *rabotığ* is allocated 14 *muzur* of salt by the state monopoly (*nezd-i miriden*). During the three-year term of office of Nuh Ağa as "supervisor" (*nazır*) of the Sita and Banjsko salt-works,[39] each year 12,000 *muzur* (c. 720 tons) of

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[33] ACCS, AT dossier 492, no. 104, dated Edirne, evasıt-i Safer 958h/ 18-27 February 1551.

[34] ACCS, AT dossier 493, no. 13, dated Mostar, evahir-i Safer 955h/ 1-10 April 1548.

[35] ACCS, AT dossier 492, no. 76, dated 29 Cumadiyülahir 962h/ 21 May 1555.

[36] ACCS, AT dossier 492, no, 76, dated 29 Cumadiyülahir 962h/ 21 May 1555.

[37] ACCS, AT dossier 493, no. 38, dated evail-i Şaban 967h/ 27 April — 6 May 1560; cf. Dossier 493, no. 56. On the twelve Poljica *katuna* see Pavić, "Prinosi povjesti Poljica", 87f. (describing the situation in 1666).

[38] ACCS, AT dossier 492, no. 76, dated 29 Cumadiyülahir 962h/ 21 May 1555.

[39] This Nuh Ağa is referred to as the *emin* of the Poljica *nahiye* in an undated document in ACCS, AT dossier 493, no. 29.

[40] ACCS, AT dossier 493, no. 8, undated.

salt were produced (*mahsul*).[40] Financial transactions reflecting the operating of the salt-works as a money-lending concern are detailed for the year 1031H/ 1621-2 in a document from 1625.[41] In a *firman* from 1640 it is stated in retrospect that "since the time of the imperial conquest", the (regular) workforce consisted of seven foremen (here: *ustad*) and 16 "apprentices" (*şakird*) receiving an annual allowance of 15 *muzur* of salt; again probably meaning that this is the size of the workforce labouring at any one time.[42] An annual salt production of 30,000 *vezne* (1 *vezne* = c. 30 kg approximating 900 tons, the achievement of hard toil in the padishah's *memlaha* "at night and during the day" (*gece ve gündüz*), is claimed in an undated petition or *arzuhal* as the current figure,[43] which contrasts with the undertaker's "traditional" annual advance payment of 450,000 *akçe*, now (1637) fraudulently increased to 600,000 *akçe*, raising the threat that the population, overcharged by the undertaker in an attempt to recoup the advanced sums, could flee to other parts of the Ottoman Empire and even to the lands of the Franks (*Firengistan*).[44] At about the same time, in 1635, a *temessük* issued by the Cadi of Klis in response to yet another complaint by the Poljičani, mentions an actual decline in the *memlaha*'s output, which is said to have encouraged the *emin* of the Poljica to levy higher taxes on the local population.[45] In recognition of their service, so the document, the annual head-tax or *filuri* payment of the workforce had, according to the most recent land survey registers (*defter-i cedid-i hakani*), amounted to no more than 45 *akçe*,[46] about half the regular rate, but now an illegal "surcharge" of 40 *akçe* was demanded.[47] Clearly, all was not well in the salt-works (and indeed in Poljica *nahiye*) by the mid-17th century. In a document from 1648, the salt-works, which had just fallen into Venetian hands,[48] is referred to as lying in ruins and having stopped working altogether.[49]

We have now been talking so much about water that you may be surprised at the amount of dry information that has resulted from our endeavours. Yet the Ottomans were keen administrators, eager to record sources of revenue wherever they found them. Following established guidelines, they followed a rather stereotype format also

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[41] ACCS, AT dossier 492, no. 100, dated evasıt-i Rebiyülevvel 1035h/ 11-20 December 1625.

[42] ACCS, AT dossier 494, no. 59, dated evasıt-i Cumadiyülevvel 1050h/ 29 August — 7 September 1640; cf. ACCS, AT dossier 493, no. 35, dated evail-i Zilkade 1050h/ 12-21 February 1641.

[43] ACCS, AT dossier 492, no. 75 (undated).

[44] ACCS, AT dossier 492, no. 94, dated 22 Rebiyülevvel 1047h/ 14 August 1637.

[45] ACCS, AT dossier 493, no. 18, dated Cumadiyülevvel 1045h/ 13 October — 11 November 1635.

[46] ACCS, AT dossier 492, no. 70 (undated).

[47] ACCS, AT dossier 493, no. 36 (undated); cf, no. 30 (undated) and no. 31, dated evail-i Rebiyülahir 1030h/ 23 February — 4 March 1621.

[48] Under Leonardo Foscolo, *proveditur* of Dalmatia 1645—1651: Pavić, "Prinosi povjesti Poljica", p. 409.

[49] ACCS, AT dossier 493, no. 36, dat. 22 Muharrem 1058h/ 17 February 1648.

in the wording of their records, which on the one hand helps the historian today in deciphering the handwritten *defter*s, *tezkere*s and *temessük*s, but on the other hand much information that we wish they had recorded is passed over in silence. What may the coastal bazaar of Podmorje (note the name!) near Kolubin church have looked like on a market day, with the temporary stalls of the trading people offering their produce? And how may the fishermen in the Bay of Vranjic below the ruins of ancient Salona, subjects of the Ottoman sultan, have gone after their prey in the immediate vicinity of the Venetian galleys, with only an invisible sea frontier separating them from the "enemy"? And finally the actual working conditions in the Sita salt-pans — none of that was of much (or any) concern to the surveyor of revenue. And yet — I hope we can all agree to that — some glimpses of what it may have been like in the coastal "hinterland" of Vis under Ottoman control can be gleaned from our sources despite their limitations.

MEDITERRANEAN ISSUES

Art, Culture, History,Tradition

Dionigi ALBERA

THE VIRGIN MARY AS A BRIDGE BETWEEN CHRISTIANITY AND ISLAM: A MEDITERRANEAN EXPLORATION

In its history as well as in its present, the Mediterranean world appears dotted by a multitude of cultural divisions. In this space, cultural borders are omnipresent and often have a religious shade that confers them a particular firmness. The great French historian Fernand Braudel formulated a particularly powerful expression of this situation in his major book on the Mediterranean and in his successive works (Braudel 1966; 1985) where he examined the role of civilizations in this region. For him, three great Mediterranean civilizations exist: Latinity, Islam and the Greek world. He observes that civilizations are ambivalent: they can be fraternal or exclusive, peaceful or warlike, mobile or astonishingly fixed. In reality, if we look closer, we realize that, in Braudel's vision, the contradiction is only apparent. His argument invariably tends to show that the first term of each of these oppositions corresponds only to a surface impression and that it is the second that captures the constitutive foundation of each civilization. He proposes a cartography in which the Mediterranean is split in three civilizations that have occupied the same places for centuries. They correspond to three cultural communities that are characterized by distinctive ways of thinking, believing, eating and drinking. Their mutual relations are essentially antagonistic: they are three "monsters" always ready to show their teeth. According to Braudel, the basis that gives civilizations their astonishing stability is their inscription in space, but also their fidelity to a set of basic cultural orientations, which the hazards of overlays and exchanges never arrive to alter. In this context, the religious dimension appears of paramount importance: religion is the powerful drive of each civilization and shapes a set of practices that found the difference with the "other" (Braudel 1966, II: 483-580).

A somewhat opposite approach to cultural frontiers was proposed by Shelomo Dov Goitein (1999), whose impressive book in six volumes, *A Mediterranean Society*, constitutes the other great historiographical monument consecrated to the Mediterranean during the twentieth century, comparable to that of Braudel. Goitein also aimed at a global history, but he conceived it in a diametrically opposed way with respect to Braudel's *Méditerranée*. Goitein's starting point is a single archive, that of the Geniza in Cairo, which allows him to reconstruct the life of the Jewish community that lived in Fustat in the Middle Ages and to trace its contacts in other sectors of the Mediterranean (and even further, up to India). Goitein's book reveals a whole society taking shape: economic, social and religious life; contracts, domestic problems, travel and re-

turns; festivals and ceremonies; expressions of friendship, dreams and visions — everything is revealed with clarity to the reader. Although this is a study of a single community in a specific period (between the eleventh and thirteenth centuries), the scope is undoubtedly much broader. The documents of the Geniza reveal a world in motion that covers whole sectors of the Mediterranean, from Spain to Palestine, and maintains relations that go beyond the Jewish community. Moreover, for Goitein, the society revealed by the Geniza had many aspects in common with the Christian and Muslim societies of the same period. In short, the world of the Geniza can be considered as a sort of "sample", miraculously preserved to us, that yields important clues about the entire medieval Mediterranean. The result is a vision of cultural dynamics in many ways opposed to the eternal conflict of civilizations suggested by Braudel. Goitein emphasizes the weight of similarities, loans and symbiosis between Jews and Muslims. Trade relations may have diluted religious conflicts, and proximity generated forms of familiarity and friendship despite the barriers of faith. A paradoxical mixture of parochialism and openness characterizes the society Goitein describes.

On the whole, Goitein's localized approach offers a series of elements to understand an entire society and an entire historical period. Many recent works on the Mediterranean have in turn adopted an approach focused on the local dimension and on the close study of individual behaviors, pursuing various lines of research in the field of economic and, above all, cultural history. These explorations show the existence of bridges that somehow relativize ethnic, religious and political divisions in the Mediterranean space. Various forms of interaction and exchange then appear, and the borders are sometimes diluted in zones of transition[1]. Some studies devoted to commerce have focused attention on the micro-analytical dimension, taking into consideration the individual merchants, their families and their connections. In this way, the complexity of commercial networks emerged, which could often transcend political and religious borders (Faroqhi and Wenstein 2008; Trivellato 2009). In a similar perspective, the role of intermediaries and interpreters was important, as was that of the lingua franca, which allowed for limited but effective exchanges on the Mediterranean coasts (Rothman 2011; Dakhlia 2008). Slavery has increasingly been recognized as a phenomenon of great magnitude. The significant presence of European slaves in Ottoman ports and of Muslim slaves in European ports during the modern era was a factor of complexity that was by no means negligible and has been brought to light by recent research (Bono 1993; 1999; Fiume 2009; Dakhlia and Vincent 2011; Dakhlia and Kaiser 2013). Various works have been consecrated to the study of scientific and artistic interactions (Saliba 2007; Ben-Zaken 2010; Howard 2000; Necipoğlu 2005; Jardine and Brotton 2005). Particularly fascinating are the studies dedicated to renegades and "amphibious" personalities, able to extricate themselves from multiple religious identities (Benassar and Benassar 1989; Scaraffia 1993; Garcia-Arenal and Wiggers 2003; Zemon Davis 2006; Durst-

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[1] For useful overviews, see Dusteler 2011 b and Greene 2018.

eler 2011 a; Buttay 2018) and the research that explores the forms of interreligious co-existence at the local level (Greene 2000; Meyerson and English 2000, Dursteler 2006; Malcom 2015).

In the last few years, I have worked on a particular expression of the close inter-religious cohabitation in the Mediterranean, namely, the common frequentation of the same sanctuaries by believers of different religions (Albera 2008; Albera and Couroucli 2012). As several other studies have shown (Cormack 2013; Barkan and Barkey 2014), these phenomena have been pervasive in this region's past and are still widespread nowadays. As a whole, these works reveal several forms of commonality and juxtaposition among Christians, Jews and Muslims. People of different religions gather in the same holy place because they are animated by a common quest for supernatural help. What is shared, in this case, is a tendency to seek comfort by visiting a sacred site and searching for the help of a holy being that functions as a kind of intermediate between the human sphere and the divine one. In monotheistic religions, the saints fulfill the same thaumaturgical functions, and the mediation of these more concrete intercessors remedies, to some extent, the distance to God. This mixed frequentation activates a common devotional lexicon. Many practices present significant convergences — for instance, regarding devotional itineraries, thaumaturgical qualities of saints or acts that express faith. Devotional gestures performed by Christians, Jews or Muslims at shrines often resemble each other through a shared repertoire of concrete and tactile piety, which is part of a vernacular vocabulary, largely transversal and often condemned or simply tolerated by the respective religious authorities. On a more official level, despite crucial theological differences, the three religions also share several features in terms of beliefs, episodes and relevant figures that are sanctioned by the sacred texts. For instance, some biblical patriarchs, prophets and kings are commonly recognized and may have become the most obvious references for worship shared by monotheistic religions. Their traces have materialized in some sanctuaries where the followers of the three religions sometimes converge.

Among the holy figures that act as bridges between religions, Mary perhaps has the dominant role. In the following pages I will be concerned with this aspect and will try to examine from this particular angle the interfaith practices involving Christians and Muslims in Mediterranean history[2].

AN ISLAMIC MARY

Mary cannot be considered only as a Christian figure. Alongside the Christian Mary, an Islamic Mary also exists, who has an eminent role in the context of this revelation. She is often evoked in the Qur'an, where she is the only female figure designated by her name, while all the other women are simply indicated as daughter, wife, mother or sister of a man whose name is given. To give a quantitative hint of her importance, we

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[2] On this topic see also Albera 2012.

may consider that the name of Mary recurs more times in the Qur'an than in the whole of the New Testament: thirty-four occurrences versus nineteen. In addition to evocations scattered throughout the text, Mary is a central figure in two suras. The nineteenth sura bears her name, which is another clear statement of her theological centrality. There are certainly crucial theological differences between the two religions: while Christians see Mary as the Mother of God, Muslims consider her to be only the mother of a major prophet. Yet the prominence of the Islamic Mary from a theological point of view is indisputable. According to the Qur'an, Mary is a sign for humanity and an example for believers; she is a living model of trust, abandonment to divine will, modesty and piety (Dousse 2005). The references to Mary present in the Qur'an have been expanded by the Muslim tradition in the hadiths, in the commentaries of the Qur'an, in mystical literature and elsewhere. To sum up, the importance of this figure within Islam can hardly be exaggerated.

Some devotional practices connected to Mary remain confined to a strictly Muslim sacred perimeter. For example, some mosques are dedicated to Mary, although this seems more of a recent phenomenon. Quite often one of the Qur'an verses on Mary (3: 37) frames mosque prayer niches (mihrabs). In all these cases the reference to Marian devotion is rather indirect and symbolic. However, a more direct allusion to Mary exists in Jerusalem's Haram el Sharif. Here an Oratory of Mary (marking the place where she would have lived inside the Temple) associated to the Cradle of Jesus, where the Child would have spoken to the inhabitants of Jerusalem, has been an important site for many centuries from a devotional point of view and was a meeting point for Muslim mystics (Matar 2017).

Sometimes the relevance of the Virgin Mary has also concerned the transfer of holy sites to Islam through their transformation into mosques. In these cases, the architecture and decoration were modified in order to respect the aniconic propensity of Islam. According to an ancient tradition, already narrated by the Arab historian Azraqi (ninth century), when the Prophet Mohamed conquered Mecca, he ordered the destruction of all the idols and paintings present at the Kaaba, with the exception of an image representing Mary with Jesus in her lap (see for example King 2004). This legendary episode has been highly influential, and the protection accorded by the Prophet to the painting of Mary and the Child could function as a model for concrete behavior.

A fascinating example of this attitude comes from the vicissitudes of Hagia Sophia in Istanbul. Immediately after the Ottoman conquest of Constantinople in 1453, Mehmed II transformed Justinian's prestigious and magnificent church into a mosque. The moment he first formally entered into the vanquished city, the young sultan visited Hagia Sophia. Contemporary court historians describe that he was instantly struck both by the edifice's ruined state and by its vastness and artistic beauty. He immediately ordered that Hagia Sophia be repaired and converted into his royal mosque (Necipoğlu 1992: 196-197). The transformation of the building's functions did not imply radical

changes in its structure and decoration. The former church was emptied of its relics, crosses and icons; the bells were removed from the belltower, and the cross was detached from the summit of the dome. Two minarets were added to the exterior, while a marble minbar and mihrab were added to the interior. The figural mosaics on the lower levels were plastered over. On the contrary, the Byzantine mosaics situated above or in other sectors of the building, beyond the view of the praying congregation, remained almost intact (Necipoğlu 1992: 203-204). This situation lasted until the beginnings of the seventeenth century, when the sultan Ahmad I carried out major repairs in Hagia Sophia between 1607 and 1609. It is probably in this context that several mosaics, including the gigantic Pantokrator on the dome, disappeared under paint (Necipoğlu 1992: 210-18). Ahmed I was a pious Muslim, known for being an extremely scrupulous devout and particularly sensitive to the issue of aniconism (Necipoğlu 1992: 217-218). Yet, even the renovations ordered by this zealous believer did not concern the mosaics situated outside the main prayer space. Moreover, not all the mosaics present in this space, and therefore exposed to the sight of the congregation during prayer, were covered: "the only mosaics spared in the main prayer space were the four seraphim on the pendentives and the Virgin and Child in the conch of the apse above the mihrab flanked by the archangels Gabriel and Michael" (Necipoğlu 1992: 218). It is undoubtedly meaningful that the only figural mosaics that were not painted over corresponded to angelical figures mentioned in the Qur'an and to the Virgin Mary with the Child (the episode of the Prophet Mohamed at the Kaaba operating probably as a model for the sultan)[3].

In some cases, we encounter sources that testify that Muslims could pray to the Virgin Mary in disparate life situations. This could happen, for instance, in a situation of personal danger, as described in the following episode. In May 1671, Father Robert de Dreux (who was then based in Istanbul as chaplain of the French Ambassador) decided to visit the islands of the Aegean Sea. He boarded a Greek ship and was under the protection of another passenger, a Turkish soldier, who was travelling to Chios. They communicated in Italian, which the Turk had learned during his captivity in Venice. Suddenly, the boat was surprised by a storm, and deafening cries filled the ship since the danger was extreme. According to the father, the Turkish soldier had asked for "the aid of the Santissima Madonna, it is to say, the Blessed Virgin, having heard, when he was a prisoner of war in Venice, that her intercession is very favourable." The soldier himself later confirmed this to de Dreux. Apparently, this supernatural help was effective because the boat managed to escape to a small port on the Marmara Sea. It is clear from the chronicle written by de Dreux that this Turkish soldier was absolute-

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[3] This hypothesis is suggested by Necipoğlu (1992: 218). It is only in the mid-18th century that a growing emphasis on dogmatic Islam and intolerance to figurative representation definitely triumphed of the hybrid situation in Hagia Sophia: all the Byzantine mosaics were then whitewashed, after almost three centuries of cohabitation with the symbols of Islam inside the mosque.

ly not a convert to Christianity. A few days later, he visited a Muslim hermit, still accompanied by the father (de Dreux 1925: 62-64).

It is naturally difficult to assess the frequency of such a private devotion, which was probably quite widespread. We have more information on public displays of Marian piety, namely the pious frequentation of Muslims to Christian holy places dedicated to the Virgin Mary. In several respects, it is possible to say that praying to Mary at Christian shrines is by far the main vehicle through which Muslims manifested their devotion to this major figure of their religious tradition through the centuries.

MUSLIM DEVOTEES AT MARIAN SHRINES

The web of interfaith practice among Christians and Muslims under the aegis of Mary was well established in the Mediterranean region, where many sources attest to its tenacity throughout the centuries. In this ancient zone of cohabitation, it is possible to draw centuries-old Islamic topography of the Virgin Mary, dotted with a number of shrines jointly worshipped by Christians and Muslims.

Several Marian sites within the Holy Land frequently constitute points of encounter between Christians and Muslims and, from this point of view, Bethlehem may be considered the epicenter of the Islamic topography of the Virgin Mary. As early as the tenth century, Eutychius (877—940), a Melchite Patriarch of Alexandria, reported that Muslims gathered for prayer in the Church of the Nativity in Bethlehem. According to Eutychius, the Muslims removed the mosaics from the apse and celebrated community prayer there (Marmardji 1951: 25). Apparently, the official Muslim presence inside the basilica ceased in the centuries after the Crusades and subsequent sources are silent concerning the mihrab and a space inside the church reserved to Muslims. Yet this did not put an end to the Muslims' frequentation of this pilgrimage place.

Accounts of Christian pilgrims throughout the centuries describe the presence of Muslims who traveled to Bethlehem to worship the Blessed Virgin and her child. According to a local legend, before fleeing to Egypt, Mary had taken refuge with Jesus in a cave situated in Bethlehem, where some drops of her milk had fallen, conferring a miraculous power upon the space. Century after century, women of different religions have crushed fragments of the cave's rock walls into powder, which, when mixed with water, they drank to ensure the abundance of their own milk. The Franciscan monk Francesco Suriano (ca. 1450—1530), a well-informed witness who spent several years in the Holy Land between the end of the fifteenth century and the beginning of the sixteenth century, writes that the fragments of the marble wall of the Church of the Nativity were used in a similar way: "the Moslem women make bread [with the fragments], and when it is baked, they send it throughout the country: a piece of this is taken by expectant mothers when they feel the pangs of child birth; when eaten they bring forth without pain, according to what these Moslem women told me." (Suriano 1949: 137).

The Christian-Islamic topography of Mary is not certainly limited to Bethlehem. Another central site is the Church of the Tomb of the Virgin Mary at the foot of the

Mount of Olives in Jerusalem, where for many centuries a mihrab was present indicating the direction that the numerous Muslim devotees who came to visit the tomb of the mother of Jesus should face during prayer. The sources attesting Muslim attendance of this site have been reiterated since the fourteenth century. A precise drawing by Bernardino Amico, who lived in the Holy Land in the last years of the sixteenth century, shows the presence of a mihrab alongside several altars belonging to various Christian denominations (Amico 1620).

Major Marian sites attracting also a Muslim clientele started developing in the Middle Ages in other territories of the Eastern Mediterranean belonging to Islamic rulers. An important example is the Greek orthodox monastery of Saidnaya, approximately twenty-five kilometers from Damascus. This shrine was immensely popular during the Middle Ages and attracted a great number of pilgrims. Particularly reputed was an icon of the Virgin attributed to St. Luke to which many miracles were credited. A perfumed liquid with miraculous properties was collected under the icon and distributed to pilgrims. The veneration of the Madonna of Saydnaya was common to Greek Orthodox, Catholics and Ethiopians, but concerned also Muslim devotees. Several medieval accounts affirm that Muslims frequented this sanctuary in order to pray to the Virgin Mary and mention miracles concerning Muslim faithful (see Devos 1947). Burchard of Strasbourg, the envoy whom Emperor Frederick I sent to Saladin in 1175, visited Saydnaya and documented its frequentation by Muslims: "All Saracens of that country flock to that place on the Assumption and the Nativity of the Glorious Virgin, together with the Christians, in order to pray there. The Saracens offer there their ceremonies with utmost devotion" (Kedar 2001: 93). Although Saydnaya became less important during the early modern times, the miraculous properties of the icon continued to draw mixed crowds of pilgrims. In the seventeenth century, Laurent d'Arvieux saw that Muslims frequented the sanctuary and that they entered "after being purified, as when they enter their Mosques" (d'Arvieux 1735, II: 462).

In Egypt Christians and Muslims have jointly worshiped several sacred sites linked to the tradition of the Holy Family's passage. The most important of these sites, Matariyeh (near Cairo), has been mentioned by Coptic Muslim and Catholic authors since the Middle Ages as a place where the Holy Family stayed in Egypt (Zanetti 1993). Throughout several centuries, features of the landscape have been remarked upon by chroniclers: a garden of fruit trees; the sycamore where the Virgin hid her child; balsamic trees with therapeutic virtues; a miraculous source. In 1175, Burchard of Strasbourg relates that the fountain "is venerated by the Saracens down to the present day, and they bring candles and incense when they wash themselves there. At Epiphany a vast number of people flock there from all confines, and wash themselves in its water." (Kedar 2001: 89). Throughout the centuries, the heart of this site — and the center of its symbolic power — was the space of the garden and the spring. Since the twelfth century, Coptic priests have celebrated mass here using a stone near the source as an altar (Zanetti 1993: 32-39). Around 1480, Felix Fabri and Joos van Ghistele saw a rudimentary

building, without a roof, enclosing the pool of miraculous water and the stone where the Virgin would have put the Infant (Fabri 1975: 385; van Ghistele 1976: 70-72). Some years later a more solid structure made of brick was erected. In the following centuries this structure (referred to by Western pilgrims as a chapel, a mosque or the house of the Holy Family) was used by both Christians and Muslims for prayer and for bathing. It contained an altar on which Christian priests could say mass. At the beginning of seventeenth century, one of them, Father Boucher, stated that when he was celebrating mass there, Muslims came in to make their devotions and perform ablutions (Fedden 1944: 41).

A SYMBOLIC BRIDGE ACROSS RELIGIOUS DIVIDES

The examples of Muslim attendance at Christian Marian shrines that I have examined show that this phenomenon displays an astonishing vitality. In several cases it is possible to notice a persistence of cross-faith practices at the same Marian sanctuary lasting for many centuries. Some of these sites have experienced an uninterrupted continuity until today. For instance, the frequentation of Bethlehem church by Muslim devotees has continued without a substantial gap. This seems all the more remarkable since these practices are entirely unorganized. They evolve on the margins of the official religion and are extremely vulnerable to accusations of deviation or even apostasy.

I mostly focused on the main shrines in this paper, but in fact it would be possible to consider hundreds of minor sites, which make denser the texture of Islamo-Christian relationship at Marian sanctuaries. Often these less important shared sites were situated in peripheral locations and immersed in natural settings — in the vicinity of trees and wells, or mountaintops — and understandably left less traces of their existence. Some of these sites have experienced an uninterrupted continuity until today; others have decayed but have given way to new sanctuaries that, even in periods of stark contrast, have been able to attract a mass of worshipers of different religious affiliations.

The tight web of relations between Christians and Muslims that developed around the figure of Mary illustrates the importance of the interstitial dimensions and the interconnections among different peoples within Mediterranean history. The close proximity in which they lived has been able to generate cultural connivances, overlaps and mergers across cultural borders. The action of the political and religious powers intended to corroborate the intransigent theological core typical of monotheisms to establish the purity of the cult and to consolidate the communal divides could not prevent these overflows, with a large number of manifestations of contiguity, crossing and porosity. During its history, the Mediterranean has experienced a stratification of relational horizons, a cohabitation of lifestyles, cultures, languages and experiences in their clashes, but also in their reciprocal influences, in their hybridizations and in their readjustments. The conflict and the construction of difference, which in turn have been undoubtedly

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real and often dominant, did not represent the exclusive tonality of the relations between the monotheistic religions in this space. This involves the necessity to differently conceive the interactions between those entities that are defined as civilizations. Even in what is often seen as their most intransigent constituent — the behavior related to religion — civilizations appear contradictory and inhabited by diversity. In everyday life, religious identities may be composite and religious practices sometimes indeterminate.

To what extent may the perspectives offered by this historical foray provide relevant clues that can help us to interpret the present? The impact of a number of recent transformations, like economic changes and the process of urbanization, has modified the human landscape of several areas within the Mediterranean region. In the twentieth century, the clash of bellicose nationalisms has definitively altered the ethnic and religious profile of the southern and eastern shores, through a process of homogenization that put an end to centuries of coexistence and made interreligious sharing more difficult. The construction of a religious-based nationalism led to a new rigidity on the Muslim side, accompanied by the development of fundamentalist tendencies influenced by Wahhabism.

Nevertheless, interfaith attendance at the same sanctuaries has not disappeared. The Virgin Mary has continued to offer a symbolic bridge that authorizes spaces and moments of communication and sharing between religions. Besides shrines like those of Bethlehem or Saydnaya, whose interfaith attendance is immersed in a centuries-long tradition, more recent Marian sanctuaries have acquired an important reputation and attracted in their turn huge crowds of Muslim faithful. Some of these sanctuaries were born in the context of the French colonial experience in North Africa, especially in Algeria. The sanctuary of Our Lady of Santa Cruz in Oran and rural chapels (e.g. in Misserghin) acquired a great reputation and also attracted several Muslim faithful. The paramount Marian sanctuary is nevertheless that of Our Lady of Africa in Algiers, built in the second half of the nineteenth century. Here Muslim attendance has been attested since the 1880s and has continued throughout all of the twentieth century. These interfaith practices linked to Mary resisted the war of independence, the rise of Islamism and the civil war of the 1990s. Even in the most dangerous moments of the 1990s, several Muslims continued their devotions to Our Lady of Africa. Even now, dozens of thousands of people visit it every year, and in their great majority, they are Muslims. Gifts of different nature (money, flowers, small cakes, carpets) are brought to the sanctuary for wishes to be fulfilled, and it is possible to see, inside the church, ex-votos and prayer slips left by Muslims (Albera 2014).

On another shore of the sea, near Ephesus, the Catholic sanctuary of the House of the Virgin has become a significant inter-religious place of pilgrimage. Starting in 1950, the sanctuary experienced a growing success, following the proclamation of the dogma of the Assumption by the Pope in that year. The Muslim presence at the shrine became rapidly preponderant. According to the information given by the journal of the

sanctuary, in 1960 the pilgrimage for the Feast of the Assumption saw the affluence of 2,000 Muslims and 600 Catholics. This trend was confirmed in the following decades, and this place of pilgrimage has continued to attract increasing crowds of Muslim faithful (Pénicaud 2016).

In contemporary Egypt, Muslim faithful attend several important Marian pilgrimages in the country, like in Dayr Dronkah, Gabal al-Tayr or Musturud (Samir 1987; Meinardus 1996; Mayeur-Jaouen 2012) In the last fifty years, the cult of Mary has been reinvigorated by a series of apparitions of the Virgin, which would generally occur on the roof of Coptic churches. This series started in Zaytûn, a district at the periphery of Cairo, where the Virgin manifested herself repeatedly between 1968 and 1970 (Voile 2004; Keriakos 2012). Hundreds of thousands of people claimed to have seen her. In 1968, the first to distinguish the luminous image of the Virgin on the roof of the Zaytûn church were some Muslims who were working in the vicinity. Immense crowds of Christians and Muslims gathered in subsequent months around the church, hoping to see the Virgin. Several Muslims claimed to have benefited from the Virgin's miracle. Between 1968 and 1970, the Coptic weekly newspaper *Watani* published some seven hundred accounts of miraculous healing linked to the Virgin: about 8% of these concerned Muslim faithful (Keriakos 2012: 182).

The long civil war (1975—1990), which opposed the various Lebanese factions, often along religious divides, did not put an end to devotional porosity. In spite of the ferocity of the battles and the massacres, there are numerous shrines attended by different religious communities even today, like the shrine of Our Lady of Lebanon in Harissa, the monastery of Saïdet-en-Nourié in the region of Tripoli and the sanctuary of Saïdet-el-Mantara near Sidon (Farra-Haddad 2010). A massive display of mixed devotion has occurred since 2004 in Bechouate, a village in the Bekaa Valley, after a miraculous manifestation of the Virgin Mary (Aubin-Boltanski 2008). A Jordanian Muslim child was visiting a church with his parents and saw a statue of the Virgin become animated. The church was immediately submerged under a wave of devotion, and hundreds of thousands of pilgrims (Catholic and Orthodox Christians as well as the Shiites, Sunnis and Druze) visited it by the end of 2004. Moreover, since 2010, Annunciation Day (March 25th) has become an interreligious national holyday in Lebanon, to celebrate the reunion of the different religious groups under the aegis of Mary.

CONCLUSION

As a whole, this survey suggests that we should avoid using terms like Christianity and Islam as self-evident analytical categories that describe wholly autonomous arenas of religious activities. In this respect, the notion of civilization, as proposed by Braudel (and many others after him), offers a too univocal map that discriminates bounded entities and proposes an oversimplified description of Mediterranean history. This does not mean that divisions did not exist; they were obviously central and deeply significant. Nevertheless, when we chart the historical world with an approach that is focused

on local practices and individual behavior, we arrive at a description that leaves more room for incongruity, intersection and exchange. In other words, such a perspective shows that the territory is much more complex than the description offered by the univocal map based on the existence of distinct civilizations. Muslim devotion to the Virgin Mary and their visits to Christian shrines suggest that we should be aware of other maps that cross and partially overlap a cartography axed on divisions and contrasts. In the past, the often bellicose relations between peoples of different faiths in the Mediterranean allowed spaces for truce, collusion and interreligious exchange. Even in the highly problematic contemporary situation of several Mediterranean countries, in many cases, the figure of Mary still offers a crucial bridge between religions, despite political and ideological tensions.

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Fabio ARMAND, Christian ABRY

PAST AND PRESENT ALPINE-DINARIC FOLKLORE AND RELIGIOUS CONCERNS WITH MALEVOLENT MORA-LIKE ONTOLOGIES

1. A DEPARTURE POINT FOR A TRANSALPINE QUEST THROUGHOUT MORA-LIKE FOLK BELIEFS: THE ALPINE GALLO-ROMANCE LINGUISTIC DOMAIN

In 1976, Christian Abry and Charles Joisten, the late significant folklorist from Savoy and Dauphiné, began publishing a series of papers about folk-literature where they corrected erroneous identifications made by Arnold Van Gennep, the Master of Folklore in the French domain, about supernatural ontologies of the Savoy Alpine regions. In particular, they addressed a specific category of nightmare sprites known under the dialectal name of *chaufaton*. We must point out that throughout the Francoprovençal linguistic domain the most common name for these domestic goblins is derived from the Latin word SILVANUS: *servan* and its phonetic variants. The *chaufaton* shares with them their core function: they fundamentally represent joker sprites that have a special relationship with domestic animals and agro-pastoral productions, and they developed a very strong link with the household they lived in.

However, as noted by Abry and Joisten, although this supernatural ontology appears, at first glance, to be only an avatar of the *servan*, it is distinguished by a behavior that is not entirely strange, but at least not the most ubiquitous. The *chaufaton* is prone to disturb the sleep of people resting on the haystack, explicitly accounting for a fundamental nightmarish function. In a narrative collected in 1965, Charles Joisten was told that "in the past, when people were lying on hay, the *çhofaton* came to *oppress them and paralyze them under a very heavy weight*, as if they had a stone put on them, one after the other..." (our translation, Abry & Joisten, 1976: p. 126, Montriond, Haute-Savoie).

Abry and Joisten undertook a thorough ethnolinguistic etymological examination about this narrative in order to frame this domestic spirit into the category of nightmares. They first established that the *chaufaton* goblin from the Morzine Valley bore the same Latin root CALCARE "to tread, to trample on" as the first part of the French word for nightmare *cauchemar*. They then brought to light the main figure of the nightmare,

widespread in the Occitan and Francoprovençal linguistic domains: the term *chauch-evieille*, with its phonetic variants (*sousse-vyélye, susse-vzhélye, carco-vièio, tchaotche-vyèlya, tsofe-vilye*, etc.), identifies the Old Hag who oppresses sleepers through suffocation, namely *the* personification of the nightmare. On the other side of the Mont Blanc is the Aosta Valley, an *inter montes* observatory of similar alpine nightmares: a recent fieldwork conducted in the Cogne Valley highlighted the type *tseutson/tsoitson*, a proper derivative reflex of the same CALCARE Latin root identified on the French side of Mont Blanc (Armand, in press).

The discoveries made in the Alpine Gallo-Romance narrative folklore allowed Christian Abry to raise a fundamental issue: "Are all supernatural ontologies of nightmare descent?" This is the question we will try to answer through a transalpine journey, which will bring us from the French-speaking Alps to the Mediterranean Sea throughout the Alpine-Dinaric folklore. In order to explore this transalpine narrative heritage, we will build up a *neurocognitive semantic approach* that will give us the possibility to stroll on the trails of such *incubus*-like ontologies (see Armand, Cathiard & Abry, 2017b, our most recent publication on this type since Antiquity and worldwide).

2. NIGHTMARES AND GOBLINS THROUGHOUT THE SOUTHERN ALPS. THE CASE OF THE *SBILFONS* IN FRIULAN FOLKLORE

We have already observed in the previous section that a nightmarish sprite typology is widespread on the Cisalpine versant of the Alps, from the Haute-Savoie to the Hautes-Alpes via the French departments of Savoy and Isère. Crossing the Mont Blanc range, the folk belief about the *chaufaton* and its counterparts continues to diffuse along the Central and Oriental Alps. Therefore, Friulan folklore about supernatural ontologies becomes the fundamental pivot to access to the Dinaric Alps and to become aware of our Alpine-Dinaric-Islandic connection in order to gain access to the Mediterranean and Slavic folk beliefs.

Our transalpine travel continues through the Carnic and Julian Alps, inhabited by Friulan counterparts of the Alpine *chaufaton* and *chauchevieille*. In order to reveal the nightmarish function occasionally carried out by these supernatural beings, we decided to focus on the linguistic and ethnographic atlases of these oriental Alpine regions. The dialectal map 309 of the *Atlante Storico-Linguistico ed Etnografico del Friulano* (ASLEF[1]), integrated with linguistic data elicited from the *Sprach-und Sachatlas Italiens und der Südschweiz* (AIS, map 812) and from the *Atlante Linguistico Italiano* (ALI, map 637), attests three main forms for the denomination of the nightmare: *cjalcjut*[2] (derived

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[1] We would like to thank Matteo Rivoira for providing us with this linguistic information from ASLEF.

[2] This term is widespread in the Friulan territory, especially in Carnia (Paularo, Lauco, Raveo, Ovaro), in Middle Friuli (Racchiuso. Magnano in Riviera, Coseano), in the Tagliamento Occidental part (Arba) and in Lower Friuli (Cervignano).

from the Latin root CALCARE), *pestat*[3] (from the Latin root PISTARE, "to crush") and *vencul*[4] (from the Latin root VINCULUM, "to bond, to tie"), alongside the Slavic type *mora* and *truta*, both widespread in Slovenian Carinthia, in the northeastern part of the region. We noted that these terms refer to a specific category of supernatural beings whose names are etymologically related to the same semantic field of oppression and paralysis, typical of a *sleep paralysis* experience, which we have already underlined for the Cisalpine area. Moreover, these entities can also assume the role of domestic sprites that haunt the household, just as their counterparts that we found in the Alpine Gallo-Romance linguistic domain.

However, a deeper analysis of the Friulan narrative folklore allowed us to identify the "missing link" to concretize our Alpine-Dinaric-Islandic connection in the supernatural figure of *sbilfons*, a type of goblin that accompanies the *Malandanti* in their Night Battles for crop fertility. Carlo Ginzburg refers to such goblins from the outset of his masterpiece, *The Night Battles: Witchcraft and Agrarian Cults in the Sixteenth and Seventeenth Centuries*, to the very first piece of evidence given by a village priest, don Bartolomeo Sgabarizza, about Paolo Gasparutto: "[He claimed] he roamed about at night with witches and goblins" [*"dice andar vagabondando la notte con strigoni et sbilfoni"* (p. 4)]. Later in the book, another interesting reference seems to link these belligerent gatherings of *Benandanti* with the presence of the same fairy-like supernatural beings: in 1648, a certain Pasqualina described these nocturnal assemblies "where on one side are the *Benandanti*, on another the goblins, and on still another the witches [*"dove da una parte stanno i Benandanti, dall'altra parte i sbilfoni, e dall'altra le streghe"* (p. 201)]. By referring to this evidence, such sprites appear to belong to the "malevolent"[5] side of these night battles.

As observed by Gian Paolo Gri (2016), under the pressure of the strong Inquisition stances, the belief concerning these *Benandanti/Malandanti* night struggles went toward a reductive interpretation of the leading role of their supernatural pugnacious participants. The term *benandante* was originally defined in Pirona's *Vocabolario friulano* (1871) as *"spirito notturno che prende varie forme,"* giving *folletto* as synonyms for it; the most recent version of the same dictionary (1992) indicates *"Orco, folletto. Essere immaginario notturno, o meglio crepuscolare, che prende varie forme e grandezze, non maligno, e che si diverte a far burle ai pusillanimi e spec. alle donne"* [Goblin, elf. Imaginary nocturnal being, or rather crepuscular, which takes on various forms and sizes; not evil but it amuses itself by playing tricks on cowards, particularly on women]. A peculiar restriction and redefinition of the semantic value reached the term

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[3] This term is attested in the Friulan Slavia.

[4] This term is attested in Udine and its surroundings.

[5] Nevertheless, as we have already shown in Armand, Cathiard & Abry (2017), the malevolent side of *Benandanti* group needs to be understood from the point of view of their communitarian adversaries who call them *Malandanti* even though they attacked to defend and protect their own crops.

sbilf/sbilfon as well: from a concrete and active participant to nocturnal battles as related by inquisitorial and folkloristic documents, they became, later in the Pirona dictionary, respectively *"Persona intollerante e impetuosa"* [intolerant and impatient person] or simply, a *"folletto"* [goblin, elf]. Moreover, just like generic goblins, the figure of *sbilfons* has been reinvented in the last years by the touristic "folklorism" of the Carnia region: for example, every year, the town of Ravascletto marks the summer solstice with a festival where children and adults dress in *sbilf* costumes with stories, dances and music.

3. FROM NIGHT BATTLES FOR FERTILITY TO THE HARASSING SOULS OF UNBAPTIZED CHILDREN

The complex Friulan traditions concerning the Night Battles for fertility we already highlighted for *Sbilfons* share their roots in the border area alongside the continuation of the Southern Alps in the south-east, stretching from Italy through Slovenia and the nearest regions overlooking the Adriatic Sea. Indeed, the narrative folklore recalling the evil dichotomy *benandanti:malandanti* of Friuli is clearly related with the opposition *kresniki:vedomci* described in Slovene and Croatian beliefs (Armand, Cathiard & Abry, 2017a).

The exploration of these Slavic traditional folk-beliefs throughout the Dinaric Alps suggest an interesting link between the *incubus* role played by such supernatural opponents and the Night Battles fought on both shores of these Alpine borders. First, referring to Valentine Vodnik's collection of narratives, Monica Kropej (2012) noted that oral tradition linked the figure of *vedomci*, well-known as the counterpart of the *kresniki* in the ecstatic nocturnal struggles for fertility, with nightmares: "they crawled from house to house at night, making themselves invisible and throwing children out of their beds, or else smother a sleeping baby in its crib. (…) As the *incubus*, the *vedomci* oppressed people at night. In the morning, the family members of these people recognized the traces of the incubus in the bites and swellings on the victim's body" (p. 200).

This precise relationship is well supported by a rich narrative complex inhabited by a wide variety of Slavic incubus-like ontologies, from the Slovenian "noćna" mora to the Serbian drekavac. These supernatural ontologies come in the night to oppress sleepers, just like their fellows in the Western Alps. However, the exploration of traditional folk-beliefs suggests another tantalizing link between the incubus role played by such entities and the beliefs related to the soul of unbaptized children. Thus, we found out that in the western regions of Slovenia, people named vedomci were the souls of stillborn children or of those who had not been baptized before their death (Kropej, 2012, p. 183). These latest references allow us to set out an important link between the fundamental concerns for the salvation of the soul of stillborn children who had not been baptized and their malevolent harassing returns in the form of a mora-like ontology.

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4. THE *NEKRŠTENAC*, A VAMPIRE-LIKE UNBAPTIZED SOUL

We tracked this intertwined belief along the Dinaric Alps in order to highlight the continuation of these transalpine narrative motifs in the Slavic regions overlooking the Adriatic Sea. In Croatia and Slovenia, souls of stillborn children who had not been baptized before their death may have appeared in the form of dwarves or birds who would return to their home to weep and torment people. We mainly focused our attention on the Serbian figure of the *nekrštenac*, literally the "unbaptized". Mencej (1997: p. 144) relates precisely that this supernatural ontology, also known as *nav* in the southern Slavic regions, is a sort of sprite arisen from children who died unbaptized (*deca koja su pomrla nekrštena*). An interesting detail about this belief is added by Delić (2001: p. 68) who underlines that the soul of a child cannot reach the heaven when he hears the weeping pain of his mother blinded by the painful grief for his premature death (*tako u baladi o "nekrštencu" mrtvo dijete zamalo ne uspije ući u raj zbog plača majke, koja ne poznajući onostrano pravilo, svojim osjećajnim izljevom plača ometa spokoj duše*).

Like its many other Slavic counterparts (*drekavac*, *svirac*, *plakavac*, etc.), the *nekrštenac* can take on the form of a vampire-like supernatural being that shares the fundamental function of "blood-suckers" (E251. *Vampire. Corpse which comes from a grave at night and sucks blood*). In an attempt to contain this belief, Irena Benyovsky (1996) noted that, over the centuries, in Central and Southeastern Europe, the construction of the vampire figure included several elements from different folk-beliefs: "*duhova pokojnika (revenants), noćnih planinskih duhova germanskog svijeta (Alps), antičkih striga, slavenskih mora i vukodlaka*" (p. 119). We are especially interested in the relation with the Slavic *mora*, a "*zao duh, (sličan po karakteristikama incubusu i succubusu), veže se uz grozne snove, tj noćne more u kojima ljude napada vampir*" (p. 119).

5. REACHING THE MEDITERRANEAN SEA

Remaining on the Adriatic seaside, another peculiar case of such nightmarish goblins can be found in the southern Italian folklore of Salento. An interesting paper edited by Franco Fanciullo (1978) about the denomination of nightmare in Salento (cf. AIS, 812; ALI, 637) suggested a linguistic and narrative *continuum* around the Adriatic Sea. The linguistic type *scarca(g)nizzu/(s)carcagnulu*, recalling the etymological root CALCARE, indicates the personification of the nocturnal *incubus*[6]. Furthermore, in the area surrounding Lecce, the expression "*m'a ccarcatu u monicèḍḍu,*" literally meaning a goblin

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[6] Fanciullo (1978: p. 31) individualized a precise typology of terms related to the etymological root CALCARE: *carcaluru* (Copertino), *carcaúlu* (Guagnano), *carcajúlu* (Veglie), referring to a goblin-like spirit, and *carcaturu* (Veglie), for a nocturnal goblin. In particular, he noted that, with the exception of the type *stranizzo/stragnulu*, based on the Latin root STRIGA, widespread in the Griko dialects and their closest Roman variants, a nightmarish ontology, whose name is related to the Latin root CALCARE, is especially developed in the whole linguistic domain of Salento.

oppressed me, underlines a specific designation for the nightmare widespread in Central and Southern Italy: the *Moniceḍḍu*, a sprite with a big red hat, *lu cappiḍḍuzzu*, which has fun by tormenting sleeping women (pp. 35-36). Another counterpart of these southern spiteful sprites is the *Laurieḍḍu*, whose name probably derived from the *Lares*, the *genius loci* of the Ancient Roman religion who protects the household[7]. The local Christian traditions underline that the *Moniceḍḍu* and the *Laurieḍḍu* represent the soul of an unbaptized child who died prematurely.

Finally, we can close our comparative quest into the Mediterranean Sea, focusing on Greek folklore. The remarkable monograph about the Orthodox folk-beliefs of Greece, written by Charles Steward (1991), highlights a dichotomy which reminds us of the struggles for fertility made by *benandanti-kresniki* vs. *malandanti-vedomci* in the Friulan-Slavic folklore. The Orthodox Greek cosmological conception of the world builds an opposition between two groups of individuals: the saints, as officially recognized intermediaries between God and humanity, and the *exotica,* as similarly intermediate but officially unrecognized and then associated to figures between evil and humanity. In particular, if someone was not properly baptized due to the priest omitting certain words or forgetting to perform a part of the ceremony, their soul could enter into relation with the *exotica*, a group of malevolent supernatural ontologies that oppose the saints — positive individuals with supernatural powers in a constant fight for the wellbeing of humanity. The *exotika* are etymologically outsiders, "stand halfway between the abstract theological notion of evil represented by the Devil and the world of men" (p. 8), in a liminal place located beyond the protection of God and the Church. We can trace a precise dividing line built on the celebration of the Baptism: "those children who die after being baptized become little angels while those who die unbaptized become *oxapedò*" (p. 196), returning to bring all sorts of misfortune. They are strictly related with the community of *exotika*, and they could even be transformed into vampire-like *incubi*, like the *katakhanàdes* of Crete.

6. CATHOLIC AND ORTHODOX ANXIETIES FOR MALEVOLENT HARASSING RETURNS

These folk-beliefs suggest the concern of Christian religious communities, both Catholic and Orthodox, for death occurring before baptism, a fundamental initiatory act which sanctions the entry into the Christian community. As we observed along our

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[7] On this subject, we must recall the Slavic figure of the *Domovoï*, mainly located on Russian territory, a house-spirit, whose name is derived by the Russian term дом, house, related to its specific protective and domestic function, which is looked upon as a trace of the ancestor worship. However, it is possible to track down the nightmarish role of this hirsute goblin: "his hairy hands are felt by night gliding over the faces of sleepers. When his hand feels soft and warm it is a sign of good luck: when it is cold and bristly, misfortune is to be looked for" (Ralston, 1872: p. 120). Moreover, "It is considered dangerous, also, to pass the night in a corn-kiln, for the Domovoy may strangle the intruder in his sleep" (p. 123).

transalpine journey, in spite of the inevitable variations, Alpine and Mediterranean folklore attributes nightmarish traits to unbaptized children, supporting a straight relation with a huge diversity of supernatural beings. Both in Catholic and Orthodox beliefs, baptism represents a liminal space through which the child is incorporated into the Christian community, receiving protection against potential assaults conducted by malevolent supernatural beings. It is not surprising that a child who died before entering into this society protected by God lingers suspended in a liminal period and assumes the shape of a mischievous and harassing entity that opposes the communitarian group. As observed by Monica Kropej (2012: pp. 183-189), the wandering souls of stillborn children, or of the children who died before having been baptized, become dreadful, and they continue to haunt and harass their family.

The speculative idea of the Catholic Infant Limbo brings to light this permanence of anxiety in religious context, even in our contemporary and modern worlds, where discussions about the status of Limbo have arisen in the most recent updates about in vitro fertilization and abortion practices. This occurred even after the Church's *International Theological Commission* finally issued its long-awaited report in 2007, approved by Pope Benedict XVI, on the status of embryos, fetuses and newborns who die without having been baptized. Even for the orthodox dogma, a death occurring before baptism is considered sacrilegious and is, consequently, a sign of impurity linked to evil forces, just as in the case of people who commit suicide: thus, the soul of such individuals cannot be treated like others. As clearly noted by Srebro (2012), the representations of the unbaptized dead child are conditioned by the idea of a "sacrilegious death", also related to the orthodox dogmas of baptism. In spite of the pressure of the Church to encompass this anxiety in a theological frame, the popular imaginary probably understood the inequality touching stillborn children, and it developed the idea of a possible vengeance they could carry out on the living[8].

7. A NEUROCOGNITIVE ANTHROPOLOGICAL FRAMEWORK FOR TRANSALPINE *INCUBUS*-LIKE ONTOLOGIES

The Alpine-Dinaric-Islandic journey we realized in this contribution has highlighted the fundamental nightmarish nature of a large category of domestic sprites and goblins that inhabited the transalpine and the Mediterranean human narrative imaginaries. Starting

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[8] This fear for denying eternal salvation to those children who died unbaptized, condemning them to live in a limbo or to wander in this reality harassing and oppressing the living, encouraged, especially in Catholic traditions, the development of specific repairing rituals to be carried out in specific sacred places called *sanctuaries à répit* (Gélis, 2006). The *répit* represents a temporary return of the soul of a stillborn or unbaptized child in order to realize a religious ceremony to confer baptism on the child before its definitive death. It is a sort of suspended death during which the status of the dead child is changed by a reintegration into its Catholic community. In popular terms, the reintegration of the individual into the Christian community made the burial of the body possible on a consecrated ground and the consequent official mourning (cf. Tzortis & Séguy, 2008).

from the first decisive etymological result in Gallo-Romance belief narratives for the terms *chaufaton* and *chauchevieille*, we extended our first Alpine-Dinaric-Islandic connection, which was proposed two years ago for the *Mediterranean Island Conference* (Armand, Cathiard & Abry, 2017a), to cope both with the malevolent Slavic *mora* and the *incubus*-like local house spirits. But how should we comprehend this cross-cultural narrative journey across such a long distance?

Christian Abry obtained the first insights about the nightmarish descent of most supernatural ontologies more than thirty years ago, and they were finally developed in 2011 in the *BISO* theory (*Brain Incubator of Supernatural Ontologies*), where the human *Brain* becomes a real *Incubator of Supernatural Ontologies* (Abry, 2011; Cathiard *et al.*, 2011). Later, we worked out its heuristic framework, constrained in our neuro-cognitive anthropological model *BRAINCUBUS* (Armand & Cathiard, 2014), which suggests that all supernatural ontologies that haunt human narrative imaginaries are generated in the dissociated state of the brain called *sleep paralysis*, by one of its two fundamental components, localized in the *Temporo-Parietal-Junction*, the OBE (*Out-of-Body Experience*) and AP3S (*Alien Presence Sensed from Self Shadowing*), lateralized respectively in the right and left hemisphere.

During a sleep paralysis experience, the striated (long) muscles are paralyzed, as in the REM sleep phase (with the exception of the little ocular and mentalis muscles). However, the sensory input remains as in the state of awakening, which allows a lively perception of the real environment. During this experience (1) the subject feels primarily a sensation of forced immobilization; the body no longer responds to motor intentions and to the sensation of weight; one can neither move nor speak and has no more voluntary control over breathing, and (2) in addition to perceiving their real environment, the subject can feel an undeniable presence. This veridical perception can be visual, but can also be accompanied by auditory, olfactory or tactile sensations. This presence is terrifying, sometimes erotic (4) (Abry & Joisten, 2002: pp. 140-141). Moreover, such an experience is often *over-intuitively* interpreted as a nocturnal visit from a supernatural being (our transalpine *chauchevielle*; cf. Thompson, 1966: F471.1. *Nightmare (Alp). Presses persons in dream*) that crushes the sleeper with all of its weight on the chest, preventing them from moving (paralysis) and breathing (no voluntary recover for breathtaking).

By adopting this neuro-anthropological approach for the study of imaginary ontologies we encountered during this long transalpine and Mediterranean journey, we proposed to weave a link between humanities, starting from folkloristics and the ethnography of narrative, toward neurocognitive sciences. This transdisciplinary approach offers the possibility to re-ground the Durandian approach to the theory of the imaginary (Durand, 2016), by matching as closely as possible the neurocognitive systems of human beings who produce imaginaries from their experiences with their narratives, influenced by deep inspirations issued from their cultural milieu. The objective was to test our BRAINCUBUS model that specifies the neurocognitive bases on which these Alpine-Dinaric-Islandic avatars have been grounded.

Moreover, the framework of our BRAINCUBUS neurocognitive anthropological model applied to these cross-cultural narrative heritages, from the Alps to the Mediterranean Sea, will allow us to progress in the development of a *neurocognitive semantics* in order to better account for the naming-narrativization processes of *sleep paralysis* experiences. In our contribution, we addressed the construction constraints of terminology categories used transculturally to indicate the phenomenology of the *nightmare*, the *mora* and the like. We have thus recognized the fundamental role of the neurocognitive experience of *sleep paralysis* — with its rich neural sensorium — emerging in the very naming-narrativization processes of supernatural beings from the *incubus* type.

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Zlatko ĐUKIĆ

NAVIGATIONAL REGULATIONS IN THE ADRIATIC SEA LAID DOWN IN STATUTES OF DALMATIAN TOWNS AND COMMUNES

INTRODUCTION

The reasons for introducing maritime law are very similar everywhere, regardless of the differences in culture, race or social organization.

The history of contact between the first settlers of the Croatian coastline and the inhabitants of the Italic and Greek peninsulas dates back thousands of years and was marked by two major milestones:

1. Trade — before the 6th century BC it was beneficial to both sides and was therefore strongly supported,
2. Greek colonization — ensued as a result of this trade, first with the arrival of the Knidians on the island of Korčula and then with the arrival of Greek settlers on the Albanian and Italian sides of the Adriatic coast. These trends were particularly pronounced from the 4th century BC, when colonization of the islands of Issa and Pharos started. About one hundred years later the inhabitants of Issa establish their first subcolonies, first on the island of Korčula and later further along the Adriatic coast (e.g. Epetium and Tragurion, which were also connected with the city of Salona).

This paper discusses navigational regulations laid down in the Statutes of Dalmatian cities and communes.

WINTER NAVIGATION BAN

The purpose of the winter navigation ban was to ensure the safety of the crew and the ship. Ancient and medieval ships were not as advanced as modern vessels, nor were they equipped with the instruments we know today. It is much harder to navigate in the winter than in the summer because winter is marked by unfavourable winds, shorter days and much lower sea and air temperatures. Ships were therefore banned from navigating during winter, and a breach of the ban was subject to heavy fines. Ships would winter in seaports or in inland ports in the case of ships sailing on rivers, canals and lakes.

A port, in its broadest sense, is a naturally or artificially protected sea, river, canal or lake basin, where ships can find shelter from waves, air streams, tide and ice; find

protection from enemy attacks; load fuel, water and food; carry out repairs of the hull, engines and equipment or be cleaned; where they can safely and quickly load and unload cargo; where passengers can safely and quickly embark or disembark the ship, and where the crew can take some rest (Kojić, 1978, p. 367).

A port is an area recognized as a place offering facilities for the loading and unloading of ships and for their departures. It is a place where cargo can be stored and which offers facilities for passengers (Grabovac, 1991, p. 89; Rudolf, 1989, p. 171).

An inland port, in its narrowest sense, is a place on the river, canal or lake coast where ships can land and load or unload cargo or can allow passengers to embark or disembark (Janković et al., 1983, p. 444).

The winter navigation ban was an ancient Roman custom, which was practiced in medieval times as well. The ban was usually imposed in November and was lifted at the beginning of the following March. However, winter navigation would be allowed in emergency situations, such as the saving of human lives.

Provision 34 in Book IV of *The Zadar Statute* lays down the rules for situations in which the ship has to spend the winter in a port and continue the journey longer than envisaged and agreed. In such situations, merchants are required to pay shipowners a rental fee that is 25% higher than the one originally agreed. Shipowners are in turn required to increase the agreed wage of the crew by 25%. In addition to this, the Provision specifically addresses the issue of sailors who are hired for only a period of one year. If the said period expires during the winter, the sailors in question are not allowed to leave the ship. They are, however, granted a wage for the entire additional period aboard the ship (*The Zadar Statute*, 1997, p. 42).

STRANDING

Stranding occurs when the ship comes across an area where the ship's draught exceeds the sea depth and the ship loses its inherent buoyancy, resulting in the interruption of navigation for a certain period (Tambača, 1981, p. 258; Grabovac, 1991, p. 98). Stranding is a shipping incident in which the ship touches the bottom of the sea with the whole of its keel or with only a part of it (Pavić, 2003, p. 301).

There are two types of stranding:
— accidental
— voluntary.

Accidental stranding is caused by a lack of caution, while voluntary stranding is performed by the ship's master to avoid a threatening shipwreck or to preserve the ship from worse damage than it would otherwise sustain.

The Statute of the Town of Dubrovnik in Book VII, under Provision 7 entitled *Damage Occurring on the Ship's Mast and Spreaders*, lays down that in addition to other potential damage, the damage caused to the ship through stranding should be covered from the joint ship's property in the amount of the estimated damage (*The Dubrovnik Statute*, 1990, p. 195).

The Hvar Statute in Book V, under Provision 2 entitled *On Damage Sustained by the Ship's Equipment,* which may be caused by, e.g. stranding, states that in the event of damage, the reimbursement should be borne by the community, i.e. it should be covered from the joint ship's property and from the ship — the specific amount would depend on the estimated value (*The Hvar Statute*, 1991, p. 161).

The Split Statute in Book VI, Provision 46, establishes the rules for events in which the ship leaves the Split port in good condition but later sustains damage, e.g. through stranding, and the equipment or the cargo aboard the stranded ship are damaged. The Provision stipulates that such damage should be calculated and reimbursed in accordance with the rules that apply in the case of the general average (*The Split Statute*, 1998, p. 779).

Provision 56 explains stranding in more detail. It describes situations in which the ship touches the sea bottom due to a storm, loses its inherent buoyancy and suffers substantial damage. If the shipowner decides to repair the ship, i.e. prepare it for navigation, seafarers are not allowed to leave the ship. Otherwise, they lose their wages and have to pay additional fines in favour of the Split Commune (*The Split Statute*, 1998, p. 785).

The final statute that we will list here, *The Zadar Statute*, in Book IV, under Provisions 53 and 54, refers to cases in which the ship, i.e. the ship's equipment, sustains damage. The former Provision lays down the rules in the event of a stranded ship that is rescued by another ship. Shipowners of both ships can agree to transfer the cargo from the stranded ship to the other ship. If the merchants have leased the ship, then the shipowners have to ask for their permission to transfer the cargo. The latter Provision sets out the rules that apply in the event of a ship sustaining damage, possibly through stranding. If the shipowner decides to repair the damaged ship, the ship's crew must stay with the ship for as long as it takes for it to be repaired and taken to the final destination. If the seafarers fail to meet this requirement, they must pay a fine twice the amount of the pay they were to receive (*The Zadar Statute*, 1997, p. 439).

The final provision, Provision 75, lays down the rules that apply in the event of damage to the ship due to conditions on the sea, storms and bad weather or due to some other causes, e.g. stranding. In these cases, the damage sustained should be dealt with as in the case of the general average (*The Zadar Statute*, p. 453).

SHIPWRECK

A shipwreck is a shipping incident that causes a partial or total loss of the ship (Brajković, 1972, p. 599). The term shipwreck denotes a shipping incident in which the ship permanently loses its ability to navigate and no longer falls under the category of vessels (Pavić, 2003, p. 301). A shipwreck is a shipping incident causing a total or partial loss of the ship, entailing different legal consequences (Grabovac, 1991, p. 23).

The Dubrovnik Statute, for instance, in Book VII, contains Provisions 35 and 47 that state the rules regarding a shipwreck. Provision 35 pertains to cases in which ob-

jects floating on the sea are found. Such objects are divided in four parts. The first part belongs to the ship, i.e. the shipowner, the second is assigned to the cargo carried aboard the ship, while the third and the fourth are shared in equal parts between the shipcrew and merchants (*The Dubrovnik Statute*, 1990, p. 203).

Provision 47 refers to cases where the ship, which is a part of an *entega*, sustains damage in a shipwreck. In such cases, the damage is covered from the profit of the *entega*, whereby the principal is not used (*The Dubrovnik Statute*, p. 206).

The Hvar Statute refers to a shipwreck in Book V, Provision 8, where the rules are set out for the case of cargo found floating on the sea due to shipwreck. This issue is addressed in the same way as in Book VII, Provision 35 of *The Dubrovnik Statute*, which means that the found objects are divided between the shipowner, cargo, merchants and crew (*The Hvar Statute*, 1991, p. 164).

The Split Statute deals with shipwreck in two Provisions of Book VI. Provision 44 deals with cases of objects being found on the coast and on the sea where the owner is unknown. In these cases, one third belongs to the shipowner, while the remaining two thirds are divided equally between persons on the ship (*The Split Statute*, 1998, p. 779).

Provision 65 deals with shipwreck where objects or cargo aboard the ship sustain damage (*The Split Statute*, 1998, p. 791). It is stipulated that shipowners must cover all the damage sustained. They are free from liability only in the case of fire, storm, bad weather or other adverse sea conditions.

Book IV of *The Zadar Statute* in Provisions 45 and 72 refers to cases of shipwreck, i.e. to objects found after the shipwreck.

Provision 45 describes three possible situations. The first situation deals with objects found under the water, where half of their value belongs to whomever recovers them, whereas the other half belongs to the owner of the ship involved in their recovery. The second situation pertains to objects found floating on the water. In such cases, one third belongs to whomever recovers the objects, while the remaining two thirds belong to the shipowner involved in their recovery. The third situation pertains to cases in which the found objects are brought to the Zadar port. In this case, the Provision refers to contracts and stipulates that if the finder of the objects and their owners sign an agreement regarding their recovery, then such contracts must be observed in their entirety (*The Zadar Statute*, 1997, p. 443).

Provision 72 refers to cases in which an object whose owner is unknown is found either on the sea or on the coast. In such cases, half of the object's value belongs to the owner of the ship from which the object was found, while the other half belongs to all persons aboard the ship (*The Zadar Statute*, 1997, p. 451).

The Korčula Statute in its first book of amendments to statutory provisions, in Provision 10, stimulates the recovery of the cargo found on the sea after a shipwreck by granting the finder a quarter of the cargo recovered. This provision stipulates that in the case of a shipwreck in the Korčula area persons recovering the objects from the

shipwreck or the sea are to be rewarded with a quarter of the objects they have recovered and brought ashore or placed in a safe place, such as another vessel (The Korčula Statute, 1955, p. 86).

In the second book of laws, i.e. statutory provisions of *The Korčula Statute*, under Provision 82 entitled *On Shipwreck*, it is stated that those who notice a shipwreck amid a storm must alert the commune or village administration, depending on the location of the ship, so that appropriate measures can be taken. In return, the person is granted a reward amounting to one *perper*. If the village is alerted, then the village heads are responsible for providing the reward.

The second part of the provision refers to objects involved in the shipwreck where two different situations are described. In the first situation, the *parun* (ship's master) neither wants nor commissions assistance. In this case, no one is allowed to take either cargo or equipment found on the ship, otherwise they will have to pay a penalty amounting to 50 *perpers* in favour of the commune, in addition to returning all the objects taken from the ship. In the second situation, there is an agreement with the ship's master regarding the recovery of objects. The Provision stipulates that in such cases anyone is allowed to recover objects from the ship in accordance with the conditions agreed with the ship's master (*The Korčula Statute*, 1955, p. 142).

Provision 127 deals with situations in which an inhabitant of Korčula buys objects from a shipwreck that were found floating on the sea or lying on the sea bottom. In such cases, the Provision stipulates that the buyer is to lose everything he has bought, while whoever reported the illegal buyer is granted a reward amounting to half of the value of the objects bought, but only if they can provide clear evidence with two reliable witnesses that the objects are illegal (*The Korčula Statute*, 1955, p. 160).

DANGER OF PIRATES

Ever since people started to use the sea for the exchange of goods, there have always been individuals and groups who would intercept ships and steal goods found on them. Naturally, places in which different commercial paths cross see more plundering. It is necessary to make a distinction between *privateering* and *piracy*.

Privateering is a term referring to armed attacks on the sea aimed at foreign ships or other enemy's property for the purpose of retaliation or ehaviorz blockage of maritime traffic (Brajković, 1975, p. 592). A privateer (*corsair*) is a term used for persons, and their private ships, who were ehaviorz by sovereigns to take part in armed attacks (Rudolf, 1989, p. 100).

Piracy is ehaviorzed violence on the high seas or other waterways, most commonly committed for private ends (Brajković, 1983, p. 44).

Pirates used various types of attacks, ranging from direct attacks to different acts causing the stranding or sinking of merchant ships for the purpose of seizing their cargo. The Phoenicians are said to have been the first pirates (Brajković, 1983, p. 46).

Piracy is a term referring to any illegal act of violence, detention or plunder committed for private ends by the crew or by passengers of a private ship on the high seas, or in a place outside the jurisdiction of any state, against another ship, persons or property found aboard that ship (Grabovac, 1991, p 130; Rudolf, 1989, p. 276).

Piracy was invented in the ancient times in the Mediterranean area and was first practiced by the Phoenicians and then later by the Persians, Greeks and Romans. It was also practiced in the Middle Ages all the way through to the end of the 19th century. Pirate ships were in fact smaller battleships, and they were used because they required less investments, at first by individuals, and later by governments. But they were also used since it was easier to manoeuvre them due to their size and to attack rival merchant ships.

Due to piracy, retorsion was used as a means for collecting debts since it was the only safe way of collecting debts arising from contractual and other relations, which were not settled through mutual agreement. Many individuals acquired an immense fortune in this way because they knew no boundaries in collecting debts, greatly exceeding all reasonable rates. At first, this kind of debt collection was conducted at will and without any supervision, while later, when the feudal and patrician rule in towns grew stronger, it was brought under the control of the state.

The medieval statutes covered in this paper also deal with the danger that pirates caused. *The Dubrovnik Statute* refers to this in two provisions.

Provision 7 lays down the rules for dealing with the damage sustained by the ship, also the one caused by pirates. It stipulates that all damage must be covered in accordance with the share in property aboard the ship, and if necessary, the real value of the ship is to be reduced by a third. This Provision indicates that the damage from pirates is to be borne jointly by all participants of the enterprise (*The Dubrovnik Statute*, 1990, p. 195).

Provision 33 refers to situations in which ships were detained by pirates. Those who paid ransom to the pirates without the consent of the shipowner were required to immediately hand over the ship to its owner and would always lose the ransom they had paid (*The Dubrovnik Statute*, 1990, p. 200).

The Hvar Statute regulates maritime affairs in Book V, and in Provision 2 it refers to pirates. More specifically, it stipulates that damage to the ship's equipment caused by pirates should be covered by the community, while in the case of a ship being seized or cargo being thrown in the sea, the open issues should be dealt with in accordance with the rules that apply in the case of the average (*The Hvar Statute*, 1991, p. 161).

The *Split Statute* deals with pirates in three different Provisions of Book VI.

Provision 17 states that the damage caused to the ship by pirates should be covered jointly and proportionately by the ship's ehav and the shipowner (*The Split Statute*, 1998, p. 763).

Provisions 18 and 68 also deal with pirates. The former provision regulates the situation in which the ship's ehav is robbed by pirates. In this case, he is required to pay the lease only for the period prior to the robbery, and only if he is in no way to be blamed for it. If, however, the ehav is found to be involved in the robbery, he has to compensate for all the damage and pay the entire amount of the lease. The latter provision deals with situations in which the ship is robbed by pirates. In such cases, the damage should be covered by all participants in the enterprise from the total belongings of the ship (*The Split Statute*, 1998, p. 763-791).

The *Zadar Statute* in Book IV, Provision 39, regulates cases in which the ship is robbed by pirates. The damage in such cases is covered jointly from the ship's property. However, the same applies if the profit is accrued over time. This profit, i.e. pecuniary contribution, is also a part of joint ship's property (*The Zadar Statute*, 1997, p. 427).

In its first book of amendments to statutory provisions, *The Korčula Statute* in Provision 9 forbids piracy, sanctioning it with exile. The second part stipulates that the purchaser of objects from pirates shall lose the purchased items. The final part of the Provision defines the reward for whoever reports the purchaser.

The aim of this Provision was to prevent piracy because the sanctions were permanent. Namely, the person found to be a pirate would be exiled from Korčula for life starting from the day it was found out that they were practicing piracy. The second part of the Provision sanctions the purchase of goods from pirates. Those who failed to comply with this provision would lose the goods in favour of the commune. The final part of the Provision provides an incentive for those who report the purchase of goods from pirates by granting them a quarter of the goods involved in the purchase (*The Korčula Statute*, Book I, Provision 9).

The *Korčula Statute* in its second book of laws, i.e. statutory provisions of the town and the island of Korčula (newer editions), in Provision 16 titled *On Practising Piracy*, bans piracy, sanctioning it with exile, the death penalty and seizure of the entire property. The newer provisions impose a ban on practicing piracy and order that the inhabitants of Korčula practicing piracy will be exiled from the day they started practicing piracy, i.e. from the day it was found out that they were practicing piracy. The second part of the provision provides dissuasive sanctions stating that the goods acquired through practicing piracy will be seized in favour of the commune, while its final part states that pirates captured by the Korčula administration will be faced with the death penalty (*The Korčula Statute*, 1995, p. 116).

The *Trogir Statute* in *The First Book of Reformations*, Provision 8, grants the power to an official person (a Duke) to receive reports, press charges and hear cases on thefts, robberies and acts of piracy as well as sanction them on the sea and land at any time and as he sees fit, which he was not allowed to do prior to the reformation. The Provision further lists the categories of persons allowed to be punished, such as thieves and bandits, plunderers, robbers, pirates or privateers, and their ringleaders, as well as

those who offer them assistance, guidance or service by word or deeds. The Duke is also allowed to sanction all those who receive goods that were stolen, seized or robbed and goods acquired through piracy if they are aware of their origin. The Duke receives reports on such offenders at all times and is allowed to conduct procedures in the order and manner he sees fit and can impose sanctions at his discretion.

The second part of this Provision pertains to persons who report these offenses. It is stipulated that such reports are to be kept secret and that individuals reporting the crimes are to be rewarded as the Duke sees fit. The reward is financed from the communal funds, i.e. goods seized from thieves, robbers and pirates and all other persons assisting them in any way described above.

The final part of the Provision stipulates that the statutory provisions that used to regulate matters relating to theft, robbery, seizure of goods and relating to persons providing shelter for thieves as well as receiving goods from them are to be repealed, revoked and made null and void in their entirety. This reformation was considered to be a statutory provision, was entered in the Book of Statutory Provisions and was never to be repealed or revoked (*The Trogir Statute*, 1988, p. 169-171, *The First Book of Reformations*, Provision 8).

The Book of Laws, Statutes and Reformations of the City of Šibenik in the *Book of Reformations*, Provision 113, deals with matters relating to theft and makes a distinction regarding three different categories of perpetrators: citizens of Šibenik, inhabitants of the broader Trogir area and foreigners. They can be charged with or reported for theft and robbery and can be questioned in piracy and privateering investigations carried out on behalf of the Šibenik Government and the Court.

It is further stipulated that if the Government carries out the investigation in the three cases mentioned above and the person accused and charged (or in the case of an investigation, the perpetrator or the pirate examined) confesses that he is guilty of theft or piracy, or denies all allegations for which he is accused, reported or examined, then the Duke, the Government or the Šibenik Court are allowed to examine these offenders for other offences committed in the past in the town of Šibenik or in its broader area.

The Provision further stipulates that thieves, bandits and pirates can be tortured during the course of the examination for the purpose of eliciting the truth, if the Government so decides. Such suspects, accused or not accused, examined in the course of the investigation, not reported, or not examined on the circumstances of all the crimes they committed in the past in the town of Šibenik or in its broader area are to be punished for theft, robbery or piracy in accordance with the Provisions of *The Šibenik Statute*.

The final part of the Provision stipulates that unless strong and clear evidence is provided for accusations in each and every individual case, the procedure has to be terminated (*The Book of Laws, Statutes and Reformations of the Town of Šibenik*, 1982, p. 257).

FIRE

Fire on a ship is a chemical reaction occurring during the combustion of matter on the ship (Buljan, 1983, p. 400). The term *fire* refers to any uncontrolled occurrence of fire on a ship regardless of its cause (Pavić, 2006, p. 301).

The most common fire hazards were naked flames, improper handling of different types of ship cargo and the self-combustion of the cargo. Most fires are caused by humans due to willful, accidental or reckless behavior of the crew, and less so by natural forces such as thunderbolts.

In ancient times the sea water was often used to fight fire since its purpose was mainly to cool down the objects that had caught fire. In addition to that, any other means available on the ship or land were also used, such as sand or gravel.

Protective and safety clothing was not available in ancient times, and in cases fire people wore their everyday clothes, possibly soaked in seawater and a bandage to protect their respiratory system. The threat of fire was always lurking, especially in areas notorious for thieves and pirates who would cause fire to distract the crew and rob the ship more easily.

The damage caused by fires includes not only the objects destroyed and damaged, but also the indirect damage sustained in the course of extinguishing the fire, caused by the late arrival to the final destination, the ship losing its ability to navigate, etc.

The Hvar Statute in Book V, Provision 2, entitled *On the Damage Sustained by the Equipment*, makes a distinction between the damage sustained by the equipment and goods, which could have been caused during the fire. In the former case, the damage is covered by the commune, while in the latter case the rules of the general average are applied (*The Hvar Statute*, 1991, p. 161).

In Book VI *The Split Statute* contains several provisions pertaining to fire hazards.

Provisions 46 and 51 deal with situations in which the ship catches fire due to bad weather and the objects or the cargo sustain damage, or the equipment on a ship on which seafarers possess no goods. In the first case, the damage is covered by applying the rules of the general average. If the ship's equipment sustains damage, the crew is absolved from responsibility, and the ship's master and merchant cover the damage proportionally (*The Split Statute*, 1998, p. 779-783).

Provision 63 refers to cases in which the goods are rendered unusable due to damage sustained by anything other than a fire. In such cases, the ship's master assumes total responsibility, whereas if the goods are rendered unusable due to fire, he is absolved from the responsibility (*The Split Statute*, 1998, p. 789).

The final provision dealing with fire is Provision 65. As in the above Provision, the ship's master is held responsible if the goods are rendered unusable. He is absolved from the responsibility only in the case of fire (*The Split Statute*, 1998, p. 791).

The Zadar Statute, in Book V, Provision 38, determines responsibility for the damage sustained by merchant cargo. More specifically, this Provision deals with situations in which the cargo is transferred to another ship because the first ship was overload-

ed, and the cargo then sustains damage in the fire. In these cases, the damage should be covered from the ship's property. Only in exceptional cases, when the relations between the merchant and the shipowner are laid down in a contract, the provisions of the contract apply (*The Zadar Statute*, 1997, p. 427).

The final provision, Provision 75, addresses the damage on a ship incurred after the ship leaves the Zadar port. The damage in question occurs due to bad weather which may start a fire. The damage is covered according to the rules applied in the context of the general average (*The Zadar Statute*, 1997, p. 453).

CONCLUSION

This paper addresses the statutes of Dalmatian towns and communes from the perspective of navigation. The aim was to prove that navigation was very important for Dalmatian towns and communes since their statutes contained numerous provisions referring to it.

The provisions of these statutes regulate the issues involved in the winter navigation ban, stranding, shipwreck or danger posed by fire and pirates, which all add to the risks of navigation of that time.

The statutes listed here testify how indispensable the provisions actually were, for they were applied to solve the most acute problems seafarers were facing at the time.

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Branko KOSTELNIK

THE BEAT FLEET: THE LEADER OF POP CULTURE ON THE CROATIAN MEDITERRANEAN

It's ironic, really, that he quotes Christ, One raised in an atheist family, In the dark, in a mixed marriage, In some faraway land he floats in the air, where I was carried by the stork, Yes, brought up not to hate and to be fair, honest and loyal, The difference between right and wrong, I didn't learn from the priest, imam, or pastor, When those who know nothing took over, they blessed the guns, Sent the sheep to die for their only God, For the madness of their ideology, And when hate takes over, reason is no cure, Madness always changes history, Writes a new bloody one, In a land of peasants, in the mountainous Balkans.

<div align="right">(TBF, "Nostalgična")</div>

1. INTRODUCTION

The hip hop group TBF (The Beat Fleet) from Split, Dalmatia, Croatia, has been active on the music scene for almost thirty years (twenty-two years since the first album was released and twenty-eight years since the founding of the band). They became leaders of the new generation of rockers in this part of Europe and, in a way, leaders of the new generation growing up in the nineties. A distinctive characteristic of their poeticism was found not only in their critical lyrics that describe Split and Dalmatia's cruel everyday reality, but in the fact that they were able to portray the unique atmosphere of the Dalmatian way of life as a part of the Mediterranean. The group was inspired by the tradition of leading Dalmatian authors and songwriters such as Toma Bebić and Arsen Dedić in 1970s, the group Đavoli in the 1980s and by Split's greatest music legends like Gibonni, Dino Dvornik and the group Daleka obala in the1990s.

TBF succeeded in building its own specific and authentic style immensely influenced by the Mediterranean and the city of Split. They were able to mix this local influence with the influence of the western pop and hip hop culture. They have been active for twenty years and through their many albums, concerts and videos, they have left a mark on the Croatian rock scene and on the pop culture of the Mediterranean. I will try to research the cause of TBF's poeticism, their characteristics and the context in which they worked.

2. THEORIES
(From Exclusion to Inclusion: The Processes That Allow
a Minority Group to Achieve Social Recognition)

Discussing rock and roll, its influence, significance and its constant redefinition and re-vitalization can seem not only a pretentious task, but a slightly hopeless one as well. However, taking into account the broader meaning of rock and roll and popular culture in general as well as the very active and always new processes on the rock scene, whether they represent the easily predictable continuity that rests on the already exhausted styles of past decades, or are individual excesses or exceptions that prove the rule, I believe that sometimes it is worth recognizing certain events, names and trends of a certain time or their effect in the years to come. One of the leading rock sociologists, Simon Firth, whose book *Sociology of Rock* (1978) is considered one of the foundational studies of rock music, in his collection of essays and reviews *Music for Pleasure,* laid out a kind of self-critique of *Sociology of Rock* under the subtitle "Essays in the Sociology of Pop" (1988).

In the introduction Frith writes, "Now I am quite sure that the era of rock is over. Of course, people will continue to play and enjoy rock music, but the music business no longer revolves around rock, around the sale of a certain kind of music event to young people. The era of rock — born in 1956 with Elvis Presley, reaching its peak in 1967 with the Beatles' *Sergeant Pepper,* and dying in 1976 with the Sex Pistols, was an indirect path in the development of 20th century pop music and not, as we had then concluded, some king of massive cultural revolution. Rock was the last romantic attempt to preserve music making — performer as artist, performance as community — that had been made obsolete by technology and capital. The energy and excitement of the music indicated, in the end, the desperation of the attempt. Nowadays, rock anthems are used to sell banks and cars. As I write this, *Rolling Stone* magazine is celebrating its 20th anniversary as if it always wanted to be what it is today — an elegant mediator for the diverse market of the middle age, middle class advertising campaigns of the most conservative American corporations" (Glavan, 1988, n. 8, p. 35). Supporting the then revolutionary, now generally accepted, argument that rock and roll was the first expression of black culture that was fully accepted by a white American audience, Charlie Gillet, the Englishman who authored the best history of the American phenomenon, in his doctoral dissertation in sociology *The Sound of the City*, which following its publication became one of the fundamental books on rock, explained this phenomenon by quoting Talcott Parsons regarding the process that makes it possible for a minority group to achieve social recognition: "The first stage is exclusion, then the minority group as a whole is denied the privileges enjoyed by the rest of society. The second stage is assimilation, when these privileges are granted to favored members of the minority group but continue to be withheld from the rest. The favored few are accepted on the condition that they break most of their contact with their own

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group and adopt the standards of the established society. The final stage is inclusion, when the entire minority group is granted access to everything in the society, without having to yield its distinctive characteristics." (Glavan, 1994, p. 29). Gillet argues that since the beginnings of popular music, black music was never really excluded. Two kinds of assimilation actually occurred. One was the acceptance of black singers who adopted styles specially adapted for a white audience and so had little resemblance to styles popular with the black audience. The other was to take a song or style from the black culture and reproduce it using a white singer. American sociologist David Riesmann writes in his 1950 essay "Listening to Popular Music" about the meaning of minority tastes: "Minority groups are small... The rebelliousness of the minority group can be seen in relation to popular music: the insistence on rigorous standards in a relativist culture; a tendency toward the non-commercial, the creation of a private language and its abandonment — the same goes for other aspects of personal style — once it is adopted by the majority, deep resentment over the commercialization of radio and musicians..." (Glavan, 1994, n. 6, p. 29).

Croatian popular music experienced major and radical changes during the 1990s. After the Communists were voted out of power in the first multi-party elections and Croatia gained independence after the war, things were never the same. Everything that occurred in the new, post-socialist society influenced all aspects of popular culture, rock and roll included. The beginning of the 1990s signaled the arrival of a new musical trend — a trend whose characteristics and strong support from the media and leading agents surpasses all other relevant musical genres — Croatian *dance* music (Kostelnik, 2011, p. 133-139). The collapse of the middle class (which had a direct effect on the purchasing power of music consumers), the use of playback in clubs, the closing of clubs resulting in the impossibility of putting on live musical events, the departure of a large part of the male population due to the war, the transition from one generation to another on the music scene, migration, the rise in ruralism and provincialism in popular culture, as well as other processes, led to the nearly complete marginalization of rock genre bands and artists. It was not until the end of the war in 1995, with the coming of peace and the middle-class recovery, as well as with the rise of urban elements and urban lifestyle, that conditions were ripe for the return of rock and roll and live musical performances in Croatia. It is interesting to note that the biggest dance music star, Toni Cetinski, along with his manager, was the first to recognize the shift. He was the first musician to form a band and begin playing live. In this new climate, several new bands deeply rooted in the rock and roll tradition (Majke, Kojoti, Hladno pivo, Pips, Chips & Videoclips, except for the hip hop/rap band TBF) took their chances and brought back rock and roll to the local music scene. These bands were supported by already established bands such as Psihomodo Pop, Let 3 and KUD Idioti. In the past two years, new but established festivals (a summer event at Šalata and a Christmas event titled Fiju briju) managed to draw crowds of more than 50,000 elated fans, de-

spite the fact that the bands and their music had until recently been described as alternative (Kostelnik, 2011, p. 29-34).

From a sociological perspective, it is worth taking what Mike Brake calls the relationship between youth subcultures and how they relate to problems in the broader structure, especially issues of social class. Brake argues that all people must confront the difference between what a person feels about themselves and what a person thinks the outside world thinks of them because of the mediation of "significant others" (Brake, 1984, p. 86). The term "significant others" refers to the work of social psychologist G. H. Mead, which developed from the theory of symbolic interaction. The term refers to the understanding that in a fragmented and differentiated world, the opinions of significant others, with whom the individual is in contact, are more meaningful to him than the opinions of social actors who are secondary influences on his development. Significant others can be individuals such as parents, peers, referential groups or even the individual himself.

What is particularly fascinating is the fact that these artists, in addition to the chaotic structure of their personalities and their unstable lifestyles (rehearsals, studio time, tours, etc.), managed to find a voice to adequately express themselves. They proved that in addition to talent, they were also rational and calculated. "If you want to signal anarchy, first you have to choose an appropriate language, even if it has to be destroyed. If, for example, we want to reject punk as chaos, then we must first be devised as noise", writes Dick Hebdige in his book *Subculture: The Meaning of Style* (Hebdige, 1980, p. 90).

3. PRACTICES, CONTEXT AND TESTIMONY

TBF, The Beat Fleet, is a typical product of Split — like "Split's kids" or bands from the 1980s — a neighborhood gang or the kids you see hanging out on the corner. They started out in the early 1990s, making their first recordings in 1992. Of course, production was rudimentary, with the usual bits of sampled hip hop and borrowed quotes, beats and rhymes. The band's first significant progress came from working with the already experienced multi-instrumentalist, arranger and producer Dragan Lukić Luky, who took the band under his wing. Their debut album *Ping Pong* was released in 1997 under the Croatia Records label. "The debut established their trade-mark style: creative samples integrated into an organic whole, socially engaged lyrics conceived and performed as sharp critiques of everyday life, and authentic chroniclers of Split, a city struggling in the jaws of transition" (Gall, 2018, p. 221).

The feel of Meje, Split's residential west side neighborhood, spreads well beyond the city's limits. The fact that Split's most prominent athletes, artists, politicians and businessmen, such as the former president of Yugoslavia Josip Broz Tito, tennis player Goran Ivanišević, football player Aljoša Asanović, basketball player Dino Rađa, painters Zvonimir Mihanović and Matko Trebotić chose this neighborhood to build their luxury houses, villas and vacation homes has contributed to the image of Meje as

the Beverly Hills of Split. Our story, however, begins to the east, closer to downtown, where three- and four- story apartment houses are home to the middle and middle-lower class, who live a peaceful, perhaps a bit autistic, individualist existence, on the margins of city-life and almost completely separated from the wealthy residents of the southern foothills of Marjan. This older and retired population of mostly veterans and their families separate Meje from the city's bustling center by a well-established cultural and mental barrier. The story begins in the 1980s. The social life of the local community largely took place at the district community center with everyday activities for all ages of the overripe self-governing socialist society. Pensioners and kids would play chess, cards and board games, sharing the space provided by the Meje Community Center. The highlights of the community's social calendar were events marking national holidays like Republic Day and others (Čelan, 2018, p. 8).

The heroes of this story grew up in Split's Meje district. This is actually a very paradoxical situation. Meje has never been the Bronx. It was just the opposite! Meje never had a branch of the Hajduk football fan club Torcida. "There were attempts to form one, but the fans that had attended Hajduk's events over the past decades would go to the games in small quiet groups or join other larger groups from nearby neighborhoods, mostly because they had formed these relationships in high school and later at work. That is why the residents of this isolated neighborhood, located inside the rough and emotionally-charged, often brutal Split environment, in the working class context of the era of social realism of the late 20th century, were often seen as posers, wimps, and mamma's boys", wrote Nikola Čelan, one of the founders of the band (Čelan, 2018, p. 8).

New, mostly illegal, places to buy music were cropping up constantly all over the country. Rap landed in Yugoslavia with a splash thanks to a special edition of the teen music magazine *Ćao,* dedicated exclusively to the rap genre. In this special edition titled *Ćao Rep,* editor Vladan Paunović managed to thoroughly and convincingly present through texts and images all that was relevant in American (sometimes British) hip hop, launching the genre into the media landscape of former Yugoslavia. Although Zlatko Gall, a journalist for the newspaper *Slobodna Dalmacija* and *Nedjeljna Dalmacija*, was also on several occasions able to convey the development and arrival of a new black sound coming from the American streets to Europe. Until its first commercial incarnations by Ice MC, MC Hammer and Vanilla Ice, it was difficult to ignore the genre in any serious music or cultural media discourse.

The new style and image were embraced on an almost religious, cult-like scale. It did not take long for the whole street, followed by a critical mass of fresh teenagers, including those who didn't care much for music until then, to begin identifying as rappers. The number grew every day. This was mostly a movement occurring among a core group of friends who had grown up together diving at Sustipan in the summers and playing cards and games in the winters. All of a sudden, instead of having endless fights in the neighborhoods and schools, they had something bigger, more important

and globally binding to talk about — a new and cool identity, energy and symbols that required us as loyal followers to spread them through the media and the values of hip hop. These symbols and values included graffiti, MCs, DJs, cassettes and records, record players and their components, ghetto blasters, Roland and Technics, gold chains, baseball caps, sneakers, sweatpants and hoodies, Adidas and Nike.

We were even compelled to play basketball and baseball (although none of us understood the game or ever really played), because these were the desired "black" sports or were in spirit, style, code and visual representation infused with hip hop.

In the biorhythm of society, 1995 marked a return to darkness reminiscent of the wartime year 1991. We were, without being especially aware of it, a small, poor, provincial, although a progressive and an elite creative unit. During this time, this unit was forever separating itself from the flows of wartime transition that were bubbling around us, and it emancipated itself into something that later, although we did not know it at the time. They will never quite achieve the status and commercial success of the pop cultural matrix that inspired and gave rise to it. They were in a state of disinterest with our surroundings — they did not care about them, nor did they care about us in the vicious cycle of apathy and ignorance. Split was then, and for a long time afterwards, an unhealthy, dangerous and monotone community. The deeply rooted one-dimensionality, hardcore working class and football fan urban culture were divided from the networked elitist snobbish high culture of the wealthy, white-collar workers (led by doctors, restaurateurs, mainstream artists and journalists). Nobody there, including our new segment rooted in the values and language of popular (and less popular) music and all that goes with it, cared about anyone beyond their own circle and tribe, regardless of that person's persona and scope. At that time, the growing divide of the city's subcultures had yielded room for the inclusion of the cursed, the desperados and of those who did not belong to a subculture and the pathology and demons they brought with them. They had a good understanding of the language of the streets. They also had to understand the psychology of prisons because convicts and criminals, out on temporary release, and traumatized, unstable, armed veterans home for the weekend, gradually began to dominate our social environment.

"We had an idea; the will, the ideology, a naïve homemade recording and Sola's Pioneer on which he practiced scratching daily on his own and his brother's records (Sola's father Rade, who passed on to us the audiophile tendency, had strictly forbidden access to his record collection of classic rock and roll in the living room). We lacked new lyrics and any kind of technology for making music. At one point, an original Roland 808 appeared in a music shop at the Koteks shopping center, but there was no way we could have purchased it at that time. We didn't have the money, and even if we did, it would have been difficult for us kids to use what was then relatively sophisticated technology without a tutorial, literature or anyone with the necessary knowledge, and any additional resources nearby", Čelan remembered (Čelan, 2018, p. 25).

There was no room for junkies at the Peristyle — the center of Split. Drugs were accessible and cheap during the 1990s in Split and were available for purchase on every corner (weed 30 kn, dope 40 kn for a shoot). Light hallucinogens like weed were always welcome, but the harder stuff was never accepted. Dependency was in contrast to creativity and was, therefore, rejected. New drugs like ecstasy had just arrived on the market, while stimulants like cocaine and speed were still quite rare, expensive and difficult to get on the street. Prescription drug abuse was quite popular, from uppers and pills to heptos and methadone. Sometimes individuals did develop a habit, but that meant they would be out of the game for a while and separated from the core group and the scene.

"The problem with the Peristyle was the raids conducted by the Ghetto folk, the residents of the area around the Peristyle and Dioclecian's Palace. Every so often, they would gather in groups of 15 to 20 and begin taking out their frustrations on the crowd that besides basic personal freedoms — music, love, and alcohol consumption — had few other interests. Often, they would clear the entire square for no reason. An especially cruel occurrence in the ghetto neighborhood was to send the youngest residents, often children, to taunt the crowd, while they waited in the background for someone to take the bait. They would be aggressive and brutal and any kind of resistance (instead of complete and immediate submission to the stronger force) was unimaginable", Čelan testified (Čelan, 2018, p. 79).

Everything you need to know about TBF can be found on their six studio albums, one compilation and one live album. They have around seventy tracks, and at least every third one was a greatest hit. The average gets even better by the middle of their career when TBF released the albums *Maxon Universal* and *Galerija Tutnplok*. This period produced "Nostalgična", "Heroyix", "Bog i Zemljani", "Esej", "Alles gut", "Ne znam što bi reka", "Fantastična", "Đita", "Data", "Intropatija" and "Smak svita", a monumental opus that placed TBF among Croatia's most important bands.

Every lyric and rhyme is marked with the artistic signature of Saša Antić, the most talented poet among Croatia's rappers and the greatest chronicler since the greatest Dalmatian writer and journalist Miljenko Smoje.

"When working at optimal levels, it is as if the brain of the operation is telepathically linked with the rest of the band, but the slow development and release of TBF's albums in four year-cycles left room and time for Saša's rap alter ego, Alejandro Buendija, to veer off the path and take a solo excursion here and there. Although he released his only solo album *Pepermint* back in 2007 and quickly abandoned it as the band prepared to release *Galerija Tutnplok*, he continued his parallel solo career, making use of guest appearances and collaborations with friends to make excellent tracks that time and again reminded listeners that his poetry anthology extended well beyond TBF's albums" (Čulić, 2018, p. 67).

"The other unembellished and dark side of Croatia's post-war 1990s was told not by a bunch of revved up garage-band kids permanently inspired by the Sex Pistols and

The Clash, but by a bunch of chatty rappers", wrote Zlatko Gall and added, "If you were to go looking for the best accounts of all that went wrong and all the 'crap' that went down from the 1990s until today, you would not find them in political columns or commentaries as much as you would in the rap opus of TBF and other fast-rhyming rappers whose lyrics were filled with powerful truths about ourselves. After all, TBF's opus and Saša Antić's rhymes are the most authentic reflection of the years marked by transition and corruption and the dark sociocultural side of Split ('Grad spava', 'Splitsko stanje uma'). These truths are woven into masterpieces like the song 'Nostalgična' and many others whose lyrics still ring true today" (Gall, 2018, p. 221).

Ping Pong is packed with lucid poetic images, striking metaphors that draw their life-blood and *raison d'etre* from the unusual street jargon specific to Split. "The song 'Splitsko stanje uma' ('Split State of Mind') (which offers the anthological conclusion: I love a city where everyone's a player and where in just a few days, the biggest ones become losers) can be interpreted as a rap extension to the thousands of pages penned in homage to the city by the likes of Bogdan Radica, Miljenko Smoje and Tolja Kudrjacev. It was a successful attempt at literature, written in the low vernacular, coming from the urban streets, where TBF's generation roamed aimlessly. The lyrics penned by Saša Antić were not the only ones to shine on the band's debut album. That is, Dragan Lukić Luky, who is not only an affiliate member of the band to the founding threesome of Mladen Badovinac, Saša Antić, and Luka Barbić, but a producer, multitasker, and musician, who has managed to create a stunning mix of seemingly incompatible facets of the 'general' and 'local' songbook. For example, the excellent 'Ye'n dva', with its cut and paste sample poetics, lucidly combines Dizzy Gillespie and Marley's 'Stir It Up' into red-hot acid jazz. 'Untouchables', which deals with corruption and high-level thievery, perfectly picks a sample of 'Neznani pomorac' by Toma Bebić, while 'Adam' — sampling Olivera Katarina and her old cover of the African theme in the song 'Jer ljubav ti je miris belog cveća' — creates an exceptional musical foundation with shades of world music and jungle beats. The best, however, comes last. '101 Dalamatinac' is a fascinating mix of Jimmy Hendrix's 'Foxy Lady', the narrative of Karlo Bulić, playing Dotur Luiđi in *Malo misto* and trip hop. The song 'Splitsko stanje uma', with samples of Arsen Dedić's a cappella 'Zaludu me svitovala mati', became the ultimate Dalmatian anthem for the modern age", concluded Gall (Gall, 2018, p. 222-223).

All of this is just as evident in the next and equally good album *Uskladimo toplomjere* released under the Menart label. The album deservedly triumphed at the Crni mačak music journalist awards and launched a trove of radio and concert hits such as "Genije" (taking its cues from a well-known hit by the best Croatian singer Josipa Lisac), "Obračun kod Hakikija", "Pljačke" and "Crne krave".

With their third and fourth albums *Maxon Universal* (2004) and *Galerija Tutnplok* (2007), TBF made it to the top of the pop lists in Croatia and the Balkans. They matured, improved their production, made better music and professional performance, and they became a quality mainstream pop band that sold out numerous concerts and

albums. This is the most painless passing over from alternative to mainstream without compromise. It was only seen in several examples as rock bands Majke and Hladno pivo in domestic rock, or Eminem and Tupac in hip hop, or Nirvana and Green Day on the global rock scene.

4. CONCLUSION

If we take the work and careers of the TBF band, in the context of Talcott Parson's argument about the process that allows a minority to achieve social acceptance quoted at the beginning of this text, we can conclude that the degree of exclusion (when a minority group gives up the right to privileges enjoyed by the rest of society) that this band experienced at the beginnings of their careers while playing in garages and generally ignored by society was quite high. However, with their persistence and talent, TBF managed to clear the hurdle of the second degree, assimilation, that allows some liberties to individual members of a minority, while denying them to other members. These privileged individuals are accepted on the condition that they cease almost all contact with their own group. The band then reached the final step, inclusion, when the entire group was allowed access to all spheres of society without being asked to give up their own special characteristics. Namely, they were widely accepted by audiences and critics, without having to give up their uncompromising commitment to the rock and roll style, sound and attitude. TBF managed to make it on their terms and reach an enviable level of acceptance by society. This only goes to show that rock counterculture is rooted in internal controversy as a spontaneous reactionary formation by a discriminated population that is looking for its seat at the table and recognition from the society to which it belongs. The conflict with its environment and the desire for acceptance from that same environment is only one of the characteristics, but also controversies, of rock culture.

In TBF's case, there are thousands of examples that could be characterized as their wildness, free-spiritedness and lack of inhibition. However, Theodore Roszak best expresses what they should have done, and did do, in his book *Counterculture:* "…for him and others like him — there was no way out in our society. When he asked his reasonable question, fifteen experts on the stage could not provide an answer. But he gave a typical American answer: 'Do it yourself. If there is no society for you, young man, make one yourself'" (Roszak, 1978, p. 152).

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Ivan MALOČA, Ozana RAMLJAK, Pavao VRANEŠEVIĆ

PROMOTING DESTINATIONS THROUGH FILM: CROATIAN FILM AND THE MEDITERRANEAN

1. INTRODUCTION

Film, as an audio-visual work requiring the involvement and efforts of various artists, actors, authors and other creators taking part in its production, cannot be regarded as a mere commercial product, since it is just as much, or even more so, an artistic and cultural creation. Through film, authors do not merely tell stories; they also express opinions and portray certain segments of a location and its culture as well as point out socio-political problems in society (Maloča, 2017). Likewise, a film can take part, as indeed it does, in the promotion of a place or a country, that is, of a destination. This is done either in an indirect way, by "representing" the country of origin through the film's quality and uniqueness (e.g., French films, Italian films, etc.) or in a direct way, using the natural beauty, attractiveness and splendour of destination landscapes, thus promoting it even further. The benefits of this kind of promotion and the noted connection between film and destinations are mutual — the beauty and the appeal of a particular destination's landscape can attract more audiences and generate more interest in the film, whilst the success and quality of the film itself can consequently attract more visitors to the destination. This is in line with the definition of film-induced tourism, described as the visits of tourists to destinations or attractions which are motivated by their promotion on the silver screen or on television (Evans, 1997). In this sense, both directly and indirectly, films can encourage tourists to visit particular destinations by creating not only their own ideas, messages, values and meanings but also the ideas, values, messages and meaning of the destination portrayed in them (O'Connor, Flanagan, Gilbert, 2010). There are many examples of destinations that have gained popularity following the success of a particular movie or TV series. Some of the more well-known examples of successful promotion of a film or television series that created an increase in tourism to various destinations are the *Harry Potter* films, responsible for the surge in popularity of numerous locations in Great Britain; *The Lord of the Rings* films and their enormous success, generating an incredible increase in New Zealand's popularity as a tourist destination; the mega-popular *Game of Thrones* series, which has driven a remarkable increase in tourism to numerous destinations, such as Dubrovnik, Spain (multiple locations), Malta and Iceland (also various locations);

Indiana Jones and The Last Crusade, which placed the city of Petra in Jordan at the very top of the list of popular tourist destinations; *Lara Croft: Tomb Raider*, which put Cambodia, and more specifically Angkor, on the "tourist map", and so on[1] (Gadd, 2015). Just as an example, in the December 14, 2012 online edition of Forbes, it is reported that a 50% increase in arrivals to New Zealand has been seen since *The Lord of the Rings*, which clearly had a huge impact on tourism revenue, and the same situation is evident in various locations in the UK thanks to the *Harry Potter* film series (Pinchefsky, 2012, Tuclea & Nistoreanu, 2011). The latter source cites other examples of movie successes influencing an increase in visitation numbers at film locations. After all, had *The Lord of the Rings* film series not been so successful and beneficial for the destination as well as film production, it is doubtful if other blockbusters would have been filmed at the same location, such as *King Kong* (Croy, 2004). Examples are many, and all of this testifies to the importance of promoting destinations through film for the destinations themselves. Finally, films can also play a major role in the branding of a destination or a country, which is again evident in the example of New Zealand as well as in the case of Dubrovnik as King's Landing, the capital of the Seven Kingdoms of Westeros from *Game of Thrones* (King's Landing Dubrovnik, n. d.). In their article The Role of Feature Films in Branding States, Regions and Cities, Skoko, Brčić and Gluvačević write about *destination branding* as follows: "Destination branding aims to define the identity of a destination, to highlight its advantages and uniqueness, and to design ways of managing all aspects of the destination as well as its relationships and communications, primarily with its own citizens, and then all others" (pp 9-10). On the other hand, Papadopoulos defines a *destination*, i.e. *place branding* as "the broad set of efforts by country, regional and city governments and by industry groups aimed at marketing the places and sectors they represent" (Papadopoulos, 2004, qtd. in Skoko, Brčić, Gluvačević, 2012, p. 11). The process thus includes defining the destination as a unique product, conceiving a destination identity, emphasising its advantages and portraying it in a positive light, therefore improving the overall impression of the destination (Skoko, Brčić, Gluvačević, 2012, p. 10). In this kind of destination branding, a feature film becomes an increasingly effective means of communication and promotion: films inspire people, who become enchanted by cinematic imagery, to visit the places where the film was shot and where film heroes stayed. In the promotion of a destination (as in the promotion of some brands), the film does not suggest or try to persuade viewers to visit the destination or experience it as is done in regular advertising, therefore eliminating resistance among viewers. Destination branding is mostly a part of the film narrative itself and is one of the most persuasive and most

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[1] *10 Places Made Famous By Movies And TV Shows* (2014), The Richest (accessed December 4, 2018), https://www.therichest.com/expensive-lifestyle/entertainment/10-places-made-famous-by-movies-and-tv-shows/; Infantado, A. (n.d.), *12 Fabulous Destinations Made Popular By Films* (accessed December 4, 2018), <https://trekeffect.com/travel-blog/12-fabulous-destinations-made-popular-by-films>

profitable forms of destination promotion. Furthermore, film is a particularly powerful and effective medium as it achieves psychological and promotional effects based on emotional and visual, rather than merely intellectual, experiences (Skoko, Brčić, Gluvačić, 2012, pp. 12-13).

Various authors have written about the creation of a positive destination image, such as Busby, Klug (2001), Pike, Page (2014), Gartner (2014), Beeton (2016) and many others. Naturally, a big part of a destination's image is the overall marketing of the film.

In Hollywood, marketing has a very important role in film production and increases film profits; however, when it comes to the Croatian film industry, marketing is still not used successfully or sufficiently enough to promote Croatian film. Although in recent times some progress has been seen, there is still plenty of room for more substantial and vaster improvement. The promotion of a country and its destinations through film is one such area.

2. METHODOLOGY

2.1. Aims and Objectives of the Research

In the Croatian film industry, marketing is still not used successfully or sufficiently enough in Croatian film. The promotion of a country or its destinations is just one element of marketing, and at the same time, given the subject of this paper, it is the focal point of the research. Consequently, the objective of the research is to find out about the perceptions and attitudes of the Croatian general public and Croatian film professionals on promoting destinations through film, that is, on the use of attractive locations in Croatia in Croatian films as one of the ways in which Croatian films can be better marketed and achieve greater success in the market. Based on the formulated research objectives, the following central research hypothesis was defined:

H1: As a Mediterranean country with many attractive locations, Croatia has not been promoted sufficiently or successfully enough through Croatian film, and in this lies an enormous untapped potential that could help Croatian film make progress in commercial and in other ways and that could have positive effects on Croatian tourism as well.

In order to test the validity of the central hypothesis more easily, auxiliary hypotheses were formulated, and they were the source for the questions in the questionnaires as well as for those in the in-depth interviews:

Auxiliary hypothesis #1: Foreign and Croatian films shot in Croatia contribute to tourism and the general impression of Croatia.

Auxiliary hypothesis #2: Croatian films can promote the country as a tourist destination and help the general impression of Croatia.

Auxiliary hypothesis #3: Croatian films do not exploit attractive domestic shooting locations effectively enough.

Auxiliary hypothesis #4: Using marketing and marketing tools would increase the visibility of Croatian films as well as positively influence their perception and reception.

The research aim is to test the validity of the hypotheses and propose that promoting destinations through Croatian films would create a better general impression of Croatia, that it would have a beneficial impact on tourism and that it would lead to the greater success of Croatian films, as all of these factors affect one another.

2.2. Research Methods

Methodology used in the research and in testing out the hypothesis varied depending on the type of respondents. Film experts were called for in-depth interviews, and an interview guideline was used as a research tool for this purpose. Film professionals were surveyed online through the use of a software tool appropriate for this purpose, and the data collection tool used was a semi-structured questionnaire. The following methodology was used for the general population: a research instrument was designed — a highly structured survey questionnaire, and the survey itself was conducted by a specialized research agency using the CATI method (Computer Assisted Telephone Interviewing). All three studies were carried out within a larger project, but for the purpose of this paper, only those parts related to the subject matter were used.

2.3. Samples and Sampling Methods

The sample of film experts was taken in accordance with the author's own assessment. More precisely, twenty film experts were selected based on their expertise, insight and knowledge about Croatian film and based on the diversity of their professions. The intention was to get suitable respondents who would be able to share their expert opinions regarding various areas and aspects of Croatian film and, therefore, regarding the promotion of the country or its destinations through film. The interviewed subjects included film critics, distributors, cinema operators, filmmakers, producers, cinematographers, film theorists and university professors who earned their PhD in film. Therefore, the method used was purposive sampling.

Market research among the film professionals in general was conducted through an online survey on a sample of 260 respondents. All respondents took the questionnaire anonymously (except on the level of analysed qualities). The intention was to include various groups associated with film; therefore, different film industry workers were among the respondents, such as producers, film directors, cinematographers, film critics, distributors, screenwriters, authors, actors and more. The respondents were also from various sociodemographic backgrounds. Thus, we got a more comprehensive picture and a detailed quantitative insight into the participants' attitudes about the state of Croatian film related to all of its aspects.

The general public sample, i.e. the general population, is a representative stratified sample of respondents over the age of fifteen, with 1,000 respondents surveyed on the

territory of the Republic of Croatia. The sample was stratified by geographical regions and town size, with control of sociodemographic characteristics (age, sex, education). The aim was to include respondents of different sociodemographic features and characteristics, one of them being the region and the size of the town in which they live, and this was successfully achieved. During the survey, interviewers recorded the answers as stated by the respondents. The research conducted with the general population, together with the aforementioned research, has provided an overall insight into the state of Croatian film with regards to all of its aspects.

3. RESULTS AND DISCUSSION

For the purpose of this paper, we will present the results of the research that surveyed Croatian film experts working in the Croatian film industry and the general public (Croatian citizens) that were grouped in several categories (use of marketing and marketing tools in Croatian films, quality of Croatian films, contribution of either foreign or Croatian films shot in Croatia to Croatian tourism and to the general impression of Croatia).

When it comes to the use of marketing and marketing tools in Croatian films in general and their impact on the success of Croatian films, most Croatian *film experts* believe that the use of marketing tools would certainly lead to a greater popularity of Croatian films, while some experts also listed the conditions for this to be achieved: the film itself would have to be of high quality and the genre would have to be appealing to the audience; the marketing tools would have to be applied in the earliest phases of the film's development and would have to be systematically implemented up to the distribution of the film; marketing and marketing tools would have to be used in combination with appropriate distribution and would have to be implemented by people who really know how marketing works. (Figure 1)

Also, most of the experts believe that the use of marketing tools would positively influence the perception and reception of Croatian film by the general public. Specifically, as much as eight of the respondents believe that this would *definitely* happen, whereas another two experts think that this would *probably*, or, *maybe*, happen. The others, generally looking at their responses, claimed that this would depend on the marketing approaches but also on the "product" itself; in other words, a prerequisite would be a good, high-quality and interesting film. (Figure 2)

As for the Croatian *film industry professionals*, they also broadly agree with the proposition that the use of marketing tools would lead to greater box-office success of films as well as with the statement that it would positively influence the perception and reception of Croatian films by the general public. This can be inferred from the high mean value related to this statement; from the table with mean values related to questions about Croatian film, where respondents were asked to indicate their level of agreement with a given statement using a five-point scale, (1 = "completely disagree" and 5 = "completely agree"); as well as from the total share of respondents who agreed
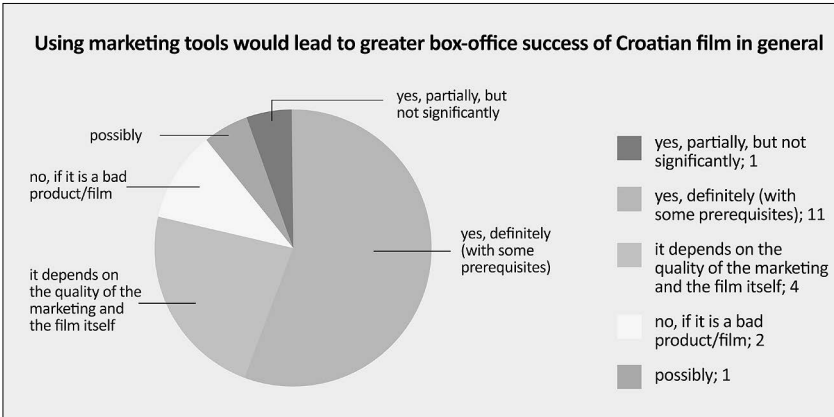
Figure 1 Impact of marketing tools on the popularity of Croatian film — *film experts*
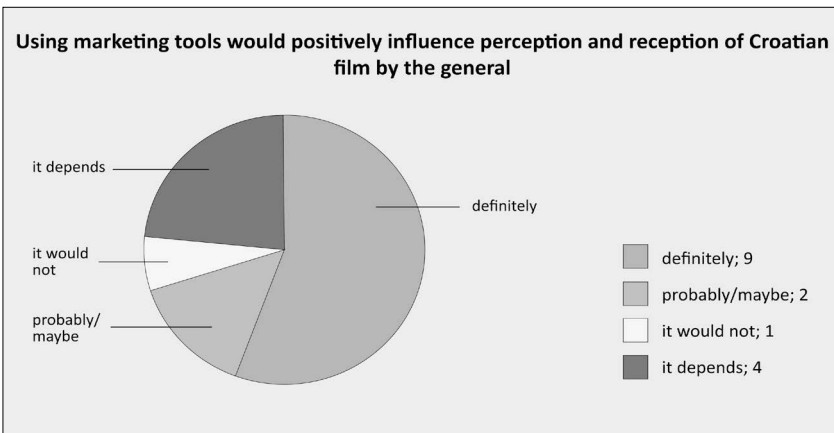
Figure 2 Impact of marketing tools on the perception and reception of Croatian film — *film experts*
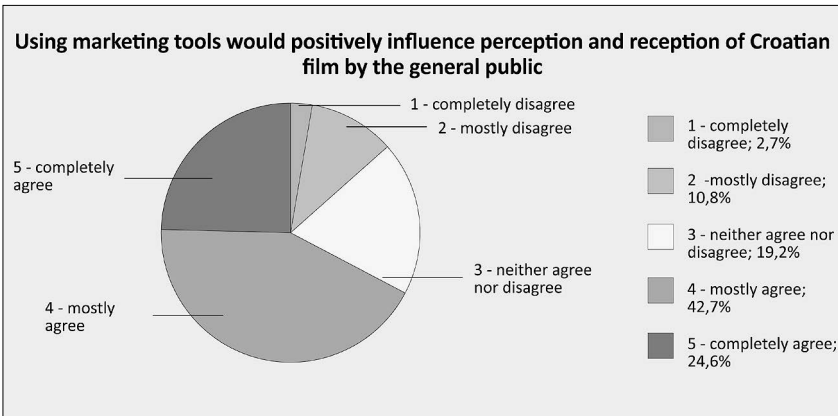
Figure 3 Respondents' level of agreement with the statement (in %) — *film professionals*

with the statement either *mostly* or *completely*. The overall mean value was 3.76 (see Table 1), which can be interpreted as a high tendency of respondents to *mostly agree* with the statement, and the proportion of respondents who *agree mostly* or *completely* was 67. 3% (see Figure 3). It should be noted that the share of the surveyed film professionals (members of the HDFD — The Film Artists' Association of Croatia — or other workers in the film industry) who disagreed (*mostly* or *completely*) was very small and amounted to only 13.5%, as can also be seen in Figure 3.

Table 1 Respondents' level of agreement: MEAN VALUES — *film professionals*
(Note: 1 — completely disagree, 2 — mostly disagree, 3 — neither agree nor disagree, 4 — mostly agree, 5 — completely agree)

Using marketing tools would generally positively influence the perception and reception of Croatian film by the general public		
Overall mean		3,76
Type of respondents	HDFD	3,77
	Others	3,75
The case of HAVC	Before	3,76
	After	3,75
Sex	Male	3,7
	Female	3,84
Age	18-35	3,87
	36-45	3,97
	46+	3,48
Education	BA/BS degree or lower	3,79
	MA/MS degree or higher	3,74

These results, which confirm the fourth auxiliary hypothesis, that the use of marketing and marketing tools would increase the visibility of Croatian films as well as positively influence their perception and reception, are highly significant because they also imply the need for the use of promotion. Promotion is one of the fundamental marketing tools and marketing elements, and is thus also closely related to the promotion of destinations that can serve as yet another instrument to bring greater success and boost sales of the product — which is Croatian film.

Furthermore, and for indicative reasons, when it comes to surveying *film industry professionals*, it is worth observing their level of agreement with the statement that says, "In the recent few years Croatia has produced high-quality films that have achieved international success." The mean value related to this statement was 3.57, which means that even though the respondents *neither agree nor disagree*, there was still a slight inclination for them to generally *mostly agree*. That is, expressed by the share of respondents who *mostly* or *completely agree* with the statement, 58.9% of the interviewed film professionals agree with it to some extent. These results can be seen in the tables and figures below. The results are indicative because if it is true that in recent years Croatia has produced high-quality films that have achieved international

success, then this presents an opportunity to promote destinations through Croatian film, which in turn can have a positive impact on Croatian film in general; of course, assuming that future Croatian films will continue to be of high-quality and that they will continue succeeding internationally.

Table 2 Respondents' level of agreement: MEAN VALUES — *film professionals*
(Note: 1 — completely disagree, 2 — mostly disagree, 3 — neither agree nor disagree,
4 — mostly agree, 5 — completely agree)

In the recent few years Croatia has produced high-quality films that have achieved international success		
Overall mean		3,57
Type of respondents	HDFD	3,54
	Others	3,59
The case of HAVC	Before	3,59
	After	3,51
Sex	Male	3,42
	Female	3,77
Age	18-35	3,66
	36-45	3,66
	46+	3,42
Education	BA/BS degree or lower	3,47
	MA/MS degree or higher	3,61

Finally, when it comes to the promotion of destinations, specifically the contribution of foreign or Croatian films shot in Croatia to Croatian tourism and the general impression of Croatia, the *film experts* surveyed through in-depth interviews broadly agree that films do contribute in these ways. More specifically, a large number of experts agree that foreign films greatly contribute to Croatian tourism and to the general impression of Croatia, whereas although Croatian films do contribute as well, this contribution is very small or non-existent compared to foreign films. One of the experts noted that this is due to the fact that Croatian films are mostly seen by festival audiences. Conversely, several experts stated that both Croatian and foreign films contribute to tourism and to the general impression of Croatia. However, it is important to note that one of the experts remarked that not enough foreign films are being shot in Croatia, implying that he estimates the impact to be ambiguous, which also points to room for improvement.

The polled *film industry professionals* surveyed by the online survey expressed a somewhat weaker agreement with the statement that Croatian feature films have a positive impact on the general impression of Croatia (the general impression of Croatia among foreigners abroad), which is seen from the mean value related to this statement (3.48), and which would mean that they *neither agree nor disagree* with the statement, with only a slight tendency to *mostly* agree. Nevertheless, combining the shares of respondents who agree *completely* or *mostly*, it is evident that more than half of the
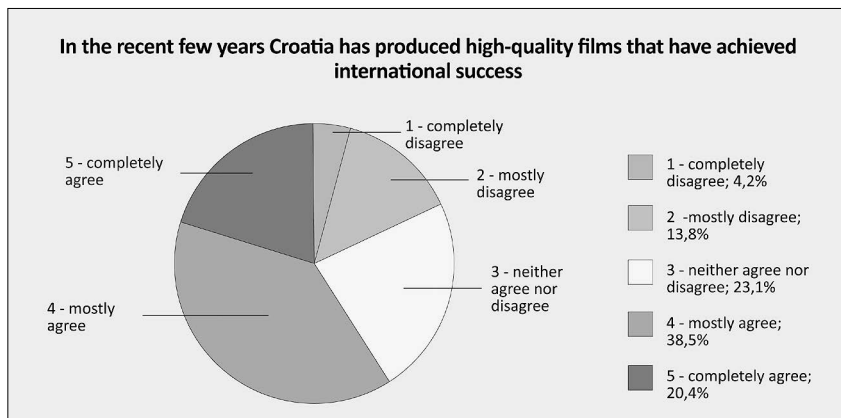
Figure 4 Respondents' level of agreement with the statement (in %) — *film professionals*
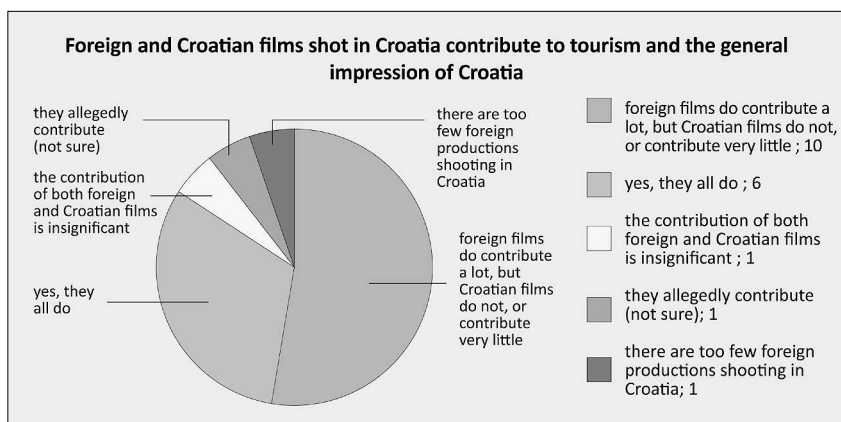
Figure 5 Contribution of foreign and Croatian films shot in Croatia to tourism and the general impression of Croatia
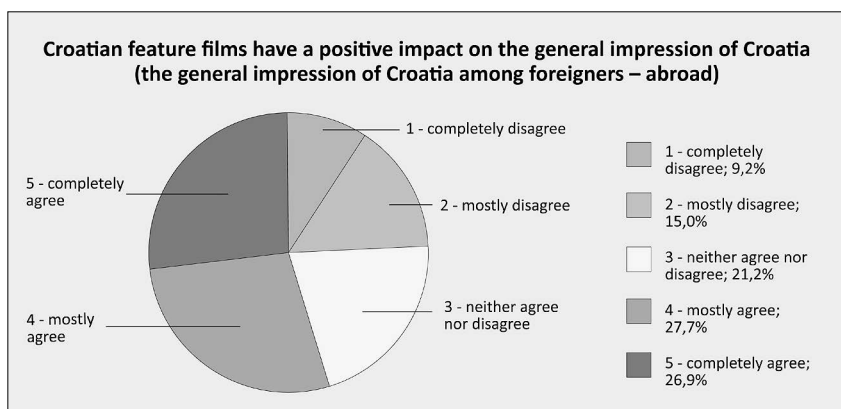
Figure 6 Respondents' level of agreement with the statement (in %) — *film professionals*

interviewed film industry professionals still agree with the statement to some extent (*mostly* or *completely*); that is, the proportion of respondents who agree with the statement to some extent is 54.6%. This is seen in Figure 6, while the mean value is shown in Table 3.

Table 3 Respondents' level of agreement with the statement: Mean Values — *film professionals*
(Note: 1 — completely disagree, 2 — mostly disagree, 3 — neither agree nor disagree,
4 — mostly agree, 5 — completely agree)

Croatian feature films have a positive impact on the general impression of Croatia (the general impression of Croatia among foreigners — abroad)		
Overall mean		3,48
Type of respondents	HDFD	3,53
	Others	3,45
The case of HAVC	Before	3,44
	After	3,59
Sex	Male	3,40
	Female	3,59
Age	18-35	3,47
	36-45	3,55
	46+	3,43
Education	BA/BS degree or lower	3,54
	MA/MS degree or higher	3,45

The opinions of the *general public* are particularly interesting and indicative, and therefore useful, since it is the members of the public watching and following the films who are ultimately the ones who measure the film's success. Public opinion is divided when it comes to the claim that Croatia has produced high-quality films that have achieved international success in recent years. The largest proportion of respondents *neither agree nor disagree* with this statement — 39.8%, followed by those who agree to a certain extent (*mostly* or *completely*) — 38.8%. However, there is a small proportion of respondents who disagree to some extent — 14.1% *mostly disagree* and only 7.5% *completely disagree*. This can nevertheless be seen as an indication that the general public believes that Croatian film and the state of Croatian cinema has recently improved. The implications and the significance of such opinions have already been discussed. The proportions can be seen in Figure 7.

As for the statement that *Croatian films can promote the country as a tourist destination and help the general impression of Croatia*, the vast majority of the surveyed **general public** agree with it. More precisely, as much as 73.3% of the respondents agree with it to some extent (*mostly* or *completely*), which indeed is a very large proportion. Moreover, given the proportion of the respondents who *neither agree nor disagree* with it, which is 18.7%, there remains but a small proportion of those who disagree with the statement to some extent (*mostly* or *completely*), namely only 8.0% of the respondents. This is ultimately indicated by the high mean value
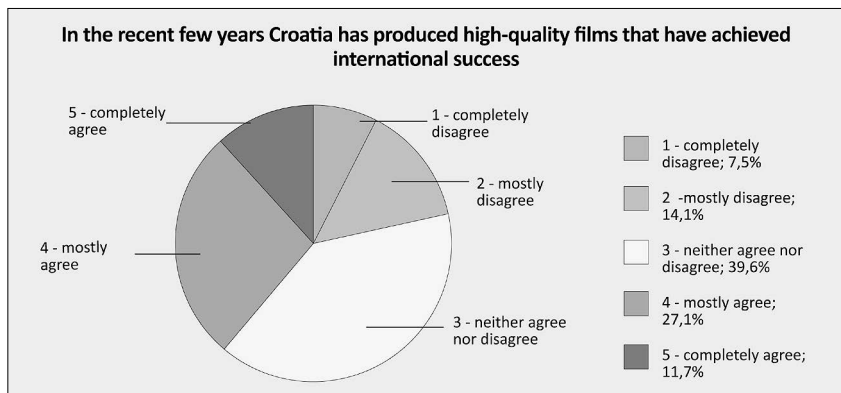
Figure 7 Agreement with the statement: "In the recent few years Croatia has produced high-quality films that have achieved international success" — *general public*
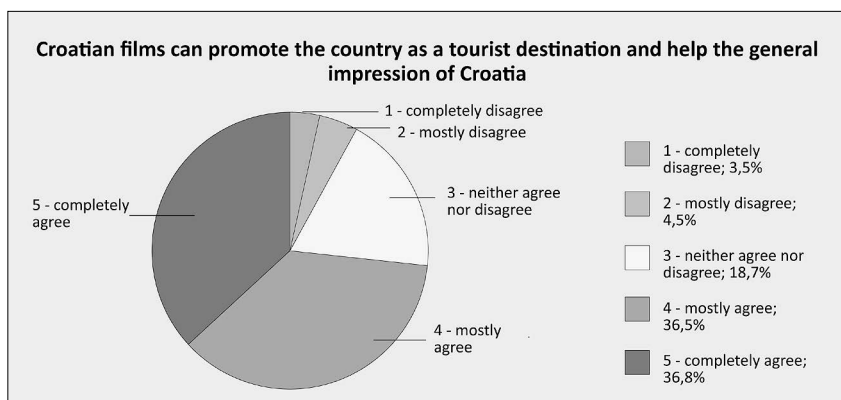
Figure 8 Agreement with the statement: "Croatian films can promote the country as a tourist destination and help the general impression of Croatia" — *general public*
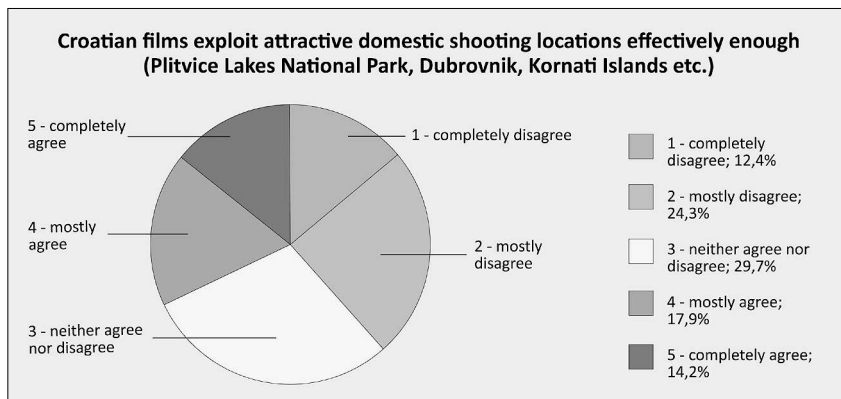
Figure 9 Agreement with the statement: "Croatian films exploit attractive domestic shooting locations effectively enough." (Plitvice Lakes National Park, Dubrovnik, Kornati Islands etc.)" — *general public*

regarding this statement (3.99), which can be seen in Table 4; while the proportions can be seen in Figure 8. It is, therefore, obvious that the general public believes that Croatian films can promote Croatia as a tourist destination and help the general impression of the country. However, the question is how well they are actually doing it. According to the surveyed members of the public, that is, the general population, they do not seem to be doing it too well.

To be precise, if we look at and combine the proportions of respondents who *completely disagree* or *mostly disagree* with the statement that *Croatian films exploit attractive domestic shooting locations effectively enough (Plitvice Lakes National Park, Dubrovnik, Kornati Islands etc.)*, the share amounts to 38.3% and is higher than the total share of the respondents who agree with the statement to some extent (*mostly* or *completely*), which is 32.1%. Additionally, there remains a large proportion of respondents who *neither agree nor disagree* with the statement, 29.7% of them. Proportions can be seen in Figure 9. It can, therefore, be inferred that the general public does not actually believe that, generally speaking, attractive domestic sites are effectively exploited in Croatian films, and consequently no impact is being made on the touristic promotion of destinations or on Croatian cinema. Along with the results related to the previous statement, this leads to the conclusion that Croatian films certainly could and should make better use of attractive domestic sites, i.e. promote Croatia as a destination more effectively. (The mean values for all three statements can be seen in Table 4.)

Table 4 Agreement with the statements: Mean Values — *general public*

	Croatian films can promote the country as a tourist destination and help the general impression of Croatia	In the recent few years Croatia has produced high-quality films that have achieved international success	Croatian films exploit attractive domestic shooting locations effectively enough (Plitvice Lakes National Park, Dubrovnik, Kornati Islands etc.)
Overall mean	3,99	3,22	2,94
Sex			
Male	3,91	3,12	2,85
Female	4,05	3,30	3,03
Age			
15-34	3,91	3,05	2,90
35-54	3,96	3,13	2,65
55 and older	4,07	3,43	3,23
Education			
High school or lover	3,99	3,22	3,05
University degree and similar	3,99	3,20	2,73

Number of household members			
3 or less	4,02	3,28	3,03
4 or more	3,94	3,12	2,80
Average personal monthly income			
No income	4,10	3,27	3,02
<700 EUR	4,01	3,31	3,05
>700 EUR	3,92	3,04	2,70
Do nit wish to ansver	3,95	3,17	2,95

The results of all three researches, i.e. the presented results, mostly confirm all four auxiliary hypotheses. This also proves the central hypothesis of the paper.

4. CONCLUSION AND RECOMMENDATIONS

The results of the research have confirmed the following auxiliary hypotheses and the central hypothesis of the work:

H1: As a Mediterranean country with many attractive locations, Croatia has not been promoted sufficiently or successfully enough through Croatian film, and in this lies an enormous untapped potential that could help Croatian film make progress in commercial and in other ways and that could have positive effects on Croatian tourism as well.

Auxiliary hypothesis #1: Foreign and Croatian films shot in Croatia contribute to tourism and the general impression of Croatia.

Auxiliary hypothesis #2: Croatian films can promote the country as a tourist destination and help the general impression of Croatia.

Auxiliary hypothesis #3: Croatian films do not exploit attractive domestic shooting locations effectively enough.

Auxiliary hypothesis #4: Using marketing and marketing tools would increase the visibility of Croatian films as well as positively influence their perception and reception.

The research results have confirmed that attractive Croatian sites and the country in general are not being promoted sufficiently or successfully enough through Croatian film, although they could be, as has been confirmed by the opinions of the surveyed members of the public. The role of film in the promotion and even branding of countries or destinations is extremely important and is becoming more prominent. Increasingly often, films and television series promote places and destinations, directly or indirectly, and there's an increasing number of destinations that exploit the success of certain films and series for their own promotion and branding and also use them in creating their tourism product.

In light of all this, there is indeed an enormous untapped potential in promoting attractive Croatian sites through film, especially if we take into account the attractiveness of the Mediterranean and Mediterranean locations as well as the overall Mediterranean lifestyle. Yet, there seems to be a notable lack of involvement on the

part of the Croatian film industry, which still does not seem to make full use of attractive domestic sites, both those on the coast and in general. Still, there are some inspiring examples, such as Nevio Marasović's film *Vis-à-vis*, which might not be that interesting narratively, but it stands out among similar films precisely because it utilises the setting of the remote and lonely island of Vis. He also plays with words in the film title in an efficient and effective way, arousing the interest of potential viewers, i.e. potential audiences and prompting more people to watch the film.

This example should also be followed by other Croatian filmmakers. Of course, this is just one of the methods that can be taken as an example to promote Croatian Mediterranean destinations through Croatian film and the Croatian film industry. The films could also connect their narratives to the locations; the themes and the story could be closely related to these locations, authentically representing the local lifestyle and portraying the local dialects as well as emphasizing the beauty of the landscape. The films that are being made should faithfully represent life in these localities and promote destinations through the overall film quality, including the acting, plot and character development as well as the general audiovisual experience. The film needs be good in quality and successful in order to later attract potential visitors to the destination. Setting the story in attractive shooting locations would not only benefit the film itself but would make it more appealing visually and aesthetically.

Additionally, the Croatian film industry could offer its attractive locations to foreign film production companies as film settings; Croatian production companies could provide help with logistics and organisation, as well as propose collaboration and a co-production partnership, depending on the needs and circumstances. The Croatian film industry should undertake initiatives for tax incentives, grants or other kinds of financial support for film production, as was done in New Zealand, enabling them to attract numerous film production companies as a result (Croy, 2004) (Variety, 2018). All of this obviously needs to be reinforced by efficient marketing and marketing campaigns in cooperation with the Croatian National Tourist Board and local tourist boards as well.

In short, there is an abundance of opportunities for the promotion of Croatia and its attractive locations. This has indeed been proved by foreign film co-productions that have been shooting in Croatia over the past several years and that have attracted tourists as a result — this is the potential that Croatia yet needs to fully exploit.

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Marta RAČIĆ, Antonio SAMMARTINO

POETRY AS A SIGNIFICANT IDENTITY MARKER OF MOLISE CROATS

INTRODUCTION

The objective of this paper is to present the poetry of the Molise Croats that has been created during the process of the community's revitalization, from the 1960s until today. The paper will explore the emergence of a poetry written in their unique idiom comprising of only slightly more than 6,700 words documented until now and published in five poetry books titled *In Our Words* (*S našimi riči*). Based on these poetry books and poem examples, the aim is to show how the language, as the principal identity marker, became a mediator for expressing emotions, states and the collective memory of Molise Croats. As an introduction, basic historical data about the community of Molise Croats, its origins and migrations will be presented.

Molise Croats emigrated on various occasions during the fifteenth and sixteenth centuries to the wider area of the Italian south, today's regions of Marche, Abruzzo, Puglia and Molise. They represent one of the oldest migrations in Croatian history. A push factor for their migration was the Turkish expansion into their native lands, between the rivers of Cetina and Neretva. Up until the beginning of the twentieth century, the Apennine hillsides populated by these Croats were an area of heavy communicative isolation, which played a significant role in the preservation of their language and traditional culture. Today, the population of Molise Croats doesn't exceed 2,000 people, and inhabitants remain in only three settlements of the Molise region: Kruč in Croatian (Acquaviva Collecroce in Italian), Filič (San Felice del Molise) and Mundimitar (Montemitro).

Language as the principal identity marker of Molise Croats had a double function throughout history: distinctive from the outsiders and integrative for the insiders. It was a means of the minority's integration but also of differentiation. The linguistic identity of Molise Croats was the basis for the recognition of this community in Italy as a historic linguistic minority, since language was the main characteristic of their ethnicity. Today, it is a contemporary community who actively demonstrates its cultural identity through different ways, one of which is poetry written in the dialect of Molise Croats, *our speech* (*govor na-našo*).

LANGUAGE AND IDENTITY

When speaking about the language of Molise Croats, the language of the poetry presented in this paper, it is necessary to emphasize that we are talking about the Shtok-

avian Ikavian dialect of the Croatian language — an idiom and local way of speaking that was preserved over the course of five centuries and is still spoken in only three Croatian settlements of the Italian south. In this paper, instead of *dialect*, we sometimes use the term *language*, meaning a basic communication tool inside and outside the community, since this *speech* is still called *language* in the wider Italian context. Molise Croats themselves call it *our language* (*naš jezik*) or they simply say "we are speaking *in our language*" ("mi govorimo *na-našo*" or "*na-našu*").

Being a Shtokavian dialect, the speech of Molise Croats uses the interrogatory pronoun *što* for *what,* while preserving the Ikavian pronunciation in words like *kolino, divojka, nevista, pivac, vitar*[1] and others. Original features of this speech have been preserved in ascending and descending accents, while multisyllabic words have double or even triple accents: *dòbrà, jèzìka, žènè*. They say *žrt* for *wine*, *jetilica* for *sausage* and *teg* for *work*[2]. The vocabulary for abstract terms is mostly Italian, while the vocabulary of agriculture and textile manufacturing has preserved the old terms from their native lands (Rešetar, 1907, p. 1113-1125). An overview of the terms retained in the speech of Molise Croats was systematically analyzed and presented in the publication entitled *Scripta manent*. In the book *Sime do simena* (*Grain to Grain*), we can find descriptions, drawings and vocabulary for farming and tools that were once used in cultivation of the land (*zemblja*). For working on the field or around it, we find verbs like *orat* (plough), *sijat* (plant), *žet* (harvest), *vršit* (thresh), *vozit* (ride), as well as nouns like *ralo/plugo* (plough)*, jaram* (yoke)*, bardatura do tovara* (donkey harness)*, konop* (cord)*, oglav* (headstall)*, mašta* (wooden bucket)*, snop* (beam)*, srp* (sickle) and many others (Sammartino, 2006).

Following the rules of the Italian language, the neuter disappeared and was replaced by the masculine. In addition, Italian loanwords adapted to Croatian forms are used for new notions, such as *tren* (train), *televizjona* (television), *globalidzacijuna* (globalization). For some words, Italian and Croatian versions are still in parallel use: *pisat* or *skrivat* (to write), *razumit or akapit* (to understand)*, šala* or *jok* (joke)*, zeleno* or *verdo* (green)*, privìdan* or *lunedì* (Monday)*, počinit* or *ripozat* (to rest). Since there are no Turkish loanwords in this language, original Italian and Croatian words are used, like *dimica* (cigarette), *cukar* (sugar), *pamidor* (tomato), *patana* (potato).

In our study of the identity of Molise Croats, especially during fieldwork in the town of Mundimitar, through interviews and informal small talk with its population, a conclusion can be drawn that language is one of the most important factors of the identification process. Molise Croats have a highly developed consciousness of language, its importance and the role it played through history in the survival of the community and its cultural recognition within the Italian and wider European context.

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[1] Croatian standard: *koljeno* ("knee"), *djevojka* ("girl"), *nevjesta* ("bride"), *pijetao* ("rooster"), *vjetar* ("wind").

[2] Croatian standard: *vino, kobasica, rad.*

Language is one of the most powerful identity markers of a person or the people. It represents a connection between the people speaking it; knowledge is transmitted by language, and one group recognizes itself as a community through it (Bratulić, 2011). Language has a communicative function (interaction between people) and a manifest function, since culture, tradition and content representing a community's identity are transmitted by language (Grbić, 1998, pp. 183-185).

A search for one's identity is part of the modernization process that occurred at the end of the twentieth century and included basic questions such as *Who are we?, What are we?, Where do we come from?* Identity is not a matter of great interest while living naturally in traditional societies, when that lifestyle is "implied". Identity is questioned only when the life of a community becomes vulnerable. This is happening in modern times, and identities are being directly damaged (De Benoist, 2014). It is important to say that each individual and every community can have different identities at the same time. Usually, we talk about ethnic and / or national, cultural, religious, social, regional or linguistic identities, the last one being the starting point of this paper.

POETRY

The dialect of Molise Croats, or as the speakers themselves call it *na-našo* ("in our language"), has been transmitted for more than 500 years only as a spoken language. Generations of Croatians in the Molise region spoke and communicated in the dialect only at home and with their families. When an Italian woman would enter a Croatian home through marriage, she would eventually learn the language of the community. The danger for this dialect, culture and tradition began with the post-war industrialization process. After World War II, people left the Italian south and headed to cities looking for jobs. The community of Molise Croats, which had been pretty closed until then, began to decrease numerically. Some went to nearby cities, and many migrated to Canada, America, Australia, Germany or Austria.

These processes directly jeopardized the survival of the language of this community, which had been integrated into Italian society but never fully assimilated. However, threats to the community sparked the interest of the Molise Croats regarding their language and culture, confirming the abovementioned thesis, claiming interest in one's identity occurs when this identity is directly threatened (De Benoist, 2014).

In 1967, in the village Filič, Molise Croats founded a cultural society called Our Language (Naš jezik/La nostra lingua) and launched a journal under the same name (Granic, 2009, p. 270). Encouraged by literary writers and artists from Zagreb, who had at that time already been involved in the Croatian Spring movement. They began organizing lectures and language courses, most notably courses in how to write the dialect they had preserved through the centuries only as a spoken language. This was the beginning of a process that can today be called a conscious effort to save their own identity.

It was in this first journal that members of the community wrote their first poems — amateur poets who spontaneously began to open themselves to poetic expressions. The need to express emotions by writing poetry in their own dialect was present among the Molise youth, and some remained in the world of literature and education throughout the years, like Milena Lalli, Angelo Genova, Giovanni Battista Piccoli and Pasquale Piccoli. The publication of the journal *Our Language* was like releasing a genie from a bottle; it was no longer possible to hold back the intense emotions that created the poems. Residents of Filič, Kruč and Mundimitar started to write in the Molise Croatian dialect, expressing everything that had endured in the collective memory for years — everything related to common traditions, culture and origin had suddenly found its poetical form.

The phenomenon of writing poetry in the Molise dialect has gained special momentum since 2002 when the Foundation Agostina Piccoli from Mundimitar established the Fondazione Piccoli Award for literary accomplishments thematically related to the language, tradition and history of Molise Croats. From 2002 onwards, an annual competition has been held and awards are presented to authors who write poetry and prose *na-našo* ("in our language") during a traditional literary night in Mundimitar under the name *Večera na-našo* (Night In Our Language). Following this competition, it has become a rule to publish a collection of poetry every three years. The first collection of poetry was published in 2004 under the title *S našimi riči* (*In Our Words*) and others followed under the same name in 2007, 2010, 2013 and 2016. All five of these poetry collections are a testament of time, documenting a period when the Molise Croat community modernized and changed itself through the written word. It is the same community whose speech survived 500 years and then, when its survival was threatened in the twentieth century, started to write about itself in verses. These verses are written by the members of the community — masons, mechanics, professors, housewives, teachers, drivers, economists, students and lawyers — all of them with a desire to write, saying it is a wealth (rikeca) that was brought by their ancestors "from the other side of the sea" (*z'one bane mora*) (Račić, 2018, p. 101).

After analyzing the five poetry collections titled *S našimi riči* (*In Our Words*) published from 2004 onwards, we will present an overview of the four dominant themes, based on a qualitative research.

1. *The most common poems are about the language, about the* na-našo *speech.*

These are poems about the dialect that kept the community together through history, and they carry a positive emotion about the language and about what brings the community together. Some of these poems can be recognized simply by reading the title: "Searching for a Word" — "Iščem riču" (G. Blascetta), "Spoken Word" — "Riča rečena" (R. Giorgetta), "Write" — "Piš" (N. Pasciullo), "Sow the Word" — "Sijat riče" (N. Glios-

ca), "Word" — "Reč" (G. Blascetta), "In Our Language" — "Na-našu" and "More In Our Language" — "Još na-našu" (N. Gliosca).

In the poem "Searching for a Word" — "Iščem riču", the author is emotionally asking why the *na-našo* language doesn't have a word for *love* and continues to write:

> *Tako se pitam pa nise razumija*
> *zašto su ove čeljade tu riču zabil*[3]

The poet is searching for this word in nature and continues:

> *Ču ju prosit sundzu kada gre počinit*
> *a ostane misto noč*
> *Ču prosit zdvizdu kada kratko pade*
> *e rasvitli nebo*
> *Ču hi prosit vitru kada bada šušnja*
> *e ziblje svit*[4].

In the poem "Na-našu" ("In Our Language") the poet talks nostalgically about the language and about the disappearing dialect that was once spoken by children but is no longer the case today. In his second poem "Još na-našu" ("More in Our Language"), N. Gliosca continues nostalgically about the times when only the dialect was spoken and when the question *Where are you going?* wasn't said in Italian, *Dove va?*, but in the dialect, "*Di si poša?*".

> NA-NAŠU
>
> *Je si ga poša vrime do jene vote,*
> *kada jiskodahu vana na kjacu*
> *a tuna mi gorivahu na-našu "di greš?"*
> *Oni mbladi aš oni stari,*
> *oni bogati aš oni brižni,*
> *oni ka umaša lejit aš pisat,*
> *aš oni ka ne umaša.*
> *Sa su ostal mala, one ka ti govoraju još:*
> *"di si poša?"*

Two young contemporary poets are also writing about their language: students Gianluca Miletti and Marco Blascetta. In his poem "Nove riči" ("New Words"), Miletti is humorously opposing the modern Italian language, which is full of loan words (especially Anglicisms) and the traditional dialect, representing not only a language but a complete lifestyle that has disappeared. Once the children listened to the stories of their grandfather (*taton*), today they are watching *cartoons*.

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[3] I wonder, and I don't understand, why have the people forgotten this word.

[4] I will ask the sun when it goes to sleep, I will ask the star when it falls and brightens up the sky, I will ask the wind when it moves the leaves and swings the world.

One veče male gledaju CARTOON
Pri se slušaše taton

The poem "Čuda" ("A Lot of"), by Marco Blascetta, is raising the question of linguistic identity through a play on words. He is a young man who learned two Croatian dialects in his family — the Molise and the Gradišće dialects, and he is writing about misunderstandings caused by the different interpretations of the same word in these two dialects as well as in the Croatian standard.

ČUDA

*Ma kak "Si vrga **čuda**"?*
*Što je **preveč**?*
Luk, čipula ol česan...
Što je ča se ne rikordam...
***Pre**malo? **Čuda** malo?*
Boh...
Na-našo,
Gradišćanski,
Hrvatski:
*Ja ne akapim **nišče** več!!*

2. *The second most common poems are about place of birth,*
the street *or a special* place from childhood or youth.

These poems mention locations like *dolac, selo, dubrave* (valley, village, forest). Some of the poem titles are "Moj grad iz moje funeštre" ("My City from My Window"), "U Mundimitar" ("In Mundimitar"), "Naš lito" ("Our Summer"), "Moja rikeca" ("My Wealth") or "Jena brižna duša" ("One Poor Soul"). The last poem talks about *fundzumela*, an old fountain that represent the soul of Mundimitar city. This group of poems express the poets' memories of their childhood, birthplace, home and family. This frequent emotion is expressed in the poem "Moj grad iz moje funeštre" ("My City from My Window") by Rosetta Petrella:

... ke, tvorim funeštru,
e, iz Palate, vidim moj grad: Filič.
Tvorim ovu funeštru
e imam u ruke album do fotografij;
vidim moj grad
... Mi se zatvori srce
ajerke vidim oca ke zga gre
u mine do Beldža ol u fabrik tudisk.
E pa gledam sve one hižice
skupjene okolo kambanara
mi sembra jena mali presepj;
vidim crikuu ke dol gleda mor

e velke brda gor.
Vidim hižu di se nikla,
je nako bila oš lipa,
di prodjahu moje lita dop skole
e tečem niz one ruvice
e čujem mrluš do kruha
koko iznešen do peča,
vidim marelu ke ga misi...[5]

3. *Poems mentioning nature and natural phenomena.*

Natural phenomena presented in the poetry of Molise Croats are most commonly rain *(daž),* wind (*vitar*), sun (*sundze*), air *(ajar)*, cherries (*črišnje*), land — soil (*zemblja*) and are always metaphorically used as an expression of the soul or certain emotions. Some of these poems are titled "Čakat čak" ("Cracked Nut"), "Ajar" ("Air"), "Črišnje" ("Cherries"), "Zdola zemblje" ("Under the Soil"), "Jena cvitje" ("One Flower"), "Velki vršalj" ("Big Beam"), "Bodlja" ("Thorn"). Frequently in these poems we can find a melancholy for old times, a sadness for the people whose departure means the disappearance of the language, which is a strong identifying factor for all the members of the Molise Croats community.

BODLJA

Oblake crne na nebo,
čeljade po svito,
vrane po grado.
Zvonu zvona,
ma nije fešta,
druga duša je nas ostala.
Umiru čeljade,
umire naš jezik,
bodlja na srce.[6]

4. *Poems dedicated to a memory of a certain dear person — mother, father, grandfather or grandmother.*

In these poems we can frequently find memories of the hard life parents led, of their work in the field, of the poverty and sacrifices they made for their children and fami-

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[5] ... when I open a window from Palata I see my town Filič. I open a window, I open a photo album; I see my town... My heart breaks when I see my father going to the mines in Belgium or to a factory in Germany. I watch all these houses, gathered around the bell tower, like in a nativity scene: I see the church looking down at the sea and up to the big mountains. I see the house where I was born, beautiful and white, where I spent my summers after school, all those trails where I ran, I smell freshly baked bread, I see my grandmother making it...

[6] Here, *bodlja (thorn)* represents the pain we feel when one soul "dies", our language departing at the same time.

ly. Poems are full of nostalgia, love and respect for these people. Some of the published titles are "Povidaj stari" ("Talk old Man"), "Če se vrnit" ("She will Return"), "Lipa" ("Beautiful"), "Ova mat" ("This Mother"), "Sutra je drugi dan" ("Tomorrow is a New Day"), "Tvoje oč, jena putič" ("Your Eyes").

SUTRA JE DRUGI DAN

Je otac mi ke ne poznaje maj dan.
Jutrim je zgoro pri ke sundze nikni.
Se vidu još mučkapele
ke se bocaju zgora cvitji.
Nam govore: "Dica! Vre, vre, ke je kasno!
Čuda stvari jesu za činit."
Kano jena muja rabi, ma bjamu mu ne daju.
Kruh si ponese ke vrime mu ne donese.
Boži, biži, zgoro zdolo.
Je se steplija, pot mu pada ma vino ga friškiva.
"Oto je, kaliva sundze. Ovo još nise funija!
Dobro,
*sutra je drugi dan..."***7**

MUNDIMITAR — THE CITY OF POETS

Mundimitar is one of the three settlements in the Molise region where it is still possible to hear the dialect of the Croatian language, today recognized as *croato molisano* or the speech of the Molise Croats. The population is constantly declining in Mundimitar, with less than 400 people living there today. Young people are leaving and the elementary school closed down two years ago. It has become a place of silence with more and more empty houses. Mundimitar is alive only during the summer. Although it is not a coastal town, its scattered people return and gather for the summer festivals, trying to, at least for that occasion, pay respect to the factor that had kept them together through centuries — the word, the language, the *na-našo* speech.

For eighteen years, the Agostina Piccoli Foundation has been organizing a literary competition called Piccoli Award aimed at preserving and nurturing the language and heritage of the minority. So far, the Foundation has published five collections of poetry and literary achievements, poems and prose texts that have either won the award or entered the shortlist. Around thirty literary works are collected in each publication. It should be noted that there are more than fifty poets in the local community. All these facts led to the decision to name the town of Mundimitar the "City of Poets". Plaques

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7 My father doesn't know the day, he gets up before the sunrise, when fireflies are still flying over flowers. The poem continues with a faithful description of a father working a whole day on the field, sweating, without completing his job and finishing every day with the words *sutra je novi dan* ("tomorrow is a new day"), when his hard work and suffering continue.

were fixed on certain locations in the city with selected verses from the award-winning works.

Additionally, in the last twenty to thirty years, Mundimitar has undergone an intensive revival of many traditions, raising awareness of minority identity and showing an interest in anything related to the language, customs and history of the Molise Croats community. In 2010, a group of young musicians founded an ethnic music group called Kroatarantata, with a clear purpose of nurturing the Croatian spoken word, accompanied by the traditional folk music of the Italian south. The idea emerged from a natural need for connecting the values of the two different cultures that these young people belong to. The founder of the group had a specific goal, to link two different elements of two different cultures: the community's language of origin and the local folklore music. The group Kroatarantata performs traditional songs of the Molise Croats in their dialect, such as "Lipa Mara", "Kako je lipo hodit", "Lipa divojka rodna", "Divojkica kad cvitje si brala", accompanied by music and in the rhythm of Italian *pizzica*. In this way, the young people of the community are manifesting the identities of the cultures that mark them, either in a historical or a contemporary context.

CONCLUSION

We can conclude that the poetry of Molise Croats today represents a significant determinant of their identity and appeared as a form of artistic expression in the late 1960s. From that time on, their identity and survival of the minority have been threatened by emigration and the modern way of life. The community has transformed from traditional to contemporary; it is adapting to new conditions to preserve the essential cultural features of its identity, particularly nurturing their language. However, the function of the community's language or dialect has changed over time. Its function used to be merely communicative — the dialect was spoken in every family, and it was the only way of communication. Today, the language has a more manifest function. It is decreasingly used in everyday speech, mostly by older generations, while young people use it significantly less or not at all. However, they all seek to preserve the language in a form of artistic expression, and they are accomplishing this by writing poetry, organizing literary competitions or literary and musical evenings. At the heart of all these events is a *na-našo* (in our language) poem that can be written, read or sung. They are sending a message to the outside world: we are still here, these are "our words" (*naše riče*) and we use them to write poems, to not forget *who we are, what we are* and *where we came from*. They have succeeded in doing so, because "the outsiders", meaning the Italians who live in their surroundings, are now noticing them, not only because of their "incomprehensible" language, but because of their accomplishments in that language. "The others" now see them differently, not only because of the language, but because of all the cultural content created in that language. It can be said that the identity of Molise Croats has experienced transformation, confirming that it is real and constant in its dynamics.

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Ozana RAMLJAK, Neven HITREC, Miranda HERCEG

NOTHING BUT SPLIT
Literature, Film and Design as
Constructive Elements of a City's Cultural Identity

1. INTRODUCTION

A city as a structure woven out of historical, spatial, socioeconomic and cultural elements constructs its own identity through their constant intertwining. With the passage of time, these constantly created and recreated elements, time and time again, are inscribing history into daily life and shaping a city as a space with a recognizable identity. A city's identity is created in the interim space between stability and instability, leaned on an institutional politics as well as on individual achievements, shaped as a fine fabric of personal and collective memory and it is an evidence of existence and the essence of a city. The identity of a city leans on the identity of its citizens, and the citizens are formed by the city as a "place" and as a "space" (Benčić, 2006, 181-182, Jorgensen and Stedmann, 2001, 233-248, Entrikin, 1991). It is constructed within the strong influence of human needs, desires and values. Exceptional individuals leave their mark on the face and soul of an urban structure.

Will increasing globalization make specific city's identity more or less important is the question that has many possible answers. Some theorists like "Manuel Castells (1997), David Harvey (1989) and Richard Sennett (1999), argue that globalization has resulted in stronger identification with place"[1], while others, like "Ulrich Beck (1992), Anthony Giddens (1996), Scott Lash and John Urry (1994)… maintain that one of the consequences of increased globalization is that dependency on a specific place decreases and that individuals instead gain access to many different places."[2]

When looking at cities and their identities, special attention should be dedicated to cultural identity, spiritual and material cultural heritage as well as contemporary cultural forms.

"Culture is broadly recognized as a key element in strategies for urban and regional development. The presence and quality of cultural activities is a major factor of attractiveness of a city and a measure of quality of living. Cultural heritage is a key ele-

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[1] Nylund, K., Place and cultural identity in the segregated city, The Finnish Journal of Urban Studies [2000] vol.38:3, 8-27, available at http://www.yss.fi/Nylund.pdf (visited on 1st November 2018)

[2] Ibid.

ment of the image and identity of cities and regions and the main focus of city tourism."[3]

Within the borders of the Mediterranean, specific multiculturalism has been established through creation, conflict and interaction of Mediterranean cultures; the Mediterranean spirit of Split is especially recognizable in the area of culture. This paper focuses on some of its elements: *literature* as the metonymic area of personal, cultural and mediated memory, a space of reminiscence and oblivion, a space that writes the story of the city while at the same time is written by it; *film*, through a study showing to what extent the pioneers of Croatian film, a strong cinema club scene, influential film authors and their opuses, impressive documentary and experimental films have remained in the collective consciousness of the city; and finally, *design* with a focus on researching the role of visual communications, urban equipment, institutional and non-institutional design in the creation of the city's identity. Research will concentrate on the following key cultural figures: writer Marko Uvodić in literature, three respectable film authors, Karaman, Martinac and Poljak in film and the Mediterranean Games in design area.

2. LITERATURE, FILM AND DESIGN AS CONSTRUCTIVE ELEMENTS OF SPLIT'S CULTURAL IDENTITY

The identity of a city is built over time, from fragments. It resembles a puzzle, built from the stones that remain from the sea. It is built from the ruins of the empires that once ruled the world and today are just a part of the tourist offer.

Split has grown amid the ancient monuments of urban planning and architecture and the Mediterranean cultural atmosphere.

Layers of culture are woven through Split and have created the city's identity throughout its long history. Each new historical period brought with it new experiences and values. In the same way, creative professions in their work process use context and existing cultural elements as inspiration and material for creating something new. If the process leads to modernity by emancipating the inherited tradition without nostalgia, we can talk about progress too. Along with Split's culture, history, tourism and geographical position on the Adriatic coast, sport is one of the most important determinants of the city.

Although Split is a small Mediterranean city, from the viewpoint of its citizens, it stands as an impressive heritage and present city structure. "Nima Splita do Splita" (Nothing but Split) is the title of a short story written by Marko Uvodić in the first half of the twentieth century and is also the title of a very popular song in the 1970s, and it perfectly describes the self-perception of Split's values.

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[3] Culture for Cities and Regions, available at http://www.cultureforcitiesandregions.eu/culture/project (visited on 1st November 2018)

2.1. *Split and literature*

Literature as the metonymic area of personal, cultural, individual and mediated memory[4] — a space of reminiscence and oblivion, a space of escape and return, a space of nostalgia, citations and stories — is a space that writes the story of a city, while it is at the same time written by it.

When it comes to the relation between the city and literature, two possibilities are offered: storytelling about the city, which presents a picture of the social life of an architecturally confined space; and storytelling of the city, in which the reader mediates the city's atmosphere, an invisible feeling of the world that is connecting its citizens, their sense of self and their city, which is a relatively rare occurrence in literature (Karahasan, 2008). The author acts as a figure of creation and relation toward content, the writing process, readers and cities. "Writer and a city, they have almost a special status", writes Mirko Kovač[5] and continues, "one can hardly find a poet who hasn't struggle with city as a theme or who hasn't written about its secrets, making it immortal or trying to deconstruct its myths."[6]

"The city of Split can be proud of the fact that ever since its early history and earliest memories, it has served as a very eloquent literary quote. It has been remembered as a big riddle, but also as a big historical joke, as a palimpsest, 'a temple of memories', the city of books and the book-city or 'city-by-accident', with an inexhaustible local character visible in local idioms such as, 'London is nothing compared to Split' (Ča je pusta Londra), 'Money can't buy it all' (Tko to može platit) or more recently, 'Nothing against Split' (Ništa kontra Splita)" (Bošković, 2011, p. 356).

It is important to transform the question *What is a city?* into *Who is a city?*, because it is the only way to talk about a city's identity, where in its complexity of events, experiences and semantic networks an individual or group identity is formed (Bošković, 2011, pp. 342-343).

An author who definitely *is a city* is Marko Uvodić Splićanin — Marko Uvodić from Split[7] (1877-1947), as one of of Split's legends, a journalist and writer who left a mark on the city that is visible even today since it is deeply embedded in the essence

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[4] More about the term *mediated memory* in Ramljak, O. and K. Jurčević, In Search of Lost Island: Literature of Mediated Memory in Jurčević, Kaliterna Lipovčan, Ramljak (eds.). Imagining Mediterranean: Challenges and Perspectives. Mediterranean Issues, Book I. Zagreb: Ivo Pilar/Vern'/HAZU/EMAN, 2017, 73-85; more about the concept of memory and literature in Lachmann, R., Memory and Literature: Intertextuality in Russian Modernism, (translated by Roy Sellars and Anthoy Wall). Minneapolis: University Of Minnesota Press, 1997.

[5] Mirko Kovač, Writer and the City on http://sveske.ba/en/content/pisac-i-gradhttp://sveske.ba/en/content/pisac-i-grad (visited on 12th November 2018).

[6] Ibid.

[7] Marko Uvodić added to his name Splićanin (from Split) modeled after "the father of Croatian literature" Marko Marulić Splićanin.

of Split. Evan today, everything that represent literary spirit of Split is inspired by Marko Uvodić.

He is the author of short stories written in the Split Chakavian dialect, collected in the book *Spliska govorenja oliti libar Marka Uvodića Splićanina — Split's talks or the book of Marko Uvodić from Split* (1919) and in two collections of novellas titled *Libar Marka Uvodića Splićanina — The Book of Marko Uvodić from Split* (1940) and *Drugi libar Marka Uvodića Splićanina — The Second Book of Marko Uvodić from Split.* He also wrote numerous plays.

In his chronicles and other literary works, he was dedicated to the principle "Everything that I'm going to tell you really happened; it is nothing but the truth. Because if it were not the truth, it would be worthless and mean nothing!"[8]. His stories are a sincere tribute to the "little", ordinary people of Split; his characters are very typical and drown with lot of love, humor and misery. His chronicles about Split are inevitably historical texts, and his language is ancient, appealing dialect of the time. His characters are not trying to be likable. They innocently say, "If your husband doesn't beat you, it means he isn't doing you any good."; "If, God help us, someone dies today, we'll earn some money."; "I'm not that lucky to hear about someone's misery." And this is exactly why they are appealing — they are not fake. The characters from his books say, "We're not just for one day" and "What are we in this world?" These sentences remain ingrained in the city's memory as its heritage.

The language of his novels is an important part of Split's identity. He writes in a specific urban Dalmatian Chakavian dialect that contains the entire philosophy of life in the sunny Mediterranean. As Marko Uvodić wrote in a letter to his friend, "When it comes to the Split dialect, a person can talk all day without getting tired. The speaking process usually intensely engages the use of the tongue, lips, facial muscles and throat. All of this is avoided in the Split dialect, and speaking occurs without moving everything into motion. If this is taken into consideration, then the dialect simply comes from itself, it is created out of laziness." That language, changed semantically, morphologically, lexically and in many details, has a persistence in its essence and is still not just a structure of words but primarily an attitude and existence itself.

By candidly displaying Split's mentality, specific language and cruel humor, Marko Uvodić from Split influenced not only Split's literature but its popular culture in the second half of the twentieth century as well.

2.2. *Split and film*

Reflections on film and the city are based on three authors from Split. All three authors, in their own time periods, left a mark on the city with their creative perspectives and

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[8] All quotes are translated for the purpose of this paper from the books of novels Uvodić Splićanin, M. (?) *Libar Marka Uvodića Splićanina.* Zagreb: Binoza Nakladni zavod Zagreb and Uvodić Splićanin, M. (2002). *Drugi libar Marka Uvodića Splićanina.* Split: Marjan tisak.

technical possibilities, most often by using pioneering and alternative, rather than mainstream routes.

A historian from Split named Duško Kečkemet was the first to save and bring back to life the works of another significant citizen of Split, Josip Bepo Karaman (1854—1921). Kečkemet was searching for the beginnings of filmmaking in Dalmatia, and he found small parts of a film role at one family's home in Split that the children had cut off to use for a children's projector. Thanks to this finding, some of the first movies filmed by a Croat from Dalmatia were saved. Karaman was an entrepreneur and a patriot. He was the owner of a paper store in which prominent persons from Split met and made plans against Austria for an independent Croatian state. Above all, Karaman was a man who intuitively realized that film was an opportunity for a new way of communication and expression, and not only a way of making money. As Škrabalo (1984) noticed, Karaman understood film not only as entertainment but also as a new media that instructs "us to take the camera in our own hands" (p. 27).

Karaman bought a house in Marmont Street and in 1907 opened Split's first cinema in his home, called Elektro Bioskop. The cinema had a large number of visitors "since entertainment is pleasant and inexpensive" (Kečkemet, 1969, p. 94). The cinema still exists today at the same location, after 111 years, and is called Karaman Cinema. But Karaman did not stop there. His creativity led him to buy film-making equipment, and he started shooting films. After developing film materials in Pešta, he would release them in his cinema. These extremely valuable cultural and historical film documents portray public events. Thus, by the choice of his film motifs, Karaman expressed his political and personal worldviews. During that time, there was a struggle for creating a Croatian national identity in Split and in all of Dalmatia, opposing the pro-Italian autonomist parties and Vienna's restrictive censorship policy of melting small nations into one great Austro-Hungarian empire. Karaman was the first to introduce intertitles in Croatian into his cinema program (the other Split cinema called Edison had a pro-Italian program) and filmed local patriotic movies such as *Sokolski slet u Splitu* and *Sprovod splitskog načelnika Vicka Mihaljevića* and his most famous preserved film *Procesija svetog Duje*.

Karaman changed the position of the camera only twice during the movie while recording the passing procession in memory of a Salonitan bishop executed for the persecution of Christians at the time of the Diocletian Emperor. Karaman filmed children receiving their first Communion, city dignitaries, children from the Split orphanage, members of the church fraternity in tunics with candleholders and flags, professors, the city orchestra and its conductor, high school students and firefighters, the bishop with the silver bust of St. Dujam, national masses and, finally, Karaman himself comes in front of the camera with a big smile, looking straight into it.

As Karaman's complete opposite stands Ivan Martinac (1938—2005), the most important representative of the Split Film School — a pioneer of modernism in Croatian experimental film, a pure existentialist film maker. Thanks to his work, Kino-klub Split

and its film authors in the 1960s had exceptional results, and film production was at its peak, helping Split become "the most filmed city in the world" (Benčić, Nenadić, and Perojević, 2012, p. 52), as they used to say.

The passion with which Martinac spent his whole life describing Split and its citizens in his movies is exceptional. The old Split city center, the marine environment and the city as a whole were a kind of film lab for him. Over the decades, he glanced at each worn stone on the streets of Split, every staircase and column in the Peristyle and catacombs of Diocletian's Palace and with a permanent sea motif as a reminder of the existence of something greater and more permanent.

In his films, the Mediterranean represents a kind of eternal backdrop where temporariness pulsates. The characters in his movies are always suffering, and the city is at various stages of dignified decay. It is a city-ruin, with antique and Christian layers and ancient traces of human presence that are of course transient, but in the eyes of a lucid observer, they are also revealing. It is a narrow track for the chosen ones who, while looking closely at the visible, gradually gain an awareness of the other, the transcendent, the mystical.

Known for his rigorous approach to film and theory that a film is a living organism (whose brain is the editing process that is performed in a highly precise and "square" way), Martinac, strictly adhering to his creative, human and philosophical principles, left Split a unique opus that deeply reflects human existence in the incredible film scenes of the city and the Mediterranean.

His films often have a meditative, seemingly relaxing atmosphere portraying his friends walking along the Split Riva (seafront) or drinking wine, eating sardines, playing cards and swimming on a hot summer day beneath Marjan Hill. He captured the dynamic life of Split's seafront and squares, sometimes by spying on his fellow citizens by filming them from the darkness of the narrow alleys. His obsessions were pure film, the Mediterranean and death.

The *Monologue of Split* is an intimate poetic portrait of the city. Martinac parallelly portrays five city locations — the main square, bathing grounds, the cemetery, Diocletian's basement and the inside of an apartment — with the sounds of Ravel's "Bolero" in the background and films his own steps. In these scenes Martinac detects "a moment that stands out, eternity is cut out" (Benčić, Nenadić, Perojević, 2012, p. 52).

Martinac was an ardent believer, a temperamental Dalmatian, passionate in his pursuit for the perfect creation. He was full of whim and defiance and relied on the rich tradition of Split's humor as motivation for his films.

On 23rd October, 1989 he shot a short film on the city streets, presenting a group of his friends from Kino-klub Split carrying a cross-shaped dry cherry tree. The film/performance title is ambiguous — *It is not Time for Fruit* — symbolically implying that time is passing by and one can only hope that the tree will blossom again. "Let us, oh Lord, be received into Your Garden", writes Martinac in the movie's final sequence — by listing all the people who carried the cross from Čop Street to the Street of Petar Krešimir (a Croatian king). One of the cross-bearer's names is Boris Poljak.

Boris Poljak (1959) grew up in Kino-klub Split and became a talented cameraman with an extraordinary sense for frame composition, use of lenses and natural lighting. Poljak also has a Mediterranean background, but in a different way than Martinac. He is a voyeur by nature, a concentrated and passionate observer, authoring several dozen films. In the last decade, he has been particularly noticed as a director and filmmaker of several observational films with a Mediterranean atmosphere where he skillfully mixes documentary and experimental films, taking the best of his nonprofessional, alternative roots. His films are appealing to a wide audience, and they are structured according to a set of strict standards. Aestheticism is important to him, but everything is very human and often tragic.

In three of his films with the common title *Mediterranean Trilogy,* Poljak filmed two Split beaches and one church, St. Nicholas church, on a hill near the town of Nin. All of the scenes are filmed with a static camera with powerful telephoto lenses that from a great distance testify to the recorded scenes. Like a real voyeur, Poljak seems to have the ability to turn into ether, into a grain of sand on the beach, into a barely visible crack in the wall , to adapt, to wait, and like a child, to enjoy the very act of shooting.

It is important to emphasize the humor that is present in all three movie achievements, underlined by choice of motifs, frames and by the precise editing by Damir Čučić. With his conceptual film approach, Poljak gives a critically witty and surprisingly deep view of Split and its surroundings, where cultural heritage and natural beauty have become fast food for the hordes of tourists.

These authors have caught and created the Spleen of Split and have embedded their personalities into an important part of the city's identity.

2.3. *Split and design*

The role of visual communications design in the creation of Split's cultural identity is demonstrated through the design of the visual identity for the Eighth Mediterranean Games sports event held in Split, as a part of the identity of the city and its citizens. This is an exceptional example of visual identity design for a sporting event held in Split in 1979 that corresponds with the competitive spirit and city atmosphere in general. The design surpassed its original task and expectations and became internationally recognized and rewarded. It was also well-received by the local community, accepting it as a part of its own identity.

Although the significance and reputation of the Mediterranean Games cannot be compared to the Olympic Games, the eighth edition was treated as a strategic project involving serious infrastructure investments.[9]

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[9] Golub, M. and B. Ljubičić. (2018). *Singular of the Plural: Symbol, Sign, Logo, Brand*, Zagreb: Hrvatsko dizajnersko društvo. Available at http://cijm.org.gr/mediterranean-games/ (visited at 25th November 2018)

The host cities up until then had been large cities with between half a million and a million inhabitants — Alexandria, Barcelona, Beirut, Naples and Tunis. Split only had 230,000 inhabitants and 200,000 residents in neighboring cities and municipalities and was the smallest city candidate ever.

Visual identity design was conceived and realized with the intention of being bigger and more significant than before. The design approach was competitive, aiming to push boundaries and change the standards of graphic design in Croatia, ex-Yugoslavia and beyond. Boris Ljubičić, logo designer, art director and chief designer says, "The project itself was conceived as a competition — I wanted to show that we could be faster, better and stronger than others." The visual identity of the Eighth Mediterranean Games transcended its task, and as a final success, the symbol became the permanent official logo of the Mediterranean Games until the present day.

The primary function of graphic design and visual communication is identification and then come information and promotion. Ljubičić views symbols and logos as perfect design artifacts, concise visual expressions of a certain idea, which combine all meanings and values, underlying whatever it is the design was intended for.[10]

The visual identity of the Eighth Mediterranean Games is easy to decipher. The project's starting point was a logo. The logo design was a reinterpretation of the Olympic Games symbol, created by Pierre de Coubertin and publicly presented in 1913. Both design solutions embody the modern age — a clear idea and a purified graphical representation without redundant, non-functional details. In the symbol of the Olympic Games, five interlaced rings represent five inhabited continents. The blue, yellow, black, green and red colors, together with the white background, represent the colors of the competing nations' flags. The intention of this design solution was to represent the main idea of the Games — the union of the continents and the meeting of athletes from throughout the world. A link to the Olympic Games' main idea can be seen in the design of the Mediterranean Games logo. From the five colored rings, the three rings symbolizing Asia, Africa and Europe were transformed to a new monochrome symbol. The blue colored background represents the Mediterranean Sea, which connects continents, and the wavy distortion of the lower parts of the rings represents three continents immersed into the Mediterranean Sea. In addition to the primary blue color, combinations of typical Mediterranean colors were used on various materials and applications: orange/brown — as the color of land, gray/brown — as the color of stone, green — as the color of vegetation and yellow — as the color of the sun.

The visual communications team from the Center for Industrial Design (CIO) worked on visual identity and its complex development and wide application. Designers in the team were Rajna Buzić-Ljubičić, Stipe Brčić, Hrvoje Devide and Stuart Hodges, led by the art director, chief designer and logo designer Boris Ljubičić. Project as-

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[10] Ibid.

sociates in Studio Split were Mario Brzić, Zlata Mitrović, Duje Šilović and Višnja Špaleta.

The official mascot of the Mediterranean Games was the Mediterranean bear named Adrijana and was designed by Slovenian designer Oskar Kogoj. The sea bear, lat. monachus hermann, is a mammal from the seal family. Its domicile area is the Mediterranean Sea and it used to be widespread but is now almost extinct. The main reason for the selection of the sea bear as the official mascot for the Eighth Mediterranean Games was to draw the world's attention to this fact and to restore the necessary ecological balance in the Mediterranean Sea (Pezo, ur., 1983).

In order to ensure the desired quality and consistency of visuals, the visual communication team wrote a Graphic Manual and instructions for "Functional/Decorative Equipment of a Town During the Games" and "Functional/Decorative Equipment of Playgrounds, Facilities and Space in the Function of the Games" (Kritovac, 1980). The sixty-page manual, printed in A3 format, allowed the correct and systematic use of standards in the official and commercial programs. It contained the elements of visual communication: symbols shown in all possible variants, the logo, typography, color program, format standards, the mascot, pictograms of sports and other elements of visual communication. The Graphic Manual has had a number of international publications and references, and it has attained legendary status as the first graphic standards manual in the former state.[11]

The complex range of visuals that spanned the entire city were visible in a wide range of applications — logos and mascots were all over town and could be seen on the streets and in homes, from tickets, flags, t-shirts and postage stamps, to gold and silver coins.

The Mediterranean Games flags contributed most to the city branding; they were set on Splitska riva (Split seafront) as well as on the house and building façades. The well-known Yugoslav K67 kiosks, originally red in color, were painted to match the colors of the Games. The shops, restaurants and storefronts were decorated with elements of the design of the Games; the façades of two large buildings had the lyrics of the Games' official anthem written across them, written by the Croatian poet Jure Kaštelan (Kritovac, 1980). The whole city was painted in the colors of the Mediterranean Games. Many households owned the Adrijana — a stylized Mediterranean sea bear that was the mascot of the Games — as if they wanted to invite her to return to the Adriatic Sea.

Keyrings, pencils, figurines, notebooks, posters, beach towels and T-shirts with various applications of the logo were a must-have in every Split family, eternally entering into the city's collective memory and photo albums.

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[11] Golub, M. (2013) Dizajn projekt: VIII Mediteranske igre, Split 1979. Available at http://dizajn.hr/ blog/dizajn-projekt-viii-mediteranske-igre-split-1979-5-2-23-2-2013/ (visited at 25th November 2019)

During the exhibition called the Visual Identity of the Split Mediterranean Games in the Croatian Designers Association' Gallery in 2013, designer Ljubičić explained the role of design in the development of cultural identity: "The exhibition is devoted to a design that is not tangible and could be minor because it itself does nothing — the games would have been maintained without it. However, it is precisely a reference to the culture of space and time in which we live and that's why it can even be labeled as architecture."[12]

The games have changed the layout of Split in urban and architectural terms, but as the great design historian Philip Meggs says, "The immediacy and ephemeral nature of graphic design, combined with its link with the social, political, and economic life of its culture, enable it to more closely express the *Zeitgeist* of an epoch than many other forms of human expression" (Meggs, 2006).

The precise design logic of Split's Mediterranean Games, its pure conceptuality, purged from excessive graphic and artistic expression, within its elaboration on numerous applications, has not neglected or endangered the ambience specificity and cultural-historical features of the site, on the contrary, it contained the signs of refined antique purity, but in its authentic modernist character.

Today the design of the Split Mediterranean Games defines a specific time period. When we encounter its traces, such as at an exhibition or on a preserved figurine or beach towel with the Adrijana mascot, it acts as a powerful time machine sending us on a strong emotional journey.

3. CONCLUSION

A city's identity is created over time, in the interim space between transience and persistence; it is created from ideas, policies, people, memories, the environment, urban reality and legends. It leans on institutional, collective and individual achievements — from spiritual and material cultural heritage as well as contemporary cultural forms, from evidence of existence and the essence that resist to fading.

The identity of Split is leaned on the Mediterranean inheritance — geographical, historical and cultural — as well as to the self-perception of its worth and beauty, which cannot be compared with anything else. Split's rich identity has been carried through time in its literature, film and design and is still present today; it is woven into the collective memory and urban identity. Writer Marko Uvodić proudly added Splićanin (from Split) to his name and dedicated his literature to the little, ordinary people of Split, and left some of his quotes to remain alive in a memory of his town. Film authors such as Karaman, Martinac and Poljak embedded Split in the center of their work; and the design of the Mediterranean Games perfectly interlaced with the competitive

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[12] U Zagrebu otvorena izložba dizajna Mediteranskih igara u Splitu 1979. Available at https://slobodnadalmacija.hr/scena/kultura/clanak/id/192981/u-zagrebu-otvorena-izlozba-dizajna-mediteranskih-igara-u-splitu-1979 (visited at 25th November 2019)

soul of the city. Great accomplishments in all three of these areas have become a core part of the city in every possible sense and are generally accepted by all of Split's citizens, regardless of their age, gender, education and social status. These accomplishments speak about the city, about the space, about the people, about the spirit of time, strongly influenced contemporary literature and film, public memory, urbanism, architecture and design, and thus became a recognizable part of Split's cultural identity.

The myth of Split has never been deconstructed, and changes, which are both inevitable and necessary, have never eroded its persistence (as a verification of its existence). Split's invincible spirit, that is constantly trying to resist the contemporary process of transforming cities into primarily tourist destinations, is the permanent (re)creator of everything that Mediterranean Split is.

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Economy, Tourism

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CORPORATE SOCIAL RESPONSIBILITY OF INTERNATIONAL AND LOCAL HOTELS OPERATING IN RUSSIAN AND CROATIAN MARKETS

1. INTRODUCTION

Corporate social responsibility is a topic that has been engaging increasingly greater attention in business and investment services all over the world. Over the previous several decades, various industries have been facing sea-changes of business environments, emphasizing the role of corporate social responsibility (CSR). A large body of research has provided evidence that CSR may ensure a company's long-term success and profitability when the company is able to meet competition and is a boon to society at the same time. There are different approaches that explain how CSR affects internal and external corporate processes, and this makes it an important topic for hospitality and the tourism industry as well.

2. LITERATURE REVIEW

The notion of corporate social responsibility (CSR) according to Chander (1994), nearly hundred and fifty years ago and started to be in the spotlight in 50th (Frederick, 2006), CSR received numerous definitions and explanations, reflecting the relationship between a business and society (Bitchta, 2001). Most present-day CSR authors agree that businesses should maintain CSR practices in order to receive support from investors and can be roughly split into two broad groups. One group of authors focuses mostly on the structure of CSR (Benson and Kirsch 2010; Welker 2014), while the other group focuses on CSR's effects on the local communities, customers and other influence groups (Rajak, 2011).

Although there is an opinion that CSR is a business practice resulting mainly from the activities of global corporations and the local reaction to the practice, the focus of research attention is now shifting to CSR as a practice widely applied both by global and local companies as a tool to increase competitiveness in businesses. As today's business practice has shown, large corporations reveal their activities within the framework of corporate social responsibility in reports available to the public. It is common today that companies provide opportunities to audit the information provided in CSR reports (Xavier, 2012). Nevertheless, a number of researchers have suggested that such

corporate social reports do not so much reflect a successful impact on the company's stakeholders since they are aimed at window dressing (Adams, 2004; Clarkson et al., 2008, Lauer, 2003). It has been noted that when reporting on CSR, each company often reflects different aspects of the practice (Paul, 2008), which may show different focused practices, different CSR effectiveness or different intents on what to disclose.

Most publications describe best practices in relation to environmental protection (Ayuso, 2007; Bohdanowicz, 2007; Calaveras, 2003; IHEI, 2005). Very few papers deal with the practice of human resource management in the context of CSR (ILO, 2001), (Morimoto, Ash and Hope, 2005) (Bohdanowicz, Zientara and Novotna, 2011). At the same time, the CSR practice is not always revealed by hotels pursuing it (Merwe and Wöcke (2007). There is no unity about the importance of CSR practices and its reflection in reporting in current literature. Some of the authors have revealed that CSR practices are implemented solely for maintaining a "better image" of the enterprise without real commitment and efficiency.

Despite all the criticism, the importance of CSR practice is acknowledged both by the business community and on governmental levels. This fully applies to Russia and Croatia. CSR is now supported both by international business and non-business organizations and by the governments. Croatia, being a member of the EU, was the subject of the 2015 EU legislation on non-financial reporting whereby large companies are required to disclose information on their environmental, labor and human rights impacts (European union, 2014). The CSR practices of Russian business enterprises are encouraged both on a governmental level and business community level; it is also expected that companies pursue CSR by customers, employees and the local communities.

Although conceptual and empirical research on the emerging CSR reporting practices (Carroll, Archie, 2015) has received growing attention from researchers in Europe regarding the hotel industry, conceptual and empirical studies regarding CSR are not abundant. One recent research related to Croatian hotel companies showed that the estimate of parameters by the respondents was 3 or more on a scale of 1 to 5, which showed a positive estimation of CSR practices by the majority of respondents (Gregoric, 2015).

The focus of our research was to measure the awareness of employees in hotel enterprises in Russia and Croatia on CSR practices. CSR practicing and disclosure is currently demonstrated consistently and is expected to be demonstrated first of all by large international enterprises both in Russia and Croatia, while most of the businesses consider the practice mostly because of the image of the company in the eyes of the stakeholders. Despite this fact, as confirmed by this study, CSR practices are pursued by hotel companies and recognized not only by the top management of the company, but by frontline employees as well.

3. RESEARCH RESULTS

This research focuses on the importance of corporate social responsibility and the key aspects of corporate social responsibility as perceived and recognized by in-house ho-

tel staff (key staff). A particular research methodology has been developed so that it allows examination of issues that relate to the best corporate behavior practices of the leading international and local hotels operating in Russian and Croatian markets.

The research purpose and objectives were:
— to discover the main trends and patterns in CSR of Russian and Croatian hotels
— to attain insight into the key aspects of CSR that receive or lack attention in Russian and Croatian hotels.

The research tool selected was quantitative analysis, whose primary focus is the response of respondents to a particular event. In our case, we used a specific quantitative analysis method, i.e. a survey of respondents about their satisfaction with the discovered CSR aspects in the hotel business. The respondents filled out a questionnaire that was based on a discrete scale with descriptors and scores (the respondents were to rate their answers from 0 to 5 where 0 stood for a negative evaluation and 5 stood for a positive evaluation). The scope of the research covered Russian hotels (Moscow) and Croatian hotels (Zagreb) and represented both international and Russian hotel brands. All hotels involved in the research were 4- or 5-star hotels located in the mentioned capitals that accommodate guests who visit for business and pleasure. Each hotel provided 1 to 3 respondents.

Based on the analysis of the respondents on the manifestation of CSR in a hotel, as well as the review of previous research (Blinova et al., 2018), the following basic estimable parameters have been included (forming the base for a structured questionnaire). The list of parameters included both "internally oriented" and "externally oriented" parameters (were supplemented with the descriptors):
1. High quality of the product
2. Compliance with legislation
3. Transparency of corporate reporting
4. Environment protection
5. Investments in production
6. Charity
7. Assistance in social programs in regions
8. Creation of new working places
9. High level of payment to the employees
10. Bonuses for high results
11. Social programs for the employees (health insurance)
12. Improvement of working conditions
13. Social programs for the employees (bonuses for the employee families)
14. Support of educational programs for the employees)
15. Career development programs
16. Positive psychological climate
17. Attention to staff motivation
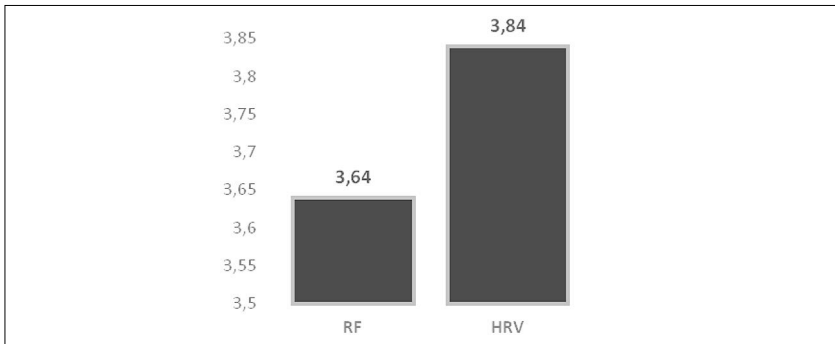
Figure 1 Average Satisfaction Score. Source: author's interpretation

The results of the research demonstrated that the respondents' average satisfaction score was 3.70. This is a very low score despite the fact that it is slightly higher than the average index of 3. Depending on the regional cluster, respondents from Russian hotels showed a lower level of satisfaction with the CSR conditions (3.64 points average), and respondents from Croatian hotels indicated a higher level of satisfaction with the CSR conditions (3.84 points average).

The research has made it possible to identify the parameters that have been rated as the best and the worst (see Table 1).

Table 1 Rating of Parameters as Assessed by Respondents (Russia, Croatia, Average).
Source: author's interpretation

Question	RF	HRV	Average value
High quality of the product	4.39	4.83	4.61
Compliance with legislation	4.13	4.67	4.40
Transparency of corporate reporting	2.68	4.33	3.50
Environment protection	4.02	3.67	3.85
Investments in production	4.02	2.83	3.43
Charity	4.40	3.00	3.70
Assistance in social programs in regions	1.25	2.67	1.96
Creation of new working places	3.96	3.67	3.81
High level of payment to the employees	3.19	4.00	3.59
Bonuses for high results	4.05	4.00	4.03
Health insurance	4.97	4.33	4.65
Improvement of working conditions	4.10	4.00	4.05
Bonuses for the employees' families	2.21	3.00	2.60
Support of educational programs for the employees	4.01	4.17	4.09
Career development programs	2.56	3.67	3.12
Positive psychological climate	4.04	4.17	4.11
Attention to staff motivation	3.83	4.33	4.08
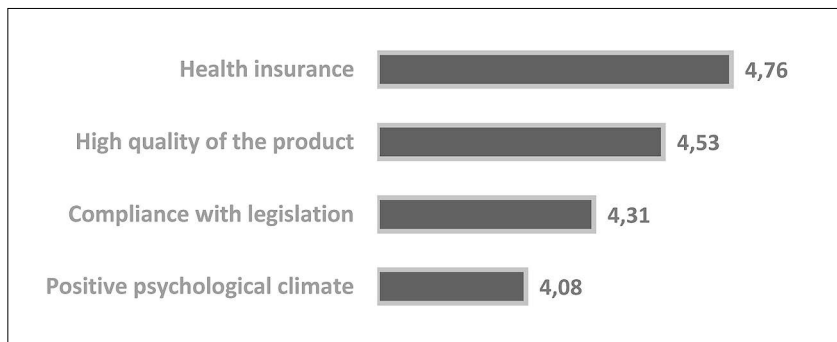
Figure 2 Best Parameters. Source: author's interpretation

Figure 3 Worst Parameters. Source: author's interpretation

In addition to the high value (see Fig.2) of the Health Insurance parameter (4.76 points average), respondents also gave high points to the High Quality of the Product parameter (4.53 points average), which proves the commitment employees have to their company's brands. Another parameter that scored top-value was Compliance with Legislation (4.31 points average), demonstrating that legislative regulations and rules are clearly observed by each hotel. A positive Psychological Climate (4.08 points average) completes the list of the best parameters. This suggests that the hotel staff feels comfortable with their working environment, which is an important psychological parameter. The average level of the staff's satisfaction with and awareness of the CSR policy is 3.7 out of 5.

One more important outcome of the research is the list of parameters that received the worst evaluation (Fig. 3). Besides the low value of Assistance in Social Programs in Regions parameter (1.72 points average), another noteworthy parameter is Bonuses for the Employees' Families (2.47 points average). It is a significant parameter in the hospitality business and deserves more attention if a company wants to improve CSR indicators in this segment. The Programs for Career Development parameter was also valued at a low rate (2.93 points average). It should be noted that, according to the em-
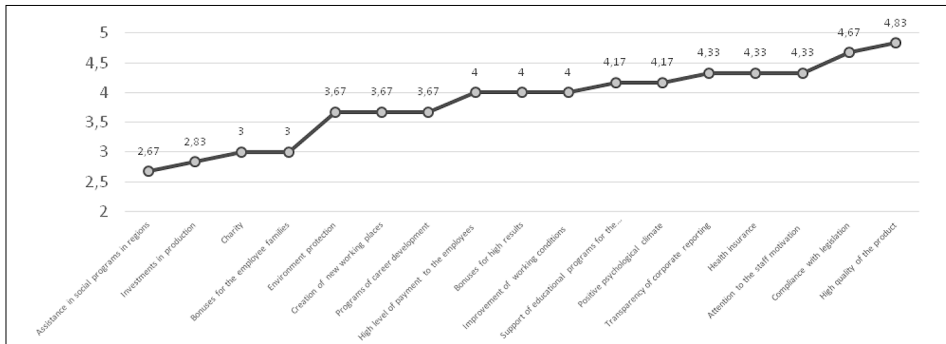
Figure 4 Respondents Preferences Rating (Croatia). Source: author's interpretation
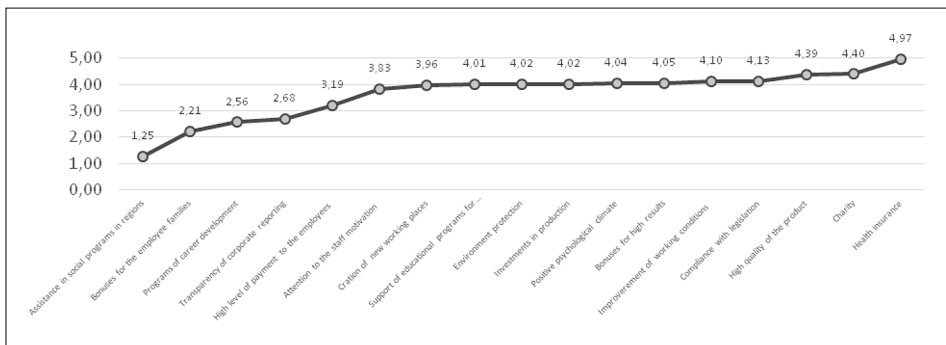
Figure 5 Respondents Preferences Rating (Russian Federation). Source: author's interpretation

ployees' opinions in the survey, the companies of both regional clusters do not pay sufficient attention to their staff's career development within the company.

Within the regional cluster of Croatia, the respondents chose High Quality of the Product (4.83 points average) and Compliance with Legislation (4.67 points average) as the best parameters. The other 3 out of 17 parameters that were also awarded high points (4.33) are Attention to Staff Motivation, Health Insurance and Transparency of Corporate Reporting.

It stands to mention that this regional cluster does not contain respondents' evaluations that are be lower than 2.67 points average (the high initial value of the rating scale). The worst parameters are Assistance in Social Programs in Regions (2.67 points average) and Investments in Production (2.83 points average).

Within the regional cluster of the Russian Federation, the best respondents' preferences were given to parameters such as Health Insurance (4.97 points average), Charity (4.40 points average) and High Quality of the Product (4.39 points average). The worst parameters are Assistance in Social programs in Regions (1.25 points average), Bonuses for the Employees' Families (2.21 points average) and Career Development Programs (2.56 points average).

Authors compared responses of Russian and Croatian respondents and created a rating of differences in estimation of CSR parameters (see Table 2).

Table 2 CSR Parameters Estimation Differences Rating (Russia-Croatia).
Source: author's interpretation

Question	Differences in responses
Bonuses for high results*	0.05
Improvement of working conditions	0.10
Positive psychological climate	0.13
Support of educational programs for the employees	0.16
Creation of new working places	0.29
Environment protection	0.35
High quality of the product	0.44
Attention to staff motivation	0.50
Compliance with legislation	0.55
Health insurance	0.64
Bonuses for the employees' families	0.79
High level of payment to the employees	0.81
Career development programs	1.11
Investments in production	1.19
Charity	1.40
Assistance in social programs in regions	1.42
Transparency of corporate reporting	1.65

*internally oriented practices

4. CONCLUSION

The parameters that were valuated identically or similarly for both clusters in Russia and Croatia are: Bonuses for High Results, Improvement of Working Conditions, Support of Educational Programs for the Employees and Positive Psychological Climate (differences in evaluations did not exceed 0.20 point). There is also a group of parameters identified that showed significant differences in responses:
— Transparency of Corporate Reporting (this indicator is 1.65 points higher for Croatia than for the Russian Federation)
— Assistance in Social Programs in Regions (this indicator is 1.42 points higher for Croatia than for the Russian Federation)
— Charity (this indicator is 1.40 points higher for the Russian Federation than for Croatia)
— Investments in Production (this indicator is 1.19 points higher for the Russian Federation than for Croatia)

— Programs of Career Development (this indicator is 1.11 points higher for Croatia than for the Russian Federation)

Both Croatian and Russian respondents think highly of the quality of the product, which proves their brand loyalty. They also gave high points to Compliance with Legislation. Meanwhile, High Level of Payment to Employees and Programs of Career Development remain the internat CSR parameters that were valuated as low, showing that there are a range of problems that hotel management should pay attention to. The analysis of the quantitative data collected during the respondents' preferences survey has allowed us to define general trends and patterns together with the differences in CSR in Russian and Croatian hotels. The research has enabled the discovery of the key aspects of CSR that have receive or lacked attention and areas in which each of the countries (Both Croatia and Russia) hotel management can learn from each other. The answers obtained in the course of the research also reveal areas for further research.

5. LIMITATIONS OF THE STUDY AND RECOMMENDATIONS TO FURTHER RESEARCH

As a continuation of the research, a full range of exploratory and casual research can be carried out, in particular:

1. an in-depth interview of the Russian and Croatian international and local companies' management and top-management with a comparative analysis of their experience in relation to the experience in foreign countries,
2. an extension of the research on geographical borders in accordance with the priority region,
3. conduct a focus group discussion to discover particular areas of the CSR influence on staff and to get insight into the level of the staff's awareness and immersion into this data,
4. media monitoring planning (an analysis of social media and news sources to evaluate the openness of the corporate social responsibility policy),
5. study of awareness of the population and company staff of the activities and events being held, as well as a comparison of this data depending on the regional cluster, a description of the strong and weak points of CSR in these regional clusters.

Based on it, recommendations could be developed on how to improve Russian and foreign businesses in order to attract investors and staff through pointing out the social importance of the business.

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Miro BORIĆ, Leon CAPPELLI

THE ISLANDS OF THE SPLIT-DALMATIA COUNTY AS A PART OF CROATIA'S TOURISM PROMOTION

1. INTRODUCTION

The modern economy and tourism are both exposed to the impact of accelerated social and technological changes and political conflicts. The availability and ease of access to information are opening new opportunities and providing a greater choice of destinations to tourists who are always on the lookout for new experiences. Due to the great impact that these changes have had on tourism, the diversification of the tourist destination offer and the higher quality of services are becoming very relevant, while at the same time, making the battle for tourists more prominent. The fact that tourism is the fastest growing economic sector in the world is supported by the World Travel & Tourism Council's (WTTC) reports on the economic impacts of tourism and travel. These reports clearly state that in the last seven years the growth rate of tourism has surpassed the growth of the overall economy. In 2017, tourism had a 4.6% growth, while the global economy growth stopped at 3%.

The aforementioned data highlights the importance of the tourism sector's success for national economies, and even more so for local communities where it represents a key economic activity. For example, in many local communities on the Croatian coast or islands, the tourist sector is the determining factor in the vast majority of all economic activities. Due to this fact, the successful promotion of Croatia as a desirable destination is of utmost importance to these local communities and, at the same time, these islands and coastal communities are of great importance in promoting the country as an attractive tourist destination. In addition to its 1,800-kilometre-long coastline full of beautiful beaches and coastal towns, Croatia has over a thousand islands, islets and cliffs in its waters. To be specific, according to the Ministry of Tourism (MINT, 2018), there are 78 islands (over 1 km²), 524 islets (areas smaller than 1 km² and above 0,01 km²) and 642 rocks (area less than 0,01 km²) in the Croatian territory. However, Duplančić Leder, Ujević & Čala (2004) point out that only 67 islands are permanently inhabited with a total population of 125,000, which is only 2.9% of Croatia's population. The focus of this paper will be on the tourist promotion of the islands within the national strategy of promotion in tourism of Croatia as a tourist destination. For this study, we selected the largest islands in the Split-Dalmatia County (Brač, Hvar, Vis, Šolta and Čiovo), with the aim of analysing the content of various promotional printed and vid-

eo materials issued by Croatia's National Tourist Board and the Split-Dalmatia County Tourist Board about the selected islands.

2. PROMOTION IN TOURISM

Marketing in tourism has special features because tourism does not sell a typical, physical product, but rather a complex interrelationship of material goods and services that influence the "impressions and experiences" of tourists. The overall tourism product is a package and might be defined in terms of its five main components: destination attractions; destination facilities and services; destination accessibility (including transport); images, brands and perceptions and price. Hence, destination is a provider of experiences (Middleton & Clarke, 2001). For visitors, the product is the total experience, covering the entire amalgam of all aspects and components of the product, including attitudes and expectations (Soteriades & Avgeli, 2007, p. 335). In a broad sense, promotion is the term that represents the improvement of something (from lat. promovere — to move forward), while in more detail, promotion (as an element of a marketing mix) is a set of activities that broadcast different information from an economic entity to the environment, mostly to the market (Meler, 1999). Tourism promotion means trying to encourage the actual and potential customers to travel to a destination through the spreading of information (Baldemoro, 2013).

Guests travel to destinations and, in the current trends of increasing competition and unimaginable development of modern communication means, they want to know all the details and information about the destination, from arrival to the destination, its facilities and to the return home (Jakovljević, 2012, p. 70). When choosing a potential destination, the basic incentive for travellers is the attractiveness of the tourist destination product and the quality of the service provided. Therefore, the tourist is both the subject of demand and the focus of marketing activities. In Croatia the tourist board carries out these tourist promotion and marketing activities on a national, county and local level.

Tourists are not only consumers but are also active promoters of the destination. Given the technological progress and development of the Internet, with special focus on social networks and smart phones, the proactive role of tourists has become increasingly relevant and has caused a shift from the traditional methods of marketing and communication of the image of the destination. Castells (2000) described this newly created social context as a result of the changes induced by the development of the Internet as *informational capitalism*, a new form of social organization in which generating, processing, and transmitting information has become the main source of productivity and power.

National tourism organizations are responsible for the management and marketing of tourism on a national level, while their regional subsidiaries are responsible for the activities in a particular geographical area/county. In addition to the regional/county offices of the Tourist Board, the organizational structure includes offices at local, city

or municipality levels. The Croatian National Tourist Board is a national tourism organization founded for the purpose of creating and promoting the identity and reputation of Croatian tourism, for the planning and implementing of a common promotional strategy, for suggesting and performing promotional activities in the country and abroad and for raising the level of quality of Croatia's entire tourism supply (NTB, 2018).

The National Tourist Board should answer the question of how to convince a prospective customer to try out the service being offered. County tourist boards, or as in this specific case, the Split-Dalmatia County Tourist Board, are responsible for tourism management and marketing on the territory of the county/region. In accordance to the recent decision made by the National Tourist Board (NTB), these regional offices have gained a more significant role in strategic decisions as well as in the management of the entire promotion process (NTB, 2018). The promotion of a destination is one of the most demanding and complex marketing tasks, especially from the standpoint of its planning, goals, efficiency and budgeting (Jakovljević, 2012, p. 73).

Destination marketing is identifying what tourists would like to see (the product) and the variety of methods that are used to attract tourists (promotion) (Hasan, 2015). The promotion and image of Croatia in the world is a topic that is being increasingly discussed in Croatia, and Božo Skoko (2009, 2010) may be pointed out as one of the leading local researchers. Large countries with strong economies have been concerned about their own image in the world for decades. Skoko (2009) points out that this concern for image cannot be viewed as the designing of striking slogans, recording successful videos and creating recognizable designs. Such communication strategies are much more complex and tend to brand their own national identity in the context of the globalization process. Skoko (2010) conducted a research about the image perception of the countries that made up former Yugoslavia and drew a number of interesting conclusions from the perspective of the tourism industry. The citizens of these countries primarily enjoy natural beauties, especially the sea, the coast and the islands. Throughout the region, Croatia is perceived as the most desirable tourist destination and in a significant number of categories is perceived as the most advanced country of former Yugoslavia after Slovenia. The research (Skoko, 2010) confirmed that visits to Croatia and the respondents' personal experiences are in positive correlation with a positive view of Croatia. Respondents who stayed in Croatia before the war construct their image of Croatia based on these memories and current media reporting, while respondents who have experienced Croatia only in the last few years can better comprehend life in Croatia and make a much more realistic comparison with their home countries.

The promotional activities of Croatia's national and county tourist boards are of great importance to the branding of the country as a potential tourist destination, as the implementation of marketing activities abroad have a strong influence on foreign perceptions of Croatia's tourism supply. Croatia is very attractive to tourists as a destination country but is still limited in comparison to the competitors due to its size. It is

therefore difficult to imagine how an island such as Vis or Brač could achieve a more significant marketing impact on the tourist market if operated and marketed individually. Cooperation is necessary in order to achieve greater success, and this is where the role of the Split-Dalmatia County Tourist Board is crucial. Destination marketing partnerships are important because most destinations have to compete on a global level (Soteriades & Avgeli, 2007, p. 336). The tourist community must recognise and exploit the potential of the islands and increase the efforts pointed towards co-operation with the islands and improved communication and cooperation between the islands themselves (through their local offices). This co-operation is a prerequisite for the creation of a "cluster", which would be more efficient to present on the tourist market and would certainly provide a competitive advantage. In addition to tourist offices and local communities, the involvement of all the participants directly or indirectly involved in the shaping and quality of the tourist product at the tourist destination level is necessary.

Another important element that Croatian tourist boards need to concentrate their efforts on is Internet marketing as a fundamental strategic point of promotion in tourism. Internet marketing is defined as the use of the Internet and other digital technologies to achieve marketing goals and to support the contemporary marketing concept. It is marketing in a new electronic environment — the process of building and maintaining customer relationships through online activities in order to exchange ideas, products and services and meet the goals of the involved parties (Škare, 2006, p. 31). This category of marketing is a prerequisite for the branding of a destination and enables a direct channel of communication between the consumer and everyone included in the destination's tourist supply. It provides consumers the opportunity to valorise the service, share their experience on social networks and participate in the development of a tourist destination. A brand is created through long-lasting, persistent, patient and dedicated work during a process that involves careful planning and great long-term investment. To create a brand, a branding process is necessary; in other words, it is a strategic management process that involves the design and implementation of marketing programs and activities to build, measure and manage the value of the brand (Bolfek, Jakičić & Lončarić, 2012, p. 364).

The island of Lošinj can be pointed out as a positive example of the creation of a tourist brand. Lošinj has become a very important maritime and tourist centre due to its geographical location and natural factors. For this reason, it attracts a large number of visitors during the tourist season (over 2 million overnight stays), which ranks it among the leading tourist destinations in Croatia. Lošinj has been trying to extend the tourist season for some time so visitors can enjoy the mild climate and diverse Mediterranean vegetation all year round. Therefore, it based its development on the abundance of natural elements and on health tourism, launching various health and vitality projects, all with the goal of creating a unique brand (Cappelli & Borić, 2017, p. 327).

The advantage of the Internet is the availability of information to the end consumer as well as the speed at which the information is created and disseminated via web content or social media. The interactivity and accessibility of information creates the image and recognition of destinations on the continental and global tourist market.

3. ISLANDS OF THE SPLIT — DALMATIAN COUNTY

The Split-Dalmatia County is the largest county in the Republic of Croatia, with a total area of 14,106 km². The land area, including the islands, is 4,523 km² (8% of the surface of the Republic of Croatia) while the surface area including the sea is 9,576 km² (30.8% of the sea surface of the Republic of Croatia). The largest part of the area is occupied by the hinterland (59.88%), while the smallest share by the islands (19%) (SDŽ, 2018). The coastal part of the county covers a narrow area between the seaside and the hinterland and is economically more developed in comparison to the less populated and economically underdeveloped hinterland. The islands, as the hinterland, are less populated but more economically developed due to the presence of tourism in the summer months. Although appealing during the tourist season due to their isolation, nature, cultural heritage and favourable climate, the islands are less populated and rarely visited off-season mainly due to distance from the mainland and transport connectivity. Every island is isolated from the rest of the region, and this natural isolation has always had a great impact on the living conditions of the island population and their overall social and economic development (Turk and Jovanović, 2012).

The island area of the Split-Dalmatia County consists of seventy-four islands and fifty-seven reefs. Five of these islands stand out when observing population and size: Čiovo, Šolta, Brac, Hvar and Vis (SDŽ, 2018). Numerous researchers in Croatia deal with the advantages and disadvantages of everyday life on Croatian islands. This is particularly true for the research of social problems, especially depopulation and aging of the population (Lajić, Podgorelec, & Babić, 2001; Nejašmić & Mišetić, 2006; Podgorelec & Klempić Bogadi, 2013). There are less studies dealing with the media structure of social problems, such as Mustapić, Balabanić & Plenković (2017). We will try to establish the marketing structure of the image of Croatian islands as a desirable tourist destination in the official publications of the County Tourist Board and the National Tourist Board.

4. AIM AND METHODOLOGY

The general aim of our research was to answer the following question: in what way are the largest islands in the Split-Dalmatia County (Brač, Hvar, Vis, Šolta and Čiovo) used to promote Croatia as a tourist destination in promotional materials produced by both the National Tourist Board and the County Tourist Board. The research method was the quantitative and qualitative content analysis of the boards' promotional print and video materials in 2012/13 and 2017/18. We chose the years 2012/2013 and

2017/2018 as two comparable periods. The unit of analysis was the presence of print-ed or video insets dedicated to the aforementioned islands in printed and video mate-rials. The analysis included a total of thirty-seven printed insets/materials and twenty-nine video clips.

5. RESULTS OF CONTENT ANALYSIS

5.1. Content analysis — National tourist board (NTB) 2012/2013 — 2017/2018

The printed materials analysed in this section are the promotional materials created and published by the Croatian National Tourist Board in the years 2012/2013 and 2017/2018 and used to introduce and promote Croatia on the tourist market. The video materials analysed are official promotional videos of the Croatian NTB available on their official YouTube channel. These videos mostly contain motifs of Croatia's natural beauty and cultural heritage with music in the background, as was the case in the prior years. A step forward was attempted in the video "Ode to Joy", in which a popular Croatian cel-lo player performed the song. When analysing this video, the impression was that it ul-timately had a positive promotional effect for the artist involved but not for Croatia as a tourist destination. In 2013, NTB published the video "Croatia — the New Tourism Star of the EU" in order to use Croatia's entry into the European Union as a full mem-ber for promotion and branding. Regarding printed materials, the brochure "Croatia — the Mediterranean as it once was" was the basic brochure that encompassed Croatia's entire tourism supply and was the Croatian Tourist Board's main bearer and promoter of the official slogan. The other brochures were divided by their content.

Table 1 NTB printed and video materials published in 2012/2013

NTB print materials 2012/2013	NTB video materials 2012/2013
Croatia — the Mediterranean as it once was	EDEN Croatia European Destinations of Excellence 2007—2013
Wellness Croatia	Croatia — the New Tourism Star of the EU
Camping Croatia	Croatia — Horizons of Beauty I, II, III and IV
Small and family run hotels	Fairy tale Croatia
The magnificent Baranja	Croatia Numbers
Calendar of Cultural and Touristic events	Ode to Joy
Tourist info	Wonderful Istria
Marina rates	Slavonia
Croatian eno-gastronomy	Cultural Heritage
-	Croatia — the Mediterranean as it once was

By analysing and reviewing the official NTB brochures from 2012 and 2013 in more detail, we concluded that the islands were quite marginalized, which is a real concern given the fact that the purpose of the promotional materials was and still is the

presentation of Croatia as a tourist destination. The island motifs presented are mostly repetitive (the beach Zlatni Rat on the island of Brač as an example). There was no official NTB brochure about the islands during this period. It was not until 2014 that the NTB presented the new Nautical Croatia and Diving brochures with visible island motifs, which was expected given the brochures' theme. Still, the islands, coves and beaches were not represented in the way and quantity they should have been.

Table 2 NTB print and video materials published in 2017/2018

NTB print materials 2017/2018	NTB video materials 2017/2018
Full of Life	One day, the time will come to leave the ordinary behind
Tourist information	Go Croatia! #FullOfExcellentPlayers
Map	Croatia Full of Islands to Dicover 2018
Camping	Croatia Full of Well-Being 2018
Nautical Tourism	Visit Croatia for Memories 2018
Eno — Gastro	Croatia Feeds 2018
Health Tourism	Croatia Full of Life — new promotional video 2018
Family and small hotels	Croatia Feeds — Summer 2017
-	Parks of Croatia
-	Croatia Full of well-being — Wellness

Comparing the list of promotional print and video materials in Table 1 and Table 2, we can observe that the slogan of the NTB "The Mediterranean as it once was" has been replaced by the new slogan "Croatia Full Of Life." The new slogan was used in the description of several official videos on various subjects in order to create a unique and recognizable brand of Croatia as a tourist destination in the broadcasting markets and around the world. This slogan is also utilised in the new promotional video "Croatia Full of Islands to Discover", which was released on NTB's official YouTube channel in 2018. Although this video presents a modified part of the main promotional video, it is still worth highlighting due to the emphasis on the islands. There is a clear positive shift in the representation of islands in NTB's official promotional materials in 2017 and 2018, where islands occupy a significant part of all promotional activities. In the main "Full of Life" brochure around 40% of the total content of the Dalmatia section refers to islands, while the official tourism brochure titled "Tourist Info" is identical to the version printed in 2012 with only two motifs/photos of the island of Hvar. Even though evident progress has been made in greater representation of the islands in the promotion of Croatia, the issue of motif repetition in the official brochures from year to year still persists (e.g. Zlatni Rat Beach, Stiniva Beach Vis, Blue Cave Vis, Blaca Hermitage Brač, etc.).

5.2. *Content analysis — County tourist board (CTB)*
2012/2013 — 2017/2018

We also compared printed and video materials produced by the Split-Dalmatia County Tourist Board (CTB) for the same period as in the above analysis by the NTB.

Table 3 CTB print and video materials published in 2012/2013

CTB print materials 2012/2013	CTB video materials 2012/2013
Dalmatia	Stari Grad Plain — brief history
Islands	Hvar Dynamic Postcard — Croatia
Coast	Hvar Timeline Stairs — Croatia
Culture	The Heart of the Adriatic Golden Award
Diving	—
Gastro	—
Hinterland	—
Charter/Nautical	—

In 2012 and 2013 the Split-Dalmatia County Tourist Board created and published eight printed and four video promotional materials. Alongside the "Dalmatia" brochure, which serves as the official printed material for the whole region, seven other brochures on different subjects were also printed. Although an official brochure about the islands was published in this time period, as can be seen in Table 3, after analysing it we concluded that it cannot be considered an adequate example of promotional material due to its large volume (124 pages). Because of its large size, the brochure becomes unappealing to wider populations and can hardly have a positive marketing effect. Even though the Dalmatian brochure is considerably shorter and more likely to attract potential visitors, the islands are presented through a number of repetitive images that are repeated throughout all the promotional materials nationally, regionally and even on the local tourist office level.

Four promotional videos have been produced, and three of them are linked to the island of Hvar. The fourth video, as the only official video of the Split-Dalmatia County Tourist Board, is a combination of cultural and sacral heritage, natural beauties and landscapes, history, coasts and hinterland, city sights and coastal tourist destinations and islands. Due to the various elements covered in this video, it delivers a broad and inaccurate view of Dalmatia as a tourist destination and can hardly achieve significant marketing success on the market.

Table 4 CTB print and video materials published in 2017/2018

CTB print materials 2017/2018	CTB video materials 2017/2018
Dalmatia	Bicycle Adventure on the Islands of Brač and Hvar
Islands	Fun Video Central Dalmatia, Croatia
Coast	—

Cultural Heritage	—
Gastro Guide	—
Dalmatian Hinterland	—
Charter/Nautics	—
Tourist guide (2014)	—
Discover Dalmatia (2014)	—
Sacral Heritage of Brač Island	—
Outdoor dventures (2017)	—
Monography (2014)	—

By comparing the available official materials in the two analysed periods, we can observe that there are twelve brochures on the official channels, and seven of them are exactly the same as in the previous period, while five are new. The last official CTB brochure was published in 2014, when a monography was printed as a replacement for three brochures: Islands, Hinterland and Coast. The only brochure currently available on CTB's official website dates from 2009. The issue of repetitive motifs and photographs is also present here, as in the materials previously mentioned.

There are two new videos on CTB's official YouTube channel named "Fun Video Central Dalmatia, Croatia 2017" and "Bicycle Adventure on the Islands of Brač and Hvar." An official video representing the Split-Dalmatia County as a region/destination has not been created since 2013. There have also been no official videos produced focusing on the islands or the coast during this period, with exception to the video about the island of Hvar. Given the county's tourism supply and the seasonality of tourism, we can conclude that there is an insufficiency of promotional materials pertaining to the coast and the islands.

6. CONCLUSION

Tourism promotion means trying to encourage current and potential customers to travel to a destination through the spreading of information (Baldemoro, 2013). When choosing a potential destination, the basic incentive for travellers is the attractiveness of the tourist destination product and the quality of the services provided. Therefore, a tourist is both the subject of demand and the focus of marketing activities. In Croatia, the National Tourist Board carries out tourism promotion and marketing activities on a national, county and local level.

When viewing the levels of promotion and marketing activities, islands should in no way be forgotten since they are vital to the promotion of countries as appealing tourist destinations. Modern economics and tourism are exposed to the influence of rapid social and technological changes as well as political conflicts. Croatia's islands are free of this dramatic dynamic, offering tourists a unique cultural ambience founded on the uniqueness of the local community, cultural heritage, and natural beauty.

The general pattern observable after analysing the video and print materials produced by Croatia's national and especially the county tourist boards is the inadequate and insufficient presence of the islands. By researching all of the mentioned materials in an attempt to identify the presence of the largest islands in the Split-Dalmatia County (Brač, Hvar, Vis, Šolta and Čiovo), a clear pattern became evident: the same (unchanged) ideas, concepts and photographs of islands are used on both the national and county level, and the official materials published by the County Tourist Board may be also considered out of date.

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Jadranka IVANKOVIĆ, Zlatko HODAK

THE ROLE OF DESTINATION MANAGEMENT IN THE DEVELOPMENT OF TOURISM ON THE CROATIAN ISLANDS

1. INTRODUCTION

How to successfully compete in a highly competitive environment such as tourism is a broad but appealing topic for both practitioners and scientists. Due to the the rising importance of tourism for national economies in environments that are constantly changing and with consumers becoming more demanding, tourist destinations are facing similar challenges, but their response to these challenges should be adjusted according to their specific situation. Since a single solution for all problems does not exist, scientists and practitioners have to make their contribution in order to improve the attractiveness and overall development of a particular tourist destination.

For instance, at the recent Corfu Symposium on Managing and Marketing Places (Skinner, 2017), some of the key topics were authenticity of destinations, co-creation and collaboration between those responsible for managing and marketing places and a place's stakeholders. At the symposium, participants discussed if it was better for places to implement individual responses to various challenges or if it would be more appropriate for them to consider how to implement similar responses and initiatives as other places around the globe. Other topics of discussion were the role of money, power and political influence on people and places. As mentioned earlier, there is a wide range of opportunities and solutions for places through destination management and marketing practices.

According to Fadda (2018), "tourism encompasses many different services, facilities and attractions that create a lot of entrepreneurial opportunities (Leiper, 1979, Smith, 1988, in Fadda, 2018). In many countries and regions, the tourism industry is considered to be one of the largest industries when it comes to wealth production and job creation. During the last decade, despite the general negative macroeconomic context, tourism has been constantly growing. Tourism is considered an appealing industry capable of attracting many entrepreneurs. However, these "improvised entrepreneurs" often enter into the market without sector-specific experience and with inadequate managerial skills or entrepreneurial attitudes (Hjalager, 2010, in Fadda, 2018). Among various causes of failure in the sector, the most frequent concern is low managerial competence and lack of experience" (Kirby, 2003, in Fadda, 2018).

2. IMPORTANCE OF TOURISM

Tourism has become one of the largest and fastest-growing economic sectors in the world due to the continued expansion and diversification over the past six decades. Figures have shown an increase in international tourist arrivals from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000 and 1,235 million in 2016 (UNWTO, 2017). Long-term forecasts made by the World Tourism Organization projected an increase of international tourist arrivals worldwide by an average of 3.3% a year between 2010 and 2030, expected to reach 1.8 billion by 2030 (UNWTO, 2011).

Tourism is the third worldwide export category, after chemicals and fuels and ahead of automotive products and food. In many developing countries, tourism is the top export category. According to the World Travel & Tourism Council (WTTC), tourism (direct, indirect and induced) generates 10% of the world's GDP and creates one of ten jobs. International tourism represented 7% of the world's exports in goods and services (1.4 trillion US dollars) in 2016. Three of the largest regions globally in terms of market share in international tourist arrivals are Europe (49.9%), Asia Pacific (25%) and the Americas (16.1%). According to UNWTO (2017), the main purpose of visits in inbound tourism are leisure, recreation and holidays (53%), while the main mode of transportation is air (55%), followed by road (39%), water (4%) and rail (2%).

In 2016, the European Union (EU 28) received 500 million international tourist arrivals (overnight visitors), accounting for 40% of the world's total, while international tourism receipts reached 342 billion euros, representing 31% of worldwide tourism earnings. Within the EU, Southern and Mediterranean Europe with 193 million arrivals in 2016 is the most visited group of countries, followed by Western Europe (171 million), Northern Europe (66 million) and Central and Eastern Europe (70 million). Five out of the top ten world destinations are EU countries: France, Spain, Italy, Germany and the United Kingdom (UNWTO, 2018).

The World Economic Forum and its Travel & Tourism Competitiveness Index (TTCI) provides a global analysis and perspective on industry trends. It enables a platform for stakeholder dialogue at a country level for formulating appropriate policies and actions in order to stimulate country competitiveness in the travel and tourism sector. Ranking results show that Europe is a region with the strongest overall travel and tourism competitiveness performance, with six economies in the top ten: Spain (1st), France (2nd), Germany (3rd), Japan (4th), the United Kingdom (5th), the United States (6th), Australia (7th), Italy (8th), Canada (9th) and Switzerland (10th). "It continues to lead the rankings thanks to its cultural richness, its excellent tourism service infrastructure, its international openness as well as its perceived safety, despite slightly declining security perceptions in Western and Southern Europe. Significant divides remain among sub-regions, including the prioritization of the sector, environmental sustainability policies and an enabling business environment" (World Economic Forum, 2017).

2.1. Importance of Tourism for the Republic of Croatia

The Republic of Croatia joined the EU on July 1, 2013. EU membership brought a lot of opportunities for economic and tourism growth, but they were not taken advantage of due to the internal political and economic situation in the country — the economy had been in recession for five years and the unemployment rate was around 20%.

Table 1 International tourist arrivals and receipts. Source: UNWTO (2017). Tourism Highlights. World Tourism Organization, Madrid. Retrieved 24. 7. 2018. from https://www.e-unwto.org/doi/pdf/10.18111/9789284419029

| Destinations | Series | International tourist arrivals | | | | | | | | International tourism receipts | | | | |
| | | (1000) | | | | Change (%) | | | Share (%) | (US$ million) | | | | Share (%) |
		2010	2014	2015	2016*	14/13	15/14	16*/15	2016*	2010	2014	2015	2016*	2016*
Southern/Medit. Europe		173,258	214,848	225,459	228,458	6.9	4.9	1.3	37.1	161,730	199,240	176,116	174,739	39.1
Albania	TF	2,191	3,341	3,784	4,070	16.9	13.3	7.5	0.7	1,613	1,705	1,500	1,691	0.4
Andorra	TF	1,808	2,363	2,663	2,831	1.5	12.7	6.3	0.5	..	..	..	..	..
Bosnia & Herzg.	TCE	365	536	678	777	1.5	26.5	14.5	0.1	594	707	661	709	0.2
Croatia	TCE	9,111	11,623	12,683	13,809	6.2	9.1	8.9	2.2	8,075	9,866	8,834	9,634	2.2
Cyprus	TF	2,173	2,441	2,659	3,187	1.5	8.9	19.8	0.5	2,160	2,844	2,487	2,762	0.6
FYR Macedonia	TCE	262	425	486	510	6.4	14.2	5.1	0.1	197	295	267	285	0.1
Greece	TF	15,007	22,033	23,599	24,799	23.0	7.1	5.1	4.0	12,742	17,793	15,673	14,618	3.3
Israel	TF	2,803	2,927	2,799	2,900	-1.2	-4.4	3.6	0.5	5,098	5,766	5,794	5,722	1.3
Italy	TF	43,626	48,576	50,732	52,372	1.8	4.4	3.2	8.5	38,786	45,488	39,449	40,246	9.0
Malta	TF	1,339	1,690	1,783	1,966	6.8	5.5	10.2	0.3	1,079	1,522	1,383	1,447	0.3
Montenegro	TCE	1,088	1,350	1,560	1,662	2.0	15.6	6.5	0.3	732	906	902	925	0.2
Portugal	TCE	6,832	9,277	10,140	11,423	11.8	9.3	12.7	1.9	10,077	13,808	12,705	14,036	3.1
San Marino	THS	60	75	54	60	6.3	-27.7	10.2	0.0	..	..	..	..	..
Serbia	TCE	683	1,029	1,132	1,281	11.6	10.1	13.2	0.2	798	1,139	1,048	1,151	0.3
Slovenia	TCE	1,869	2,411	2,707	3,032	6.7	12.3	12.0	0.5	2,552	2,737	2,328	2,424	0.5
Spain	TF	52,677	64,939	68,519	75,563	7.0	5.5	10.3	12.3	54,641	65,111	56,468	60,346	13.5
Turkey	TF	31,364	39,811	39,478	..	5.3	-0.8	..	..	22,585	29,552	26,616	18,743	4.2

In spite of this, "tourism has grown, taking advantage of enhanced political stability and infrastructure improvements... It also showed that membership alone does not guarantee prosperity but does offer country the opportunity to compete in an expanded market on a same level-playing field. To survive and prosper, countries like Croatia must seize the opportunity and be competitive. Their challenge must be to use the political stability created by membership as a spring board to economic prosperity" (Singleton, 2016). As Table 1 shows, Croatia is the fifth destination among Southern and Mediterranean countries in terms of international tourist arrivals (according to figures for 2015, since there were no figures for Turkey in 2016), and is sixth in terms of international tourism receipts.

The significance of tourism for the Croatian economy is illustrated with following figures (World Economic Forum, 2017): the travel and tourism industry contributes with 4,932.7 million US dollars in country's GDP, (which makes 10.1% of total GDP) and with employment of 130,523 people (in total 9,8%). According to the Croatian Bureau of Statistics, Croatia recorded 17.4 million tourist arrivals in 2017 (13% higher than in 2016), 89% being foreign tourist arrivals. In the same year, Croatia recorded 86.2 million tourist nights (11% increase to 2016). 72% of foreign tourists came from ten countries: Ger-

many, Slovenia, Austria, Poland, Italy, the Czech Republic, the United Kingdom, the Netherlands, Slovakia and Hungary (Institute for Tourism, 2016).

2.2. Characteristics of Croatian Tourism Supply

Croatia is ranked 32nd out of 136 countries according to the Travel & Tourism Competitiveness Index — TTCI (World Economic Forum, 2017). TTCI monitors country performance in fourteen areas: international openness, prioritization of travel and tourism, ICT readiness, human resources and the labor market, health and hygiene, safety and security, business environment, price competitiveness, environmental sustainability, air transport infrastructure, ground and port infrastructure, cultural resources and business travel, natural resources and tourist service infrastructure. Individually monitored areas that were ranked below the country's 32nd position were prioritization of travel and tourism, human resources and the labor market, ICT readiness, business environment, price competitiveness, air transport infrastructure, ground and port infrastructure, cultural resources and business travel. Areas ranked higher than the country's rank were international openness, health and hygiene, safety and security, environmental sustainability, tourist service infrastructure and natural resources.

Croatia's tourism strategy by 2020 recognized the following products as vital for tourism development: sun and sea, nautical tourism, business and cultural tourism, whereas areas recognized as having market potential were health tourism, cycling tourism, gastronomy and enology, rural and mountain tourism, golf tourism, adventure and sport tourism and ecotourism. According to a tourist survey, the beauty of the landscape and ecological preservation are elements in which Croatia has an advantage over its competitors (Spain, Italy, France, Greece and Turkey). However, facilities, entertainment options, sports and shopping opportunities are the standard weak points of Croatia's tourism supply. Although Croatia has improved the quality of these services throughout the years, this growth is not sufficient to change Croatia's position compared to its competitors. Croatia is a typical example of a mature tourist destination that is dominated by a single product — "sun and sea" with a highly seasonal tourist activity, which is characteristic for warm sea countries, primarily the Mediterranean and the Adriatic (Government of the Republic of Croatia, 2013, p. 17-19). Croatian tourism is still characterized by the following features: insufficient differentiation of products and services, lack of innovative and high quality activities, growth based mostly on expanding private accommodation in households, lack of a high quality hotel offer with insufficient investment activity, poor connectivity by air and sea, a static system of national marketing, too few globally branded destinations, inadequate destination tourism infrastructure and inherited orientation of the local population towards seasonal business (Government of the Republic of Croatia, 2013, p. 19).

2.3. Tourism of the Croatian Islands

Although Croatia has more than 600 islands and islets, only seventeen have more than 1,000 inhabitants (Ministry of Tourism of the Republic of Croatia, 2018). There are a to-

tal of 124,955 inhabitants on all the Croatian islands. More than 10,000 inhabitants live on four islands (Krk, Korčula, Brač and Hvar), and 5,000 to 10,000 inhabitants live on five islands (Rab, Pag, Lošinj, Ugljan and Čiovo), while 1,000 to 5,000 inhabitants live on eight islands (Murter, Vis, Cres, Vir, Pašman, Šolta, Dugi otok and Mljet), according to the 2011 Census (Croatian Bureau of Statistics, 2018).

Table 2 Top ten island destinations in Croatia. Source: Institute for Tourism (2016). Hrvatski turizam u brojkama. Vol. 10. No. 4. 2016. Retrieved 25. 7. 2018. from http://www.iztzg.hr/UserFiles/file/institut/Hrvatski-turizam-u-brojkama-2016-Broj-04.pdf

	Noćenja (u 000)/ Tourist nights (in 000)		Udio u ukupnim noćenjima (%)/ Share in total tourist nights (%)		Stopa promjene (%)/ Rate of change (%)
	2016.	2015.	2016.	2015.	2016./2015.
1 Krk	4 428	4 174	5,7	5,8	6,1
2 Pag	2 486	2 409	3,2	3,4	3,2
3 Rab	1 935	1 768	2,5	2,5	9,5
4 Lošinj	1 878	1 827	2,4	2,6	2,8
5 Brač	1 699	1 398	2,2	2,0	21,6
6 Hvar	1 469	1 322	1,9	1,8	11,1
7 Cres	840	819	1,1	1,1	2,5
8 Murter*	823	808	1,1	1,1	1,9
9 Korčula	812	757	1,0	1,1	7,3
10 Čiovo	558	642	0,7	0,9	-13,1
Ukupno prvih 10 otoka/ Total top 10 islands	16 928	15 923	21,7	22,2	6,3
Ukupno/ Total	78 050	71 605	100,0	100,0	9,0

*Podatak uključuje i turistička noćenja na kopnenom dijelu Tisnog/
*Including tourist nights on land part of Tisno.
Izvor: Priopćenje: Dolasci i noćenja turista u 2016.; godina LIII., broj 4.3.2.; 9. veljače 2017., www.dzs.hr/
Source: First Release: Tourist Arrivals and Nights in 2016; Year LIII, Number 4.3.2; 9 February 2017; www.dzs.hr.

Although not very populated, Croatian islands are attractive destinations for tourists. Ten Croatian islands generated 22% of total tourist nights in 2016 (Institute for Tourism, 2016), where six islands contributed with more than one million tourist nights: Krk, Pag, Rab, Lošinj, Brač and Hvar (Table 2).

3. DESTINATION MANAGEMENT

The word destination (lat. *destinatio*) originally indicated the primary or secondary goal of the journey. The concept of destination expanded in tourism in the early 1970s as a synonym for tourist location, zone, region, country, group of countries and even continent (Magaš in: Stanić, ed. 2008, p. 3). Thus, "under the expression destination we mean an optimally combined and market-adjusted space that by developing important and dominant capabilities in the destination consciously creates the preconditions that will enable it to compete with competition and achieve good tourist results in the long run" (Magaš, 1997, p. 20). Today the term destination is used to denote the reason for the journey, the business system, the spatial entity, the economic, socio-cultural and ecological entity, the market-tourism entity, the competitive unit and the virtual business mechanism (enterprise), (Magaš in: Stanić, ed. 2008, p. 4).

Crouch and Ritchie (2004, p. 7-8) pointed out that destination competitiveness was a function of two primary components: comparative advantage (based upon resources) and competitive advantage (based upon skills with which resources are deployed). According to their framework, a destination's competitive position is shaped by global (macro) environmental forces and trends and competitive (micro) environmental influences and circumstances. "The model identifies five dimensions of destination competitiveness: supporting factors and resources, core resources and attractors, destination management, destination policy, planning and development, and qualifying and amplifying determinants."

Destination management should be seen as a sum of tourist activities that integrate local interests with meaningful business cooperation between stakeholders for the purpose of creating a destination product (Magaš, 2008, p. 2-15). However, cooperation between various stakeholders will occur only if they realize that collaborative efforts will result in greater business opportunities than operating individually. Decentralization and fragmentation of the tourism supply is often a limiting factor for a tourist destination's competitiveness. A collaborative approach on all levels of destination management as well as developing business relationships have become inevitable in strengthening the competitiveness of the destination. The main tasks of destination management are development, promotion, coordination and education (Magaš 1997, p. 75).

When defining the functions of destination management, the specific characteristics of a destination's tourism product should be taken into account: certain tourism products are public, such as walkways, parks, monuments and guest safety; stakeholders at a destination can at the same time be competitors and partners; external influences on tourism should not be neglected (including positive and negative impacts); and tourism is an abstract product that requires explanation (Magaš, 2008, p.15-16). Based on the aspects mentioned above, four basic functions of destination management can be derived (Magaš, 2008): (1) developing the key idea and strategy for destination competitiveness, (2) developing and forming offers, (3) marketing activities and (4) interest representation.

To put it more simply, the destination management system consists of three different subsystems (functions): entrepreneurial subsystems, public regulated subsystems and subsystems that do not belong to the aforementioned (Magaš in: Stanić, 2008, p. 9). Trezner cites a distinction between a destination management company (DMC) and a destination management organization (DMO) (in: Stanić, ed. 2008, p. 49-51). A DMO deals with the overall experience of tourists in the destination or destination product (part of the public, non-profit sector), while a DMC (part of the profit, private sector) takes on the role of organizing complex tourist products, such as excursions, package arrangements, events, manifestations, conferences, etc.

Considering the sustainable development of the islands, it is necessary to take into account the broader concept of destination management, i.e. place management. As-

plund and Ikkala (2011) offered a concept of place management that consists of three interrelated disciplines: place management, place development and place marketing. Such a concept can be used to improve the attractiveness and viability of a place, while place management takes a more active view on the responsibilities of those involved in managing and improving a place over time (Kotler in preface: Asplund and Ikkala, 2011). The place needs to be looked at holistically, taking into account current needs as well as future needs of residents, the business community and tourists.

The contemporary tourist demand is very heterogeneous, and requirements often outweigh the capabilities of a tourist place (Bartoluci, 2013, p. 158). To make the tourism supply competitive, a tourist destination should generate a wide range of cumulative attractions. Therefore, the interest of individual tourist sites should be the formation and arrangement of larger spatial units. This would ensure their better utilization, the possibility of valorization of lower quality touristic resources, more complex offerings for potential tourists through multiple tourist attractions, better opportunities to create a tourist identity and recognition on the tourist market, better opportunities for presentation and presence on the tourist market and a guarantee that tourists will have an activity-filled stay during their visit, which is an important criterion in the decision-making process when choosing a destination (Vukonić, Keča, 2001, p. 37).

It is a well-known fact that tourists first choose the destination and the facilities it offers and only then decide on accommodation. Businesses in a destination should therefore be aware that they depend on the recognition and attractiveness of the destination in which they operate (Stanić, 2008). Also, existing and new activities, events and other offerings will impact the gradual arrival of an increased number of tourists during low season, which will increase profitability for all subjects operating in these destinations (Stanić, 2008).

4. VIS ISLAND AS A TOURIST DESTINATION — SITUATION ANALYSIS

Vis Island belongs to a group of outer islands in the Adriatic Sea. It is the ninth Croatian island according to size, measuring 90.3 square kilometers. Its distance from the Croatian coast is approximately fifty kilometers. The climate is typically Mediterranean with hot and dry summers and gentle and humid winters. The island has more than 2,700 sunshine hours per year (Town of Vis Tourist Board, 2018).

Thanks to its geographical location, available sources of water, fertile land and fish, Vis has been visited and inhabited since ancient times and has been attractive to people of different cultures since the early Stone Age. Because of this, the island has a rich and interesting history full of historical artefacts. From the Second World War to Croatian Independence, the island was an important strategic military base, so the development of tourism was marginal and limited to domestic visitors. Vis' late appearance in Croatia's tourism promotion, together with its natural charm, make the island a great potential for creating an authentic and unique visitor experience.

Vis Island is under the regional administration of the Split-Dalmatia County, which is the second most visited Croatian county, with 3.16 million tourist arrivals. The town of Vis is economically and administratively oriented towards the Split-Dalmatia County's center of Split. This is why a good maritime connection with Split is of crucial importance for the city and island of Vis (Town of Vis, 2016, p. 39). Vis Island has no institutional framework or administrative body for creating and implementing the island's development policy; instead, two local administration offices operate in two administrative and territorial units in the town of Vis and the town of Komiža.

The whole island has only 3,445 inhabitants living in two coastal towns (Vis and Komiža) and has nineteen settlements (mostly on the inner part of the island). Vis' basic demographic characteristics are a decline in the number of inhabitants, unfavorable age structure of the population, emigration of the working population and lack of skilled workers, especially during peak season (Town of Vis, 2016, p. 10). It is estimated that the town of Vis has around 1,700 inhabitants; local authorities have created a set of measures to increase the birth rate and to attract younger people to come live on the island (Jurasić, 2017).

In 2014, there were 104 entrepreneurs with a total of 251 employees in the town of Vis (Town of Vis, 2016). The most important activities among employees were (1) providing accommodation, preparing and serving food (108), (2) water supply and sewage disposal (33), (3) administrative and ancillary service activities (25), (4) retail and wholesale (23) and (5) agriculture and fishing (21).

Vis received 45.6 thousand tourist visitors with 272.8 thousand tourist nights in 2017, which is a 7% increase in arrivals and a 3% increase in tourist nights compared to 2016 (Ministry of Tourism of the Republic of Croatia, 2018). Tourism demand is extremely seasonal; over 91% of demand is realized during four summer months. An analysis of the tourism situation in the town of Vis suggests the following (Town of Vis, 2016, p. 49): (1) the tourism demand is extremely seasonal; over 91% of demand is realized during four summer months, (2) significant focus on the products of summer coastal holidays, including nautical tourism, without any serious development of other forms of tourism, (3) high dispersion of available beds — 84% of beds are in households and only 16% in hotels (mostly lower categories), (4) extremely poor utilization of the total available accommodation capacity — only 15.2% annually, and (5) a high concentration of overnight stays are in the town of Vis — 63%.

5. RESEARCH METHODOLOGY AND RESULTS

The research focused on the evaluation of the existing tourism supply, marketing activities and destination management on Vis island. Research was conducted through a survey questionnaire during August and September 2018 on representatives of different stakeholder groups in the town of Vis. The survey was conducted on a sample of thirty-six respondents (2.11% of the population of the town Vis). Three main stakeholder groups were selected according to the triple helix system: representatives of local

authorities (N=2), tourism sector representatives (N=24) and residents of Vis island who were not engaged in touristic activities (N=10). Selection of preliminary results are shown in Table 3 and Table 4.

Table 3 Evaluation of key elements of Vis island's tourism supply. Source: authors' research

Evaluate your agreement with the following statements 0 - Do not know; 1 - I do not agree; 2 - I mostly disagree; 3 - I can not decide; 4 - I mostly agree; 5 - I completely agree	Residents (N = 10)	Local auth. (N = 2)	Tourist sec. (N = 24)
a) Famous and recognizable destination for domestic tourists	3,80	4,00	3,92
b) Famous and recognizable destination for foreign tourists	3,00	4,00	3,58
c) Island has an attractive and substantial offer for visitors in the summer months	2,80	4,00	2,75
d) Lack of attractive facilities for guests outside the summer months	4,80	3,00	4,42
e) There is a vision of the future development of the island	2,40	5,00	2,33
f) Island has a strategy for developing a tourist destination	2,00	4,00	2,25
g) The island has enough resources to develop its destination (human, material, financial)	2,60	2,00	2,83
h) On the island resources are appropriately used (managed)	1,80	4,00	2,00
i) Island generates satisfactory revenues from tourism	3,00	4,00	2,75
j) Local administration is skilled, capable, and committed to the development of tourist destination	2,20	4,20	2,25
k) On the island there are enough skilled, capable and committed employees in tourism	2,40	3,00	2,67
l) Has sufficient professional and capable personnel in other activities (outside of tourism)	2,80	3,00	2,50
m) There is an inspiring entrepreneurial climate on the island	2,20	4,00	2,00
n) There is a significant interest of entrepreneurs to launch new business ventures	3,20	4,00	2,67
o) Residents, entrepreneurs, local governments, tourist boards agree on development plans and priorities	1,20	3,00	2,00
p) different groups cooperate appropriately in the implementation of the agreed plans	1,20	4,00	2,00

The results presented in Table 3 point to the different views of stakeholder groups on the development of key elements of Vis' tourism supply. Representatives of local authorities seemed to have the most optimistic view of Vis' current tourism supply. The biggest differences between representatives of local government, residents and tourism sector representatives are noticed for the following statements: d, e, f, h, j, m, p and o, which points to the need for engagement and dialogue between various stakeholders in the areas of vision, development strategy and implementation plans for Vis' tourism supply.

Table 4 Development of prerequisites for destination management on Vis island. Source: authors' research

Evaluate following statements 0 - do not know 1 - inadequate 2 - enough 3 - good 4 - very good 5 - excellent	Residents (N = 10)	Local auth. (N = 2)	Tourist sec. (N = 24)
A. Collaboration and support of different levels; state - counties - the local community	1,20	1,00	1,33
B. Cooperation and support between different municipalities and places on the island, e.g Vis, Komiza .	1,40	3,00	1,92
C. Cooperation between Croatian Tourist Association - Tourist Board County Split Dalmatia - Tourist Board Vis and Tourist Board Komiža	1,60	2,00	1,42
D. Cooperation between the island tourist boards of Vis and Komiža	1,40	3,00	1,58
E. Collaboration of various tourist services providers on the island of Vis (e.g. hotel business, private entrepreneurs, farms, etc.)	1,80	4,00	2,08
F. The existing organizational structure (tourist boards and agencies) is appropriate for the development of tourism on the island of Vis	2,20	4,00	2,25
G. How do you evaluate marketing activities of tourist agencies (Vis and Komiza)?	2,00	4,00	2,25
H. How would the guests rate their satisfaction with the existing offer on the island of Vis?	3,00	4,00	2,75

Table 4 shows the respondents' belief that the co-operation between different stakeholders is essential for the development of destination management. Once again, local government representatives gave the highest (positive) ratings for this type of co-operation compared to the ratings from residents and tourist sector representatives. Only co-operation on the state — county — local community level was rated as inadequate — which was agreed upon by both residents and tourism sector representatives. The biggest differences in ratings among local government representatives, residents and tourism sector representatives can be seen in b, d, e, f and g. It is evident that neither residents nor tourism sector representatives are satisfied with the existing management and cooperation between local authorities and the community and with current marketing activities. All of this indicates the need to set up destination management on an island level.

6. CONCLUSION

This paper emphasized the importance of tourism in the Republic of Croatia and on the island of Vis. The preliminary results of the research, which included representatives of different stakeholders from Vis island, residents, local authorities and the tourist sector, are presented. In this paper, the key elements of Vis' tourism supply and current level of cooperation are analyzed. There are major differences between the views of the island residents and tourist sector representatives compared with beliefs of local authorities. Residents and tourist sector representatives are more critical, probably more realistic, about the current level of resources and their usage on the island, about the competence level of local management and their vison as well as about the development strategy. By analyzing the prerequisites for destination management on Vis island, our initial hypothesis was confirmed: the Croatian practice of island destination management based on the example of Vis is lagging behind best practices.

Areas for improvement are setting up a sense of common destiny and goals, cultivating dialogue, mutual trust and respect between different stakeholders as well as increasing managerial competences and expertise in areas of place management, place development and place branding. Tourism development on the islands should rely on the development of tourism supply based on responsible and sustainable principles.

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THE ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT IN LUXURY HOTELS IN THE REPUBLIC OF CROATIA

1. INTRODUCTION

In the Republic of Croatia, tourism represents a strategic economic activity and is one of the key drivers of the economy. In the past few years, there has been an increase of investment in the overall tourist accommodation capacities as well as in the segment of luxury hotels. Characteristic features of luxury hotels are high quality services, top quality materials and excellent hotel facilities with various additional amenities. Luxury hotel guests are looking for highly professional and personalized services and a unique destination experience. The fundamental determinants of a luxury hotel experience are high-quality services and relationship marketing.

"Relationship marketing involves creating, maintaining and enhancing strong relationships with customers and other stakeholders. Marketing is moving away from focus on individual transactions towards a focus on building value-laden relationships and networks. The goal is to deliver long-term value to customers and the success is measured with long-term customer satisfaction. All departments must work together with marketing as a team to serve the customer. It involves building relationships on many levels — economic, social, technical and legal — resulting in high customer loyalty" (Kotler, Armstrong, Wong, Saunders, 2008, p. 387).

In the era of mass tourism, numerous hotels didn't pay much attention to the satisfaction of their guests. The hotel could lose hundreds of guests per season and simply get new guests next year. However, in today's highly competitive environment in the hospitality sector, attention is increasingly drawn to the guest's needs, experiences and satisfaction. Hotels monitor the opinions of their guests, but it's not until the guest leaves that they find out what the guests' thoughts actually are. Trends in the worldwide hotel industry show that hotels are increasingly using technology to address guests' requests while they are still in the hotel.

Accordingly, the traditional marketing approach is not sufficient to ensure the sustainability of businesses in a highly competitive business environment, especially when dealing with demanding customers. The role of marketing is gaining importance, not as a separate business function, but rather as fostering the processes of understanding, gaining and retaining loyal customers — relationship marketing. Relationship market-

ing involves the creation, maintenance and consolidation of strong relationships with clients.

"Customer relationship management (CRM) is implemented using sophisticated software and analytical tools that integrate customer information from all sources, thoroughly analyse it and then apply the results to build stronger customer relationships. CRM integrates everything that a company's sales, service and marketing teams know about individual customers to provide a 360-degree view of the customer relationship. It pulls together, analyses and provides easy access to customer information from all of the various touch points. Companies use CRM analysis to assess the value of individual customers, identify the best ones to target and customise the company's products and interactions to each customer" (Kotler, et al., 2008, p. 393).

Hotel managers must first understand how the guest experience evolves, and they should then focus on the consistent realization of plans, procedures and activities to deliver and enhance the experience. In order to do so, managers should understand the critical role of employees and share with them the importance of guest satisfaction and enthusiasm.

The starting hypothesis is that managers in Croatian luxury hotels manage relationships with their clients, but the question is whether this practice is on the same level in comparison to the foreign luxury hotel practice. Our initial assumption is that the Croatian practice of relationship marketing in luxury hotels is not adequately developed in relation to the world-class luxury hotel practice.

2. LUXURY HOSPITALITY INDUSTRY

The concept of luxury comes from the Latin word luxuria, which signifies abundance and wealth. Viewed from the marketing aspect, luxury refers to products and services whose primary purpose is not to meet basic needs, but to provide comfort, aesthetic satisfaction and social standing (Dubois, 1993). This type of product is characterized by high quality and high price; these products are rare, prestigious and exclusive. Today, 55% of customers consuming luxury goods and services come from Europe and Asia. In recent years, the biggest luxury customer segment is located in China (Cervellon, Coudriet, 2013).

Buyers of such products expect a certain rarity and social prestige. For example, in luxury brand stores such as Louis Vuitton, buyers will pay attention to the prestige of the shop itself, more precisely to its decoration, size and location as well as to the courtesy of the salesperson. Accordingly, luxury brands must pay attention to the architecture and the atmosphere of commerce, culture, education of employees and rituals when purchasing and creating stories about the products themselves (Cervellon, Coudriet, 2013).

The global luxury hotel market has been growing over the last few years. After the end of the global financial crisis, the number of *high net worth individuals* (HNWIs) has been increasing globally. The luxury hotel segment is facing the need to innovate

as their clientele continue to evolve. Established brands and newcomers must cope with dramatic consumer shifts and competitive pressures (*The Challenges of the Hotel Luxury Industry*, 2018).

The definition of "luxury" is changing with consumer expectations. "The affluent consumer segment is becoming increasingly diverse, and their expectations set the bar for luxury hotels ever higher. While some guests continue to place value on a property's proud tradition, rich heritage and long-established conventions when selecting a luxury hotel, others HNWIs demand innovation, personalisation and flexibility." Therefore, luxury hotels must constantly evolve — from hotel facilities, to room design, to staffing decisions and special programs. "Managers of luxury hotels face the difficult task of successfully attracting high-value customers while still maintaining operational efficiency and security, monitoring returns on investments in a wide range of specialised services (regularly eliminating the programs that offer little value) and simultaneously developing new guest services based on mobile technology and other disruptive technologies" (*The Challenges of the Hotel Luxury Industry*, 2018).

"According to the International Monetary Fund there is a positive outlook and upgrade of world economic growth, with a 3.6 percent growth rate in 2017, and across both developed and emerging markets. The Eurozone is having its best performance since the financial crisis in terms of growth, low inflation, falling unemployment and improving sentiment. Greece is showing some early signs of recovery, with an expected growth of above 2 percent, while Italy is lagging behind, facing financial and structural headwinds as well as political uncertainty" *(Post Event Report. Leisure Hospitality; From Uncertainty to Opportunity, 2017)*.

"A positive economic picture in Europe and the Mediterranean is funnelling down directly into the hospitality industry. Europe's hospitality market is outperforming the rest of the world, with a 6.6 percent uptick in Rev PAR year-to-date August. The demand/supply quotient is still in hotel owners' favour. Occupancies in Europe are 10 percent higher than the previous peak, and northern Mediterranean cities are performing at a high level with a 10 to 20 percent occupancy premium over the southern and western Mediterranean. The fast evolution of the hospitality environment requires more flexible business models to adapt and meet end-users' requirements and expectations, without losing financial consistency" *(Post Event Report. Leisure Hospitality; From Uncertainty to Opportunity, 2017)*.

While many first-class international hotel brands have come to Croatia in recent years, (twelve global and six European, in total forty-six branded hotels with 9,500 rooms), Croatia is still below the average level of hotel chains in Europe, according to Čižmar (*U Hrvatskoj sve više globalnih hotelskih brendova, ali i dalje ispod europskog prosjeka*, 2017). The share of internationally branded hotels in total hotel accommodation capacity in Croatia is around 25 percent, while in Europe it is around one third of the total hotel capacity. The somewhat smaller presence of international hotel brands in Croatia could be partly explained by the strength of domestic hotel groups, where

ten of the largest domestic hotels and tourist companies manage 40 percent of total hotel rooms (Rogulj, 2017).

Thanks to high demand, tax reforms and economic growth, Croatia's luxury hotel and residential real estate markets have shown growing success. Most of these properties are located in Dubrovnik, Istria, Opatija and on the islands, including Krk, Hvar and Brač.

3. EXAMPLES OF BEST CRM PRACTICES IN THE HOSPITALITY INDUSTRY

Leading hotels work on building relationships with their guests. The assumption is that if you build a good relationship, profitable transactions will follow. The market is becoming more saturated, and only those who create and cherish relationships with their guests will survive. There is nothing worse than a hotel that doesn't value its guests. Below are some examples of international hotel chains and their ways of creating relationships with their guests. The Ritz Carlton and Four Seasons are recognized as leading hotel chains in customer relationship management practices in the hospitality industry.

Perhaps the best known brand name in the luxury hotel industry is the The Ritz Carlton chain. There are Ritz Carlton hotels in several Mediterranean countries such as Spain, Portugal and Turkey (*The Ritz Carlton Hotels & Resorts*, 2018). This hotel chain has gained world glory for its top-quality service because it is constantly diligently working to meet the needs of the most demanding clients (wealthy clients). The company's credo is: "The Ritz Carlton is the place where true care for our guests and their comfort is our greatest mission. We promise to provide the best personal service and accommodation for our guests, who will always enjoy the warm, relaxed and sophisticated ambience. The Ritz Carlton experience revives the senses, gives a sense of well-being and fulfils even the untold wishes and needs of their guests" (Kotler, Keller, Martinović, 2014). This belief is more than black ink on paper; in a guest survey, about 95 percent of guests said they had an unforgettable experience. The key enablers of that experience are the employees of this company. The Ritz Carlton carefully selects its employees and points out that they only want people who care about people. The selection process is followed by intensive training. New employees undergo a three-week long training during which their senior management carefully explains the twenty gold standards of the Ritz Carlton group. Employees are taught to do everything they can to never lose a client. Staff is taught that when they receive a complaint from a guest they are to handle it until it is resolved. The staff learns that they must stop everything they are doing to serve the guest. What is exceptionally important is that Ritz Carlton employees are authorized to handle on-site problems without asking for their manager's permission, and every employee is entitled to 2,000 US dollars if they resolve a customer's problem. The Ritz Carlton points to managing customer satisfaction on an individual level, constantly listening to guests; while other competitors are reading com-

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ment cards to find customer problems, the Ritz Carlton has already solved them. This hotel group has a sense of pride in its staff. The business idea of this hotel chain is: "We are ladies and gentlemen who serve ladies and gentlemen." The success of the hotel group lies in its employees. Satisfied employees convey a higher service value, which creates satisfied and loyal guests (Kotler, Bowen, Makens, 2010).

Another example of good practice is Four Seasons Hotels and Resorts. They have hotels on the Mediterranean, located in Italy, France, Portugal and Turkey (*Four Seasons Hotels and Resorts*, 2018). They are soon opening their first resort in Croatia, on the island of Hvar. Isadore Sharp, the general manager of Four Seasons Hotels, points out that the company's top priority is a satisfied guest. He also says that customer care starts from the top, with the highest management and is felt throughout the hotel to its employees. Top management must provide an example to other employees. The corporate culture encourages employees to make an extra effort and to take care of their guests with the utmost care and attention. Four Seasons Hotels and Resorts never punish their employees because they are trying to serve hotel guests. According to Peat Marwick McLintock's research, Four Seasons is unusual in this sense because most hotel companies set profitability or growth as their most important goal, while this hotel chain puts employees first. This philosophy is also visible in their mission and vision statement. This explains why Four Seasons has a high standard of service, with the highest prices among the competition on a destination and how it is earned the reputation (Kolter et al., 2010).

4. METHODOLOGY OF RESEARCH

This research is focused on the role of customer relationship management in luxury hotels in Croatia. The main idea is to highlight current business practices, major obstacles as well as areas for improvement.

Table 4.1 Hotels included in the research. According to: Pavličić (2018).

Hotel	Ownership	Location
H1	International hotel chain	Dubrovnik
H2	Croatian hotel chain	Rovinj
H3	International hotel chain	Zadar
H4	Croatian hotel chain	Dubrovnik
H5	Croatian hotel chain	Opatija

Qualitative research was done on a sample of five luxury hotels in the Republic of Croatia through in-depth interviews with managers and an analysis of clients' complaints. Table 4.1 shows a sample of the hotels included in the research according to their location: Dubrovnik (2 hotels), Rovinj (1), Zadar (1) and Opatija (1) and according to ownership. Three Croatian-owned hotels and two different international hotel chains were included in the sample. This paper is referring to research which was car-

ried with the primary purpose of finalizing a graduate thesis (Pavličić, 2018), showing a couple of indicative results.

5. RESULTS OF THE RESEARCH

The main objective of the research was to gain insight about current business practices concerning customer relationship management usage in luxury hotels in Croatia. Based on the gathered information some suggestions have been made for further research and for the improvement of marketing and customer relationship management practices.

Table 5.1 Existence of customer relationship management function and strategy for customer relationship management. According to: Pavličić (2018).

Hotel	Yes/No	Function name	CRM Strategy
H1	Yes	Guest relations coordinator	Yes
H2	Yes	Concierge	Yes
H3	Yes	Guest relationship manager	Yes
H4	Yes	Guest relationship department	Yes
H5	No	-	No

Hotel mangers' responses about the existence of a customer relationship management function and strategy are presented in Table 5.1. Four interviewed managers said they have a dedicated function and strategy for customer relationship management. The strategy was mostly defined as a set of standards and procedures or even working instructions. In three cases, the name of the department itself suggests who is responsible for the function. In one case (H5) we can see that there is no function and no strategy for customer relationship management.

The next group of questions was focused on methods of monitoring customer satisfaction, analysis of client's departure rate and existence of corrective actions. Table 5.2 summarises the managers' answers.

Table 5.2 Guest satisfaction monitoring methods. According to: Pavličić (2018).

Hotel	Methods	Client's departure rate analysis	Corrective actions
H1	Survey (Online) Online platforms Social media	Yes	Yes
H2	Survey (Online) Online platforms Social media	No	Yes
H3	Conversations with guests In-room questionnaires Online platforms Online surveys Internal book	Yes	Yes

H4	In-room questionnaire Online survey Internal system Tablets	Yes	Yes
H5	Online survey Online platforms	No	Yes

All interviewed managers stated that they had some sort of survey method for monitoring customer satisfaction and that they implemented certain corrective actions afterwards. The most often used survey methods are online platforms and online surveys that are conducted via e-mail. The best developed practice is demonstrated in hotel H3 and H4, where they use modern technologies like tablets to monitor the satisfaction of their guests in real-time, and they have developed internal systems. Furthermore, three out of five hotels are analysing clients' departure rates. Hotels not analysing the guests' departure rate have said that they "have enough new guests every year, and they don't have to perform an analysis." Implementation of technology for monitoring customer satisfaction is very important because it allows correction while the guests are still in the hotel. By conducting a survey after the guests have already left the hotel, opportunities for solving problems and turning dissatisfaction into satisfaction are missed.

As mentioned earlier, Ritz Carlton Hotels are fully aware of these facts, so they are constantly listening to their guests in order to solve their problems during their stay. When a guest leaves the hotel, it's too late because the guest has left unsatisfied, and his negative story can be spread to several people. For example, by making tablets available in the rooms, guests can immediately comment on the service and there is still an opportunity to react.

Table 5.3 shows that the most common causes for guest dissatisfaction are food, employees and room conditions. In order to solve these problems, hotels can, for example, improve the restaurant by creating more attractive menus with a wider selection of dishes, more diverse menus, by investing in employee education and training and by improving quality control (room cleaning and repairing).

Table 5.3 The most common causes for the dissatisfaction of guests. According to: Pavličić. (2018).

Hotel	The most common causes of dissatisfaction
H1	Food, Employees
H2	Unprepared rooms, food, employees, parking
H3	Rooms, technical problems, food
H4	Rooms not renovated, employees
H5	Food, parking, technical problems

When it comes to analysing food dissatisfaction, it should be taken into account that guests come from different countries with various eating habits, so dietary issues

can expectedly be one of the causes for complaints. Furthermore, it was noticed that Croatian luxury hotels usually have only two restaurants, while luxury hotels in Dubai, for instance, offer different world cuisines in ten restaurants (Le Royal Meriden Resort Dubai, 2018). This kind of approach can certainly reduce nutrition problems and potential guest dissatisfaction. The second most common problem is technical failure. In this case, it is necessary to control the accommodation unit more precisely before the guest's arrival. Namely, a more thorough check system should be put in place, and more attention should be paid to assigning accommodation to the guest.

Employees should be recognized as the most important resource in the luxury hospitality industry. Table 5.4 shows that all hotels from the sample had an internal codex and plan of education for their employees. All five hotels have a codex and working instructions that every employee needs to know. Foreign hotel chains have a more clearly written codex and rules compared to hotels under Croatian ownership. The next difference observed among the five hotels is the duration of initial education. It is obvious that education is not thorough enough, is too short and is lagging the best practice. As mentioned earlier, employees of Ritz Carlton Hotels undergo three weeks of training. Education programs are specially designed with the purpose of understanding, recognizing and providing the best quality of services to guests. At the same time, Croatian luxury hotels have a very short initial training, with the only exception being H3, an international hotel chain, with a two to four week long training. It seems obvious that in order to establish a high quality of service in the hospitality industry, selection and employee education are vital.

Table 5.4 Employee education. According to: Pavličić (2018).

Hotel	Codex	Duration of initial education
H1	Yes	1-3 days
H2	Yes	1 week
H3	Yes	2-4 weeks
H4	Yes	1 week
H5	Yes	2-3 days

Furthermore, Croatian luxury hotels have a problem with finding and retaining motivated employees and one of the reasons is a poor rewarding system. Namely, due to the weak working climate, conditions and salary system, qualified employees leave the country and go abroad. Therefore, luxury hotels in Croatia need to pay more attention to creating a stimulating working environment and creating an organizational culture that will attract and retain the best possible employees. Only professional, motivated and satisfied employees will create satisfied and loyal guests.

One of the more contemporary methods of building customers relationships is social networking. Social networks provide fast customer interaction, cheaper promotion and an excellent direct marketing tool as well as a guest satisfaction checkout tool. Ho-

tels H1 and H3 have a defined communication strategy through their social networks. The content marketing of these hotels is well-developed on the whole group level. H2 hotels follow trends in social networks but have a very long process of answering direct inquiries, as does H4 hotel (Table 5.5).

Table 5.5 Social media usage. According to: Pavličić (2018).

Hotel	Social media	Social media strategy	Way of usage
H1	Facebook, Instagram, YouTube	Yes	Promotion Inquiry Complaints
H2	Facebook, Instagram, Linkedin	Yes	Promotion (marketing agency)
H3	Facebook, Instagram, YouTube, Pinterest	Yes	Promotion Inquiry Complaints
H4	Facebook, Instagram, YouTube	No	Promotion Inquiry Complaints
H5	Facebook, Instagram	No	Promotion

Inactivity and not updating social networks certainly do not contribute to building relationships with existing clients or attracting potential clients. All the interviewed managers agreed that comments on social networks are important and could affect the hotel's reputation and business; however, the most common way of using social media is still mainly for promotional purposes.

A source of inspiration regarding social media usage could be taken from the Westin Mina Seyahi Dubai Beach Hotel (*TripAdvisor Westin Mina Seyahi Dubai Reviews*, 2018) — before their next visit, guests who have already visited the hotel and have posted an image on a social media will have this picture printed and placed in the room by the hotel to welcome them upon entering the accommodation unit. This is an example of linking social media and customer relationship strategies. This small gesture of kindness will probably motivate guests to repost through social networks. With only a small printing cost, the hotel is building friendly relationships and receiving free promotion.

Table 5.6 shows the levels of loyalty program development in the hotels from the research sample. Four hotels, apart from H5, have loyalty programs. Hotel H1 is a part of a famous international hotel chain and its loyalty program has the biggest range of benefits with three levels of membership. They provide a variety of benefits in terms of welcome gifts, VIP status, free upgrades, etc. To provide each guest with the highest quality of service, a special account is opened during their stay. Everything is recorded in the hotel database system where each new guest has a profile, and all information related to his/her preferences and habits are recorded. They communicate with their regular guests via personalized emails. The next time these guests return to the

H1 hotel, they will have a quick check-in, a personalized welcome letter, various welcome gifts in the room — a wine bottle, fruit tray, chocolate, etc.

Table 5.6 Loyalty program. According to: Pavličić (2018).

Hotel	Loyalty program	Levels	Benefits	Guest account	Special procedure
H1	Yes	3	Special telephone line VIP Check in/out Special offers and gifts Free upgrade	Yes	Personalized welcome and communication
H2	Yes	1	Special prices	No	No
H3	Yes	2	Special offers and gifts Early check-in Late check-out	Yes	Special procedures for loyal guests Special welcome and communication
H4	Yes	3	Free Wi-Fi Special room rates Gifts VIP benefits	Yes	Special procedures and communication
H5	No	—	—	No	No

Hotel H2, which is part of a famous Croatian hotel chain, has a very poor loyalty program. They do not have a strategic approach on how to deal with the most important clients, they don't open guest accounts, and the loyalty program and benefits are very basic. Hotels H3 and H4 have developed membership levels and offer a wide spectrum of benefits. Both hotels have strategies and procedures on how to treat their loyal guests and use special accounts to keep all important information. The H5 hotel doesn't have special treatment or a loyalty program for regular quests. They treat all guests equally.

As previously stated, Croatian hotel chains have a lot of room for improvement in their relationship marketing and customer relationship management strategies. For example, the mentioned example of Ritz Carlton Hotels provides special phone lines, a special reception, etc. for their regular guests. Since loyalty programs incur certain costs, they need to provide valuable content for loyal guests (makes it harder for them to switch hotel brands), and they need to be original (unique and hard to copy). Members of Marriott's loyalty program are certainly less sensitive to other hotel offers and primarily choose to stay in the Marriott hotels where they have loyalty memberships. This is additionally confirmed by the many overnight stays generated through the loyalty program.

Croatian luxury hotel chains have to design their loyalty programs more carefully. Luxury hotel guests will not become members of a loyalty program nor will they return simply due to a free bottle of water or a basket of fruit. As other research has shown, these types of guests do not like the words discount or bonuses (Aldehayyat,

Anchor, 2011). This type of terminology insults them. Guests of luxury hotels are looking for special, tailor-made services, often called VIP treatment. It is certainly better for these guests to have a private reception desk, a butler service, a private elevator and private breakfast rooms.

6. CONCLUSION

The aim of this paper was to present how Croatian luxury hotels manage customer relationship. The qualitative research was carried out on a sample of five luxury hotels located in Dubrovnik, Zadar, Opatija and Rovinj. Based on the results of the research, Croatian luxury hotels should definitely improve their relationship marketing and customer relationship management practices to cope with the practices of international hotels chains in Croatia and hotels worldwide. Areas for improvement in Croatia's marketing and management practices in the luxury hotel business were found in the following areas: development and implementation of strategies and practices of customer relationship management, improvement in employee education and faster implementation of digital technologies. Croatian luxury hotels should broaden their perspective on customer relationship management and go past the usual loyalty programs, bringing a new and fresh perspective, innovative ideas on how to create everlasting moments and delighting treats for clients of a demanding luxury segment.

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THE ROLE OF STAKEHOLDERS IN THE MANAGEMENT OF THE LOCAL COMMUNITY — WITH THE CITY OF HVAR AS AN EXAMPLE

1. INTRODUCTION

The Croatian islands represent an important treasure to the Republic of Croatia. The tourism potential of the Croatian islands is vast, but investments in sustainable development, improving the inhabitants' quality of life as well as establishing a connection with the mainland remains a challenge to be solved through future strategic development and is vital in preventing the otherwise inevitable population decline.

The Republic of Croatia has 1,244 islands, with seventy-eight islands, 524 islets and 642 rocks and ridges. Out of over a thousand islands, only forty-seven islands and the Pelješac Peninsula are permanently inhabited and according to the latest census from 2011, an increase in the number of inhabitants has been recorded. 132,756 inhabitants live in 344 settlements on the Croatian islands, which is 7,886 more inhabitants than in 2001. The islands occupy approximately 3,259 square kilometers, which makes up 5.8% of the Croatian land area. The biggest island is Cres (405.7 square kilometers), the highest island point is on the island of Brač (Vidova Gora 778 m), Pag island has the longest coastline, the longest island is Hvar, and the most populated island is Krk.[1] Besides being the longest island, Hvar is considered to be one of the most beautiful islands in the world and certainly one of the sunniest islands in Europe, with more than 2,800 sunshine hours per year.

The island of Hvar is a part of the Middle Dalmatian archipelago with an area of 299.6 square kilometers, 68.2 kilometers in length, 10.5 kilometers in width and has a population of 10,648 inhabitants (2011). Hvar island is part of the Split-Dalmatia County in Croatia. The largest towns on the coast of the island are Hvar, Stari Grad, Jelsa, Sućuraj and Vrboska. Other settlements on the coast include Milna, Sveta Nedilja, Ivan Dolac and Zavala. Notable settlements that are not situated on the coastline are Brus-

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[1] Republika Hrvatska, Ministarstvo regionalnog razvoja i fondova Europske unije (n. a.). Otoci i priobalje. Available at https://razvoj.gov.hr/o-ministarstvu/djelokrug-1939/otoci-i-priobalje/3834 (10. 12. 2018.)

je, Grablje, Selce near Old Town, Dol, Rudina, Vrbanj, Svirče, Vrisnik, Pitve, Humac, Poljica, Zastražišće, Gdinj, Bogomolje and Selca near Bogomolja.[2] The town of Hvar is a city with a rich historical heritage and is often considered to be the cradle of Mediterranean culture and the pearl of Hvar island. It has been an attractive tourist destination on the Mediterranean for more than a century.

Hvar, the largest settlement on Hvar island (4,251 inhabitants), represents the administrative center of the western part of the island. For centuries, the city of Hvar has led the economic development of not only the island of Hvar, but of other Adriatic islands as well. The city of Hvar is an exceptionally attractive tourist destination on the Adriatic Sea due to its interesting landscape, unique climate and rich cultural and historical heritage, offering tourists an authentic experience. The city of Hvar's rich history has left a specific mark on the city's vistas. With their unrivaled beauty, they captivate numerous tourists from all over the world who visit Hvar mostly during the summer months, but also during the annual holidays. Besides breathtaking scenery, Hvar is also well-known for its exceptional gastronomy, plentiful and engaging tourist facilities and various tourist activities in the town.

The city of Hvar is often only recognized as a summer tourist destination for young people looking to have fun, but its natural, economic and social development potential is much greater and, unfortunately, insufficiently exploited. Geomorphological, climatic, hydro-geographical, biogeographical and landscape resources as well as the uniqueness of the cultural-historical and ethno-social tourism potential of the town make it an extremely rare destination in the Mediterranean as well as Europe.

Although the city of Hvar is widely recognized as a desirable and prestigious European tourist destination, it is possible to greatly improve tourism products and services in order to achieve quality, year-round tourism and to ensure a holistic and sustainable development of the town. This could be achieved by developing new forms of tourism such as adventure tourism, culture tourism, health tourism and tourism which advocates to city dwellers.

Improving the efficiency of city administration, boosting cooperation and involvement of all interest-influential groups in achieving local community sustainability and ensuring better cooperation between local and regional management levels is also needed.

Valuable residents with diverse knowledge and skills represent the largest development potential for the city of Hvar and, at the same time, the biggest obstacle to Hvar's development. The standard of living in the city is not on a high level in terms of the public services provided. Namely, residents have stated that they need access to better health care, additional educational, sporting and cultural facilities and improved infrastructure. Improvements should be focused on developing transport connectivity,

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[2] Island-Hvar.info (n. a.) Otok Hvar. Available at http://www.island-hvar.info/otok_hvar.htm (10. 12. 2018)

additional education facilities and opportunities for further education on the island and retention of young highly educated professionals with the possibility of employment.

The aim of this paper was to point out the different interests of stakeholders that exist in the local community with emphasis on the inhabitants' importance and role in the city of Hvar in creating the strategic guidelines for the development of the city. Guided by this idea, the research was carried out to highlight the priorities of Hvar's citizens and to point out the importance of the individual and scope of the stakeholders in developing the future of their city, pointing to the difficulties and potential opportunities they encounter. The efficiency of city management is in the hands of citizens who choose the city administration that has the task of ensuring a quality life for all citizens, but also enabling a holistic and sustainable development of the local community.

2. METHODOLOGY

After theoretical framework about stakeholder theory of local community, qualitative and quantitative research was conducted as triangulated case study. Firstly, the strategy of the city of Hvar will be presented through its vision, mission, identity and stakeholder determination. Secondly, a survey was carried out with residents (n=168, population is 4,251), to highlight the perception of the local inhabitants about the the town of Hvar's present image as a tourist destination, to see the perspective of strategic influence of other stakeholders priorities and to point out the importance of the individual and the stakeholder in developing the future of their city. Thirdly, all results were summarized in a SWOT analysis to recognize the difficulties and potential opportunities that exist. The obtained research results, conclusions and recommendations can be used for strategic planning.

3. THE STAKEHOLDER THEORY OF THE LOCAL COMMUNITY

3.1. Local Community Management

The local community faces numerous challenges regarding the management of the local government, especially during the summer months when it is necessary to reconcile the numerous and often opposing interests of tourists, renters, residents and other stakeholders.

Local community management is a complex issue that requires accountability and involvement of all stakeholders, open cooperation and effective management of the solution creation process. It is equally important to implement strategic guidelines and set priorities and operational goals. The satisfaction of all stakeholders depends on the implementation of the solution, but the importance of their participation in all stages of the process is also not to be overlooked.

According to Pavić Rogošić (2004, p. 5-6), healthy communities are those communities in which people are satisfied, are able to accept and overcome conflicts and see the importance in preserving what is valuable, including historical, cultural, natural and

traditional heritage. People in such communities do not live in isolated groups, they respect diversity and recognize the need for dialogue and understanding. It is these kinds of communities that undergo sustainable development. Their economic development does not endanger the environment and the diverse needs of the population in those communities are met. The author also emphasizes the responsibility we have towards our community and sets out concrete steps to successfully organize the local community. Pavić Rogošić (2004) points out the stages of successful organization of a healthy community: (1) organization of the community (determining the organizers — groups / organizations and public involvement), (2) motivation for community work (what can I do for the community and who is willing to work with me to achieve this goal?), (3) assessing your community (identifying local needs, potentials and resources), (4) planning (the importance of partners who will help build the community), (5) public consultation, and (6) monitoring and evaluation of community activities.

It is important to note that management is the key component to successfully building a healthy community where the efforts of all stakeholders are focused on achieving the community goals (their needs, expectations and interests). In this context, the key to building a healthy community lies in the hands of stakeholders who have leadership roles.

The issues of noise, waste disposal, lack of parking spaces and overcrowding are just some of the problems voiced by residents during the summer months. Other problems that concern not only of the city of Hvar but the whole island are connectivity to the mainland, adequate health care, ageing infrastructure, higher education and harmonization and integration of all tourism services.

3.2. Definition of Stakeholders

Freeman (1984) defines stakeholders as "those groups without whose support the organization would cease to exist". He defines them as "any group or individual who can affect or is affected by the achievement of the organization's objectives." Friedman (2006) indicates additional stakeholder groups:

— the media,
— the public in general,
— business partners,
— future generations,
— past generations (founders of organizations),
— academics,
— competitors,
— NGOs or activists — considered individually, stakeholders,
— representatives,
— stakeholder representatives such as trade unions or
— associations of suppliers or distributors,
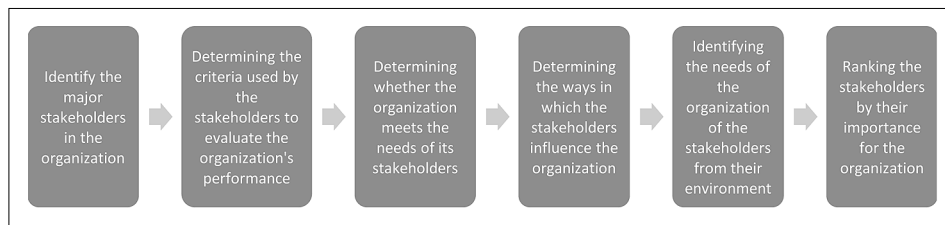
Figure 1 Stages of identifying stakeholders in the organization's surroundings.
Source: Authors according Oliver (1991) and Greening & Gray (1994)

— financiers other than stockholders (department holders, bondholders, creditors) and
— the government, regulators, policymakers.

As a part of the stakeholder management process, Mitchell et al. (1997, p. 853-886) argue that organizations need to identify and evaluate their stakeholder groups as well as their power and influence to find appropriate strategies for managing them. Bryson (1995) designed the the so-called "organizational environment scanning method" to identify stakeholders. We can see that "Bryson scanning" is used as a starting point for identifying major stakeholders in the organization (1). The following steps are used after identifying the major stakeholders: (2) determining the criteria used by the stakeholders to evaluate the organization's performance, (3) determining whether the organization meets the needs of its stakeholders, (4) determining the ways in which the stakeholders influence the organization, and (5) identifying the needs of the organization of the stakeholders from their environment. The last step (6) is about ranking the stakeholders by their importance for the organization.

4. THE CITY OF HVAR AND ITS STAKEHOLDERS

4.1. *The City of Hvar's Mission, Vision and Identity*

The mission determines why an organization exists, what it wants to accomplish, therefore determining the purpose of the organization and its value (Marić 2018, p. 89). The city of Hvar's Quality Management System Guide (2015, p. 7-9) sets out the city's mission, stressing the importance of legitimate, quality, rational and effective action to continuously improve the living and working conditions of all citizens.

The city of Hvar's mission, according to the Hvar Town Development Strategy by 2020, is to become:
— a city of recognizable cultural identity,
— a city of urban-cosmopolitan design and rich cultural and historical heritage,
— the leading tourist destination in the Mediterranean,
— a city with a competitive economy based on knowledge,
— a city that fosters the skills of old crafts and trades,
— a city of health, vitality, entertainment and culture,

— a place of cooperation, community and learning with a highly developed partnership between development factors (Marić et al., 2015, p. 182).

The town of Hvar's vision is gaining recognition for its natural beauty, historical values and contemporary trends (Marić et al., 2015, p. 182).

Hvar island's vision should include elements that will enable the town of Hvar to retain its reputation as a European and Mediterranean city with rich history and tradition. It should become a city with a high quality of living that provides a unique and rich experience for tourists. The city should become the leading tourist destination on the Adriatic coast — an elite place of relaxation that can offer its visitors more than just the sun and the sea. Focus should shift to the possibility of developing various forms of tourism including, but not limited to, adventure, health and cultural tourism (Marić et al., 2015, p. 182). Health and cultural tourism can be an excellent upgrade to the existing "sea and sun" tourism model that mainly attracts young people and turns the city into a "party" destination, suppressing the values of the city in a shallow way. Namely, it is necessary to design a Hvar island "brand" as a unique tourist destination that offers distinctive but complementary services where all the island's indigenous products (wine, olives, oil, herbs, figs, honey, etc.) will be promoted using various tourism products and services (Marić, Gregov and Bučar, 2015).

Table 1 The determination of identity of the town of Hvar. Source: Bučar, Marić and Kovač (2015)

Attributes	The identity of the Town of Hvar
Distinctive	— famous summer destination, party destination versus elite tourism — Hvar island's nautical and gastro tourism center
Central	— Hvar island's center of tourism — the significant economic and social importance of Croatia's sunniest island — the possibilities for developing sport, cultural and health tourism
Enduring	— the longest tradition of tourism in Croatia (initiator of organized tourism) — significant cultural and historical heritage, UNESCO-protected cultural heritage

The city of Hvar's identity is primarily seen as a leading tourist destination but also as a city with a high quality of life. This invites a rethink of the definition of tourism for inhabitants and how to make the city really "live" in a dimension of sustainable tourism. We sought to discover the city of Hvar's identity in that sense. Using the reaserch methodology, we determined the strategic direction of development used by the involvement of the local government and the importance of certain stakeholders. The town of Hvar's central attributes are that it is Hvar island's center of tourism and a significant economic center with possibilities for developing sports, cultural and health tourism.

We define tourism as comprising of the activities of persons traveling to and staying in places outside their usual environment, which include paying a tourist fee for staying in those places, for not more than one consecutive year for leisure, business and other purposes (Čavlek, Bartoluci, Prebežac, Kesar, et al. 2011).

The key aspect to managing the city of Hvar as a tourist destination should be to re-examine its identity but also to ensure the quality of sustainable tourism (Vukonić, Čavlek et al., 2001, p. 253). Sustainable tourism is defined as the ability of tourist destinations to stay in balance with the environment, i.e. the ability to remain competitive on the market despite the emergence of new and less visited destinations and attracting both new and returning visitors in equal proportions.

There is a need for serious strategic thinking about the development and management of the entire island of Hvar and city of Hvar as a tourist destination on both a community and administrational level. Any development should have long-term benefits to the local population and should ensure the preservation of natural resources and of the island's unique cultural identity. Sustainable tourism development requires synergy between sociocultural, ecological and economic sustainability. It is also necessary that all resources, including human, natural and knowledge resources, serve to achieving the island's sustainability (Marić, Gregov & Bučar 2015).

To summarize, the following strategic priorities for the town of Hvar by the year 2020 should be defined[3] as a part of strategic document:

(1) strengthening the recognizability of the city of Hvar,
(2) Human Resources Development and Quality Improvement,
(3) a competitive economy,
(4) infrastructure development, protection of nature and environment, and
(5) improvement of development management.

5. RESULTS OF THE SURVEY

The aim of this exploratory study was to assess the perception of the local inhabitants about the present image of the town of Hvar as a tourist destination and to see the perspective of strategic influence of other stakeholders. A population survey of the town was conducted on a sample of 168 randomly picked residents, which represent approximately 4% of the entire population of 4,251 people. 42% of the respondents were male and 58% were female. The survey's goal was to determine the town's identity and the strategic direction of development, i.e. the town's future in the coming period. We used a questionnaire as a tool in our survey research that was conducted in October 2014, with the aim of understanding the residents' attitudes and views on their own town (Figure 2).

Figure 3 below shows the significance of a particular stakeholder and their level of success in the local community according to the local residents.

As shown in Figure 3, the town of Hvar's residents believe the three most successful stakeholders in their town are communal organizations, educational institutions and the Association of Craftsmen in the Town of Hvar. However, residents are equally dis-

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[3] Marić, I., Gregov, Z., Obadić, A., Knežević, B., Bučar, K., Aleksić, A., Bobanović, A. (2015), Strategija razvoja grada Hvara do 2020. godine, Sveučilište u Zagrebu, Ekonomski fakultet.
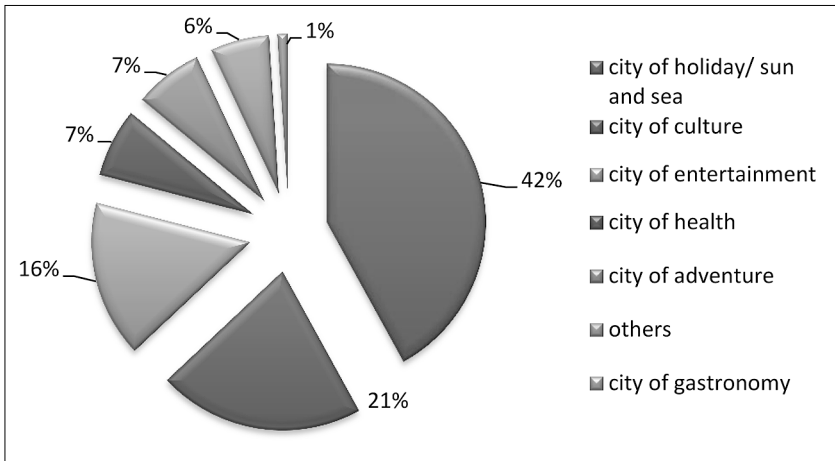
Figure 2 The identity of the town of Hvar as a tourist destination according to the local residents.
Source: Authors
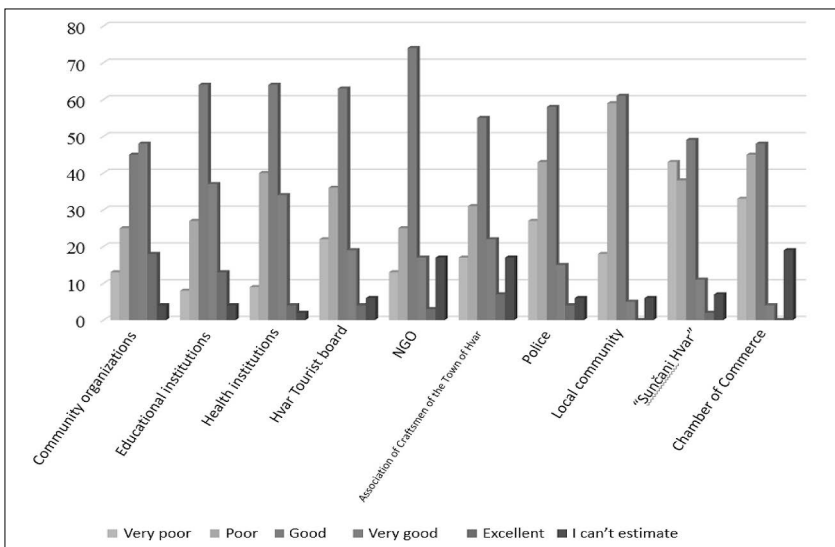
Figure 3 The level of success of stakeholders in the city of Hvar according to the local residents.
Source: Authors

satisfied with the work of virtually all organizations within the jurisdiction of the public administration. It is therefore possible to conclude that there is significant room for dialogue between the town's inhabitants, which can be divided into different interest-influential groups, and representatives of city bodies and organizations. The opinions, suggestions and advice of the mentioned interest-influential groups can greatly contribute to the work and efficiency of the city of Hvar as well as to the living standards of its inhabitants.

6. SWOT ANALYSIS

In Table 2, a synthesis of the city of Hvar's SWOT analysis is presented. The SWOT analysis indicates the opportunities and threats, as well as the strengths and weakness of the external and internal environment. The city of Hvar's key strengths are its geopolitical position, protected geographical position, microclimate and nature, longstanding tradition of agriculture, fisheries and trades as well as its rich cultural and historical heritage. The town's weaknesses are a lacking educated workforce and poor traffic connections to the mainland and the rest of the island.

On the other side, there are many opportunities such as stimulating the development of entrepreneurship and craftsmanship and encouraging the domestic population to develop a comprehensive tourism supply and apply for EU Structural Funds to improve social infrastructure. And finally, the most significant threats recognized were the strong depopulation of rural areas around the town of Hvar, the threat of pollution and noise at peak season and the devastation of Pakleni islands.

Table 2 SWOT analysis (synthesis of the analysis of demographic structures and labor market conditions and the city of Hvar's economy, social activities and infrastructure). Source: Authors

Strengths	Weaknesses
— Geopolitical position, protected geographical position, microclimate and nature	— Poor traffic connections to the mainland and the rest of the island
— Longstanding tradition of agriculture and fisheries and trades	— Non-alignment of tourism development on the entire island of Hvar
— Preserving the traditions of cooperation, cultural societies and social engagement	— Lack of modern entrepreneurial and managerial skills
— The first public theater in Europe in the town of Hvar in 1612	— The threat of depopulation, especially the surrounding places, except for the city of Hvar
— Rich cultural and historical heritage, knowledge of foreign languages and the adoption of cosmopolitan views of the world and of life	— Lacking an educated workforce
— Centuries-old tradition of tourism	— Lack of knowledge and of understanding of Hvar's cultural heritage by young people and especially by the town of Hvar's inhabitants
— The preservation of ethno-social resources — traditional diet, dances, songs (klapa), production of indigenous products — wine, olive oil, lavender oil	— Extremely seasonal tourism
— The connection of the islands to the state, county and local roads and the favorable geostrategic position	— Insufficient developed modern infrastructure
— Relatively favorable educational structure of the population	— Lack of social, cultural, sporting events outside the season
— Good health personnel on the island	— Inadequate health care
— Infrastructure for electronic communication in the town of Hvar has been developed, investment in the construction of a broadband internet network, great potential for using renewable energy sources	— Lack of drainage areas, watercourses and sanitary protection zones
— Long history of health care in the town of Hvar	— Incomplete or inadequate drainage systems
— Microclimate — the most sunshine hours per year in Croatia	— Lack of sports grounds, playgrounds
	— Significant financial investments are required in the area of renewable energy sources; funds and partners need to be found to design and implement these projects

O p p o r t u n i t i e s	T h r e a t s
— Lifelong learning, development of lifelong learning programs in the field of culture, sports and traditional customs	— Threat of pollution and noise during peak season and devastation of Pakleni islands
— Applying for EU Structural Funds to improve social infrastructure	— Strong depopulation of rural areas around the town of Hvar
— Encouraging the development of entrepreneurship and craftsmanship and inclusion of domestic population into a comprehensive tourism supply	— Further departure of young and educated people
— Private entrepreneurs can improve the issue of land-based transport links	— Diversity of the local community and the inability to cooperate with various interest-influential groups
— Development of health, cultural, wine-and-food and sports tourism	— Non-productive immigration — holidaymakers and retirees
— Improving the existing educational system with an emphasis on vocational education	— Scarcity of medical specialization, and hospital treatment
— Improving living and housing conditions by opening kindergartens, foreign language schools, sports and cultural centers, building homes for the elderly, etc.	— The financial crisis and decline in the population's purchasing power may lead to a reduction in incentives to develop the island
— Co-operatives, clusters, incubators, co-working facilities for young freelancers, extension of supply of domestic eco-producers of food and health services	— Conflicts of foreign investors and domestic fishermen
— Encouraging cooperation between the public sector and civil society	— The birth rate on the island, the emigration of highly educated inhabitants
— Encouraging civil society development and education, marketing and finance education programs	— Non-recognition of knowledge and people as a key potential for city and island development
— Promotion of existing tourism supply and development of new tourism products	— Inadequate education and training in the field of civil society management
— Nautical center — the marina, hydrofoil, seaport, privatization of public transport on the island, cycling paths, health tourism, wellness and spa, aromatherapy	— Unclear vision of tourism development
— Use of medicinal and aromatic herbs in the development of health tourism; exploitation of mineral raw materials and cultivation of Mediterranean and Sub-Mediterranean cultures	— The introduction of new forms of tourism and the repositioning of tourism supply could lead to a decrease in the income of tourists seeking only entertainment
— There is room for the development of numerous initiatives within EU projects that would alleviate this problem	— The unfavorable impact of nautical tourism on the environment, which should be adequately anticipated and planned in spatial planning
— Due to the large number of sunny days per year, there is a great deal of potential for investing in projects related to solar energy. Research has already begun on island wind farms	— Electricity supply depends on infrastructure from the mainland

7. CONCLUSION

It can be concluded that the problems of local development management in most of the cities in Croatia are related to the issues of predicting the dynamics and complexity of the environment, political instability and uncertainty and the need to apply managerial knowledge and skills.

The city of Hvar is often only recognized as a summer tourist destination for young people looking to have fun, but its natural, economic and social development potential is much greater and, unfortunately, insufficiently exploited. Geomorphological, climatic, hydro-geographical, biogeographical and landscape resources as well as the uniqueness of the cultural-historical and ethno-social tourism potential of the town make it an extremely rare destination in the Mediterranean as well as in Europe.

The main goal of this paper was to highlight the role and significance of particular stakeholders in managing the city of Hvar's local community. The town's identity as a tourist destination according to the perception of the local residents is seen as a city of holidays/sun and sea, a city of culture, a city of entertainment and a city of health and adventure. The findings of our paper indicate that strengthening the recognizability of the city of Hvar and defining its new identity in the direction of elite tourism versus a party destination and encouraging the possibilities for developing sports, cultural and health tourism are the key for the sustainable development of the city. Finally, through the development of the SWOT analysis, we have clearly stated the concrete opportunities and threats, as well as the strengths and limitations of the external and internal environment. Our efforts are only the first steps in the research and development of this topic, and we hope that other authors will continue to explore this subject and find new ways of improving the management of the local community.

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INTENSITY OF EXPLOITATION AND QUALITY OF SEASIDE (COASTAL, ISLAND) AND INLAND TOURIST DESTINATIONS IN CROATIA: AN EMPIRICAL INSIGHT

INTRODUCTION: RESEARCH AND DATA SOURCE

Among various economic sectors, tourism is viewed as the fastest growing economic activity in the world and one of the key drivers for global socio-economic progress. Contemporary tourists are more experienced and demanding than ever before, and by improving their tourism supply, many destinations have raised the standards as well as the tourists' expectation levels. As the quality of various tourism products grows, differentiation by quality rather than by price becomes of vital interest in acquiring a competitive advantage among various tourist destinations (De Keyser & Vanhove, 1997; Keller, 1998). Quality in tourism as the key factor of competitiveness implies continuous monitoring and comparison with the best-practice competitors in the tourism market. A growing number of institutional actors worldwide are therefore becoming interested in measuring the quality of the tourism "product" of a particular destination. The trend in literature has been to identify a set of competitiveness indicators (Kozak & Rimmington, 1999; Dwyer & Kim, 2003; Ritchie & Crouch, 2003) and to then measure performance on these factors (Omerzel Gomezelj & Mihalič, 2008; Croes, 2010; Crouch, 2010). The expansion of the tourism market and the evolving concept of tourism (holiday tourism, tourism of the physically disabled, ecological tourism, conference tourism, political tourism, etc.) has rendered the identification and evaluation of tourism competitiveness factors an even more significant research task (Mazanec, Wöber & Zins, 2007).

In Croatia, tourism is seen as a vital economic activity: by the year 2024 the impact of this activity is expected to rise to 17.1% of the GDP (World Travel & Tourism Council, 2014). This profound impact of tourism on the national economy has led to a growing awareness of tourist industry stake holders and the general public on the importance of quality in building and sustaining the competitiveness of tourism supply value chains. It is, therefore, not surprising that the quality of the tourism supply chain in receptive locations in Croatia has become a very relevant issue.

In line with this, as a part of the national campaign for quality in Croatian tourist destinations, a framework for an empirical evaluation of destination quality was proposed, based on the quality control of selected elements of destinations' supply chain which enhance visitor's experience (Pine & Gilmore, 1999). The aim of this evaluation was to determine the direction of a future destination development system and ensure its sustainability in the long run. Emphasis was placed on the need of forming a "system of indicators" (based on scores) that could estimate the tourism supply quality as an element of a destination's competitiveness capability with the help of *objective* and *subjective* information.

The framework, developed within the project *The Flower of Tourism — Quality for Croatia* (conducted by the Ivo Pilar Institute of Social Sciences in collaboration with the Croatian Chamber of Economy and Croatian Television), identified eleven dimensions that emanate from "accommodation" (defined by the number of bed places), as the basic dimension of a destination's value chain (Poljanec-Borić, 2011).

Operationally, each of these dimensions was described through a set of indicators regarded to be of pivotal importance for the quality of the tourist experience. Two types of indicators were used: *objective,* evaluated on the basis of facts (e.g., multilingualism of local tourist boards' web pages), and *subjective*, where evaluation was based on an individual's personal impression (e.g., general impressions of a destination). These dimensions and their related indicators take into account a wide variety of possible destination experiences and provide a comprehensive measure of the quality of a destination's tourism supply. Following this framework, an evaluation protocol was constructed containing forty items capturing the eleven dimensions of tourist destination value chain in a particular destination. A Likert-type scale of 1 to 5, where 1 means 'Not at all satisfactory' and 5 means 'Excellent', was related to each indicator. The protocol was accompanied by a detailed description of the evaluation criteria written in a manual where every indicator as well as every single rating related to the indicator was explained in detail. The complete list of dimensions and related indicators is shown in Table 1 (explanations of the evaluation criteria in much more detail are provided in the manual for evaluators).

Table 1 Dimensions of tourism supply and related indicators
(Source: Kaliterna Lipovčan, Brajša-Žganec and Poljanec-Borić, 2014)

Dimension	Indicators
1. Web page information (tourist information on the local tourist office web pages)	(1) diversity of information on the local tourist office web pages (2) technical capacity of the web page (3) multilingualism of the web page
2. Local information services (tourist information in a destination)	(1) professionalism of the informant (2) accessibility of information (3) quality of information in printed materials (4) diversity of locally organized tours and excursions

3. Accommodation	(1) adequacy of accommodation to the character of destination (2) adequacy of accommodation to the category of destination (3) appearance of the main hotel in the centre of destination (4) appearance of the resort hotel (5) appearance of private accommodation
4. Traffic	(1) parking solutions (2) regulation of traffic in pedestrian contact zones (3) traffic signalization
5. Catering facilities	(1) perception of restaurants, inns, bistros, coffee shops and similar capacities (2) diversity of catering facilities (3) catering culture (couvert)
6. Human resources and public infrastructure	(1) impressions of public infrastructure (2) impressions of traffic terminals (bus, ship, train) (3) impressions of public toilets (4) general impressions of a destination (5) hospitality of employees (6) hospitality of local inhabitants
7. Consumption of goods	(1) consumer options in a destination (2) souvenir supply (3) atmosphere in shops
8. Decorations	(1) cleanness of a destination (2) façade maintenance (3) urban accessories (4) signs
9. Culture and entertainment	(1) impression of a monument (2) impression of a sacral building (3) impression of a historic building (4) perception of the events (5) perception of nightlife
10. Leisure activities in nature	(1) diversity of available activities (2) impression of the key recreational facility/resource in a destination
11. Natural environment	(1) protection and tidiness of natural environment in a destination (2) protection and tidiness of environment surrounding the destination

For seven consecutive years (2007—2013), the quality of selected tourist destinations in Croatia was assessed using the proposed framework. Sampling of destinations was determined by geographical representation (coast, islands, inland) and the number of tourist beds. Approximately one hundred destinations (see Appendix) were visited each year during high season (July and August); the destination selection was provided by Croatian Chamber of Economy. Each destination was evaluated through a process of structured observation by two trained judges separately.

The evaluation research resulted in establishing a large database on the quality of the tourism supply in Croatian tourist destinations. Additionally, destination ranking based on criteria of interest provided hierarchical grids that can serve as a quality con-

trol tool. If adequately interpreted, this data could be useful for various types of analysis that could help mainstream national tourism policy-makers and inform the national destination management practices.

This becomes especially relevant when looking at the current state of Croatia's tourism policy. It is obvious considerable improvement is required, and the country needs to urgently address a number of negative issues, such as environmental concerns, planning anomalies, waste and congestion (Kerr, 2003; Poljanec-Borić, 2011, 2012). In order for a policy to be regarded as a public policy, it must be processed, authorized or ratified by public agencies (Kerr, 2003). It is, therefore, rational to assume that communicating the results of the analysis could help inform the interested public and, thus, increase increase the national policy-makers' decision-making authority to deal with the negative issues.

RESEARCH QUESTION /AIM

Using the collected data at hand, the aim of the analysis presented in this paper is twofold.

First, we wanted to verify whether Croatia's general orientation toward seaside tourism is reflected in the higher quality of coastal and island destinations in comparison with inland destinations.

Second, we wanted to determine if this orientation was sustainable: does high tourism intensity (in terms of number of bed places per inhabitant)[1] cause any negative effects on the quality of the tourist destinations as a by-product of overcapacity. Undoubtedly, tourist accommodation plays a vital role in destination quality, and the intensity of tourism can be a relevant indicator for describing a tourist destination's development. However, very high tourism intensity may have negative consequences. For example, over-construction can increase pollution (e.g., in coastal waters resulting from sediment run-off, sewage, solid waste, etc.). If construction is not accompanied by measures relating to spatial and traffic planning, agriculture and forestry, environmental protection, use of resources and waste management, it may cause serious degradation in destination quality (European Environmental Agency, 2013). This issue is specifically relevant to coastal and island destinations and should be related to second-home expansion in the Mediterranean regions (Roca, 2013). Undoubtedly, tourist accommodation plays a vital role in destination quality, and the intensity of tourism can be a relevant indicator for describing the development of a tourist destination.

In addition, inappropriate construction permanently devastates the attractiveness of the environment (natural and cultural heritage) and mass tourism, especially during high season, can overload infrastructure in general. Taking all of this into account, a tourist destination's quality can be greatly diminished as a result. A decrease in quality

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[1] Number of tourist beds is used as a measure of the relative impact of tourism on residents' way of life (cf. https://observe.pt/wp-content/uploads/2018/05/ETIS-data-sheets-19. 2. 2016.pdf).

may, on the other hand, challenge a consumer's loyalty and lead to a decrease in their average daily spending, thus negatively affecting the positive economic impact of tourism on local communities (Alegre & Juaneda, 2006).

RESULTS AND DISCUSSION

Destination Quality

As described in the Introduction, measuring the quality of destinations was conducted for seven years by trained evaluators using a standardized protocol containing forty items grouped into eleven dimensions. Each item in the protocol was rated on a Likert-type scale ranging from 1 (Not at all satisfactory) to 5 (Excellent). The quality of a particular destination is calculated for each dimension as an average scale value of longitudinal rating, and the total score is calculated as an average of all ratings.

Results of the evaluation, presented in Table 2, show that stronger tourism orientation (seen in seaside destinations) renders higher average ratings of destination quality — seaside destinations have received better overall quality scores (3.80) than inland destinations (3.29).

Table 2 Average scores (for the period 2007—2013) obtained for the selected seaside and inland destinations based on the eleven evaluated dimensions of the tourism supply chain (M, 1—5)

Dimension	M seaside	M inland
Web Page Information	4.02	3.15
Local Information Services	3.77	3.15
Accommodation	3.83	3.04
Traffic	3.80	3.31
Catering Facilities	3.78	3.50
Human Resources and Public Infrastructure	3.52	3.25
Consumption of Goods	3.70	3.53
Decorations	3.79	3.45
Culture and Entertainment	3.61	3.01
Leisure Activities in Nature	4.08	3.20
Natural Environment	3.90	3.65
Total	3.80	3.29

In addition, comparisons of the average longitudinal scores obtained for the eleven evaluated dimensions of the tourism supply chain show that the inland destinations display lower ratings in each of the dimensions (ranging from 3.01 to 3.65) than the seaside destinations (3.52 to 4.08).

These results suggest that the differences in the quality of seaside (coastal and island) versus inland destinations might be structurally determined due to a higher investment focus on the development of accommodation in Croatian coastal areas as well

as the more efficient collection of accommodation taxes[2] and monument annuities[3] in the coastal and island regions. In fact, all of the observed dimensions of the tourism supply chain represent are in fact proxies for elements of supply chain which are benefiting from various types of local government incentives.

When looking at the content of the dimensions in Table 1, it can also be seen that destinations with a higher quality of tourism supply create better opportunities for tourists and, at the same time, these elements of tourist offer serve to improve the residents' quality of life. Namely, our research has shown that a high-quality tourist destination means better transport services and traffic solutions, higher quality of eating and drinking establishments, higher range and quality of activities in a destination (including sporting and recreational activities), better accessibility of tourism services to the disabled and to people with limited mobility (including the elderly and families with infants), more cultural events, a cleaner local environment, etc. Furthermore, the quality of tourist services may also have a broad impact on the host community. Tourism may provide higher employment rates, business growth and profitability as well as better opportunities for local residents who may gain access to a wider array of private sector goods and services, such as medical care, shopping and entertainment (Reeder & Brown, 2005; Uysal, Perdue, & Sirgy, 2012).

This proposition is also supported by the findings of a study conducted by Kaliterna Lipovčan, Brajša-Žganec and Poljanec-Borić (2014) examining the relationship between the quality of tourist destinations in Croatia and the subjective well-being of the people living in those destinations. Analyses were done on data collected in 2011 on 2,171 residents (aged 15-64) from forty-one tourist destinations grouped into three categories according to the evaluated quality of tourism supply. The quality of a tourist destination was found to be related to both affective (happiness) and cognitive (life satisfaction, domain satisfactions) components of subjective well-being. Residents of destinations that were evaluated as having a higher tourism quality were happier and more satisfied with their lives in general, with their material status, personal health, achievements in life, relationships with family and friends, feelings of physical safety, acceptance by the community and future security than residents from destinations of medium and lower tourist quality. Hence, the study provided evidence that what is good for tourists is good for residents as well. It is, therefore, quite safe to assume that residents of seaside destinations in Croatia lead better lives than the residents of inland tourist destinations. This would suggest that an informed tourism public policy (Kerr, 2003) might help propel the quality performance of inland destinations towards the already existing seaside quality benchmarks. It would also be reasonable to assume that such an understanding of the impact of tourism on local quality of life would encourage pol-

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[2] The financial volume of locally collected accommodation taxes is a function of the number of overnight stays in a particular destination, thus dependent on the size of the destination in terms of the number of beds.

[3] By the provisions of the Law on Protection and Preservation of Cultural Goods, collection of monument annuities is mandatory in Croatia (*Official Gazette*, 1999, 2013).

icy makers in inland destinations to transfer the know-how from coastal destination with more trust and expediency.

When talking about the quality of tourism supply in destinations, it is safe to say that tourism in Croatia has two facets. One is coastal and island, with a significantly higher quality of tourism supply, and the other is inland, featuring lower quality of tourism offer. This alone should trigger some policy changes if policy-makers wish to tackle the issue of general national tourism quality standards in future.

Relationship Between Tourism Intensity and Destination Quality

The second question is whether such an obvious seaside orientation, as a relevant factor of the local economy and welfare, renders only favourable effects. This question primarily concerns the accommodation capacity as an indicator of tourism intensity in relation to the size of the population in a given destination. As mentioned earlier, high seasonality can lead to pressures on the destination in the form of overcrowding and potential resource shortages. Devastation of the local environment is also a possible outcome of over-capacitation and accommodation overload, as are setbacks in community functioning and, ultimately, tourist dissatisfaction with specific tourist services but also with the more intangible factors, such as hospitality, safety and security and cleanliness (Kerr, 2003; Roca, 2013). There is also the aspect of the local residents' dissatisfaction with planning policies (Poljanec-Borić, 2011, 2012).

The main characteristics of the evaluated seaside and inland tourist destinations in Croatia regarding their accommodation capacities and tourism intensity are given in Table 3. Census data (Croatian Boureau of Statistics, 2011) provides a clear image of the differences in tourism orientation of the selected destinations, showing greater tourist accommodation capacities and tourism intensity on seaside (coastal and island) destinations than on inland ones. Although inland destinations are, on average, more than four times larger than seaside ones, their capacities are ten times smaller (on average per destination). The tourism intensity indicator, calculated as the number of beds per inhabitant, is on average seven times higher for seaside than inland destinations (4.66 versus 0.62).

Table 3 Tourist accommodation capacity and tourism intensity in selected tourist destinations (Source: Croatian Bureau of Statistics, 2011)

	Destination:	seaside	inland
Population	Min	437	309
	Max	167 121	688 163
	Average (M)	12 382	55 212
Number of bed places	Min	2 340	121
	Max	35 834	11 807
	Average (M)	11 787	1129
Tourism intensity indicator (number of bed places per inhabitant)	Min	0.02	0.01
	Max	43.38	8.63
	Average (M)	4.66	0.62
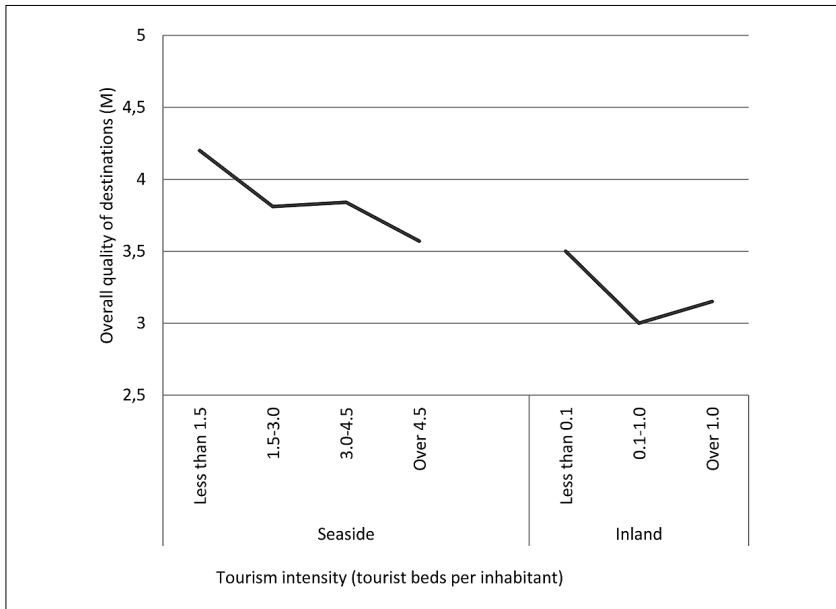
Figure 1 Relation between tourism intensity and tourism supply quality
in the selected seaside and inland destinations

The nature of the relation between tourism intensity and tourism supply quality is shown in Figure 1, separately for seaside and inland destinations. Figure 1 generally shows the negative relation between tourism intensity and destination quality, but this relation is non-linear.

The highest average ratings of tourism supply quality are recorded in seaside destinations with the lowest ratio of accommodation capacities and population size (where the tourism intensity indicator is less than 1.5) — a situation characteristic of large and medium-sized towns along the Adriatic coast. Such destinations have good infrastructure (not exclusively associated with the tourism industry) and are easily accessible but not overcrowded; they offer a large range of activities, commercial tourist attractions, events and combined products, within and outside of the destination.

A somewhat lower and relatively homogeneous plateau of quality is observed in other mixed-sized but generally smaller destinations than in those with the highest ratings. In this case, a range of 1.5 to 4.5 tourist bed places per inhabitant seems to be the optimal level of tourist exploitation. A further increase in the accommodation/population ratio leads to a decrease in tourism supply quality: more than 4.5 tourist beds per capita (of local inhabitants) indicates overexploitation, at least according to the data at hand.

The infrastructural advantages of larger and mid-sized coastal towns can be applied to inland destinations as well. But, in case of inland destinations, the figure suggests that higher tourism intensity (measured as a number of tourist beds per capita)

improves the quality of the tourist destination, and continental tourist exploitation (especially in smaller destinations) is still sub-optimal.

Results indicate that talking about sustainable seaside tourism in Croatia makes sense, but there is a need for more thorough research that should take into account the different types of overtourism related to: intensive and inappropriate construction (consequances are: permanent devastation of the environment as the main tourist resource, infrastructure overload (consequances are: high mentainance cost for local community and pollution) compromition of brand (consequences are that "higher class" tourists avoid overcrowded destinations, at least for a longer stay; e.g. Šakić, Rihtar & Crljen, 2016).

CONCLUSION

The impact of tourism on national economies worldwide has led to a growing awareness of tourism stakeholders and the general public towards the importance of building quality and sustaining the competitiveness of tourism supply value chains. Quality has become the key element of a tourist destination's competitiveness; therefore, all the elements of tourism supply should offer the highest possible level of quality of the tourism product. (Mazanec, Wöber & Zins, 2007).

Using the available data, we sought a deeper understanding of the main attributes of Croatian tourism and of the far-reaching effects tourism orientation in Croatia could have on the country, with a special focus on the differences between seaside and inland destinations.

First, we have shown that a strong tourism orientation and investing in tourism development in seaside destinations does render favourable effects on the whole. This resulted in higher ratings of destination quality not just regarding aspects most closely related to tourism supply, but also regarding those related to local infrastructure quality, the overall functioning of the community and the quality of life in general.

Second, results suggest that high tourism intensity has certain negative effects and decreases the quality of the tourism supply in destinations, probably as a side-effect of accommodation overload. In view of the fact that the percentage of tourism impact on GDP is expected to continually rise (World Travel & Tourism Council, 2014), further investigation and monitoring of the impact of tourism intensity on the quality of tourism supply should be a welcomed public policy move in Croatia.

Irrespective of the possible non-representative nature of the destinations used for this analysis, the selected destinations make up a highly relevant segment of the tourism industry in Croatia. The analysed sample contained a reasonably high number of relevant destinations, allowing us to safely assume that the observed trends (especially the ones depicting the effects of over-capacitation and accommodation overload) would not diverge even with a larger number of destinations added to the sample. The results are significant enough to stimulate an informed debate about the country's future tourism development. Given that "quality" is becoming a key element of tourist

destination competitiveness, all elements of a destination's tourism supply should offer the highest possible level of excellence in their specific tourism product (De Keyser & Vanhove, 1997; Keller, 1999; Mazanec, Wöber & Zins, 2007). Monitoring and evaluating tourist destinations based on a system of indicators that analyse the quality of the supply chain in a particular destination should, therefore, become an integral part of tourism public policies.

It should also be stressed that there is a number of limitations to this short analysis that should be taken into account. Namely, destination quality was evaluated based on its tourism product without the accompanying data on tourist evaluations of the same destinations. An insight into a tourist perception of a tourist destination's quality would certainly provide additional valuable information for assessing the quality of destinations and discriminating among them. Also, future research should include statistical data on tourism development in different parts of Croatia, which would reflect the actual impact of a specific destination on the local economy. This could help to better capture the possible drawbacks of tourism development on the quality of destinations.

Further methodological improvements and modifications could help revise the here described quality measurement technique to an optimal tool for shaping tourism public policy (e.g., rating protocol should be more sensitive to objective shortcomings of smaller destinations; it should also take more in account the treatment of natural and cultural heritage as a main tourist resource, etc.).

This could provide gradation and measured results at the level of a tourist destination as well as the possibility of comparing different destinations, regardless of their geographical position and resources endowment. Such a fine-tuned method could be instrumental not only for public policy in Croatia but also elsewhere.

Appendix: evaluated destinations

Inland: Baćinska jezera, Bizovačke toplice, Bribir, Daruvarske toplice, Delnice, Đakovo, Fužine, Gospić, Ilok, Imotski, Karlovac, Knin, Krapinske toplice, Križevci, Labin, Lipik, Marija Bistrica, Ogulin, Osijek, Pazin, Plitvice, Požega, Samobor, Sinj, Slavonski Brod, Slunj, Stubičke toplice, Tuheljske toplice, Varaždin, Varaždinske toplice, Vinkovci, Vukovar, Zagreb, Žminj.

Seaside — coast: Baška Voda, Biograd na Moru, Brela, Cavtat, Crikvenica, Dubrovnik, Fažana, Gradac, Lovran, Makarska, Medulin, Mlini, Mošćenićka Draga, Nin, Novigrad, Novi Vinodolski, Omiš, Opatija, Orebić, Pakoštane, Pirovac, Podgora, Poreč, Primošten, Pula, Rabac, Rijeka, Rogoznica, Rovinj, Senj, Split, Ston, Šibenik, Trogir, Tučepi, Umag, Vodice, Vrsar, Zadar.

Seaside — islands: Baška, Blato, Bol, Cres, Hvar, Jelsa, Korčula, Komiža, Krk, Kukljica, Lopar, Lumbarda, Mali Lošinj, Malinska, Murter, Novalja, Osor, Pag, Punat, Rab, Silba, Stari Grad, Supetar, Vela Luka, Vis, Zlarin.

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Sustainable Development, Public Services

Predrag BEJAKOVIĆ, Željko MRNJAVAC
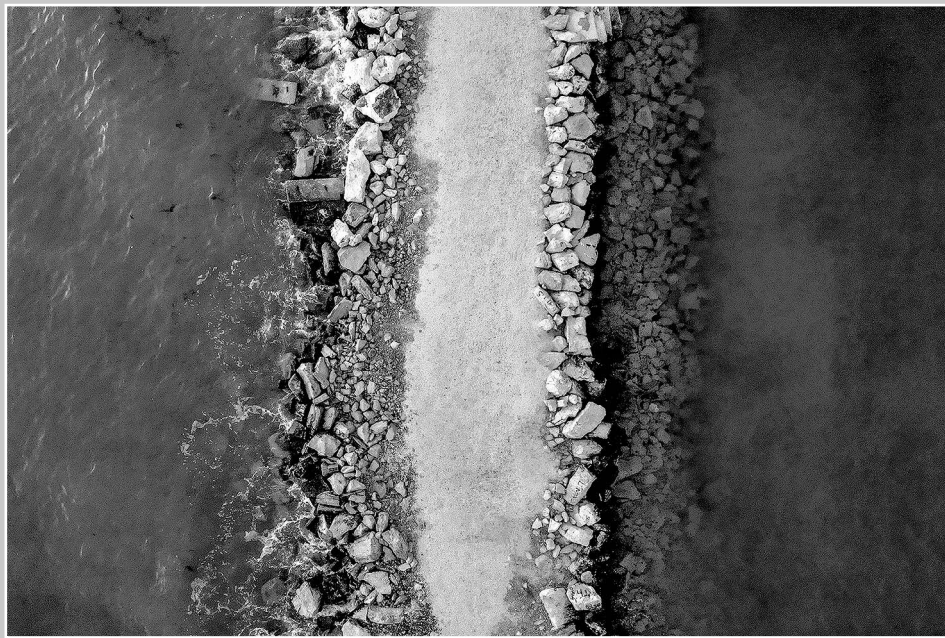
LESSONS FROM LOCAL EMPLOYMENT POLICIES AND ACTIVITIES ON ISLANDS

1. INTRODUCTION

The concept of the local employment policy (LEP) first appeared in the early 1990s when local and regional structures of human (intellectual) capital, organizational culture and tacit knowledge appeared to be the decisive factor for a more balanced regional development within Europe, allowing islands to catch up with the economic development of coastal regions. Therefore, research into intangibles (e.g. intellectual capital and organizational culture, including the collaboration and co-operation of local stakeholders) on islands might significantly contribute to the European and national cohesion policy as well as to the enhancement of employment possibilities on the islands.

Job creation can be stimulated through a stable macroeconomic framework, but also through structural policies that encourage skills enhancement, innovation progress and business development. In order for the creation of new jobs to take place, economic entities need access to skilled people, business networks and finances. It is these factors that can lead to the possibility to start up and expand. Central governments manage a range of intertwined policies whose impact can reinforce each other and contribute to fulfilling economic potential, economic expansion and social cohesion at a local level. When national policies are flexible and adjustable, local-level stakeholders can improve integrated approaches to growth, maximising employment opportunities and helping to tackle inequalities and social exclusion in their communities (OECD, 2014).

The local employment policy denotes how companies, institutions and the government can together promote the employment process within a local and regional context. Geographic vicinity, common market opportunities, cultural and institutional similarities and proximity are adequate factors within a local area for the realisation of a successful employment policy. With easy access, better information, closer relationships, powerful incentives and other advantages that are difficult to achieve from a distance, a local employment policy and programmes can efficiently use locally available knowledge, relationships and motivation. The core of LEP is spatial proximity, which provides a basis for the integration of local stakeholders into a common process of a successful employment policy, supported by similar values, background and understanding of local circumstances where the population usually shares many historical, cultural and socio-political similarities. Success seems to reside in the relationships developed among the actors within the territory, which confirms the idea that network-

ing capability is an enhancer of efficient employment policy innovation. This can be supported by local innovation dynamics thanks to the diversity of knowledge spillover at local and regional levels (Švarc and Lažnjak, 2017).

In this paper, we will present the experiences of local communities in improving the application of the local labour market measures that were easily implemented on the islands. Section 2 of this paper presents local initiatives for the development of the EU labour market. Section 3 explains insularity as a specific determinant of the local economy. Section 4 deals with the organisational structure of local institutions and the inclusion of local actors. And finally, Section 5 utilises the acquired information and knowledge regarding the development and enhancement of the local employment policies and applies it to the specific situation on Croatia's islands.

2. LOCAL INITIATIVES FOR DEVELOPING EMPLOYMENT IN THE EU

The EU has launched various initiatives for improving the co-ordination and co-operation of local-level employment programmes. The main goal of these activities is to enable better utilization of EU Structural Funds on the local level, in particular the European Social Funds (ESF) that are mostly oriented at supporting unemployed working-abled people and various on- and off-the-job training programmes.

After numerous local employment initiative programmes in the mid 1980s, Territorial Employment Pacts (TEPs) were signed in several European regions during the second part of the 1990s. These pacts had two main goals: the strengthening of structural policies for employment and the mobilisation of all regional actors in the reduction of unemployment. They followed four key principles: integration, partnership, innovation and the bottom-up approach. Up until the late 1990s, the EU was lacking the institutional framework that would enable individual initiatives to move towards a more strategic approach, where local actors could work together with clearly defined roles and responsibilities.

In November 2001, the European Commission adopted a communication focusing on the local aspect of the European Employment Strategy (EES) titled "Strengthening the local dimension of the European Employment Strategy". This document defined ways and means to aid local actors to participate in the EES in collaboration with national authorities and community institutions. Since the approval of the communication, the Commission has tried to develop a coherent strategy and specify the needs for the realisation of the EU's priorities in the field of local employment. LEP measures are in line with the Europe 2020 strategy, particularly with the flagship initiatives "An Agenda for New Skills and Jobs" and the "European Platform against Poverty". Their goals are to address significant geographic concentrations of unemployment through coordinated local actions, particularly for people with lower employability and "hard-to-reach" people (e.g., the unemployed with low education levels or no qualifications at all, single parents, people providing care for children or the elderly and people with disabilities or health problems).

The EU has supported a wide range of experimental work in the development of local employment, including the Local Employment Development Action Programme, the Third Sector in the Implementation of Employment Programme, Territorial Employment Pacts, Local Social Capital Pilot Actions and Preparatory Measures for a Local Commitment to Employment. Local partnerships involved in local employment programmes can benefit from EU support in a number of ways. They can receive funding for their activities directly from EU programmes, especially from the European Structural and Investment Funds (ESI Funds).

ESI Funds are used to boost jobs, growth and investment across Europe, while focusing on the least developed areas and sectors with growth potential. One particularly positive outcome was a programme called Porta Futuro (http://europa.eu/!ng47Pt and https://www.portafuturo.it), a counselling, training and job-search centre that helped some 36,500 unemployed individuals find jobs thanks to ESF support between July 2011 and December 2014. Porta Futuro has a matching ratio of 33% for its users and has become an example model for public employment services in Italy. Its success is grounded on its personal relationship between counsellors and clients and a strong partnership with local enterprises (the European Commission, 2015). Moreover, the European Maritime and Fisheries Fund (EMFF) promotes the sustainable development and profitability of the sector by supporting initiatives from beneficiaries. Support can also be used to invest in alternative activities that could create local jobs and growth. Community-Led Local Development (CLLD) strategies encourage technological progress and innovation, adding value to fisheries and aquaculture products.

Various EU funds and programmes also encourage diversification, thus supporting job creation in coastal areas. Having in mind the circumstances of urban or rural regions, the so-called "lagging regions", transition regions and regions with permanent natural or geographical adverse positions (like islands) appropriate additional support, and policies are drawn up for the development of these areas (Committee on Regional Development, 2016). Furthermore, the European Parliament has underlined the importance of adjustments to ESI Funds that will enhance their applicability to the islands as a type of outermost region, boosting the economy and local employment in areas that are considered unfavourable due to their distance, remoteness, dispersion and small size. These areas consequently require particular attention in relation to creating and preserving jobs.

The Mutual Learning Programme Peer Review (2011) emphasises the importance of developing local employability *pathways* as focal points for a successful realisation of LEPs. Along with service mapping, they provide a possibility of evaluating partnership starting points, of considering the specific needs of disengaged groups, of identifying delivery of available services that meet these needs, of establishing gaps and of taking appropriate developmental action; this means a new conceptualisation and implementation of holistic services to achieve or enhance employability. These measures incorporate the reduction of overlaps and duplications and ensure that all actors and

responsible organisations know and fully comprehend what is being delivered and by whom. Vital issues to be considered are an optimal organisational structure of local institutions and efficient inclusion of local actors, which will be analysed in the next section.

3. INSULARITY AS A SPECIFIC DETERMINANT OF LOCAL ECONOMY

Insularity is not a mere geographical condition, but can be regarded as a permanent determinant of economic and social peripheralization that prevents islands to reach economic development similar to the mainland (Deidda, 2016). Geographical permanent features such as low accessibility and small size have a strong adverse impact on the economic and social development of islands (Eurisles 2002; Planistat 2002; CEC 1994). The small size of a market and lower competition affect the prospect of production as well as working and living conditions.

Insularity combines two seemingly opposing aspects of isolation from and integration with the outside world. Throughout history, such integration was determined by shipping technology and the general structure of islands' economies. In the preindustrial period, the insular dichotomy of isolation and connectivity can be recognised as a factor that helped the development of insular economy, as islands took on the role of anchorages and trading posts that were necessary for maritime routes. On the one hand, isolation promoted a self-sufficient economy oriented at the domestic population, but on the other hand, maritime transport allowed insular economies to reach markets for their traditional products far larger than would have been possible in the peripheral regions on the mainland. There is an explicit partition between production for the subsistence of an island's population and a prominence of niche products for the outside world. This had become much more important for the insular economy than could be expected only from their intrinsic value.

Thanks to their own natural specificities, islands have original products to offer. Some islands become popular by the specialised production of certain commodities destined for a wide market. Not only were islands more productive than similar environments on the mainland, their insular location offered possibilities for distribution. For example, the island of Brač has been known from ancient history for quarries and processing of marble, the island of Vis for fish and the island of Pag for the production of cheese and salt. Almost all islands had a period when they specialised in viticulture for export.

To a varying degree, European islands face a number of handicaps compared to their mainland counterparts, including limited accessibility, isolation, high dependence on a narrow range of economic activities and tiny internal markets. Furthermore, the islands' small size means that they have fewer resources available and, thus, the need to use these resources in a sensible and sustainable manner assumes an even higher degree of urgency than in larger mainland regions (ESPON, 2011). The establishment of competitive economic activities on islands is a demanding and complex task, prima-

rily because the islands are mostly characterised as unattractive for an active population. This essentially leads to a stark reduction in the island's socioeconomic base and causes further divergence from the national mainland and EU goals for economic, social and territorial cohesion (ESPON, 2013).

Although islands in the EU face a wide variety of situations and conditions, they share very similar and specific social, environmental and economic problems ESPON (2011). Most EU islands lag behind their national entities as far as GDP is concerned. In a significant number of islands, the public sector is an important source of employment, which leads to higher per capita costs of essential services, although such factors hinder the stronger development of the private sector. In a sectoral structure the predominant activities are those marked as low value, particularly services in the tourism sector. The share of population employed in the secondary sector is usually significantly lower than on the mainland. The unemployment rate is generally higher, and the employment rate is lower than that on the mainland, especially for young people and females.

Croatian islands show the same characteristics and share similarities in historical development with other EU Mediterranean islands. Using preindustrial advantages, their population grew until the beginning of the 20th century, while primary sector industries were the main economic activity. Structural changes in the Croatian economy have caused the islands to assume a different role, and the majority of islands leaned on tourism as the main source of development. Monoculture cannot stop outgoing migration, so islands have often become second-home destinations. Despite the situation mentioned above, it is important to remember, that local communities on islands are often more homogeneous than on the mainland since a much higher percentage of the population is living in their place of their birth. That is why strong local identity still exists among islanders, which is a social capital that can be used in promoting valorisation of local human capital.

Insularity is determined by its three main dimensions, which are intertwined and mutually reinforce each other. These are smallness, remoteness and vulnerable environmental and cultural heritage.

Smallness, one of the most preponderant features of islands, can be seen as a disadvantage but can also be an asset. Smallness implicates limited domestic market size, which leads to production that is lower than the minimum efficiency scale and with high input prices and high infrastructural, administrative and other overhead costs. Higher costs of living due to insularity affect both residents and businesses. On the other hand, smallness can create certain advantageous characteristics: greater social homogeneity and cohesion, a strong sense of identity and stronger ties between local actors and greater flexibility and decision-making efficiency as a result.

Remoteness implies difficulties in transportation and communication as islands are constrained sea transport. Therefore, provision of supplies may be characterized by a higher degree of uncertainty than on the mainland.

The environmental and cultural heritage of islands increases their attractiveness as tourist destinations, often causing islands to become dependent on a seasonal tourism industry (Gloersen et al., 2012). On the other hand, activities such as tourism, fisheries and farming often constitute a mono-activity without alternatives, thus increasing the islands' vulnerability.

Moreover, islands are characterized by outmigration. Indeed, even though the environmental and cultural heritage and social capital endowment (preserved traditions, tightly-knit communities) are important determinants when it comes to choice of residence, they cannot compensate for the lack of job opportunities and limited access to services that are characteristic of these islands (Gloersen et al., 2012). Migration patterns can also affect labour market characteristics. A small population not only limits the size of the local market, but also places strict limits on the local labour supply. This can, of course, be supplemented by in-migration — many islands do seek to attract both seasonal and permanent migrants, but in practice there are limits to how far this can be taken. Additionally, outmigration from islands in search of better employment opportunities or lifestyle is frequently disproportionately made up of younger and better educated persons, leaving many islands with an ageing population. At the same time, the attractiveness of islands for retirees, and for second-home owners exacerbates labour supply constraints (Armstrong at al., 2014).

Social capital can be seen as a key factor in promoting the right environment for the development of economic activity, improving social cohesion and enhancing trust. However, high social capital endowment alone may not compensate for the lack of educational and employment opportunities for younger people. In this regard, specific policy measures should be implemented to foster the return of graduates, stem outmigration and generally contribute to enhancing the quality of life (Gloersen et al., 2012).

The traditional view of insularity as a mere disadvantage may stem indeed from unexploited opportunities deriving from a "lack of local coherence between natural resources, human capital and the institutional context" (Gloersen et al., 2012). Thus, there is a need to go beyond traditional compensation policies directed towards offsetting island disadvantages, accepting the two-sided nature of insularity and transforming insularity into an asset creating a great potential for growth. During this process, the important issues of adequate organisational structure of local institutions and efficient inclusion of local actors must be considered.

4. ORGANISATIONAL STRUCTURE OF LOCAL INSTITUTIONS AND INCLUSION OF LOCAL ACTORS

There is no single and uniform everlasting framework of an ideal combination of partners and local institutional organisations. Membership can differ from one locality to another, which is why various organisational structures, roles and responsibilities exist. Some actors may participate in the creation and implementation of the measures during the whole process from beginning to end, while others may only be active as con-

sultees in a particular phase of the project. The key is to maintain wide consultation with a broad scope of relevant stakeholders as well as to ensure an efficient decision-making process. The island policy in Finland is considered a positive example as one of the oldest elements of regional policy. The Finnish government appointed a long-term committee to address issues relating to islands as early as 1949. The duties on the Island Committee were specified by decree in 1961 and the Island Development Act entered into force in 1981. The Island Development Programme, approved by the government or a ministry, has been the main tool in the implementation of the island policy (Ministry of Economic Affairs and Employment of Finland, 2017).

The partnership should include all local actors with the knowledge and willingness to participate in the development and enhancement of the local labour market. This might include regional and local authorities as well as local employers and representatives from the not-for-profit sector. The most important organisations are public employment service branch offices that help match business needs with local labour markets and institutions focused on training, skills and education to help both the unemployed and employed improve their employability by providing lifelong learning and training programmes. Other organisations that should not be forgotten are local development associations and agencies, social partner organisations (have a role in strengthening labour force adaptability and assuring equal opportunities in the employment world), non-governmental organisations and professional organisations. More diverse local partnerships and related economies with complex supply chains and strong links to markets are particularly likely to support the creation of new jobs through the development of new products and services (OECD, 2014). Close local collaboration of various actors leads to a more accurate analysis of regional experiences in combatting unemployment and social exclusion and to a better understanding of what economic entities, particularly SMEs, are facing in their attempts to increase productivity and competitiveness. The analysis by the Cook Islands Government (2015) can be taken as a valuable sample of information on the labour force and economic activity with the goal to establish an evidence base for employment policy measures.

Formal partnerships could be useful platforms for establishing a common approach, but there is a risk of becoming institutionalised and process-oriented rather than result-oriented. Ongoing informal communication between local organisations can sometimes be more effective in creating local social capital, lowering transaction costs and installing a willingness to jointly decide on daily tasks and problems (Froy and Giguère, 2010). It is crucial to have a clear division of authority and responsibility as well as constant enhancement in the system of reporting and evaluation. The Falkland Islands Economic Development Strategic Direction (Falkland Islands Chamber of Commerce, 2010) can be taken as an example of an encouraging blueprint for comprehensive economic development with a vitally holistic approach to the inclusion of various partners and a clear division of authority and responsibility.

5. CONCLUSION AND RECOMMENDATIONS

Islands, especially small ones, are viewed as a disadvantage with respect to both the mainland and the peripheral regions. Being a geographical permanent condition, the economic consequences of insularity cannot be completely eliminated but only mitigated through adequate policy interventions. Insularity, like other geographic specificities, can be regarded as an asset, rather than a disadvantage. So, there is a need to go beyond the traditional compensation policies, accepting the two-sided nature of insularity and transforming insularity into an asset with great potential for socio-economic growth based on specific local social and human capital.

Regarding the implementation of local employment policies and measures on islands in Croatia and other countries, it is crucial to establish and enhance co-operation between the public employment services and active local initiatives, especially for the long-term unemployed and unemployed recipients in the system of social welfare. In this process, it is recommended that the best experiences and practices are applied from various programmes in different countries. As a future development and co-operation plan, a governing body of local measures could be located in a centre for social work where it will be necessary to organise an autonomous help-to-work department. This department's activities could cover a whole range of counselling and mediation services for the unemployed recipients of social assistance. The service should be an active one, where the counsellors would intensely spend time persuading employers in the local labour market to employ people who have been without jobs for a long period of time.

There are many important activities for partners on the local level. Most commonly they include successful matching of unemployed people and available job openings, pre-employability support and removal of the labour market barrier, customer referrals and engagement, provision of training, vocational and educational activities and more. Better matching services primarily mean that governments have been organising activities to efficiently and quickly match jobless people to new jobs through local "mobility centres" or "one-stop shops". In some countries the private sector and the unions have been directly and strongly involved in initiatives to better facilitate "unemployment-to-work" and "work-to-work" transitions.

Regarding pre-employability support and removal of the labour market barrier, a very positive example is Croatia and its mobile teams initiated by the Croatian Employment Service (CES). For the purpose of ensuring support to workers covered by redeployment programmes, regardless of whether their employment was terminated for restructuring, organisational or economic reasons, mobile teams were formed within the CES. They are composed of numerous career development professionals: employment counsellors, psychologists, lawyers and other professionals if necessary. The purpose of mobile teams is to prepare the redundant workers for the labour market and act on their behalf while they are still employed in their respective companies in order to reduce the number of persons entering the register of unemployed persons. Mobile cen-

tres are established in companies with surplus employees, and mobile teams carry out their activities as long as there is a need to.

Investment in education and training is aimed at helping the unemployed in re-education, skilling and training for employment in new and emerging sectors. Such re-training is particularly important on islands that are identified as "problem regions". However, the island communities have been focusing more and more on broader schemes to upgrade skills and keep people economically active, particularly the youth. Furthermore, on many islands there is limited practical and professional guidance for business start-ups and a lack of one-stop/pro-active business advisory services for entrepreneurs and investors. In terms of attracting new businesses, while the islands offer a relatively open economy, more business support for businesses with an improved investment climate and simple and stable legal framework can facilitate the attraction of more development-friendly capital.

National and local governments have sought to build capacities at the local level to deal with the increasing numbers of active job seekers. Their goal is to increase local co-ordination to create a joint approach to rebuilding local economies. This primarily means mapping all relevant services with the goal to ensure that all stakeholders and potential beneficiaries comprehend the collective service offer, for example, the establishment of service directories and databases. Mutual activities are also used to plan new services and enhance referrals within and between various institutions and services. Furthermore, one vital activity is developing shared local management information systems with the intention of improving client tracking and recording the impact of local partner interventions.

Positive results can be achieved only with successful collaboration and constant co-operation, which arises from the willingness of local participants to interact. Successful locally-based collaboration depends on the development of links between a decentralized government and local business communities to monitor the labour market policy measures. These relationships and inter-organizational links are vital factors in the facilitation of mutual understanding, trust and continued willingness to participate. Centrally enforced or mandated collaboration cannot be successful without the willingness of local partners to interact.

Local and regional frameworks are the settings where "coalitions of purpose" can be effectively built across the public, private and not-for-profit sectors, with local actors often building long-term relationships with each other based on proximity and exchange. Partnerships at a local and national level can often help formalise this process. There is an obvious need to make national employment and training policy frameworks more adaptable to local labour market needs and conditions. It should be possible for the local branches of public employment services and training organisations to influence the strategic orientations in the implementation of programmes, while they remain fully accountable and efficient. During these processes it is necessary to combine avail-

able resources to support new services in response to identified gaps — using local and national funding to access and match by EU funds.

Finally, orientation towards training, education and placement should not look at short-term results, instead, the focus should be on the long-term sustainable outcome. Short-term orientation may produce immediate efficiency gains, but in the longer term it may not be the best way of building a more adaptable, employable and inclusive labour force. The attention towards a more sustainable and long-term outcome in terms of job retention and career progression often requires both intensive investment and sustained support in order to achieve positive career outcomes. Longer-term investment may be needed now to create more sustainable outcomes in the future. Fostering a positive image of islands as a favourable place for business (nationally and internationally) and installing an effective and efficient business incentive regime augmented by supportive advice and infrastructure resources, can have a great long-term benefit. In these processes, successful and efficient local employment policies and activities are of crucial importance.

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LIFE SATISFACTION IN THE MEDITERRANEAN: THE CRADLE OF EUROPEAN CIVILIZATION WITH UNHAPPY NEW GENERATIONS

INTRODUCTION

People intuitively believe that living in the Mediterranean part of Europe contributes to a better quality of life and better subjective well-being. Quote from one blog on the Internet explains: "... despite all its modern issues, quibbles, and problems, the Mediterranean is still one of the healthiest, happiest, cleanest, and nicest places to live on Earth, thanks to thousands of years of culture and history being handed down from generation to generation regarding diet and a balanced lifestyle, not to mention exceptional climate and natural beauty..." (PacificPrime.com, 2013). The Mediterranean is simply a symbol of culture, good food, friendly people, family life and healthy lifestyles which should lead to high quality of life. But is it really so?

Scientific literature shows that there are proven benefits of Mediterranean lifestyle: traditional Mediterranean diet is the ideal dietary pattern for the prevention of cardiovascular disease (Martinez-Gonzales, 2016); prevention of gastric cancer (Stojanović et al., 2017) as well as obesity and its health risks. Consequently, this diet was found to be associated with longer life expectancy (Trichopoulou & Vasilopoulou, 2000). Historic and natural heritage attractions are considered another benefit of the Mediterranean area that attracts billions of tourists to visit this area. However, life surrounded by such proven benefits can be perceived and experienced differently by visitors and inhabitants. Visitors perceive the coastline and relative isolation, especially on islands, to be an advantage in comparison to busy urbanised continental areas. The question arises how do Mediterranean people perceive their own life and how do they evaluate it when compared to people living in continental areas of Europe.

A commonly accepted way of measuring quality of life and comparing it between societies, nations and regions in the contemporary world is by measuring subjective well-being (SWB). SWB is defined as people's overall evaluations of their lives and their emotional experiences. It includes broad appraisals, such as life satisfaction, and specific feelings that reflect how people are reacting to the events and circumstances in their lives (Diener, 2016). In recent years, an increasing number of disciplines have explored the determinants of SWB. We can distinguish between three different groups of

determinants of SWB. The first one includes individual socio-demographic characteristics such as age, gender, education, marital status and personality. The second group includes socio-economic factors such as relationships, income, social class, and employment status. The third one consists of macroeconomic variables such as GDP, unemployment rate, inflation, political freedom etc. Based on a systematic review of research, Diener and Seligman (2004) offered a formula for high well-being that includes (a) living in democratic and stable society, (b) having supportive friends and family, (c) being reasonably healthy, (d) having adequate income and rewarding and engaging job, (e) having important goals related to one's values and (f) having a philosophy or religion that provides guidance, purpose and meaning in life.

Comparisons of SWB in countries around the world published yearly since 2012 in World Happiness Reports (Hallivell, Layard & Sachs, 2019) show systematically that the happiest countries in the world are Scandinavian countries: Finland, Denmark, Sweden and Norway. Comparisons within Europe also show that Scandinavian countries are at the top by SWB evaluations (Eurostat, 2019a, Eurofound, 2017). It seems that traditional stereotypes suggesting that southern Europeans are happier and more satisfied with life than their northern European counterparts may not correspond to the facts.

THE AIM OF THE STUDY

The aim of this study was to empirically compare subjective well-being (happiness, life satisfaction and domain satisfaction) between the Mediterranean and other EU countries, based on the data from European Quality of Life Survey (EQLS). The comparisons were made before and after controlling for covariates that can affect subjective well-being over and beyond social, cultural, climatological and geographical differences. The relevant covariates represented in the EQLS data and encompassed in this survey were economic deprivation, satisfaction with public services and equalized monthly income. Furthermore, the relative contribution of quality of life domains in predicting group membership (the Mediterranean vs. Non-Mediterranean), after controlling the covariates was examined.

METHODOLOGY

The data from the European Quality of Life Survey — EQLS (round 4) were used in this research[1]. The EQLS is a survey of the adult population (18+) living in private households, based on a statistical sample and covering a cross-section of society. Depending on the country size and national arrangements, the round 4 sample ranged from 1,000 to 2,000 people per country. The EQLS was carried out as face-to-face in-

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[1] European Foundation for the Improvement of Living and Working Conditions, EQLS Integrated Trend Data File, 2003—2016 [SPSS file: EQLS trend dataset — 4 waves — all countries]. Colchester, Essex: UK Data Archive [distributor], March 2018. SN: 7348.

terviews in people's homes using computer-assisted personal interviewing (CAPI), and covered a comprehensive list of questions regarding their quality of life. The EQLS round 4 was carried out from September 2016 to March 2017 in all EU Member States and the five candidate countries (Albania, the Former Yugoslav Republic of Macedonia, Montenegro, Serbia and Turkey). High standards of quality assurance were applied to all stages of the survey's implementation (Eurofound 2017).

PARTICIPANTS

Representative samples of the adult population within the countries were used. For the purpose of this study, the cross-national population weights were applied for combining two specific country subgroupings (the Mediterranean vs. Non-Mediterranean countries). After the weighting procedure, the total final sample included 36,908 participants, from which 20,415 participants were from Non-Mediterranean countries and 16,493 respondents were from Mediterranean countries. Non-Mediterranean countries included: Austria, Belgium, Bulgaria, the Czech Republic, Germany, Denmark, Estonia, Finland, Hungary, Ireland, Lithuania, Luxembourg, Latvia, the Netherlands, Poland, Portugal, Romania, Sweden, Slovakia, United Kingdom, FYR of Macedonia & Serbia. Mediterranean countries included: Greece, Spain, France, Croatia, Italy, Malta, Slovenia, Albania, Montenegro, Turkey & Cyprus. The age of respondents varied from 18 to 95 with an average of 48 years (M = 48.14, SD = 18.08). The respondents were equally distributed by gender (51.6% female).

MEASURES

The subjective well-being was measured by two single item scales and a multi-item scale measuring domain-level life satisfaction. Single items scales asked people to rate their global life satisfaction ("All things considered, how satisfied would you say you are with your life these days?"), and general happiness ("Taking all things together, how happy would you say you are?"), on 10-point end-defined response scales, ranging from 1 (very dissatisfied/very unhappy) to 10 (very satisfied/very happy). For the multi-item scale, six domain level representation of life satisfaction was used. The domains were: Education satisfaction, Job satisfaction, Standard of living satisfaction, Accommodation satisfaction, Family satisfaction and Local area satisfaction. The scale begins with the question "How satisfied you are with each of the following items?" and follows with: "Your education; your present job; your present standard of living; your accommodation; your family life; local area".

    The deprivation index measures the average number of items a household cannot afford. This index is calculated as the average number of items that a respondent's household cannot afford if they wanted to buy them, from the following list: a) keeping your home adequately warm; b) paying for a week's annual holiday away from home (not staying with relatives); c) replacing any worn out furniture; d) a meal with

meat, chicken, fish every second day if wanted; e) buying new, rather than second-hand, clothes; and f) having friends or family for a drink or meal at least once a month. The index value can range from zero to six, where a larger number indicates higher material deprivation of the household.

The Public Services Index is the overall measure of satisfaction with public services within the country. It covers six types of public services: education, healthcare, public transport, childcare, care for the elderly, and pension systems. Respondents rate these types of public services on a 10-point scale, with 1 denoting the lowest rating and 10 the highest. The Public Service Index is calculated as an average rating given by a respondent on these six items.

Both of the indices were proved to be valid and reliable measures of financial deprivation and satisfaction with public services, which is reported in other studies based on EQLS results (e.g. Rose & Newton, 2010; Eurofound, 2014)

Equalised monthly household income in PPP euros was used as a comparable relative measure of available monthly economic resources of respondents in this study. The equalised household income is an indicator of the economic resources available to each member of a household. It is the total income of a household, after tax and other deductions, which is available for spending or saving, divided by the number of household members converted into equalised adults. The household members are equalised or made equivalent by weighting each according to their age, using the OECD equivalence scale. For comparisons across geographical areas in the same time period, income data should also be adjusted by the differences in price levels by country. Thus, purchasing power parities (PPPs) is a measure of the relative prices of goods and services that are likely to be purchased for consumption. PPPs are regularly compiled by OECD and Eurostat statistics.

STATISTICAL PROCEDURES

Statistical software SPSS v23 was used for the data analysis. The participants that had missing results in particular variable were excluded from analysis using listwise deletion. The ANOVA and ANCOVA procedures were used to determine the difference in quality of life between groups of respondents living in Mediterranean and Non-Mediterranean countries, before and after the control for covariates, respectively. Before running the analysis, the assumptions for ANOVA were checked. There were no significant outliers, the distributions of the dependent variables in respected groups were approximately normal and the conditions of homogeneity of variances between the groups were met. Because of multiple well-being measures used in this study, we applied the significance level of .01 to test each individual hypothesis. Additionally, the hierarchical logistic regression was applied to test the relative contribution of quality of life domains in predicting group membership (Mediterranean vs. Non-Mediterranean).

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RESULTS

The results in Table 1 demonstrate the difference between Mediterranean and Non-Mediterranean countries in different quality of life measures. The systematic means differences observed in the table indicate that respondents from Mediterranean countries report lower quality of life compared with those living in Non-Mediterranean countries. The raw group means' comparison revealed the biggest difference in life satisfaction (F = 1020.86; p < .01; η^2 = .03), happiness (F = 1017.95; p < .01; η^2 = .03), and satisfaction with standard of living (F = 1002.78; p < .01; η^2 = .03). The smallest, but still significant differences were found in satisfaction with job (F = 249.75; p < .01; η^2 = .01), and family life (F = 550.61; p < .01; η^2 = .02). However, it should be noted that even though all of the differences in quality of life aspects are significant, the effects sizes (eta squared) are all below .03, so the group differences can be interpreted as small (Cohen, 1988).

The right side of the table 1 refers to the results of the covariance analysis, where the group means differences were controlled for the following covariates: Deprivation index, Public services index, and Equalized monthly income (PPP). First, we have to refer to the statistical relevance of the covariates, which is demonstrated by a significant difference between the Mediterranean and Non-Mediterranean countries on the covariates (Table 1). The biggest difference was found in the deprivation index (F = 78.39; p < .01; η^2 = .03), indicating that households in the Mediterranean, in average, cannot afford more of the essential items than those in Non-Mediterranean countries. The differences in satisfaction with public services and monthly income also revealed that Mediterranean people had lower income and were less satisfied with public services. After the control for these covariates, the group differences in quality of life between the Mediterranean and Non-Mediterranean countries persist. The observed differences were smaller comparing to raw ANOVA results, but were still significant (p < .01), with the small effect sizes, up to η^2 = .02.

The results of the hierarchical logistic regression are presented in Table 2. The logistic regression was applied to test the relative contribution of quality of life domains in predicting group membership (Mediterranean vs. Non-Mediterranean). Two logistic regressions were conducted. The first one included all quality of life domains as predictors, and therefore only employed respondents, those of them which answered the question related to satisfaction with their job, were included. The second one included all predictors, except job satisfaction, and included all participants in the sample. The second analysis results are presented in brackets.

Table 1 Quality of life differences between respondents living in Non-Mediterranean and Mediterranean countries, before and after controlling for covariates

		M	*SD*	*F*	η^2	*M**	*S.E.*	*F*	η^2
Life satisfaction	Non-Mediterranean	7.28	2.01	1020.86	.029	7.10	0.02	323.16	.019
	Mediterranean	6.58	2.03			6.59	0.02		
Happiness	Non-Mediterranean	7.53	1.88	1017.95	.029	7.35	0.02	365.43	.021
	Mediterranean	6.87	1.92			6.82	0.02		
Satisfaction with education	Non-Mediterranean	7.41	2.16	845.59	.024	7.26	0.02	332.25	.019
	Mediterranean	6.71	2.22			6.67	0.02		
Satisfaction with job**	Non-Mediterranean	7.51	2.02	249.75	.014	7.39	0.03	78.82	.009
	Mediterranean	7.03	1.98			7.04	0.03		
Satisfaction with standard of living	Non-Mediterranean	7.26	2.07	1002.78	.028	7.01	0.02	155.51	.009
	Mediterranean	6.56	2.04			6.67	0.02		
Satisfaction with accommodation	Non-Mediterranean	7.83	1.97	822.98	.023	7.61	0.02	181.74	.011
	Mediterranean	7.23	1.94			7.23	0.02		
Satisfaction with family life	Non-Mediterranean	8.19	1.91	550.61	.016	7.99	0.02	135.85	.008
	Mediterranean	7.71	1.87			7.66	0.02		
Satisfaction with local area	Non-Mediterranean	7.92	1.92	932.01	.026	7.79	0.02	319.02	.019
	Mediterranean	7.28	1.97			7.27	0.02		
Covariates:									
Deprivation index	Non-Mediterranean	0.96	1.57	787.39	.023				
	Mediterranean	1.50	1.90						
Public services index	Non-Mediterranean	6.32	1.67	107.79	.005				
	Mediterranean	6.08	1.71						
Equalized monthly income (PPP)	Non-Mediterranean	1457.65	1346.62	313.12	.011				
	Mediterranean	1177.22	1239.98						

Notes:
* Estimated marginal means after controlling for covariates;
** Job satisfaction is calculated only for employed respondents;
All F's are significant at *p* < .01 level.

Table 2 Prediction of group membership (Non-Mediterranean or Mediterranean) by the life satisfaction aspects — logistic regression

	b	*S.E.*	*Wald (χ^2)*	*p*	*Exp(B)*
Satisfaction with education	-.03 (-.08)	.01 (.01)	12.65 (175.56)	.00 (.00)	.97 (.93)
Satisfaction with job	.01	.01	1.09	.30	1.01
Satisfaction with standard of living	-.11 (-.07)	.01 (.01)	82.50 (101.83)	.00 (.00)	.90 (.93)
Satisfaction with accommodation	-.02 (-.03)	.01 (.01)	2.79 (13.51)	.09 (.00)	.98 (.97)
Satisfaction with family life	-.03 (.00)	.01 (.01)	6.32 (0.34)	.01 (.56)	.97 (1.00)
Satisfaction with local area	-.11 (.-.10)	.01 (.01)	118.72 (203.56)	.00 (.00)	.89 (.91)
Cox & Snell R^2			.04 (.04)*		
Nagelkerke R^2			.06 (.06)*		
Increase of correct classification**			3.1% (4.7%)		

Notes:
*$p < .01$;
** Overall increase of correct classification by the logistic model compared to null model (percentage). The values out of brackets refer to employed respondents, while the values in brackets refer to all respondents.

Both models explained very similar percentage of variance related to group difference (Cox & Snell R^2 = .04; Nagelkerke R^2 = .06). It indicates that quality of life domains can explain the Mediterranean — Non-Mediterranean group differences which go up to 6%. In the employed sample, the quality of life domains that mostly contribute to this discrimination were satisfaction with local area (b = -.11; χ^2 = 118.72; $p <$ .01) and satisfaction with standard of living (b = -.11; χ^2 = 82.50; $p < .01$), while satisfaction with job and satisfaction with family life were insignificant predictors ($p > .01$). In the complete sample the best predictors of group membership were again satisfaction with the local area (b = -.10; χ^2 = 203.56; $p < .01$) and standard of living (b = -.07; χ^2 = 101.83; $p < .01$), but satisfaction with education also stood out as relatively important (b = -.08; χ^2 = 175.56; $p < .01$). In this model in the sample, the only insignificant predictor was satisfaction with the family life ($p > .01$). In the end, it should be noted that the contribution of quality of life domains in explaining the membership to the Mediterranean or Non-Mediterranean countries is quite week. The overall increase of correct classification of respondents to those two groups by the logistic models compared to null models (classification by chance) was just 3.1% and 4.7%, respectively.

DISCUSSION

The results of these analyses clearly point to the fact that people living in Mediterranean European countries perceived lower levels of SWB than people living in the continental parts of Europe. The lower well-being was observed in Mediterranean countries by both the overall SWB indicators, such as happiness and life satisfaction, and by satisfaction with particular life domains: education, job, standard of living, accommodation, family life and local area. The differences between the Mediterranean and Non-Mediterranean group of countries were significant even after controlling for factors that are known to be associated with SWB (monthly household income, material deprivation and satisfaction with public services). However, it should be pointed out that the sizes of those differences were small. The significant predictors of Mediterranean and Non-Mediterranean group membership were satisfaction with the local area, standard of living, and education, while family life and job satisfaction were insignificant predictors. Again, the variance accounted for by the regression model is small, indicating that quality of life domains cannot explain belonging to the Mediterranean or Non-Mediterranean country by a great extent. Taking into account that all European countries belong to the upper or the happier half of world countries when SWB is considered (Hallivell, Layard & Sachs, 2019), the big differences between groups of countries within Europe were not expected. Nevertheless, the fact remains that Mediterranean lifestyle that tourists around the world admire does not provide pure happiness and well-being.

Comparisons of SWB between countries have shown that people are happier in nations that are economically more developed, whose governments are efficient and relatively less corrupt, and where the rule of law, human rights, and political freedoms are well protected (Helliwell et al., 2014; Tay, Herian, & Diener, 2014). Because of the significance of these institutional factors in well-being, the lower SWB scores of southern Europe could explain why they lag behind the north in happiness (Aslam & Corrado, 2012). According to the newest Eurostat data, unemployment rates in the EU are the highest in Greece, Spain, Italy, France, Cyprus and Croatia, all six countries belonging to the Mediterranean group, while the lowest unemployment rates are in Germany and The Czech Republic (Eurostat, 2019b). Among the ten countries with the highest share of population living in households that have difficulty or great difficulty in making ends meet in 2016, six are countries of the Mediterranean group (Eurostat, 2018). Obviously, Mediterranean countries are less economically developed in comparison to northern parts. As a consequence, in all these countries (except Malta) trust in government, public and political institutions is lower than in continental parts of Europe (Eurofound, 2018), and trust in institutions was found to be a powerful indicator of quality of life and social well-being (Eurofound, 2013). There is evidence that the trust in political and legal system is especially low for the young adults living in the Mediterranean, substantially lower than the average score of their peers living in Scandinavian and Central European countries (D'Agostino, Grilli & Regoli, 2019). Authors attribute

this lower trust to the Great Recession that has exacerbated the employment and life conditions of many young people.

Among others reasons for lower SWB in Mediterranean than in continental parts of Europe, some authors point out the greater inequalities in SWB as an indicator of polarisation in societies (Jorda, Lopez-Noval & Sarabia, 2019), greater degree of power distance i.e. hierarchy in the society which is more pronounced in the South than in the North of Europe (Brule & Veenhoven, 2012), lower individualism (Veenhoven, 1999), and a greater share of population living in city centres (Brown, Oueslati & Silva, 2015). Also, growing tourism in the Mediterranean was found to be detrimental for citizens' well-being. Residents of touristic places perceive tourism as a dual phenomenon: they are aware that it is a driver of the local economy, but at the same time they perceive it as a factor that impinges on some aspects of their everyday life, negatively affecting their well-being, especially in the tourist season (Bimonte & Faralla, 2016).

Obviously, Mediterranean societies face many challenges that need to be addressed in order to improve well-being of citizens. In recent decades, accumulated scientific evidence showed that high well-being has beneficial outcomes and should therefore become an essential policy concern (Diener & Biswas-Diener, 2019). Attempts to improve well-being should occur at the societal level and at the more local level with the main goal of making the cradle of European civilization a happy place for both visitors and inhabitants.

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Anita BUŠLJETA TONKOVIĆ

SUSTAINABLE RURAL TOURISM AT THE MEDITERRANEAN'S DOORSTEP: A CASE STUDY OF THE LIKA REGION (CROATIA)

1. INTRODUCTION

At the time when the first widely known definition of sustainable development emerged, Barbier (1987) discussed two perspectives from which economic development could be considered. One perspective was focused on meeting basic needs, that is, on helping the needy. The other already underscored that genuine development would not be possible without taking into account the environment and local social and cultural values, together with enabling all stakeholders to participate in shaping the desired development. Sustainable development today constitutes an essential developmental concept subject to debates and implementation efforts at global and local levels. Testimony to this can be found in the documents produced by the United Nations Development Programme as well as documents of European, regional and/or national importance, such as the European Union Strategy for Sustainable Development (2001), the Mediterranean Strategy for Sustainable Development 2016—2025 (UNEP/MAP 2016) and all national strategies.

Since the 1990s, Croatia has also embarked on discussions about the concept of sustainable development, first within its scholarly community (Kalanj 1993; Čaldarović, 1993; Lay, 1993; Lay, 1996; Cifrić, 1998; Cifrić, 2000), and then in broader social contexts. The Republic of Croatia adopted its Sustainable Development Strategy in 2009. In the section dealing with protection of the Adriatic Sea, the coastal zone and islands, the Strategy states that its key objective is to "promote sustainable management of the Adriatic Sea, the coast and the islands and the preservation of marine ecosystems by reducing the discharge of waste and foreign micro-organisms and pathogens into the sea from all sources of pollution by supporting local communities, especially on the islands, and by limiting the effects of economic activities, particularly tourism, on the environment." The 2009 Strategy did not expressly identify sustainable tourism as one of the concepts whose implementation was to be pursued in practice, but it is mentioned in the Republic of Croatia Tourism Development Strategy until 2020, adopted in 2013, wherein global qualitative megatrends are highlighted: "Environmental issues and environmental responsibility are among the most pressing challenges for the future. As an industry that both relies on and strongly influences the quality of the environment,

tourism will more intensively adhere to the implementation of environmentally sound, 'green' concepts at the level of individual services providers and entire destinations. Integral management of the coastal area, where tourism constitutes a key economic sector, provides a framework for the balanced development of the coastal area and promotes the development of sustainable tourism aimed at the preservation of coastal ecosystems and landscapes as well as natural and cultural assets." While the Stragtegy claims that tourism needs to be developed throughout the country's territory, it is not particularly concerned with the potential of continental (inland) Croatia, especially those areas which can, in a manner of speaking, be called *the antechamber of the Mediterranean* and include Highland Croatia, specifically, Gorski Kotar and Lika. Although Highland Croatia is not seen as a potentially fertile ground for tourism development, national documents do discuss sustainable development. Specifically, in all of its recent documents — primarily strategies and plans such as the Rural Development Programme of the Republic of Croatia for 2014—2020 — Croatia has taken into account the concepts of sustainable development and integral sustainability.

In relevant literature, the concept of sustainable tourism has been discussed and defined since the 1990s, when Edward Inkeep described its basic criteria through economic, environmental and social responsibility, as well as responsibility to tourists (Mihalic, 2014). Two definitions shall be presented here that will help set the groundwork for this paper. The first was devised by the World Tourism Organization,[1] and it pertains to sustainable tourism in general: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNWTO, 2005). The second one defines sustainable rural tourism, which "refers to economic activity which is economically viable, but does not destroy the resources on which the future of tourism will depend, notably the physical environment, and the social fabric of the host community" (Swarbrooke 1999, as cited in McAreavey & McDonagh, 2011).

2. METHODOLOGY

This paper has been designed as a case study that consists of a discussion of secondary sources and, in particular, a qualitative review. As is commonly known, a case study allows for an in-depth analysis of a specific phenomenon or process (Tkalac Verčić, Sinčić Ćorić & Pološki Vokić, 2010). This paper examines the theoretical concepts of integral sustainability and sustainable development. In its first section, the desk method is used in order to analyse the existing sources and documents relevant to understanding the concepts of sustainable development and sustainable tourism. What follows is an analysis of published and publically available statistical data related prima-

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[1] The World Tourism Organization (UNWTO) is the United Nations agency charged with the promotion of responsible, sustainable and universally accessible tourism (http://www2.unwto.org/content/who-we-are-0).

rily to the structure of tourist arrivals in Croatia by county during 2017, with a special focus on the Lika-Senj County. In the final section, this paper presents field data collection. Qualitative data have been collected by using the method of the semi-structured interview conducted longitudinally at the Linden Tree Ranch and Retreat from 2012 until 2018.[2] This rural estate was opened to the public in 2010. It has been operating through WWOOF and was in collaboration with foreign universities form 2010 until 2016 when it become resort. Some of the information and data analysed and presented in this paper have been gathered from the websites of selected tourism actors and with assistance from the Lika-Senj County Tourism Board.[3] The basic purpose of this paper is to present the data gathered on potentially sustainable tourism practices in the traditional region of Lika and to analyse them. Accordingly, the specific objectives of this paper were (1) identification of social actors in the current stage of sustainable rural tourism, (2) identification of developmental potential for sustainable rural tourism and (3) identification of potential problems in the further development of sustainable rural tourism.

3. RESULTS AND DISCUSSION

Tourism has been increasingly understood as a *responsible activity* within which visitors accord increasing attention to "more responsibility for the effects of travel and behaviour on host environments, both physical and human" (Butler, 1995 as cited in Mihalic, 2014, p. 461). Growing responsibility has also led to new forms of tourism that can be called alternative. These forms of tourism, i.e. its new concepts, have been given various names such as "alternative, soft, quality, eco, responsible, minimum impact tourism, green and ethical tourism, with all of them representing an alternative to mainstream mass tourism that is becoming environmentally, socially, ethically and politically intolerable" (Mihalic, 2014, p. 461). Many names exist, but the common thread is always minimum environmental impact. In other words, the three fundamental dimensions of sustainable tourism (environmental, socio-cultural and economic) have to be balanced (UNWTO, 2005; Mihalic 2014; Bušljeta Tonković 2017).

Only over the past few years has there been any talk about sustainable tourism in Lika, Croatia's traditional region where tourism has just begun to evolve. Since Lika forms part of the Lika-Senj County and as a traditional region is not an administrative entity *per se*, its extent is shown in Figure 1 below. I shall also briefly present the basic statistics on the county and the region in order to highlight certain predispositions for further development of sustainable and, in particular, responsible tourism.

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[2] The rural estate owner, Bruce Yerkovich, gave his consent to publish the collected data which are, in this case, not anonymous. Consent was also given to publish his name and the name of the resort in this paper. I would like to thank him for allowing me to conduct my research.

[3] The Lika-Senj County Tourism Board supplied the author with the requested data that had been gathered via eVisitor (the information system for tourist check-in and check-out) and processed by the Tourism Board. I take this opportunity to express my gratitude to them.
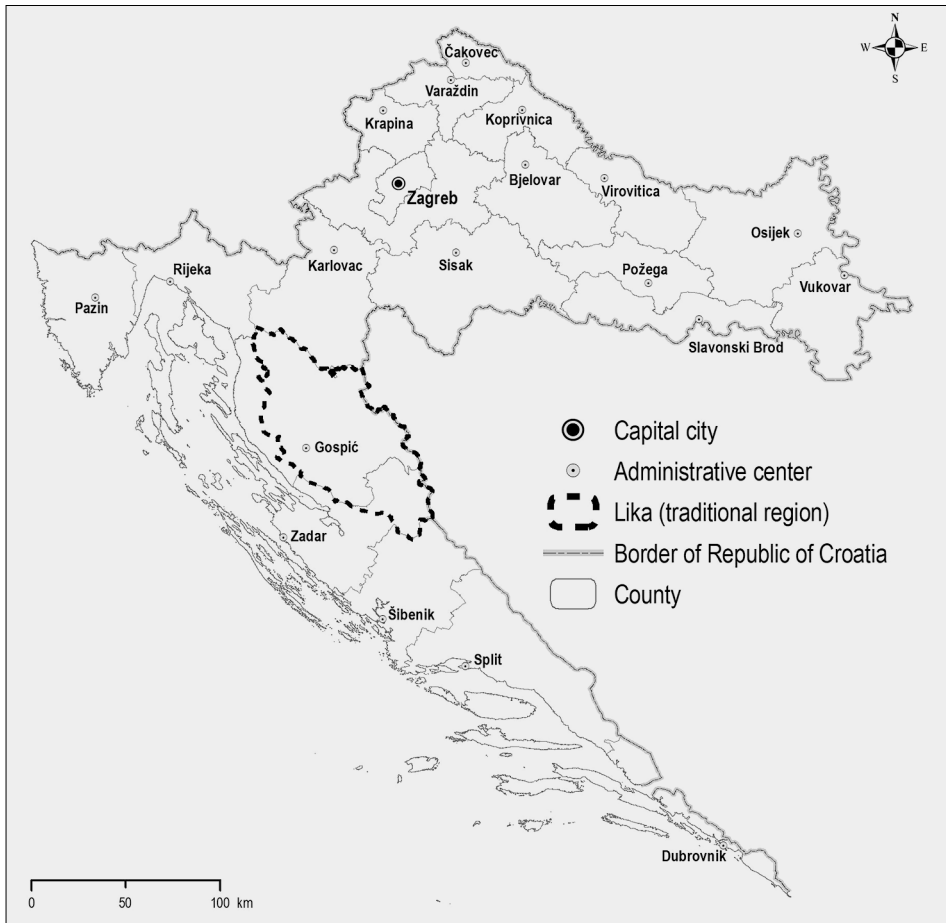
Figure 1 Extent of the traditional region of Lika and its boundaries within the Lika-Senj and Zadar Counties.

Within Croatia's regional and geographical structure, Lika stands out as a traditional or historical-geographic region that has persisted in the population's collective awareness and in its recognisable spatial framework. The traditional region of Lika was formed as a result of an identity developed over many centuries in correlation with territoriality within a similar underlying natural environment — a mountainous karst plateau area. Lika is also defined by its specific socio-cultural character, that is, the Dinaric traditional culture (Bušljeta Tonković, 2015). Lika's geospatial structure is marked by its division into five sub-regional units: Central Lika, Gacka, Krbava, South-Lika and Lika-Pounje (Pejnović, 2009). As shown in Figure 1, Lika accounts for the majority of the Lika-Senj County, with exception to its coastal area. That is why Lika was designated as the *antechamber of the Mediterranean* earlier in this paper. The Lika-Senj County is Croatia's largest county in terms of surface area, but is also its least populous county

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(it has a population of 50,927, of which Lika accounts for 45,113), with the lowest population density per square kilometre (9.6) (DSZ /Croatian Bureau of Statistics/, 2011), making it more comparable to, say, Laponia than the rest of Croatia and Europe. The paradox of such a population density, better yet scarcity, is that every citizen of Croatia (and Europe) has to pass through Lika in order to travel from the north to the south of the country. In other words, to reach destinations in Dalmatia, on the southern Adriatic coast or the adjacent islands by using overland routes (motorways), one must pass through Croatia's highlands, i.e. through Lika. In recent years, individual visitors have opted to stop and stay for several days as tourists, making their contribution to the beginnings of rural and, it would appear, sustainable tourism in Lika. Tables 1, 2, 3 and 4 contain the 2017 figures on tourist arrivals and bed-nights in Croatia by county and separate figures for the Lika-Senj County, as well as comparisons to neighbouring counties.

Table 1 Tourist arrivals in Croatia by county in 2017 (DZS, 2018; Turizam u brojkama 2017)

	Arrivals	Structure (%)
A d r i a t i c C r o a t i a	Total: 15,136,098	86.7
Primorje-Gorski Kotar County	2,282	16.0
Lika-Senj County	736,284	4.2
Zadar County	1,559,419	8.9
Šibenik-Knin County	923,233	5.3
Split-Dalmatia County	3,159,851	18.1
Istria County	4,104,018	23.5
Dubrovnik-Neretva County	1,864,114	10.7
C o n t i n e n t a l C r o a t i a	Total: 2,294,482	13.3
Zagreb County	86,501	0.5
Krapina-Zagorje County	142,313	0.8
Sisak-Moslavina County	36,640	0.2
Karlovac County	332,991	1.9
Varaždin County	61,257	0.3
Koprivnica-Križevci County	18,537	0.1
Bjelovar-Bilogora County	22,556	0.1
Virovitica-Podravina County	14,184	0.1
Požega-Slavonia County	13,284	0.1
Slavonski Brod-Posavina County	28,614	0.2
Osijek-Baranja County	92,239	0.5
Vukovar-Srijem County	88,942	0.5
Međimurje	70,337	0.4
City of Zagreb	1,286,087	7.6
R e p u b l i c o f C r o a t i a	Total: 17,430,580	100

Table 2 Tourist arrivals and bed-nights in the Lika-Senj County in 2017 (DZS, 2018).

		Total	Domestic	Foreign
Lika-Senj County	Arrivals	736,284	38,099	698,185
	Nights	2,647,025	122,516	2,524,509
T o w n s				
Gospić	Arrivals	15,956	3,830	12,126
	Nights	26,634	9,361	17,273
Novalja	Arrivals	243,957	12,735	231,222
	Nights	1,561,422	70,294	1,491,128
Otočac	Arrivals	41,236	2,024	39,212
	Nights	49,892	3,224	46,668
Senj	Arrivals	82,859	5,423	77,436
	Nights	368,264	12,987	355,277
M u n i c i p a l i t i e s				
Brinje	Arrivals	1,850	194	1656
	Nights	2,024	209	1,815
Donji Lapac	Arrivals	478	166	312
	Nights	1,132	573	559
Karlobag	Arrivals	35,531	2,391	33,140
	Nights	193,431	6,938	186,493
Lovinac	Arrivals	1,737	759	978
	Nights	4,771	2,118	2,653
Perušić	Arrivals	1,284	450	834
	Nights	3,116	1,251	1,865
Plitvice Lakes	Arrivals	308,146	10,058	298,088
	Nights	430,676	15,462	415,214
Udbina	Arrivals	222	5	217
	Nights	506	10	496
Vrhovine	Arrivals	3,028	64	2,964
	Nights	5,157	89	5,068

Table 3 Tourist arrivals and bed-nights in the Lika Region 2017 (DZS, 2018).

		Total	Domestic	Foreign
Lika region	Arrivals	373,937	17,550	356,387
	Nights	523,908	32,297	491,322
T o w n s				
Gospić	Arrivals	15,956	3,830	12,126
	Nights	26,634	9,361	17,273
Otočac	Arrivals	41,236	2,024	39,212
	Nights	49,892	3,224	46,668

M u n i c i p a l i t i e s				
Brinje	Arrivals	1,850	194	1656
	Nights	2,024	209	1,815
Donji Lapac	Arrivals	478	166	312
	Nights	1,132	573	559
Lovinac	Arrivals	1,737	759	978
	Nights	4,771	2,118	2,653
Perušić	Arrivals	1,284	450	834
	Nights	3,116	1,251	1,865
Plitvice Lakes	Arrivals	308,146	10,058	298,088
	Nights	430,676	15,462	415,214
Udbina	Arrivals	222	5	217
	Nights	506	10	496
Vrhovine	Arrivals	3,028	64	2,964
	Nights	5,157	89	5,068
Lika region excluding	Arrivals	65,791	7,492	58,299
Plitvice Lakes Municipality	Nights	93,232	16,835	76,118

Table 4 Tourist arrivals, bed-nights and types of accommodation 2017 in the Lika-Senj County
(Data source: Lika-Senj County Tourist Board).

Accommodation type	Arrivals domestic	Arrivals foreign	Arrivals total	Nights domestic	Nights foreign	Nights total
Rooms in a household	12,336	32,7199	339,535	51,596	1,413,112	1,464,708
Camp	3,505	93,454	96,959	27,427	568,385	595,812
Non-commercial accommodations	7,613	12,708	20,321	316,997	220,954	537,951
Hotels	13,835	219,653	233,488	26,645	342,393	369,038
Other accommodation facilities (Other types/groups: campsites)	8,588	57,165	65,753	20,645	197,422	218,067
Peasant household	486	1,373	1,859	822	3,783	4,605
Other	115	124	239	230	859	1,089
Floating facilities	0	0	0	0	0	0
Restaurants	0	0	0	0	0	0
Total:	46,478	711,676	758,154	444,362	2,746,908	3,191,270

The figures from Table 1 show that the Lika-Senj County recorded 736,284 tourist arrivals and 2,647,025 tourist bed-nights. Compared to its two neighbouring counties, Zadar County (with 1,559,419 arrivals and 9,218,486 bed-nights) and Primorje-Gorski Kotar County (with 2,789,179 arrivals and 14,897,443 bed-nights), the figures for the Lika-Senj County testify to a tourism sector that is in its initial stages of development and that (save for the Plitvice Lakes Municipality on the mainland and the town of Novalja on the island of Pag) does not rely on mass tourism (Table 2). Since this paper discusses sustainable rather than mass tourism, the lower number of arrivals will be taken as

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an upside because it means a lower environmental impact. On the other hand, if the towns and municipalities in the Lika-Senj County that are not part of the Lika region (Table 3) are left out, then the number of arrivals (373,937) and nights (523,908) goes down. If this group is considered, while arrivals and bed-nights in the Plitvice Lakes Municipality (primarily driven by mass tourism specific to this site) are excluded, then there are 65,791 arrivals and 93,232 bed-nights (Table 3). These *low figures* largely pertain to arrivals and bed-nights in tourist destinations and accommodation facilities, which may be considered rather alternative in character. Looking at their shares in the number of tourist arrivals at a national level (Table 1), the Lika-Senj County accounts for 4.2%, the Zadar County for 8.9% and the Primorje-Gorski Kotar County for 16% of total arrivals. With this figure, the Primorje-Gorski Kotar County ranks second, with Istria County being the top performer at the national level in 2017, accounting for 23.5% of total tourist arrivals in Croatia. The answer to the question whether the Lika-Senj County should seek to increase the number of arrivals or the quality of services it offers lies in the analysis of figures from Table 4. Specifically, the highest number of bed-nights pertains to accommodation in households and hotels, followed by non-commercial accommodation, campsites and other hospitality establishments. The number of bed-nights in family farm facilities is lowest, i.e. in rural households. Domestic visitors account for 13.67% of total tourist bed-nights. The shares of tourists from foreign markets can be broken down as follows: Germany 19.25%, Slovenia 13.85%, Italy 10.17%, Poland 5.78%, Austria 5.4%, the Czech Republic 4.84%, Hungary 3.11%, the United Kingdom 3.06% and Slovakia 2.815%. The average length of stays for foreign visitors is 4.02 days (HGK/Croatian Chamber of Commerce/, 2017). The average length of stays for all visitors is 4.39 days, and for destinations in Lika (Perušić 2.94, Gospić 1.75, Vrhovine 1.69, Plitvice Lakes 1.42, Otočac 1.23 and Brinje 1.09 days),[4] the average length of stay is barely two days (HGK, 2017). This figure supports the assertion that the development of Lika's tourism is in its initial stages. Accordingly, there is indeed room to design a sustainable tourism product.

What is exceptionally important, especially to the development of sustainable tourism, is the fact that protected areas, i.e. national and nature parks (Plitvice Lakes National Park, Paklenica National Park, Northern Velebit National Park and Velebit Nature Park), cover 58% of the Lika-Senj County territory. Secondly, the development of sustainable (rural) tourism in the Lika-Senj County rests upon the absence of most modernization processes. Specifically, modernization processes have had little impact on the county, leaving it with clean natural resources (water, air, soil), which can be perceived as an advantage and an opportunity for careful planning and implementation of contemporary developmental concepts in general. Therefore, the remainder of this paper shall be devoted to the presentation of examples of sustainable (rural) tourism in

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[4] For towns/municipalities without a tourism board, this figure is presented under the category "TZ LSŽ" (Lika-Senj County Tourism Board) and amounts to 2.76 days.

Europe and Croatia, as well as those which, according to a research-based conclusion, may serve as a model for sustainable rural tourism in Lika.

As already mentioned, tourist arrivals in the Lika-Senj County (736,284) constitute only 4.2% of all arrivals in Croatia. The region of Lika scored 373,937 arrivals, but if the Plitvice Lakes (where tourism is well-developed) are excluded, the remaining towns and municipalities in Lika account for only 65,791 arrivals. Taking these data into account, particularly the information gathered as part of field research efforts (i.e. during informal interviews with the local population and tourist establishment owners and, especially, semi-structured interviews conducted with the owner of Linden Tree Ranch & Retreat), I have reached the conclusion that rural tourism in Lika is in synergy with other economic activities in the rural area and does not represent the backbone of the economy, but rather an additional source of income for its communities, as well as a way to distribute local products. The reason for this *sound situation* rests on the fact that tourism development is in its initial stage. In other words, local tourism has not yet turned into a mass industry, and that is a sound springboard to be used by developmental actors in planning tourism development.

As stated earlier, the basic purpose of this paper was to present the data gathered on potentially sustainable tourism practices in the traditional region of Lika and to analyse them through the three objectives set forth and accomplished in this paper. First, the social actors in the current stage of sustainable rural tourism have been identified. The developmental actors contributing to sustainable and, in particular, rural tourism were divided into those belonging to the private, public and civil sectors. Those belonging to the private sector include: (1) Adventure Centre Rizvan City, also known as the first glamping camp in Lika (connected to Velebit Nature Park) and (2) Linden Tree Retreat & Ranch, also known as the first all-inclusive luxury cowboy ranch in Croatia (linked to Velebit Nature Park). Public sector sustainable tourism actors include the Lika Cave Park Grabovača, the Northern Velebit National Park and the Velebit Nature Park. Zipline Beware of the Bear, also known as the largest zipline in Croatia and one of the largest in Europe (connected to Plitvice Lakes National Park), is interesting due to public sector/NGO collaboration. The local municipality (Vrhovine) acknowledged the idea and activities of a local NGO, and together they applied for EU funds and received financial support to build the facility. The most original NGO sustainable tourism actor is Kuterevo Bear Sanctuary.[5] The sanctuary operates entirely from donations and volunteer work. People go there to volunteer from all over Europe and many other countries. The sanctuary was established 16 years ago (2002) and has made alternative tourism possible in the small village of Kuterevo, with a population of no more than 522 (Census 2011). All of these actors are developing tourism within the context of using the wild pristine natural environment, local organically-grown food and local community traditions as the main attractions. The actors in the private and NGO sec-

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[5] Orphanage for bears.

tors of tourism have assumed their ideas from other (developed) countries. For example, there are bear sanctuaries in many European and other countries like Germany, Greece, Holland, Canada, India and the United States.[6] Outdoor tourist attractions such as ziplines can be found throughout Europe, for example in Slovenia, the United Kingdom, France, Italy and Switzerland.[7] Adventure parks are generally tourist attractions which have been developing in Europe, the United States and Asian countries since the 1960s and since the 2000s in Croatia. Thus, ideas have been borrowed from others and then adjusted to the local context. In this way, tourism in Lika has begun to develop to the benefit of those who have adapted those ideas, but also to the local population, especially to those who live in the countryside and engage in farming, because this allows them to market some of their produce and provides additional income for local residents. Second, developmental possibilities for sustainable rural tourism have been identified. They are rooted in pristine natural resources and low industrial development. Third, potential problems in the further development of sustainable rural tourism have also been identified. They may be seen in the further development of mass tourism, which is happening in the Plitvice Lakes National Park. Another threat to sustainable tourism development includes projects that are extremely hazardous to the environment, such as one proposed by the national power company HEP, which plans to build a new reservoir near the village of Kosinj in Lika. It would be several times larger than the existing reservoir and would, by its volume, threaten the courses of Lika's submerged rivers.[8]

As an example of sustainable rural tourism development, the Linden Tree Ranch and Retreat, situated in the village of Velika Plana inside Velebit Nature Park, is particularly noteworthy. This ranch was initially designed as a *sustainability hub* that was visited by students from many European countries and the United States in order to volunteer and learn about sustainable development. Until 2016, it was part of the so-called WWOOFing scheme, which is, as stated by Dukić, Ateljević and Tomljenović (2018), a new form of transformative tourism in Croatia and constitutes a specific form of volunteer ecotourism.[9] Linden was established in 2008, opened to the public in 2010, and the author of this paper has been monitoring its efforts since 2012 to date, thus conducting a sort of longitudinal study, observing changes and phases in the property's development. Linden represents a kind of reconciliation between environmental and economic interests, which has gradually shaped opportunities for further development and co-operation with other actors in agriculture and tourism. It operates on the basis

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[6] For more information see http://bearsanctuary.com/bear-sanctuaries-around-world.

[7] For more information see https://www.inspirock.com/zipline-and-aerial-adventure-parks-in-europe.

[8] As a karst area, Lika has no naturally-occurring lakes nor stagnant bodies of water. Such phenomena are not inherent to Lika's landscape nor do they contribute to the survival of local flora and fauna.

[9] WWOF: Working Weekends on Organic Farms (for more information see Dukić et al., 2018).

of a specific principle the ranch owner and initiator of the concept calls CIDER (Community, Integrity, Development, Evolution and Responsibility), where community refers to cooperation with and dependence on the local community; integrity means unity and development in compliance with sustainability; development naturally refers to sustainable, environmentally- and human-friendly practices; evolution means a shift in awareness and, as a result, a full turnaround toward sustainable practices; and responsibility refers to the fact that we bear responsibility by our actions for both future generations and those living here and now. Linden hires local staff, everything built on the property was made by local craftsmen and artisans, and the guests are served food organically grown by local farmers. Those visiting the ranch are not passive spectators, but rather active participants.

> You as a guest are not a mere spectator but rather an active participant. You absorb a wealth of knowledge and wisdom and you leave some of your own behind. So that Linden can keep thriving as a cultural exchange crossroads, conservation wisdom bank and community building leader. (B. Y.)

As in the aforementioned examples of tourism products, what we have here are active holidays that include, *inter alia*, horseback riding, canoeing or hiking. Visitors sometimes gather wild-growing plants for teas, which they then prepare on the ranch, and sometimes they pick mushrooms. The point is that the visitors become stakeholders in nature conservation during their stay on the ranch, i.e. those who actively contribute to this goal.

> You are no longer just someone who came, paid and listened to me talk about nature conservation, about how those woods are important in order for the mushroom to grow. Now you picked that mushroom, now you are personally involved in it. Now you picked the mushroom from a preserved forest, brought it to the ranch and ate it. This is how we do it here. (B. Y.)

In addition to providing an example of sound practices in the field of sustainable rural tourism, Linden is also an example of business transformation prompted by certain external forces, mostly of an economic nature. From the concept of a farm that primarily served to train students in integral sustainability and sustainable practices, a farm that was primarily non-profit in character, it transformed — within a time span of ten years — into a luxury ranch that has not forsaken the principle of sustainability, but rather adjusted to the market economy environment. Linden is not the first landed property to adjust to such an environment. Elsewhere in Europe, a similar example is provided by Hill Holt Wood, which has assumed a different economic form and has become a social enterprise offering its services on the market. Hill Holt is "a concept, a way of working with the local community, providing a social, economic and environmental return".[10] Recycled Estate Vukomerić is a Croatian example where the property owners host and teach a wide array of courses and workshops, natural construction,

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[10] For more information see http://www.hillholtwood.co.uk/.

appropriate technology, natural cosmetics, food fermentation and everything about sustainable gardening and farming. However, in addition to operating through an NGO, they earn a part of their revenues on the market.[11] The market economy is the dominant economic model, yet the examples presented in this paper lead to the conclusion that sustainable, alternative forms of tourism, which act in synergy with the natural environment, can generate profits and be part of the market, but in a way that poses no threat to the resources upon which they rely.

4. CONCLUSIONS AND FURTHER RESEARCH

This paper has provided an overview of the initial stage of tourism development in the Lika-Senj County and, in particular, the traditional region of Lika. Driven by the adage that increased tourist arrivals mean economic benefit, while the other pillars of sustainability (environmental and socio-cultural) remain unmet both for local communities and tourists, it may be concluded that this region has sound prerequisites for the further development of well-designed sustainable (rural) tourism, which has already been tested in practice. More than half of the County's territory is under protection as national and nature parks, which constitutes a potential that is currently underutilized. The absence of modernization processes, also meaning the absence of industrialization, provide an ideal platform for the implementation of tourism that should be carefully designed and sustainable. The developmental actors presented in this paper — i.e. actors which, to some extent, apply sustainable practices — mark the initial stage and lay the groundwork for further development of sustainable practices on the tourist map of Lika and the Lika-Senj County. Their importance is all the greater as they constitute an alternative tourism product precisely in the area herein called the gateway to the Mediterranean. The alternative forms of tourism and, in particular, a tourism industry that does not represent the backbone of the economy, but rather a source of additional income both for property owners and the rest of the community, should be a part of the economic landscape of every modern region. Therefore, efforts are needed to make further and more detailed studies of sound practices applied both by the tourism actors partially considered herein and other tourist destinations in Croatia, which can be said to be on the right track toward sustainable tourism development.

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[11] For more information see https://www.zmag.hr/english.

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REGIONAL DIFFERENCES IN WELL-BEING IN CROATIA

INTRODUCTION

In the last few decades, well-being and its indicators have emerged as an important and interesting research topic. Subjective well-being (SWB) is defined as "a person's cognitive and affective evaluations of his or her life" (Diener, Lucas, & Oishi, 2002, p. 63). Cognitive evaluation is about life satisfaction in general and satisfaction with specific domains; affective evaluation refers to emotions, moods and feelings (Diener, Lucas, & Oishi, 2002). The importance of well-being has been recognized and many researchers have explored the link between well-being and positive outcomes. For instance, SWB is positively associated with productivity (Oswald, Proto, & Sgroi, 2015), creativity, cooperativeness and engagement at work (Amabile, Barsade, Mueller, & Staw, 2005; Boehm & Lyubomirsky, 2008; Fisher, 2010), social engagement and relationships (Aknin, Dunn, & Norton, 2012; Diener & Seligman, 2002), higher income and better health (Steptoe, Dockray & Wardle, 2009) and resilience to stress (Cohn, Fredrickson, Brown, Mikels, & Conway, 2009). A large body of research has been exploring the correlates of SWB. Scholars are continuously analyzing the possible impact of certain demographical variables such as gender and age to well-being, but the connection to SWB remain unclear. In some studies, women reported a higher level of happiness and life satisfaction than men (Wood, Rhodes, & Whelan, 1989), but Lucas and Gohm (2000) call for caution in making generalizations since most research has been done in Western countries. When looking at age, some research negates a change in life satisfaction over age (Lucas & Gohm, 2000), while other research claims there is a U-shaped curve in happiness, reaching a minimum during the middle age years (Mroczek & Kolarz, 1998; Mroczek & Spiro, 2005). Education has been proved as an important contributor to well-being. On the one hand, it has a positive effect on self-confidence and self-estimation; on the other hand, it promotes higher employment probability and job quality, higher income and better health (Cuñado & de Gracia, 2012; Clark & Oswald, 1996). Income was found to have only a moderate effect on SWB (Cheung & Lucas, 2015), while health is one of the strongest predictors, consistently showing a positive association with SWB (Diener & Chan, 2011). Married people are generally happier than unmarried people, while the unhappiest people are those stuck in unhappy marriages (Myers, 2000).

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Although most research on well-being so far has been focused on individual-level processes, we have recently witnessed a growing interest in exploring how broader geographical units of analysis (e.g. city, country) influence a person's well-being (Diener, Helliwell, & Kahneman, 2010; Lawless & Lucas, 2011). The relationship between geography and social and behavioral processes has already been established by sociologists, political scientists and others, showing that local and national culture, society and economics contribute to an individual's evaluation of happiness and life satisfaction (Rentfrow, 2018).

Croatia is a small country, located in Southeastern Europe with approximately 4.2 million residents. Its terrain is geographically diverse with flat plains, low mountains and highlands, as well as a coastline and islands. There are twenty administrative divisions in Croatia, but for the purpose of this research, the counties were grouped into six regions. Based on the 2011 Census of Population, Households and Dwellings (Croatian Bureau of Statistics, 2017, p. 60), the density of population per square kilometer is also diverse, with the highest density in Zagreb (1,232.5), followed by North-West Croatia (117.43), the Central and South Adriatic Coast (63.03), East Croatia (61.88), Central Croatia (55.82) and the North Adriatic Coast (55.36). According to the Croatian Chamber of Economy (CCE, 2016), the Index of Economic Strength reveals differences between the mentioned regions. The CCE index is a composite index, calculated as the sum of weighted ranks of GDP per capita: entrepreneurs' total revenues per employee, entrepreneurs' revenue on foreign markets per employee, entrepreneurs' net profit per employee, average net salary, unemployment rate and projections of population growth 2013—2030 (Croatian Chamber of Economy, 2016). Thus, the CCE index can be used as a reliable measure of a county's development, and comparisons are possible. Based on the 2016 index calculations, Zagreb and the North Adriatic Coast (except the Lika-Senj County) scored above the Croatian average, while East Croatia was at the bottom of the ranking list. North-West Croatia was slightly below the country's average, followed by the Central and South Adriatic Coast and Central Croatia. The level of happiness and life satisfaction in Croatia has been measured by several cross-national research projects that allow comparisons between Croatia and EU countries. To the best of our knowledge, there are only three pieces of research that shed light on differences in well-being indicators between regions or counties of Croatia (UNDP, 2006; Kaliterna Lipovčan, Babarović, & Brajša Žganec, 2017; Kaliterna Lipovčan and Brajša-Žganec, 2017). Studies were conducted on national representative samples and concluded that residents of coastal areas have a higher well-being than residents from continental areas. Kaliterna Lipovčan and Brajša Žganec (2017) analyzed the differences in well-being between North-West Croatia (NWC) and the rest of the country and found that certain aspects of quality of life are higher in NWC. Residents living there were more satisfied with their lives, family, friends and future security compared to the rest of the Croatia.

RESEARCH GOALS

The goal of this research was to compare various well-being indicators among the citizens of Croatia living in different regions. Based on the current socio-economic situation in Croatia and on literature as well, we can hypothesize that people living in East Croatia will report lower levels of well-being, while people living in the City of Zagreb will report higher levels of well-being. We also expect well-being levels to be higher in coastal regions and North-West Croatia, similar to Zagreb.

METHOD

Participants

This study was conducted as a part of the CRO-WELL project, a longitudinal well-being study in Croatia, funded by the Croatian Science Foundation. Participants (N=4,844) were divided in six regions based on their geographical location of residence: Central Croatia (CC), North-West Croatia (NWC), East Croatia (EC),the North Adriatic Coast (NAC), the Central and South Adriatic Coast (CSAC) and Zagreb (ZG). Each region consists of several counties (Table 1). The capital city is a region of its own.

Table 1 Counties grouped into regions

County	(N)
Zagreb region	City of Zagreb (1881)
Central Croatia	Karlovac County (99) Zagreb County (238) Sisak-Moslavina County (92) Bjelovar-Bilogora County (77)
North-West Croatia	Varaždin County (250) Krapina-Zagorje County (102) Međimurje County (120) Koprivnica-Križevci County (115)
East Croatia	Virovitica-Podravina County (64) Požega-Slavonia County (47) Osijek-Baranja County (377) Vukovar-Srijem County (118) Brod-Posavina County (99)
North Adriatic Coast	Istra County (224) Primorje-Gorski kotar County (334)i Lika-Senj County (26)
Central and South Adriatic Coast	Zadar County (105) Šibenik-Knin County (64) Split-Dalmatia County (322) Dubrovnik-Neretva County (90)

Regardless of the region, the average participant is female, in her mid-thirties, well educated, with a monthly income between 2,000 and 5,000 Croatian kunas (HRK) (Table 2).

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Table 2 Demographic characteristics of participants

Feature		ZG	CC	NWC	EC	NAC	CSAC	Total
Total		1881	506	587	705	584	581	4844
Gender (F)		1435	379	456	528	443	449	3690
Age (AV)		35.6	34.57	35.16	33.29	36.32	36.23	35.2
Education	≤ high school	569	223	227	329	232	235	1815
	> high school	1312	283	360	376	352	346	3029
Income	< 2.000 HRK	213	91	106	200	81	115	806
	2.000-5.000 HRK	860	267	302	342	290	270	2331
	≥ 5.000 HRK	694	122	141	119	170	154	1400
Married		638	190	260	290	212	236	1826
Children (Y)		725	215	292	301	260	263	2056

Note: ZG= Zagreb region; CC= Central Croatia; NWC= North-West Croatia; EC= East Croatia; NAC= North Adriatic Coast; CSAC= Central and South Adriatic Coast; p**=.00

PROCEDURE

Data was collected via an online survey, which consisted of a comprehensive battery of questionnaires. The survey was promoted in various printed and online media, social networks and forums. All adult Internet users in Croatia were invited to anonymously participate in the survey using the link provided on the web page of the project (www.sreca.hr). This type of distribution resulted in a self-selected convenient sample favoring female, young and educated participants.

INSTRUMENTS

The measure of life satisfaction as a global cognitive judgment of satisfaction with one's life was used to assess the cognitive component of subjective well-being. We used a single-item measure that is typically used for this purpose, such as in the World Values Survey (2007). The subjects were asked: "All things considered, how satisfied are you with your life as a whole?" They rated their satisfaction with their life using an eleven-point scale, where zero means "not satisfied at all" and ten means "extremely satisfied".

The Happiness Measure Scale (Fordyce, 1988) was used to examine the affective component of subjective well-being. The question "In general, how happy do you usually feel?" was rated on an eleven-point scale ranging from zero "not happy at all" to ten "extremely happy". The correlation between life satisfaction and the Happiness Scale was $r = .819$ ($p < .01$) for the initial sample.

To assess satisfaction with various life domains, we used an adapted Personal Well-Being Index (PWI, Cummins, 1996). The PWI scale contained seven items rated for satisfaction on an eleven-point (0-10) choice scale. The items corresponded to different personal life domains: standard of living, health, achievement in life, relationships, safety, community connectedness and future security. We adapted this scale by

dividing "relationships" into two categories, family and friends, and examined four additional domains — free time, work, physical appearance and love life. PWI showed good reliability α = .83 (Ganglmair-Wooliscroft & Lawson, 2008) with a single-factor structure. Cronbach's α of PWI in this study was 0.88.

Personal socio-demographic information was gathered for all the participants, specifically age, gender, education level and monthly income.

RESULTS

Prior to performing the analyses, we tested if the assumption of normality and homogeneity of variance for all well-being indicators were met. Results showed data was not normally distributed and variances across groups were not equal. Therefore, all analyses were conducted using nonparametric statistics. A Bonferroni correction was applied due to multiple comparisons. All analyses were conducted using SPSS 24 (IBM, Chicago, IL, USA).

COMPARISON OF WELL-BEING INDICATORS BETWEEN REGIONS

a. Overall Life Satisfaction and Happiness

To answer the first research question, all groups were tested for differences in overall life satisfaction and happiness as two general well-being indicators. Average values for both indicators of well-being presented in Table 3 showed that participants in all regions were moderately satisfied with their lives and happy. The Kruskal-Wallis test provided strong evidence of a difference between the mean ranks of at least one pair of groups for life satisfaction ($\div2$ (5) =33.3, p=0.0) and happiness ($\div2$ (5) = 17.36, p=.00). Dunn's pairwise tests were carried out for both well-being indicators. Regarding life satisfaction, Dunn's test with a Bonferroni correction revealed a difference between the region of Zagreb and Central Croatia (p=.00), Zagreb and North-West Croatia (p=.00) and Zagreb and the North Adriatic Coast (p=.00), with participants from the Zagreb region being more satisfied with life. Other pairs did not differ from each other. Regarding happiness, Dunn's test revealed participants from the Zagreb region to be significantly happier than participants from the Central Croatia region (p=.00). A Spearman's rank-order correlation was run, and a significant and positive correlation was determined between life satisfaction and happiness (rs =.81; p=.00)

Table 3 Descriptive statistics for life satisfaction and happiness by region

		ZG	CC	NWC	EC	NAC	CSAC	Total
Life satisfaction	M	7.17	6.76	6.88	6.95	6.78	6.98	7
	(SD)	(1.89)	(2.08)	(1.94)	(2.07)	(1.99)	(2.23)	(2.01)
	Mdn	7	7	7	7	7	7	7
	Mode	8	8	8	8	8	8	8

Happiness	M	7.00	6.69	6.83	6.81	6.72	6.92	6.88
	(SD)	(2.04)	(2.16)	(2.04)	(2.11)	(2.12)	(2.27)	(2.11)
	Mdn	7	7	7	7	7	7	7
	Mode	8	8	8	8	8	8	8

Note: ZG= Zagreb region; CC= Central Croatia; NWC= North-West Croatia; EC= East Croatia; NAC= North Adriatic Coast; CSAC= Central and South Adriatic Coast

b. Satisfaction with Various Life Domains

Participants in all regions reported being moderately satisfied with various life domains, but least satisfied with their life standard, future security and work (Table 4). When testing for differences at corrected p value, the Kruskal Wallis test reported differences in three domains: life standard ($\chi 2(5)$ =28.58; p=.00), family ($\chi 2(5)$ =31.10; p=.00) and work ($\chi 2(5)$ = 33.25; p=.00). After the Bonferroni correction, Dunn's pairwise tests indicated that participants living in Zagreb were more satisfied with the life standard compared to East Croatia (p=.00) and the North Adriatic Coast (p=.00). Regarding family life, East Croatia's participants reported being more satisfied than any other region except the Central and South Adriatic Coast (p=.00). Work satisfaction was the highest among participants from Zagreb compared to other regions, apart from the Central and South Adriatic Coast (p=.19).

Table 4 Descriptive statistics for satisfaction with various life domains by region

		ZG	CC	NWC	EC	NAC	CSAC	Total
Life	M	6.03	5.69	5.77	5.52	5.61	5.73	5.82
standard	(SD)	(2.40)	(2.46)	(3.76)	(2.54)	(2.51)	(2.55)	(2.47)
	Mdn	6	6	6	6	6	6	6
	Mode	7	7	7	7	8	7	7
Health	M	7.73	7.67	7.47	7.66	7.59	7.65	7.66
	(SD)	(2.09)	(2.13)	(2.34)	(2.22)	(2.23)	(2.29)	(2.19)
	Mdn	8	8	8	8	8	8	8
	Mode	9	9	8	10	9	10	9
Achievement	M	6.77	6.53	6.63	6.53	6.42	6.70	6.65
	(SD)	(2.23)	(2.38)	(2.25)	(2.4)	(2.42)	(2.42)	(2.33)
	Mdn	7	7	7	7	7	7	8
	Mode	8	8	8	8	8	8	9
Family	M	7.47	7.34	7.33	7.82	7.35	7.44	7.47
	(SD)	(2.27)	(2.30)	(2.30)	(2.23)	(2.34)	(2.48)	(2.32)
	Mdn	8	8	8	9	8	8	8
	Mode	9	9	8	10	9	10	9
Friends	M	7.69	7.57	7.57	7.66	7.42	7.59	7.62
	(SD)	(2.01)	(2.14)	(2.17)	(2.16)	(2.20)	(2.26)	(2.12)
	Mdn	8	8	8	8	8	8	8
	Mode	8	9	8	9	9	10	9

Safety	M	7.02	6.99	6.83	6.91	6.86	6.94	6.95
	(SD)	(2.51)	(2.56)	(2.49)	(2.56)	(2.61)	(2.60)	(2.54)
	Mdn	8	8	7	8	8	8	8
	Mode	9	9	9	8	8	9	8
Community	M	6.54	6.54	6.44	6.61	6.32	6.42	6.48
	(SD)	(2.65)	(2.64)	(2.68)	(2.75)	(2.71)	(2.76)	(2.69)
	Mdn	7	7	7	7	7	7	7
	Mode	8	8	8	8	7	8	8
Future security	M	5.40	5.25	5.18	5.32	5.29	5.48	5.36
	(SD)	(2.72)	(2.84)	(2.68)	(2.82)	(2.84)	(2.85)	(2.77)
	Mdn	6	6	5	6	6	6	6
	Mode	5	8	5	5	7	7	7
Free time	M	6.46	6.24	6.29	6.44	6.48	6.62	6.45
	(SD)	(2.58)	(2.66)	(2.59)	(2.67)	(2.68)	(2.64)	(2.62)
	Mdn	7	7	7	7	7	7	7
	Mode	8	8	8	8	8	8	8
Work	M	6.08	5.61	5.53	5.38	5.56	5.84	5.77
	(SD)	(2.81)	(3.06)	(3.02)	(3.26)	(3.03)	(3.07)	(3)
	Mdn	7	6	6	6	6	6	6
	Mode	8	7	8	8	8	8	8
Physical appearance	M	6.95	6.68	6.79	6.67	6.80	6.90	6.84
	(SD)	(2.10)	(2.21)	(2.16)	(2.78)	(2.26)	(2.35)	(2.2)
	Mdn	7	7	7	7	7	7	7
	Mode	8	8	8	8	8	8	8
Love	M	6.67	6.62	6.83	6.80	6.60	6.79	6.72
	(SD)	(3.13)	(3.33)	(3.11)	(3.32)	(3.22)	(3.26)	(3.2)
	Mdn	8	8	8	8	8	8	8
	Mode	10	10	10	10	10	10	10

Note: ZG= Zagreb region; CC= Central Croatia; NWC= North-West Croatia; EC= East Croatia; NAC= North Adriatic Coast; CSAC= Central and South Adriatic Coast

DISCUSSION

The aim of this study was to explore the differences in well-being among citizens of Croatia regarding their geographical location. Previous research based on nationally representative samples in Croatia showed similar levels of life satisfaction and happiness (Pilar's barometer, 2016), showing that Croatian citizens are moderately happy and satisfied with their lives as a whole and in specific domains. Based on regional differences in the socio-economic situation in Croatia and on literature about associations between socio-economic indicators and well-being, we expected participants from East Croatia to report lower well-being compared to other regions. Due to the fact that East Croatia suffered severe consequences of the war period (e.g. decline in industry and agriculture, high unemployment) and is nowadays faced with emigration, we expected that satisfaction with life, satisfaction with specific domains and happiness would be lower compared to other parts of the country. Zagreb as the capital city of the country

provides more opportunities in almost all aspects of living (job, social services, education, culture), which is the main reason why we presumed that the well-being of people living in Zagreb would be higher compared to other regions. Based on previous research (Kaliterna Lipovčan, Babarović, & Brajša Žganec, 2017; Kaliterna Lipovčan & Brajša Žganec, 2017), we anticipated that well-being would generally be higher in coastal regions and in NWC.

The results confirmed our hypotheses only partially. Participants from Zagreb reported higher life satisfaction, but only compared to Central Croatia, North-West Croatia and the North Adriatic Coast. Regarding happiness, participants from Zagreb were significantly happier only compared to participants from Central Croatia. Contrary to our expectations, participants from East Croatia did not show lower levels of life satisfaction and happiness than participants from other regions.

Kaliterna Lipovčan and Brajša (2017) found that people living in NWC were more satisfied with life and certain aspects of it compared to the rest of the Croatia. They explained this finding by looking at the characteristics of the region: wealth, lower level of unemployment and higher trust in the local government. However, since they compared this region with the rest of Croatia, it may have happened that when summing up the results, the other Croatian regions, although differing among them to a certain degree, showed lower levels of well-being.

Generally, results of this study showed that differences in well-being among Croatian regions are small, although some of them proved to be statistically significant. This can be partly explained by characteristics of our sample, which consisted predominantly of young, educated women. To establish the real differences, if they actually exist, in the well-being of Croatian citizens living in different regions, it would be necessary to conduct the survey on a representative sample of Croatian citizens.

LIMITATIONS AND FUTURE RECOMMENDATIONS

The biggest limitation of this study was the self-selected sample that favors younger, middle-class and educated individuals. Future research should try to eliminate or minimize the limitations of this study.

CONCLUSION

This study compared the well-being of Croatian citizens grouped in six regions. Results showed the citizens were equally happy and satisfied with their lives regardless of their geographical position, with a somewhat higher well-being among citizens of Zagreb compared to other regions. When looking at specific life domains, all citizens rated their satisfaction with life standard, future security and work the lowest. Satisfaction with life standard and work was the highest in Zagreb, while satisfaction with family was the highest in East Croatia.

Acknowledgment

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GOVERNANCE AND MARINE SPATIAL PLANNING

1. INTRODUCTION

A significant part of the Croatian population lives by the coast and depends on the sea for its activities. The ever more intense use of the coastal sea, in combination with climate changes, have placed additional pressure on the marine environment. The list of risks covers the adverse impacts — from tourism and marine transport, unsustainable fisheries, eutrophication, noise pollution from maritime transport and port activities, drilling and underwater acoustic devices. Moreover, pressure has been placed on the environment by invasive species, ocean acidification, sand extraction, oil exploration and coastal development with the sprawling of artificial areas.

The coastal area is also extremely exposed due to the practices of predatory investors, insufficient materials and human resource capacity in governance. This paper evaluates the policies in coastal areas, planning approaches in spatial planning, marine spatial planning and integrated coastal zone management, selected sources of international law, maritime domain and challenges in governing the coastal area.

2. POLICIES IN COASTAL AREAS

Governance as an action or manner of governing the state or authorities within the state includes the establishment of policies and continuous monitoring of their proper implementation by the members of the governing body of an organization (Kjaer, 2004). The characteristics of good governance are participation, rule of law, transparency, responsiveness, consensus orientation, equity, effectiveness and efficiency, accountability and strategic vision.

The maritime domain, constituted by the sea, seashore, islands and waters, is of utmost importance because it is a common good governed by a public authority that must care for it, maintain it and is responsible for it. Common good means no ownership or other property rights are allowed on the maritime domain (including booth infrastructure and superstructure). Maritime domain is not owned by state, rather it is solely governed by it. The existing maritime domain system is extremely vulnerable due to the practices of predatory investors, insufficient materials and the human resource capacity of state administration bodies and local self-government units.

Spatial planning refers to the methods used largely by the public sector to influence the future distribution of activities in the area (PAP/RAC, 2007). Integrated coastal management aims for the coordinated application of different policies affecting the

coastal zone and is related to activities such as nature protection, aquaculture, fisheries, agriculture, industry, offshore wind energy, shipping, tourism, development of infrastructure as well as mitigation and adaptation to climate change. It will contribute to the sustainable development of coastal zones by the application of an approach that respects the limits of natural resources and ecosystems, the so-called ecosystem-based approach. Integrated coastal management covers a full cycle of information collection, planning, decision-making, management and monitoring of implementation. It is important to involve all stakeholders across different sectors to ensure broad support for the implementation of management strategies (Proposal COM, 2013).

3. PLANNING APPROACHES

Since its inception in the 1960s, the concept and approach to spatial planning on land has undergone some significant transformations, from the development of a project- or permit-based approach to a more comprehensive approach to use resource planning based on distinct areas. In the second phase, development occurred from a pure means of physically organizing space to an increasingly communicative activity that needs to rely on co-operation between different scales of decision-making, sectors and stakeholders. More recently, spatial planning has been linked to the concept of coastal governance, where the focus is as much on the process of planning as it is on the actual output.

It should be noted that there is no universally accepted definition of marine spatial planning (hereinafter: MSP) or what a marine spatial plan should consist of. Spatial planning refers to the methods used largely by the public sector to influence the future distribution of activities in the area. Coastal zones are between maritime and terrestrial development. Drainage areas or land-based impacts from activities such as agriculture and urban growth are relevant in the context of MSP.

MPS is innovative in its recognition that the oceans are no longer free for all commons, but are rather a space where human interests, responsibilities (established and emerging) and ecosystems interact.

A marine area is tridimensional and dynamic in its character, so that each site will have multiple uses, simultaneously or during various periods or seasons. In the mentioned there are some private ownership rights, although the sea is generally a public and not a private resource.

4. SELECTED SOURCES OF INTERNATIONAL LAW

The United Nations Convention on the Law of the Sea provides legal basis to allocate activities and duty to protect the marine environment without expressly referring to the MSP. There are several marine areas in which coastal states can exercise jurisdiction regarding the MSP, such as internal waters, territorial seas, archipelagic waters, contigu-

ous zones, the continental shelf, exclusive economic zones and fishery zones (UN-CLOS, 1982).

The Convention on Biological Diversity stipulates a commitment to introduce environmental impact assessment procedures for proposed activities that may have adverse effects on biological diversity, including public participation (CBD, 1992).

The United Nations Conference on Environment & Development, held in Rio de Janeiro, Brazil, from 3 to 14 June, 1992, in Chapter 17, sets out framework program of action for achieving protection and sustainable development of the marine environment and its resources. The program areas include, among others, marine environmental protection and integrated management and sustainable development of coastal areas (Rio, 1992).

The Recommendation of the European Parliament and of the Council of 30 May 2002 concerning the implementation of Integrated Coastal Zone Management in Europe, although not making a reference to MSP, provides a basis for implementation as a part of the requirements of Member States to develop a national Integrated Coastal Zone Management Strategy (ICZM, OJ L 148, 2002).

Directive 2008/56/EC of the European Parliament and of the Council of 17 June 2008 established a framework for community action in the field of marine environmental policy (Marine Strategy Framework Directive), pursuing the ecosystem-based approach in the sense that the adoption of decisions can no longer be based solely on the sectorial approach, but must reflect major transboundary marine ecosystems that should be preserved in order to maintain the basic resources for all maritime activities. Governance based on ecosystems constitutes an integrated approach and differs from approaches to date, which have mostly been focused on particular species, sectors, activities or problems, and considers the cumulative effect of various sectors. Ecosystem services include provisioning services (food, raw materials, fresh water, medicinal resources), regulating services (local climate and air quality, carbon sequestration and storage, moderation of extreme events, wastewater treatment, erosion prevention and maintenance of soil fertility, pollination, biological control), habitat or supporting services (habitats for species, maintenance of genetic diversity, soil formation, photosynthesis, primary production, nutrient recycling, i.e. services needed to maintain other services) and cultural services (recreation, mental and physical health, tourism, aesthetic values, spiritual and religious values and a sense of place). The human dimension of MSP can be simplified in most cases to listing and mapping activities (e.g. oil and gas, fisheries, shipping). These are of course vital to document, but they are complex processes across a variety of scales, parallel to biophysical processes. Ecosystem-based approaches have transformed both the way we view biophysical processes and, by association, and also the way we now manage the biophysical environment by understanding the processes, connections, space and scales. In the same way, human dimensions need to be examined through a similar understanding of processes (e.g. community and territory), connections (e.g. within and across communities, economies), space

(e.g. territories, cultural perceptions) and scales (e.g. local, regional, national scales of society) (MSFD, OJ L 164, 2008).

5. MARITIME DOMAIN

According to the Croatian Constitution, it is a constitutional category that the sea, sea-shore, islands, waters, air space, mineral resources and other natural assets, as well as land, forests, flora and fauna, other components of the natural environment, real estate and items of particular cultural, historical, economic or ecological significance, which are specified by law to be of interest for the Republic of Croatia, shall enjoy special protection (Constitution, OG 56/90, 1990 as amended).

The Law on Maritime Domain and Seaports prescribes that the maritime domain is constituted by internal sea waters and the territorial sea, their bed and subsoil and parts of the land that are by nature intended for public maritime use or have been declared as such, and everything connected with this part of the land on the surface or underneath. The following is considered to constitute the maritime domain: the coast, the ports, the breakwaters, the levees, the shoals, the reefs, the estuaries flowing into the sea, the canals connected with the sea and in the sea, maritime subsoil and all animate and inanimate natural resources (Law, OG 158/03, 2003 as amended).

The boundary of maritime domain is determined by the existing natural and man-made legally constructed obstacles. Demarcating the maritime domain provides legal grounds for the registration of maritime domain in the land registry books.

6. CHALLENGES IN GOVERNING THE COASTAL AREA

Spatial planning is undertaken with the aim of creating a more rational territorial organization of land uses, and the linkages between them, to balance the demands for development with the need to protect the environment and to achieve social economic objectives. Spatial planning embraces measures to coordinate the spatial impacts of other sector policies, to achieve a more even distribution of economic development between regions that would otherwise be created by market forces and to regulate the conversion of land and property uses. However, the existence of maritime spatial planning alone does not guarantee that sea areas are being used sustainably (Runko Luttenberger & Luttenberger, 2014). MSP should be developed in a transparent manner and should advocate public interest. Coherence between terrestrial and MSP should be achieved.

MSP operates within three dimensions, addressing activities on the sea bed, in the water column and on the surface. This allows for the same space to be used for different purposes. Time should also be considered as a fourth dimension, since the compatibility of uses and the management needs of a particular maritime region might vary over time (COM 791 final 2008).

MSP is also innovative in the sense that it recognizes that the oceans are no longer free for all commons, but are rather a space where human interests, responsibilities (es-

tablished and emerging) and ecosystems interact. Land-based activities are relevant to MSP, and urbanism has a direct impact on areas of impervious surfaces, pollution and intensity of storm runoff as well as pollution of the sea.

Spatial planning is also being linked to the concept of coastal governance, where focus is as much on the process of planning as it is on the actual output. Present planning in marine environment is very similar to land planning of the sixties. Much can be learned from the existing systems of land-use planning, but when planning it is also necessary to take into account the existing differences. First, a marine area is tri-dimensional and dynamic in its character, meaning that each site will have multiple uses, simultaneously or during various periods or seasons, as opposed to the constancy of use at land.

In many ways, MSP is comparable to integrated coastal zone management. For example, both are integrated, strategic, and participatory, and both aim to maximize compatibilities among human activities and to reduce conflicts among human uses and between human uses and nature. The boundaries of coastal zone management have been limited in most countries to a narrow strip of coastline within a kilometer or two from the shoreline. Only rarely have the inland boundaries of coastal management included coastal watersheds or catchment areas. Even more rarely does coastal management extend into the territorial sea and beyond to the exclusive economic zone.

Croatia has an extensive spatial planning system, but an ICZM strategy has not yet been developed, and no specific Maritime Spatial Planning regulations exist in Croatia. Likewise, environmental impact assessment was never coherently included in the physical planning system. The 300-meter marine belt, which is protected under the Act on Physical Planning and Construction and the Regulation on Development and Protection of the Protected Coastal Area, could be considered an exception (Act, 2013 as amended).

The most recent spatial plans of various Croatian counties have indicated that little has been done regarding MSP, except for standard aspects such as berths, submarine cables and pipelines, ports, etc. A comprehensive plan would require the availability of much more data, especially knowledge of the situation concerning marine ecosystems. The Dinaric karst, the greatest continuous karst area in Europe, encompasses half of the Adriatic Sea bed — a pronounced biodiversity of habitats and benthic fauna located over a small area. In the author's opinion, due to the value of its marine natural resources and coastal karst, Croatia should foster MSP, integrated with quality environmental impact assessment and active participation of local communities.

7. CONCLUSION

Governance and marine spatial planning should be developed in a transparent manner and should advocate public interest in order to optimize the use of the sea, reduce the cost of information, regulation, planning and decision-making.

Marine spatial planning and integrated coastal zone management strategies need to be mutually coordinated, ensure effective cross-border co-operation between states and between national bodies and stakeholders in relevant sectoral policies as well as identify the cross-border effects of marine spatial plans and integrated coastal zone management strategies on seawater and coastal areas.

It should be highlighted that marine spatial planning and integrated coastal zone management strategies need to be mutually coordinated, must ensure effective cross-border co-operation between States national bodies and stakeholders in relevant sectoral policies and identify cross-border effects of marine spatial plans and integrated coastal zone management strategies on seawater and coastal areas. In the implementation of marine spatial planning, active stakeholder participation, process development as well as monitoring and evaluation of project implementation have been proposed. The coordinating body should be independent of the sectors in its role, which is technical in character, and should be subject to the control of a democratically elected body or public authority, with clear rules for representation.

Maritime domain in the Republic of Croatia is a common good governed by public authority that must care for it, maintain it and is responsible for it. Although there are some private ownership rights in coastal zones, the sea is generally a public and not a private resource. Due to the value of its marine natural resources and coastal karst, Croatia should institutionalize and foster the MSP, integrated with high quality environmental impact assessment and active participation of local communities.

Environmental impact assessment (EIA) has emerged as an essential element of a preventive approach to environmental protection and sustainable development and has accordingly received considerable attention. It provides decision-makers with information as to the possible effects of a proposed activity before the activity takes place, thereby allowing for an informed decision to be made on whether the activity should be allowed to proceed, whether further measures are required before such authorization is granted or whether other alternatives are preferable.

In the enforcement of governance and marine spatial planning, active stakeholder participation, process development as well as monitoring and evaluation of project implementation are required.

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SUSTAINABLE DEVELOPMENT — PERSONAL AND INSULAR

1. INTRODUCTION

Sustainable development should be based on economic efficiency, social progress, and environmental responsibility. Economically sustainable development implies achieving economic growth and efficiency. Social sustainable development is accomplished by achieving a satisfactory level of living standard. Ecologically sustainable development implies the ability of the environment to withstand pollution and exploitation of natural resources (Herceg, 2013). Various authors and institutions have been giving various modified and outdated definitions of sustainable development in an effort to improve these deficiencies, so today there are more than 300 attempts to define sustainable development. However, all the definitions are given with the same common message about the need for directing human activities towards preserving the present and future environment while, at the same time, rationalising the use of natural resources to meet human needs (Lakušić, 2013).

The islands of the Adriatic archipelago are distinguished by their indented coastline, natural beauty and riches, a kind of isolation, simplicity of existence, modesty and rich historical, cultural and ethnical heritage. While all of this qualifies as positive aspects of islands, islanders leave their homeland and go to the mainland in search of a modern, more advanced, existentially better and safer life. On the other hand, residents of the mainland feel tired and overloaded with obligations on a daily basis, overwhelmed with chasing the material and intellectual. People are becoming more aware of the need for change and are pursuing new and healthier lifestyles in order to improve and preserve their health and live more conscious and freer lives. In order to achieve this, it is necessary to slow down, almost come to a full stop, and move away from the noise of overcrowded environments to the silence of unpopulated nature.

Accommodation units constructed in the form of modern dugouts (rock shelters) offer basic protection from the elements and animals. Built in accordance with the principles of designing passive houses, they offer a special, direct relationship with the environment, i.e. nature, while meeting the minimum conditions of modern living, which is consistent with working on oneself and with new cognitive values. The essence of the conceived project is to achieve seclusion, to get a chance for introspection and to escape from the crowds.

1.1. Aims, Methods and Hypothesis of the Research

The aim of the research is dual. The first objective was to determine whether it is possible to construct tourist accommodation units in the form of dugouts in the hilly, mostly rocky relief of the islands of the Adriatic archipelago, in accordance with the underlying principles of low-energy and passive houses construction, with the units facing south and with a view of the sea, including the mandatory use of renewable energy sources. The second objective was to determine whether people have a desire and need to work on their personal spiritual development within these types of planned accommodation units in small sustainable centres, with the guidance and support of experienced and mature therapists.

Three research methods are used in the paper: the analysis of relevant theoretical and empirical literature and current statistical methodology and field data, survey research method.

The survey method is a special form of non-experimental research that uses a personal statement of opinions, beliefs, attitudes and behaviours as a basic source of data, obtained by a corresponding standardised series of questions (Milas, 2009). The aim of the survey is to examine the potential interest among the respondents for the proposed form of health tourism. The experimental research method includes a selected group of people who spent a week in a programme of personal renewal as a part of the "Pelješac Project".

The hypothesis set out in the paper is this: "There is a desire and need for personal emotional development and spiritual growth, which can be realised by offering a health tourism product on the Adriatic islands — a Robinson Crusoe type of holiday in modern passive houses, based on indigenous caves."

1.2. Prototype for the Development of Insular Health Tourism

A new health tourism product of the Adriatic islands can be created to provide people the opportunity for quality self-reformation and self-experimentation with the goal of achieving change and progress in terms of individualisation and improvement of one's health and quality of life. It is envisaged that people come to the islands to create the preconditions for working on themselves and their personal growth through shorter or longer, casual or permanent stays in a small community. For a certain period of time they live in environmentally self-sustaining settlements, in contemporary passive houses modelled on indigenous caves, built in a natural and yet unspoiled environment far from the noise and pollution of cities. In the context of this research, accommodation units are ecologically self-sustainable dwellings made of natural materials in accordance with the environment; they are energy-independent, comfortable and meet basic needs. In order to encourage the processes of turning "inwards", the houses are only minimally equipped with modern distractors that are pointed outwards and allow communication with the outside world. People are without the possibility of getting information through the media, without television and radio, the Internet, computers and any

other modern way of accessing information or entertainment, with the aim of strengthening their own capacities to be "present", be "here and now", be aware of themselves and their own existence and of experiencing a basic connection with nature and the universe.

2. HOW TO FOSTER PERSONAL GROWTH AND DEVELOPMENT

More and more individuals in a certain period of their lives appear to have a strong internal need to re-examine their current lifestyle and begin, often unconsciously, the quest for change.

Although the initiator is usually basically the same — a suffering and internal dissatisfaction — the reason for the search may seem different. This, of course, depends on the very structure of the personality and degree of the individual's maturity. There may be numerous external initiating circumstances. They are usually sudden changes that disrupt the person's dynamic balance that the person finds threatening, like an external loss (a separation or imminent separation) or simply an exhaustion with the way of life so far. The appearance of symptoms of psychiatric disorders is often a cause for medical, psychiatric or psychological assistance, and it is potentially the moment when some individuals become aware of the need for change. It isn't until later that the desire to work on themselves appears. With the growth of awareness, usually with the assistance of more educated therapists-teachers, the consciousness and need for working on oneself is strengthened, with the aim of change, personal growth and development.

Therapists-teachers encourage the separation process, a discernment and de-identification with the aim of the person's individualisation, emotional and spiritual growth. The focus turns from the phase of hypertrophy of the material and intellectual reality, false identities and roles and orientation towards external reality and external achievements, to the "inward" — a sensational, experiencing reality, with the purpose of awakening and growth of the emotional body. Thus, in mature or healthy individuals, a new balance is gradually established.

A return to nature, through living and experiencing the communities and settlements proposed in this paper, is aimed precisely at catalysing the process of individualisation and personal growth. Departing from the routine of everyday life, such as external noise and pollution, and remaining in nature and silence encourages turning to oneself — "inwards"; mature therapist-teachers catalyse all the necessary separation and individualisation processes.

Does contact with the natural environment really contribute to all-around mental and social health? Nature affects people; trees, water, birds singing, colourful flowers are all important elements of a natural and quality life. In this sense, contact with nature is an important component of existence (Frumkin, 2001).

Recent research in this area proves that nature has an influence on a person's general health and well-being. In one study, as many as 95% of respondents said their

mood changed from depression, stress and anxiety to calmness and balance after their stay in nature.

3. BACK TO NATURE
— SUSTAINABLE CONSTRUCTION IN THE SIMPLEST FORM

Construction is the key element for increasing the quality of the environment in which society lives and works. When thinking of the safety and suitability of a functional building, the impact of the building on the environment and society should be taken into consideration. The construction must meet all the requirements during its lifetime and be technically, ecologically and economically optimal (Lakušić, 2013).

The goals to be pursued in achieving sustainable development in construction are the improvement of construction and the environment; reduction of the economic, ecological and social aspects of sustainability by enhancing the value of construction; encouraging an active approach; stimulating innovation; separating economic growth from increased adverse impacts on the environment and/or society and reconciliation of the contradictory requirements of short-term and long-term planning and decision-making (Lakušić, 2013).

Ultimately, sustainable construction actually represents a return to nature, a respect for natural characteristics and use of natural energy sources. Although modern man has much larger needs compared to older generations, one cannot deny that the essence of survival has remained the same — air, water, food, sun, protection from the elements and animals and socialising. This paper begins with the assumption that a person who works on himself and seeks the true meaning of existence must strive to satisfy the basic needs, ignoring the modern-world luxuries he can afford. The question is not how much and what you can afford, but what is really necessary.

Examples of sustainable construction, such as building passive dugouts for the purpose of quality, ecological and energy-sustainable housing, are becoming more frequent in the world as well as in Croatia.

Picture 1 shows the exterior of a modern type of a dugout dwelling, an example of a partially buried dugout with openings for sunlight and air, facing the south. The existing soil configuration is fully respected, and intervention in the space is minimal — the house is only visible from the south side, while all the other views are in line with the existing nature.

These dugouts are made of materials that can withstand the pressure of the earth above and on the house itself as well as possible underground water activity. Thermal protection of the external walls and roofs is achieved by the construction of an earth embankment ten to fifty centimetres thick, and the introduction of sunlight is enabled through the south-oriented openings; they are completely protected from all atmospheric impacts — from frost and extreme temperatures that gradually destroy the façade and walls of classic houses. The lifespan of a dugout is about 200 years. Such buildings are highly resistant to earthquakes, drainage of roof water into nature (with-

Picture 1 Modern dugout (Source: http://www.ekokuce.com/arhitektura/principi/solarne-zemunice)

out gutters) has been solved, no lightning rods are required, and sound insulation is excellent. The number of sunshine hours during the calendar year is very important for the most economical heating of a solar dugout as well as for all passive solar facilities.

This paper envisages the construction of tourist accommodation units in the form of solar dugouts as an acceptable offer to people who come to find themselves and unite with nature. Any other form of accommodation would be in contrast with that worldview and what they are actually seeking specifically through this type of health tourism. The use of renewable energy sources is imperative for these types of buildings primarily due to their relationship with nature, but often because of the selection of sites that do not have access to existing infrastructure.

Picture 2 shows the basic characteristics of modern dugouts and their construction principles

— importance of location selection
— the building and opening orientation towards the south
— an earthen box around the house
— high quality thermal insulation of the house and ventilation
— reflective surfaces around the windows
— a view of nature
— renewable energy sources

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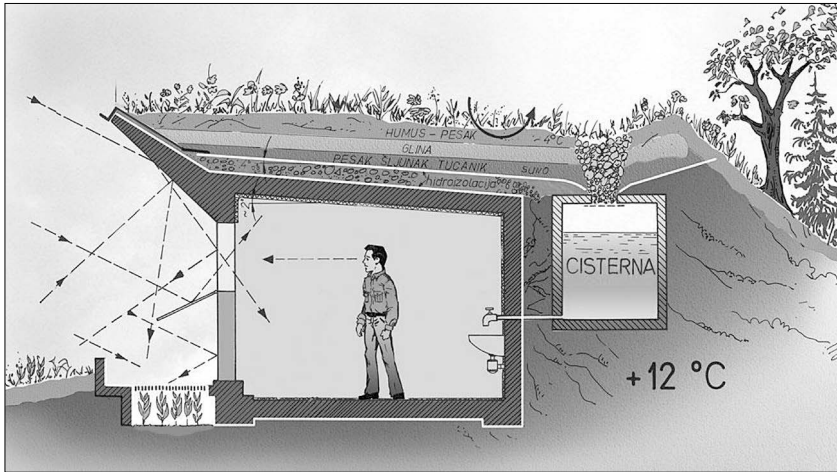
Picture 2 Cross-section of the dugout with protective insulation layers and
main characteristics of using the potential of the Sun and Earth
(Source: http://www.samogrejnekuce.com/samogrejna-eko-kuca.html)

The building of dugouts, especially those of a small floor surface intended for tourism, is covered in the Physical Planning Act, which refers to "the areas beyond the urban (construction) area of a municipality or city, which are determined by the spatial development plan of the local self-government unit" (*Physical Planning Act, Official Gazette* 153/13, 65/17) and the Building Act, Article 4, concerning the classification of buildings, according to which this type belongs to the third group of "buildings that can be built without a building permit" (*Building Act, Official Gazette* 153/13, 20/17). The possibility of this type of construction is prescribed by Article 4, "without a building permit and in accordance with the main project" only if it meets a specific purpose (the *Ordinance on Simple and Other Construction Works and Works, OG* 34/18). For the purpose of developing a Robinson Crusoe tourism product, Croatia's Ministry of Tourism says it is currently working on modifications that would simplify obtaining a permit for constructing such a building within the legal regulations since the use permit is a basic prerequisite for the categorisation of tourist facilities.

Conditions for the Robinson Crusoe type of accommodation stipulate that "the object must be outside an urban area, in an area where there is no access to infrastructure and must not be connected to the infrastructure (electricity, water, sewage, gas, telephone, etc.), the rooms should be made from local and natural materials and have natural features (old stone or wooden houses, huts, caves, etc.), they are not to provide catering services, but guests can prepare and consume food on their own and at their own risk".

These conditions allow turning to renewable energy sources from nature and returning to a natural way of life, which are the assumptions of the tourism offer considered in this paper.

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4. PERSONAL DEVELOPMENT — A SURVEY

The survey research was conducted electronically via the Internet using the Google Forms application (https://www.google.com/intl/en/forms/about/) via e-mail and Facebook during a seven-day period between July 15 and 22, 2018. The anonymous questionnaire was composed of fifteen questions and took up to five minutes to complete. The survey had 145 respondents, all of which were included in the statistical analysis of the data obtained. The survey was conducted on a sample of 106 female (73.1%) and 39 male respondents (26.9%). 22.8% of them were younger than 25 years of age, 29% between 26 and 40 years of age and 48.2% were older than 41.49% had a bachelor's degrees, 25.5% associate degrees and 25.5% completed secondary education. 29% of the respondents had a salary higher than 8,000 kunas, 43.4% made between 4,000 and 8,000 kunas, while the remaining respondents made less than 4,000 kunas or had no income of their own.

Question 5: "Can you imagine your summer holiday in a quiet natural island landscape away from all forms of contemporary globalisation and pollution, including noise and crowds?" The responses to question 5 are shown in Figure 1.

Question 6: "If you could choose between a holiday in a tourist resort or a hotel or a quiet and peaceful holiday in small settlements with environmentally sustainable and modern facilities in nature, far from tourist resorts and settlements, what would you choose? The responses to question 6 are shown in Figure 2.
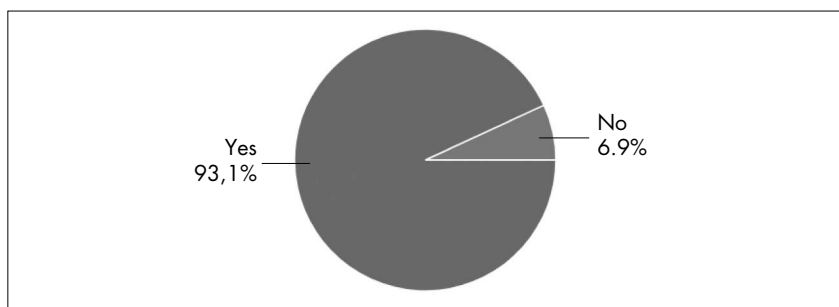
Figure 1
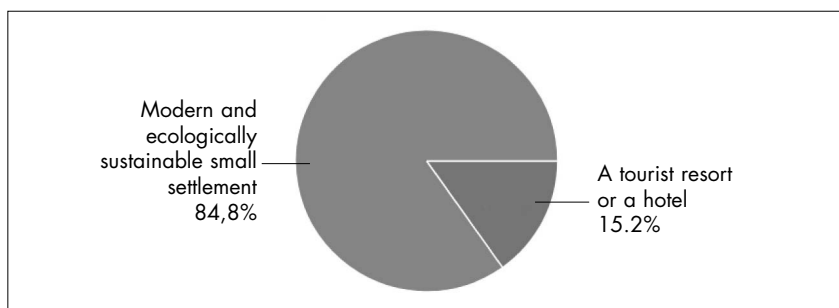
Figure 2

44.8% of the respondents would take a partner to their peaceful and quiet holiday in untouched nature, 37.9% of them would take a friend or family, while the remaining 17.3% would go alone. 67.6% of the respondents are willing to give up their mobile phones, laptops, television and other contemporary distractors. For 76.7% of respondents, the basic motivation for choosing this kind of holiday is relaxation, a return to nature for 9.3% and working on oneself for the same percentage of respondents. Only 4.7% of the participants expect to experience something new.

Question 12: "Can you imagine this type of relaxation and self work becoming your new way of maintaining physical, mental and spiritual health?" The responses to question 12 are shown in Figure 3.

Question 13: "Are you interested in guided group meditation, yoga and other forms of guided work for the purpose of personal growth and development, by trained therapists, teachers, assistants?" The responses to question 13 are shown in Figure 4.
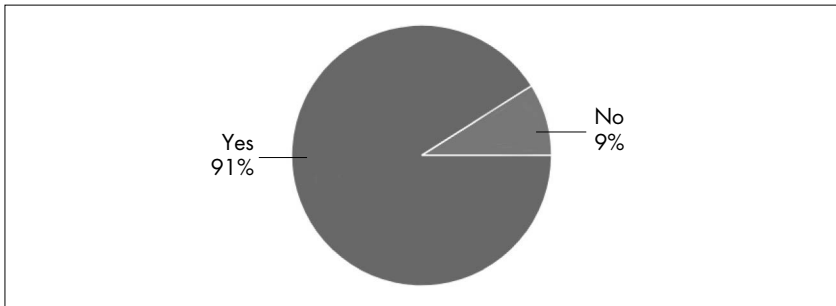
Figure 3
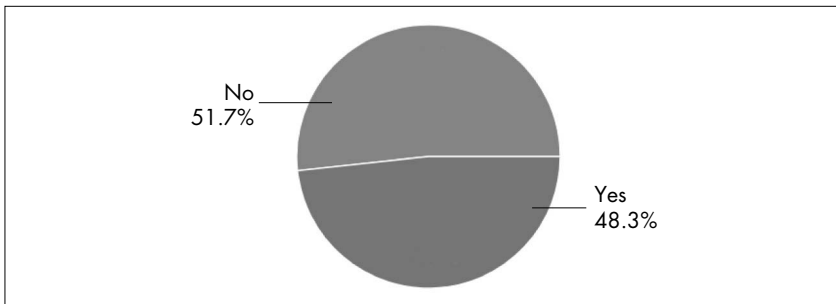
Figure 4

51.7% of the total number of respondents is interested in guided group meditations, yoga and other forms of guided work for the purpose of personal growth and development, guided by trained therapists. The largest percentage of respondents, 34.5%, would choose the recommended type of holiday more than twice a year, and the majority respondents, 46.2% would like it to last for two to three weeks. Based on the survey indicators and data processing, the proposed hypothesis has been con-

firmed, which gives this research an additional value and paves the way for the realisation of the imagined and proposed type of insular health tourism.

5. PERSONAL DEVELOPMENT — FIELD RESEARCH "PELJEŠAC"

In May 2018, at the initiative and organisation of one of the authors of this paper, an experimental study was conducted with a selected group of eight volunteers who spent seven days on the Pelješac peninsula for the purpose of personal development. The group consisted of people aged fifty to sixty-five, males and females, who had been systematically working on their personal development for several years on their own as well as through continuous individual psychotherapy.

The purpose of the experiment was to demonstrate to what extent separation from everyday life, routine and obligations, from non-existence in the lesser or greater pollution of urban lifestyles in crowded and noisy places, may encourage turning "inwards" to oneself. As the participants were already undergoing psychotherapy, the goal was to encourage further introspection and contribute to further awareness of the unconscious dynamics of intrapsychic relations and unconscious intrapsychic conflicts.

Participants were placed in a small rural environment, in a preserved natural environment, away from urban areas, right by the sea and at a time when were no tourists present but only a relatively small domicile population.

Despite a relatively short period of time, the goals that had been set by the majority of the experimental group members were more or less attained, when looking at the personal developmental process in the continuum of changing one's orientation from the external material and intellectual, to the emotional and spiritual. All members of the experimental group are aware of the benefits of further self-work and acquiring new experiences.

6. ISLAND DEVELOPMENT — ON THE FOUNDATIONS OF THE PERSONAL DEVELOPMENT PROJECT

Based on the previously presented personal development project realised through the new island health tourism product, it is necessary to offer accommodation units which would satisfy the users' needs and their worldview.

The study and analysis of sustainable building in the simplest form suggests the construction of unobtrusive, nature-friendly solar dugouts built to meet man's needs, half buried in the karst terrain and surrounded by indigenous plants that also serve as protection against summer overheating. The windows and doors open to the south or southeast and the incorporated technology enables the building's sustainability and self-sufficiency.

Staying in these accommodation units offers maximum connection with nature and, at the same time, minimises the need to stay indoors. The point is to turn to nature, to spend time in it, to do all activities outdoors, to connect with the authentic eco-

Picture 3 Geographical, relief and urbanistic characteristics of Vis
(Source: https://www.google.hr/search?q=plan+namjene+povr%C5%A1ina+otoka+Visa&tbm)

nomic activities of the islanders, to engage in various workshops, such as drywall construction, fishing, preparation of local dishes in order to find the essence of existence. Dugout accommodation units can be urbanistically planned and architecturally designed as independent units (one to two users) or as units that would include multiple accommodation units — three to four accommodation units with the common use of a minimalist living and business space. The choice would be left to the investor and the architects, their expertise, creativity and need to adapt to the existing conditions in the field.

The island of Vis is only one possible destination for this project and perhaps the most interesting one because of its distance from the mainland, its lack of mass tourism and its preserved nature.

"Of course, we are talking about natural beauties and traditional Adriatic architecture, but the special attraction of the island of Vis lies in its atmosphere. During the summer Vis is considerably different from the islands of Hvar, Brač or Korčula. The main reason for this is probably that Vis offers only a very small number of hotel beds so people who like it for their own specific reasons and not by "regular tourists" who may have seen its name in a brochure and thought it might be a nice place to visit." (Jonathan Bousfield[1])

Picture 3 shows the island of Vis from a "bird's eye view", showing the geographical features of the island, its relief, indented coastline, settlement locations, existing

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[1] Jonathan Bousfield — an Englishman whose specialty is writing about Croatia for a prestigious edition of tourist guides Rough Guide and who listed Vis in its Top 5 Croatian destinations

Picture 4 A simple form of a modern stone dugout
(https://www.niftyhomestead.com/blog/earth-sheltered-homes/)

traffic network and more. The impression of untouched nature is astonishing. That is why the island is recommended for peaceful vacations and architecture that does not devastate its current state with modern materials, technologies and architectural design.

Picture 4 shows a prototype of stone dugouts that could, according to their characteristics, be incorporated into the natural landscape and, at the same time, have a modernly equipped interior, which is imperative for the modern man and his/her needs. Local materials, proper orientation of the openings, plants, minimally invasive construction and a beautiful view of the sea is all that people really need to take a break from everyday life and from themselves.

It is absolutely imperative that this kind of building uses only natural materials. Therefore, the most commonly used materials are wood, straw, stone, paper, earth, bamboo, etc. (Kolumbić, Dunđer, 2011). Stone is a kind of building material that is abundant in nature, and it has a great density that ensures an additional form of protection to its structures (Berge, 2009).

Renewable energy sources that can be used in the dwellings on the Adriatic islands are solar energy, marine energy (waves), wind power on land and at the sea, heat from the rocks, etc., which is especially significant not only because of the worldview and the environment but also because of the unnecessary investment in expanding the existing infrastructure network. The use of solar collectors, photovoltaic cells, rainwater collecting, desalination of sea water, geothermal heat pumps or rock geoprobes are just some of the modern technological achievements people use without destroying and uncompromisingly exploiting natural resources, keeping the future gener-

ations in mind. And it is exactly this kind of energy awareness that is the basis of sustainable development.

The building of dugouts, especially those of a small floor surface intended for tourism, is covered in the Physical Planning Act, which refers to "the areas beyond the urban (construction) area of a municipality or city, which are determined by the spatial development plan of the local self-government unit" (*Physical Planning Act, Official Gazette* 153/13, 65/17) and the Building Act, Article 4, concerning the classification of buildings, according to which this type belongs to the third group of "buildings that can be built without a building permit" (*Building Act, Official Gazette* 153/13, 20/17). The possibility of this type of construction is prescribed by Article 4, "without a building permit and in accordance with the main project" only if it meets a specific purpose (the *Ordinance on Simple and Other Construction Works and Works,* OG 34/18).

Not only is sustainable development desirable, it is also legally required to achieve the highest possible energy class for each building. The energy certificate all buildings must obtain is a strong marketing tool as well and can be used to promote energy efficiency and low-energy construction to achieve higher comfort of living and living in buildings *(Ordinance on Energy Efficiency Inspection and Energy Certification, Official Gazette* 88/17*).*

7. CONCLUSION

"It's not by accident that the pristine wilderness of our planet disappears as the understanding of our own inner wild natures fades" (Estes, 2006).

More and more people are feeling the need to work on themselves, not only on the physical aspects but also on their awareness and on their psychological, emotional and spiritual growth — to live a more conscious, more complete and healthier life. It is the return to nature and the re-unification of the individual with nature and the universe, along with the guidance and support of experienced and mature therapists who stimulate changes in lifestyles and physical, psychological, emotional and spiritual growth. Guided programs in new island communities, where people can find ways to meet these needs and always return for more self-work for shorter or longer periods of time, can become a new form of island living.

Island characteristics provide the maximum potential when it comes to sustainable development. Sustainable building elements such as earth, stone, air, sun, water, sea and wind are also the essential elements of life. Energy is not made and does not disappear. It lives and is fluent — both in terms of building and using energy resources as well as in the human body, mind and soul. It is the synergy of man and nature that the visitors to the island will experience through an organised health tourism product.

The results of the conducted survey confirm that there is a high interest in these types of holidays among the respondents. 80.4% of them think they would be happy to relax and work on themselves in such a place, in small accommodation units built in harmony with nature. The majority would gladly participate in daily professionally guided spiritual renewals.

The hypothesis has been confirmed: "There is a desire and need for personal emotional development and spiritual growth, which can be realised by offering a health tourism product on the Adriatic islands — a Robinson Crusoe type of holiday in modern passive houses, based on indigenous caves." The islands of the southern Adriatic archipelago were selected as the most suitable location due to their isolation, beauty, naturalness, favourable climate, soil configuration, protective vegetation and especially because of the silence and peace these islands offer, protected from seasonal tourist crowds; an island is a place that that offers a view of the horizon, where the beginning and the end can be seen; somewhere where there is an earthly Paradise and an opportunity for man to return and be one with nature, the universe and God.

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Ivan PERKOV

COPING WITH ECOLOGICAL PROBLEMS IN CITIES ON THE CROATIAN COAST: SOCIOLOGICAL ASPECTS OF THE KAREPOVAC WASTE DISPOSAL RECOVERY PROCESS IN THE CITY OF SPLIT

INTRODUCTION

Municipal waste management is one of the key ecological challenges of the modern world, and waste related topics have become increasingly important both in the public sphere and in the scientific community. Municipal solid waste is an unavoidable by-product of modern societies' production and consumption patterns. Creating waste management strategies is a complex and challenging task, influenced by technical site-specific aspects.

The city of Split is the second largest and the second most populated[1] city in Croatia (the only larger city being the state capital — Zagreb) and is the largest Croatian city on the Adriatic Coast. It lies on the eastern shore of the Adriatic Sea and is spread over a central peninsula and its surroundings. The city's economy relies mostly on tourism and the service industry, which is why it is particularly important how Split handles its municipal issues. It is important to note here that many other large Mediterranean cities with mostly tourism-oriented economies also have similar problems, Naples being the most notable one. The problem of the basic ecological system (air, water and soil) being polluted by waste matter as a result of the growing number of inhabitants is also analyzed in this paper.

Split's waste disposal site Karepovac is currently undergoing a recovery process after having been neglected for decades. Residents of Split are quite dependent on tourism and they care about their city. However, the reaction of the local community in Split was not strong enough to solve the serious ecological problems related to Karepovac waste disposal. This paper offers mainly sociological viewpoints concerning the recovery process. We conducted interviews with the representatives of all the key ac-

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[1] According to the 2011 census, the city of Split had 178,102 inhabitants

tors (political, expert, media and civil society) and gathered valuable insights on this topic.

In the following chapter, we will offer the theoretical framework on the relation of the local community and municipal issues. After that, we will try to explain the social context in which the Karepovac landfill has been developing over the past decades. In the central part of the paper, results of the empirical research (semi-structured, in-depth interviews) will be presented and analyzed. Finally, we will try to give valuable insights about municipal waste management in Split, and we concluded that municipal waste has a great importance for local communities in all the Mediterranean tourist centers.

THEORETICAL FRAMEWORK

In order to develop a quality analysis and reflections, it is important to know who is responsible for waste management. According to Kučar Dragičević et al. (2006), "The framework of the waste management system is determined by law, governing bodies and institutions. In Croatia, the governing bodies include the parliament, relevant ministries, county and town administration, and local offices for environmental protection, all within their authorities and responsibilities." Current waste management in Croatia is characterized by a lack of accurate information about the quantity of waste produced, who produces how much and what type of waste and how it is further treated and disposed; by the inadequate treatment of waste and lack of adequate facilities within the waste management system (treatment, disposal); and by difficulties in finding appropriate locations for disposal sites (difficulties in obtaining approvals by local communities and permits by relevant authorities).

Another relevant topic analyzed in this paper is citizen participation in the decision-making processes concerning their local communities. In order to participate in the decision-making processes, citizens need to be informed and educated about specific problems. Most importantly, citizens need to be motivated to engage in these processes, and they can only be motivated if they think their role can make any difference. Citizen participation also depends on the role and quality of non-governmental organizations (NGO) in society. Citizens and NGOs in Croatia usually have a corrective role and have yet to become policy-makers.

Social values are important when talking about citizen participation in the local community and when discussing views on ecological topics. Social values in Croatia are highly marked by transition processes. In sociology, transition can be defined as a process of change of one political and social system to another. Croatia was a part of the former Socialist Republic of Yugoslavia for forty-five years (1945—1990). Following the fall of the Berlin Wall, Croatia and other socialist countries started the process of transition. However, in Croatia, those processes had been "put on hold" for a few years because of the Homeland War in which Croatia managed to gain its independence from Serbia. Peračković (2002) defines transition as "the process of social change, both

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social structures and social values, with the aim of creating a new structure and new social values as guidelines for new forms of social activity" (Peračković, 2002, 489). Another notable Croatian sociologist states, "Considering the relationship of the Croatian society during transition towards ecological problems, conditions of political modernization in Croatia in the 1990s were not conducive to the formation of ecological consciousness, nor to the ecological behavior of citizens" (Karajić, 2000 in Mustapić, 2009).

We use the word waste every day, but the meaning of the term is not that simple. Waste is defined as any substance or object that the holder discards or intends or is required to discard. Any other object or substance whose collection, transport and treatment are necessary for the purpose of protecting public interests is also considered as waste. According to the Croatian Act on Sustainable Waste Management (2017), municipal waste "means waste generated by households or any other waste comparable in nature and composition to household waste, excluding production waste and waste from agriculture and forestry." The same act defines "waste management as the collection, transport, recovery, disposal, and other waste treatment operations, including the supervision of such operations and the supervision and after-care of disposal sites, as well as the operations undertaken by dealers or brokers."

Very few Croatian authors have dealt with this topic from a sociological viewpoint. In 1992, Zoran Šućur wrote about the Mraclin case in Zagreb, in 2010 Marko Mustapić did research on waste management on the Makarska riviera in two papers, and Nenad Buzjak, Danijela Vuk and Martina Jakovičić wrote about the Tarno case in Zagreb County in 2015. Meanwhile, Barčić and Ivančić (2010) state that "Unmanaged waste disposals are the main environmental problem in Croatia. In connection with this, municipal waste and landfills represent extremely high costs for some cities. Their impact on the environment is disadvantageous because it causes water, soil and air pollution with a constant danger to human health. The beginning of problem solving starts with the repair of untreated waste landfills" (Barcic, Ivancic, 2010).

AIMS AND RESEARCH DESIGN

The general aim of this paper is to examine how the local community in Split perceives the recovery process of the Karepovac landfill. A local community can be defined on various levels but, for the purpose of this paper, we can define a local community as a group of people sharing common attitudes, experiences and interests. The responsibility for the space and decision-making processes is attributed to different actors, the local community being the most important one. (Mišetić, 2017, 198). Mustapić (2009) argues that the local communities in Croatia are full of "small" environmental problems and that Croatian people have entered into the twenty-first century with unresolved environmental problems due to the consequences of the Homeland War, the legacy of socialism and the low level of awareness about environmental problems.

Another important concern is how citizens react to municipal issues. Taking this into consideration, we should mention the well-known NIMBY syndrome that has been

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explained and described in detail by many authors. Šućur (1992) notes that NIMBY is "a combination of sociological, psychological and economic factors" and, in fact, it represents "a natural reaction of the citizens to the real or possible endangering of the community." There are a lot of examples in recent Croatian history pointing to the occurrence of the NIMBY syndrome. Local community reaction to landfill proposals is very common, and local communities have often opposed announcements of thermal power plants, LNG terminals and various other projects that they have considered unfavorable.

Other aims of this research were to examine how different types of actors (politicians, the media, civil society and experts) see the recovery process of the Karepovac waste disposal site, but furthermore, to examine the relations between actors and to determine their role in the process. Finally, the most important goal of this paper was to try to propose a long-term viable solution for waste management in the city of Split based on combining the opinions of all the actors. A qualitative method of deep, semi-structured interviews with key actors was used in the research. A total of eight key actors were interviewed through July and August 2018. The actors were divided into four categories:

1. Political actors — one participant from the local government and one local opposition participant, both specializing in waste topics;
2. Civil society actors — leadership members from two of the most important ecological civil society organizations in Split;
3. Media actors — one journalist in one of the most widely-printed media that actively writes on the topic of waste and one journalist that writes a column in the city's local media;
4. Experts — two experts in the field of waste management.

The interview was divided into several thematic units where we tried to explore the following topics: (1) social processes in Split since the independence of Croatia, (2) the city administration's quality of work regarding environmental protection and waste management, (3) assessment of strategic and legal documents on waste management and the role of the European Union in waste management, (4) the level of trust in politics and decision-making processes, (5) assessment of the role of various actors (political, media, experts, civil society) in the process of Karepovac recovery, and (6) the ultimate sustainable solution for waste disposal in Split and its agglomeration.

IMPORTANT DOCUMENTS

In the document *Waste Management Plan of the Republic of Croatia for the Period 2017—2022*, there is a measure that concerns the city of Split and the Karepovac landfill. Namely, in order to achieve Goal 1.4 of the Plan called Landfill Less Than 25% of Municipal Waste, it is necessary to implement a measure called "Intervention Measure to Decrease Landfilling Municipal Waste Created in the City of Split". This measure includes constructing a facility and/or procuring equipment necessary to sort separately

collected waste, constructing a facility and/or procuring equipment necessary to sort separately collected bio-waste and constructing a facility and/or procuring equipment necessary for the treatment of mixed municipal waste created in Split. The facilities need to be planned in such a way that they may later be used as parts of WMCs or so that they may be moved to a different landfill. The capacity of the facility needs to be determined in accordance with spatial conditions, quantities of waste and a feasibility study. This measure includes Phase I of the Karepovac landfill remediation in the city of Split.

The other key document is called *The Waste Management Plan of the City of Split for the Period 2018—2022.* This document thematizes the current waste management situation in Split, the Karepovac recovery process and the need for the construction of a Regional Center for Waste Management in Lećevica, fifty kilometers from Split. Six key waste management goals are noted in this document: (1) prevention of waste generation, (2) increased utilization of useful components of municipal waste as secondary raw materials, (3) improvement of the management system for special categories of waste, (4) reduction of the total amount of waste deposited on unmediated landfills (5) reducing the amount of biodegradable municipal waste disposed, and (6) ensuring that the landfill meets the requirements established by law. The Plan also highlights a detailed list of projects that need to be completed in order to reach the planned goals.

Split's Waste Management Plan also notes that Split's waste management system will be connected with the county system and will comprise of processing, recovering and disposing of the waste. The Split-Dalmatia County Spatial Plan predicts that the county waste management center will be located in Lećevica.

THE CASE OF THE KAREPOVAC WASTE DISPOSAL SITE

The Karepovac landfill was founded in 1964 and it has been the only legal landfill of the Split agglomeration for the past sixty-four years. Today Karepovac is spread over 200,000 square meters, and about 300 tons of municipal waste is deposited there daily[2] (500 in the summer months). It is estimated that a total of about seven million cubic meters of waste are present in Karepovec. Karepovac is an uncoordinated landfill that takes the waste of Split and other cities and municipalities in the Split-Dalmatia County.

The Split City Council started to address the Karepovac situation in 2000. The City Council's session report from 2000 stated that the Karepovac landfill was an "ecological time bomb" and that it needed urgent recovery. In 2001, the Split City Council increased the cost of waste collection for citizens for the purpose of the Karepovac recovery process. In 2002, it was announced for the first time that Karepovac would be closed in 2004. It was also announced that a new landfill and waste management center would be built in Lećevica — a site fifty-four kilometers outside of Split. In the fol-

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[2] 132.107,11 tons in 2016 according to the Croatian Agency for Enviroment and Nature Report.

lowing years, several similar statements were made, but nothing happened until 2009 when the City Council redefined the waste management plan and secured the funds for the Karepovac recovery project. Nevertheless, the funds intended for Karepovac were used for other municipal projects and the recovery was postponed once more. According to the findings of the state audit in 2014, since the year 2001, when the citizens first started paying for the Karepovac recovery, more than 93,000,000 Croatian kunas were inappropriately spent on other municipal projects. Finally, the project was announced and approved in 2017, following the adoption of Split's new Waste Disposal Plan.

Split's current mayor, Andro Krstulović Opara, Hrvoje Merki, the director of the Eurco Company and Arsen Zoran Tonšić, the procurator of G.T. Trade d.o.o. Split, on behalf of the Contractor, signed a contract for the remediation of the Karepovac landfill on October 19, 2017. The contracted value of repair works was estimated at 67,130,328.95 kunas, with VAT totaling 83,912,911.19 kunas. The recovery process started on November 22, 2017 by moving the municipal waste disposed over the past several years from the eastern side of the roof to a depot in order to clear the sanitary landfill.

The recovery process includes (1) a basic sealing system, (2) a step water management system, (3) a landfill gas removal system, (4) a finishing cover, and (5) greening of the sanitized and closed area of the landfill.

FINDINGS AND DISCUSSION

Local Context, Legal Acts and City Administration

The social processes in Split and Croatia were rated as turbulent by all respondents. According to their responses, the most important social processes that marked a significant transition in Split's and Croatia's strategies were the destruction of the industry and a complete shift towards service activities (mostly tourism). They also noted the consequences of changes in the political system and of democracy learning. In addition to this, all actors estimated that Split lacked a comprehensive development strategy. Experts also warned about the problem of excessive centralization and inadequate decision-making processes, and civil society actors agreed that even though awareness of the importance of environmental protection was growing, the political elite were not working hard enough to protect the environment. By looking at the majority of responses given by the expert, media and civil actors on this topic, we could sense a high degree of distrust in decision-makers. Environmental conditions in Croatia were generally considered satisfactory, but the participants pointed out that this was not a consequence of strategic thinking and awareness but rather a consequence of total industry failure after the Homeland War.

Participants agreed that Split's visitors appreciated its rich cultural heritage and natural beauty, especially the beaches, but warned that the city's communal and traffic infrastructure were in poor shape.

All respondents estimated that strategic and legal acts on waste-related topics were at a satisfactory level (with the opposition's criticism of the local management plan as insufficient). However, civil, expert and media actors said that the strategies and laws were satisfactory not because of the political elite but because they had to be aligned with the EU regulations. In addition, all actors, apart from the city government actor, are extremely suspicious of the implementation of strategies and plans — they believe that the set requirements are impossible to fulfill without citizen awareness and the existing infrastructure, and they think these documents will remain dead on paper. All the respondents see the European Union as Croatia's savior in terms of environmental protection and waste management.

The local government actor and the local opposition actor have drastically different views on the quality of work in the city's current administration. It is interesting to note, however, that expert, civil and media actors unanimously welcomed the fact that the current city government had come up with any kind of solution to the Karepovec problem. Civil and expert actors, however, said that the city government was not doing enough on environmental protection and pointed out many critical points and environmental threats in the wider urban area. Civil, media and expert actors agreed that the absence of a separate waste collection system was the city's biggest ecological problem.

Civil actors further warned of the illegal disposal of waste and illogicality of the city's waste system:

> In many urban settlements there are private parcels where bulk waste is deposited. Moreover, the citizens often leave their bulky waste next to the container.

One civil actor pointed out:

> Even green, biological waste from Marjan[3] ends up at Karepovac while, at the same time, the municipal company Parks and Plantations buys humus for the maintenance of green city areas.

All actors, apart from the political ones, expressed a level of distrust in politics and public authorities. Former local authorities are accused of negligence, and civil, media and expert actors mentioned the huge funds that had been intended for the rehabilitation of Karepovec but were used for other city projects.

Assessment of the Role of Various Actors

We paid particular attention to the way our stakeholder groups saw the role of other actors in the process of rehabilitating Karepovec.

Political actors said the following about experts:

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[3] Marjan is a hill on the peninsula of the city of Split. It is covered in a Mediterranean pine forest and completely surrounded by the city and the sea. It is a favorite weekend excursion destination and a recreational center for the city.

Local government actor:

> Up until now, experts have had unpredictable and contradictory attitudes. They have compromised themselves on the Karepovac issue. Some of them created panic among citizens, while others diametrically opposed their opinions. People can no longer estimate who the experts really are and do not know who to trust.

The opposition actor had a similar opinion:

> There were experts who cared only about their private interests. There were also experts who offered the right solutions but did not have much influence on the decision-making process.

Both the government and opposition actors criticized the media's role in the Karepovac recovery process. The ruling authorities blamed the media for sensationalism and spreading panic among the citizens, while opposition actors considered that the major media to forge a solution which the authorities were advocating and also said that the opposition and experts were not welcome in the media. They agreed that the media has not educated the public about the waste problem sufficiently, and have reported only on the consequences of the problem.

The government representative was very keen on the role of civil society organizations:

> I'm not happy with the work of non-governmental organizations. I think that they are mainly used for the self-promotion of individuals. So-called activists are often a brake on society's progress. The protection of nature is carried out selectively for daily-political purposes. I have no words of praise for them.

The opposition member praised the Sunce civil society association, but pointed out that, unfortunately, they did not have enough power to affect the decision-making processes.

Experts said the following about politicians:

> They have started to solve the problem, but I think the wrong method was chosen; that is, they were not aware of the choice. I proposed a complete recovery strategy for Karepovac. It is a more expensive solution, but it would be possible to get European funding and we would receive a building lot at the end of the process.

The other expert actor argued that politicians, in the given circumstances, chose the only possible solution.

The first expert saw the role of civil society as follows:

> They have minimal impact, although they do have a degree of success on certain topics. They give good comments, but the processes of public consultation are non-transparent

The expert actor supported the work of associations because they worked voluntarily but didn't believe the associations had enough knowledge and skills to talk about waste disposal.

Both experts agreed that the media had not fulfilled the role of impartially educating the public about the rehabilitation of Karepovc. One expert, who said immediate remedy was not a solution, regrets that he did not have enough access to the media.

Civil society representatives said the following about other actors in the process:

As for the role of experts, representatives of both civil society organizations said that the experts were divided, but most of them supported the current model of rehabilitation. Sunce's representative maintained that politicians were not doing enough to raise citizen awareness of the separate collection of waste, while the representative from the civil organization Karepovac — the Other Face of Split is happy that all relevant political actors have finally come to the conclusion that rehabilitation should not be postponed. They both think the media needs to educate the population more.

Media players agreed on the role of other actors:

One of them said:

> Most experts have agreed on this recovery solution, and the opposition within the expert group is burdened with their own interests.

A journalist specializing in the topic of waste management pointed out:

> There was a lot of misuse of experts for political or economic purposes, and some offered completely wrong solutions.

Media actors thought that all relevant political actors supported remediation, and the city columnist further added that he was glad that authorities came to a decision despite some opposition councilors deceiving the public.

Media representatives did not idealize civil society, although they did think that associations had a significant role to play and that they should have more influence on decision-making. A waste specialist said:

> Ecological associations were strongly opposed to the Waste Management Center in Lećevica, and they used a variety of misinformation about water from the system being released into the environment.

A local columnist said civil societies should work more on educating the public.

The Ultimate Sustainable Solution for Waste Disposal in Split

An important aim of this research was to get answers to the question on what the key actors consider to be a long-term viable solution for waste management in Split and its agglomeration. Since these are the most important and most useful findings for the wider community of this research, a suggestion of solutions from all actors will be presented extensively and then summarized in common points.

Political Actors:

> Political authority: *Construction of a regional waste management center in Lećevica is the only solution. Everything else is cosmetics.*

Opposition: *Separating waste, creating green jobs, a radical turnaround in waste management — that's what Split needs. Education must start from early childhood, the door-to-door waste collection system should be introduced, with individual responsibility by dividing waste into multi-colored bags. City authorities need to build a waste disposal system; citizens want to recycle. Lećevica is not a solution, it would produce the only fuel in the world that has a negative value. You have to pay for someone to burn it (Cemex), and it has very bad ecological and health effects. Lećevica is a project of negative value for everybody. Mariščina[4] is proof of that. In the future, Karepovac should be a new zone of recreation and greenery.*

Media Actors:

Waste Specialist: *So the long-term solution is Lećevica, plus a separate waste collection system. I think this system is crucial, not just for Split, but for all the towns and municipalities in the county. It will take a lot of work and media campaigns, and it will be a great logistical effort to organize everything, but I emphasize the example of Omiš where the issue has been resolved. They built a compost, waited for a sorting line and introduced a system of separate collection of waste, charging for the amount of waste carried. And they have made good use of their resources. It can be done!*

Local journalist: *The real solution is opening the Waste Management Center in Lećevica, recovering the Karepovac landfill according to the accepted model, but most importantly, enabling citizens to work on the separation of waste by a system of awards and penalties.*

Civil Society Actors

Sunce: *Split requires a radical change in its entire waste collection and management system. We think we need to engage in serious discussions. We need a primary selection of waste in households, we should strive for as much as 80% of separate collection. We do not support the construction of a regional center in Lećevica because no waste management measures have been implemented, the Center is only an excuse to do nothing.*

Karepovac — the Other Face of Split: *Early education is vital as well as a call center* where citizens can get answers to their waste sorting questions. *We also need to introduce a system of incentives and penalties to motivate citizens to sort waste and a door-to-door waste collection system. Citizen responsibility can be increased by education but also by employing more people. In the long run, Split needs the construction of Lećevica and the closing of Karepovac.*

Professional Actors:

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[4] County Waste Management Center Mariščina is the central part of the integral waste management system in the Primorje-Gorski kotar County.

> Expert 1: *It is not necessary to sort waste, it needs to be done at the landfill. I am totally against it — this is the Mediterranean. It is necessary to build all the plants on Lećevica and to have one central drive, heat-treated fuel and to produce electricity. A waste-to-waste facility should be used. Karepovac needs to be repaired according the second model of electricity generation and production and then used as land. Karepovac is Split's problem and Split's opportunity as well.*

> Expert 2: *The problem can only be solved by prevention. Prevention, reuse, recycling and door-to-door systems — that's it! Responsibility needs to be both individual and social; RFID CUPS should be used for checking. Education should only be carried out after the installation of this system. We should strive for a circular economy that will use the produced waste. If some waste cannot be recycled, it should simply be banned. I do not support the Lećevice project — landfills are proof of our irresponsible behavior I would end with Einstein's statement: Smart people can solve the problem and geniuses work to prevent the problem.*

When analyzing the actors' views on the long-term solution of waste disposal in Split, it can be seen that there is no common consensus apart from believing that the system needs change and that it cannot continue with the existing model. Attitudes towards the regional waste management center in Lećevica are divided — the project is either strongly supported or strongly opposed by the actors.

All but one respondent pointed out that a long-term solution to the problem of waste was the education of the population, the creation and implementation of separate waste collection systems and a drastic reduction in the total amount of waste

CONCLUSION

The Karepovac waste disposal site, located just outside of Split, has represented an ecological time bomb for years. The current local government started a recovery process that is now well under way. This paper has analyzed the recovery as well as the roles of the key actors in the process. Furthermore, the research that was conducted thematized our key actors' perceptions about broader topics of sustainable development and ecological awareness and the citizens' role in the decision-making processes on municipal issues.

The research results warn of some important issues. Firstly, all actors agreed that Split did not have a development strategy, and that this constituted an obstacle to the strategic thinking of the waste management system. Another problem expressed was a lack of confidence among decision-makers and the role of institutions. Experts, civil society actors and media actors estimate that they are not sufficiently involved in decision-making and that these processes are non- transparent.

Strategic documents related to sustainable development in Split and Croatia are at a satisfactory level, but the results of the survey show that this is not enough because

strategic and legal acts are not implemented in the field. All actors agreed that the European Union was an important corrective in terms of waste management in Croatia. The general environmental situation in Croatia is, according to researchers, satisfactory, but this is attributed to the collapse of the industry rather than strategic thinking.

The actors were prone to shifting responsibility. The greatest point of agreement seemed to be recognizing the need for a separate collection of waste. A presentation of the chronology of events, an analysis of documents and research results have also told us that this topic is important for Split's citizens and development. Stakeholder participation in all local issues and the management of waste would probably result in better results. Split and all of Croatia needs a participatory kind of decision-making on topics important to citizens. But in order to achieve this, expert, civil and media actors must act synergistically to educate the population and to raise awareness.

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ENVIRONMENTAL AND SOCIAL IMPACT ASSESSMENTS REGARDING TOURISM PROJECTS IN CROATIA

1. INTRODUCTION

The Croatian Adriatic coastal area is the object of an increasing interest of property developers in the tourism and leisure sector. As investments in coastal areas imply considerable pressures on the environment, particular interests of the investors should be controlled by local and national regulatory authorities. Thus, simultaneously with facilitating sustainable economic activities in the area of maritime demesne, all citizens should be granted in an equal and equitable way the use of coastal area, provided its designated purpose is respected. Therefore, the investment in coastal areas requires a prior comprehensive analysis of all pressures on the environment and impacts on the locals.

This paper analyses the impacts of tourism on marine environment, presents the concept of environmental impact assessment and environmental and social impact assessment, and discusses the environmental impact assessment procedures implementation in Croatia by providing two cases analyses for projects in the coastal/insular area. Particular emphasis is placed on the issue of communication with the public and upgrading its efficiency.

2. THE IMPACTS OF TOURISM ON MARINE ENVIRONMENT

Tourists spending their holiday on the Adriatic coast use resources such as transportation, accommodation, nutrition and recreation. The impact of tourism may broadly be categorized as the following: pollution, physical structures, beach and shore usage, interaction with wildlife, cumulative effects and costs of environmental degradation (Simcock, 2018).

Particularly pronounced are the problems of collection, treatment and disposal of solid and liquid waste. Urban wastewater undergoes or not primary or secondary treatment and greatly contributes to elevated levels of nutrients in the sea and thus the eutrophication. Further problems are caused by cruise ships calling at ports that have limited or inadequate waste and sewage handling facilities as well as poor supply services, leading to harmful emissions from auxiliary engines during their stay in the port.

Yachts and small boats present an impact from oil escapes from engines and also problems from anti-fouling paints, action of propellers in shallow waters, and noise.

Coastal infrastructures necessary for coastal tourism, such as roads, parking places, airports, marinas and others, change the coastal landscape. For accommodation, hotels and restaurants are built, as well as buildings for accompanying services. The change from natural land cover and agricultural use accompanies coastal tourism. Such alterations have significant implications for coastal ecosystems as they usually introduce a barrier of artificial land cover between the sea and the natural or agricultural land cover. Beaches are threatened by artificial structures, beach nourishment and ship anchoring. Interaction with wildlife ranges from diving, coral viewing, bird watching and marine mammals watching to recreational fishing and hunting.

As tourist resorts become more crowded, the market becomes more of a mass market, with lower margins. In some areas, crowding has been allowed to such an extent that the market has been depressed, and returns have become very low (Simcock, 2018).

Besides the ecological ones, there are also community impacts, such as transformation of the face of the community and lifestyles conflict arising from the competition for common resources and the overlooked effect on future users. There are also economic impacts, such as economic dependence, social layoff and unemployment, low-level jobs, import and export leakages, enclave tourism infrastructure costs, and vast use of resources (Runko Luttenberger & Luttenberger, 2016).

3. ENVIRONMENTAL IMPACT ASSESSMENT AND ENVIRONMENTAL AND SOCIAL IMPACT ASSESSMENT

Environmental impact assessment (hereinafter: EIA) means a process consisting of the preparation of an EIA report by the developer, the carrying out of consultations, the examination by the competent authority of the information presented in the EIA report, the reasoned conclusion by the competent authority on the significant effects of the project on the environment, and the integration of the competent authority's reasoned conclusion into any of the decisions (OJ, 2014).

Environmental and social impact assessment (hereinafter: EISA) is an extension of what has traditionally been the process of EIA. International Association for Impact Assessment defines it as the process of identifying, predicting, evaluating and mitigating the biophysical, social and other relevant effects of proposed development proposal prior to major decisions being taken and commitments made.

Directive 2014/52/EU mentions the word *social* in its preamble, item 9, referring to the final document of the United Nations Conference on Sustainable Development held in Rio de Janeiro on 20-22 June 2012, which recognises the economic and social significance of good land management, including soil, and the need for urgent action to reverse land degradation. Public and private projects should therefore consider and limit their impact on land, particularly as regards land take; and on soil, including as regards organic matter, erosion, compaction and sealing. Appropriate land use plans and policies at a national, regional and local level are also relevant in this regard.

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Need or demand: **is the project necessary? Can the need or demand be met without the project?** (E.g. can the demand for electricity be reduced through improved appliances rather than a new coal/fired power station?)

⇩

Mode or process: **How should it be done? Are there technologies or methods that can meet the need with less environmental damage than the 'obvious' or traditional methods?** (E.g. wind farms rather than a new coal/fired power station)

⇩

Location: **Where should it go?** (E.g. more environmentally robust location, minimizing transport requirements

⇩

Timing and detailed implementation: **When, in what form and in what sequence should the project be developed?** What details matter and what requirements should be made about them?

Figure 1 The hierarchy of alternatives (or options) within ESIA (ODPM et al., 2005).

Furthermore, the Directive 2014/52/EU in its Article 3, paragraph 1, states that EIA shall identify, describe and assess in an appropriate manner, in the light of each individual case, the direct and indirect significant effects of a project on population and human health.

Pursuant to the requirements laid down in the Directive 2014/52/EU, the Regulation on Environmental impact assessment (OG, 2017) lays dawn an obligation of considering in EIA and screening reports the potential significant impacts on population and health of the population. Since, in sociological sense, the population may imply local community living in the environs of planned undertaking, it is obvious that sociological aspect should be considered. As there are various sociological approaches to community, in case of EIA it is necessary to consider the ecological approach.

One of the most prominent elements of ESIA process is to examine the alternatives of the proposed project. The Directive 2014/52/EU requires a description of the reasonable alternatives (for example in terms of project design, technology, location, size and scale) and an indication of the main reasons for selecting the chosen option, including a comparison of the environmental effects (Annex IV.2 to Directive 2014/52/EU).

The "no action" of not proceeding with the project is another alternative. The hierarchy of alternatives, fig. 1 (Therivel & Wood, 2018) can help to structure the consideration of alternatives. The higher up the hierarchy the decisions are, the more sustainable they tend to be.

4. EIA IMPLEMENTATION IN CROATIA

The Environmental Protection Act lays down the obligation of considering both direct and indirect impact of planned undertaking on individual environmental components

such as the soil, waters, the sea, air and climate, forests, flora and fauna, and biological diversity. Furthermore, there is the obligation of establishing the impact on land, population, public health, landscape, material property, and cultural heritage. The Act itself does not stipulate a possible approach to examining the sociological aspect of the impact on population, but it is obvious that the ecological approach needs to be considered.

An analysis was undertaken of EIA and screening reports posted on web pages of the Ministry of Environment and Energy (MZOE, 2018a) in the period from 1 January 2017 until 31 October 2018. The EIA and screening reports dealt with planned undertakings on the Adriatic coastal and insular zone.

The EIA procedures based on EIA reports encompass the undertakings involving wastewater treatment plants with accompanying system, marine ports, marine aquaculture farms, construction of state roads, exploitation of construction and architectural stone, oil terminals and golf courses.

The screening procedures encompass undertakings such as wastewater treatment plants with accompanying systems, adding the fish farming capacity, beach development, port reconstruction, shipyard upgrading, airport reconstruction, ferry terminals, fish processing, almond plantations, recovery of municipal landfills, waste management facilities, cement industry, campsite reconstruction, cycling routes, oil mills, gas stations, tourist resort development, and natural gas exploitation in continental shelf.

In most screening reports, the sociological impact has not been elaborated, while in the rest of the screening reports the impacts are for the most part boiled down to establishing the distance of intervention site from the settlement. Given sufficient distance, it is deduced that there will be no impact on population or development of tourism in the area. The positive impacts pointed out include new workposts and employment opportunities for the local population. Also, identified negative impacts on the population include a possible missing of a part of the tourist season owing to construction works, intensified traffic resulting from construction machinery, extra noise and polluted air.

Neither EIA reports nor screening reports present the opinion of the local community concerning the intervention. In fact, the devastation of autochthonous natural cover or the diminishing of common space is undertaken in favour of the increasing number of tourists who intensify traffic jams, the quantities of wastewater and municipal waste, and thus affect the population that in certain cases opposes planned project. In the majority of cases, the population is not even informed about the planned facility.

4.1. Case analyses

In analysing the potential environmental impacts of the interventions, in numerous EIA reports the potential alternatives of an intervention are considered, especially in view of the sociological aspect and the ecological approach. Thus in EIAR regarding the system of public water supply, sewerage and wastewater treatment plant of Dubrovnik ag-

glomeration, in the non-technical summary (MZOE, 2018b, p. 47), which should particularly be designated for the public, the following argument is used (Chapter 3.2.8 Impact on local population and public health): "Generally we may conclude that throughout the use of the built system of public water supply and sewerage, the quality of life of local population will improve. Possible impacts on local population may be unpleasant odours." Apart from the stated affirmations being contradictory in that the quality of life shall improve but on the other hand there is a possibility of impact by unpleasant odours, no alternatives have been considered, be it in respect of technology or of siting, in order to prevent such a possibility of detrimental impact on the local population.

It is further stated that "the solar plant for drying the sludge is located at a distance of about 1 km from the nearest houses and negative impacts on the population are not expected. The site of the new wastewater treatment plant (WTP) is in the vicinity of residential houses (abt. 100 m), but given prescribed treatment of waste air, no negative impacts on population are expected." With regard to the aforementioned impacts, the protection measures are prescribed, those being as follows: "Enclosed parts of the technological processes should run under negative pressure. At pump room vents it is necessary to incorporate the filters for bad odour removal." Said measures however do not warrant that negative impacts will not be incurred on the local population, whereby EIAR contains no word about the opinion of said population, meaning that they had not been contacted in the course of drafting the report or preparation of the project. Such an attitude towards local population is not conducive to common wellbeing of all members of the community, but implies sacrificing of a part of population in favour of prosperity of the rest of the community which has no direct contact with particular site of wastewater treatment plant.

The analysis of the sociological approach was carried out with regard to the Screening report for the reconstruction of the Vis — Plisko polje airport, it being identical to any other EIA or screening report and intervention. In general, the site ambience and the impacts of the planned intervention are in the majority of cases described in a similar manner. In the mentioned report, just as in other reports as well, in the chapter referring to the description of the site of intervention, or description of the site ambience, the baseline data are provided for the following: ecological networks, habitats and protected areas, flora and fauna, spatial characteristics as well as land use, geological and hydrogeological characteristics, seismic characteristics of the area, soil, climate and air quality, landscape, population, cultural and historical heritage, state of noise and state of water bodies. In the chapter dealing with the environmental impact, the following is considered: possible significant impacts on environmental components (soil, water, air, ecological network, habitats, cultural and historical heritage, landscape), noise, waste and light pollution load on the environment, as well as the impact on population.

In the screening report dealing with the reconstruction of the Vis airport (MZOE, 2018c, p.38) the liaison is made between provisions laid down in the Transport development strategy of the Republic of Croatia 2017—2030 (OG, 2017) and the planned undertaking. It is stated that the reconstruction of the Vis — Plisko polje airport is necessary because in order to arrive at a particular location on the island of Vis from the Split airport, the "present-day guest", whose final destination is the Island of Vis, , spends approximately four hours in ideal conditions, "while by air route, such transport would be completed within an hour, whereby flow of people would be accelerated, above all of tourists, but also of the local population. Insular airports are not only essential for tourism, but also for the viability and further development of the islands, that being clearly evident in the example of Krk, Lošinj and Hvar islands, whose airports became an element of supply and the opportunity, which is also recognizable in their economic development." Mentioned statements concerning positive impact of the reconstruction are not supported by proof or arguments, but are founded on assumptions that the island of Vis will no longer be as isolated as it was and that the planned undertaking will contribute to tourist, demographic and economic development of the island, all because of the rise in tourist arrivals on the island during summer period.

Furthermore, the ascertainment in screening report that, according to physical plan of the City of Vis, the planned undertaking is situated within the limits of areas defined as particularly valuable arable agricultural land is not elaborated later in the text within the meaning of possible positive or negative impact on local population or the owners of the agricultural land. In the part related to potential impacts on habitats, it is stated that the impact on garrigue (negative impact over the area of 0,9 ha), olive groves (negative impact over the area of 1,82 ha) and vineyards (negative impact over the area of 7,47 ha) will be negligible or will involve the conversion of approximately 10,2 ha of land. At the same time, it is again not considered how that will affect the local population owning mentioned land and what would be an alternative for those inhabitants.

In the screening report, there is an affirmation that the reconstruction of the airport constitutes an exceptionally positive impact for the island, island population and potential island visitors. Introducing plane connections between the mainland — Vis Island or island — Vis Island will facilitate faster and easier connection compared to the existing maritime connection. The operation of an airport commands for new workposts, which makes it a positive effect. Apart from employees on the very airport, there is also a need for organizing transport from the airport to other insular destinations. Potential arrival of a greater number of tourists is more feasible compared to the present, etc., which, according to the mentioned document, ultimately constitutes a positive impact in the form of employment for a greater number of people outside the airport surroundings too. The airport brings income, that constituting a positive effect.

One of the identified negative impacts on population is intersecting the existing footpaths and accesses to plots, so in course of designing an advanced level of project documentation, it is necessary to define new connecting paths and accesses to the plots across the runway and the entire area of the airport.

A conclusion was presented "that on 18 July 2018 higher ozone concentration was recorded, falling in target exceedance values", that the island has no source of major pollution, that "present minimum pollution originates from cars, various crafts, the operation of catering and tourist facilities, households and other minor entities", and that apart from all of the aforesaid „high air quality is warranted". This demonstrates that drawing the decisions about the absence of significant negative impact on air quality is not substantiated. Furthermore, unsubstantiated claims are brought up that due to the possibility of using air transport to the island of Vis, the load on maritime (ferry) and road traffic will diminish, thus rendering possible the reduction in pollution, faster flow of people and goods, and ultimately positive effect on climate change.

The present state of noise is elaborated superficially, with findings that the sole source of noise is road traffic which mainly proceeds along the main road Vis — Komiža, and which passes just next to the airport. The marginal source is the noise resulting from operation of agricultural machinery in the zone of polje, and possibly the noise that in negligible quantities may arise from family households of neighbouring villages. Since airport operation is identified as a significant negative source of noise, but only for 82 inhabitants in total, the measures specified in the impacts are not proposed as obligatory in the chapter containing measures. Thus, resolving the problem of airplane noise is left for the future or the advanced stage of elaborating the documentation, while the following measures are specified as mitigation measures: restricting the use of an airport solely during daily time slots, the possibility of redefining the direction of landing and take-off (should conditions allow so), and replacing windows on critical facilities using absorbing materials (e.g. triple ISO glass).

Besides the fact that after the mentioned analysis the question arises why the EIA and screening reports do not consider ecological approach of the sociological aspect of the impact on community, especially local population, there is also the issue concerning the purpose of implementing the screening procedure, a procedure that precedes the issuance of location permit. In the procedure of issuing a location permit, the requirements are established for the construction of a planned undertaking. The location permit is often followed by producing construction designs that must take into consideration all the requirements established in the location permit. When, upon completed screening procedure, the administrative decision is issued establishing that it is not necessary to implement the environmental impact assessment and that no environment protection measures are prescribed in addition to those established by virtue of law and implementing acts, in the screening reports it is often stated: "This screening report does not propose other environment protection measures apart from those arising from the law, other regulations and standards as well as special requirements issued by public authorities in the procedure of securing the acts concerning construction." Besides the stated sentence, the designers of project designs on the basis of which construction permits are granted state that environment protection measures in the project design are aligned with the provisions of the Environment Protection Act.

In doing so no mention is made of what such particular measures are and how those are implemented in project designs. In the procedure of issuing the construction permit, the verification notes by bodies who issued the requirements are sought stating whether the projects are in line with issued requirements/measures. In the verification notes issued after the screening procedure is completed, and in cases where environment protection measures have not been prescribed in the administrative decision, it is noted that no environment protection measures are prescribed. The mentioned observation is incorrect as environment protection measures do exist, precisely those established by subordinate law provisions, but they fail to be specified or stated. Such an outcome in no way contributes to environmental awareness and actual protection.

4.2. Communicating with the public

In point 36 of its preamble, Directive 2014/52/EU mentions effective public participation and access to justice. In 1998 the European Community signed the UNECE Convention on the Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters (Aarhus Convention) and ratified it in 2005. One of the objectives of the Aarhus Convention is to guarantee the right of public participation in decision-making in environmental matters in order to contribute to protecting the right of living in the environment adequate to personal health and well-being. The Republic of Croatia is also the signatory of the Aarhus Convention, and therefore the obligations of communicating with the public are implemented through national legislation.

In practice, communication with the public throughout assessment procedure is implemented in such a manner that the notification of planned intervention is posted on a web page, followed by the notification on carrying out the public consultation accompanied by the report and non-technical summary. As for the screening procedure, communication with the public is carried out by posting the notification concerning the request and screening report on web pages. The public may present the views on the report in the course of 30 days from the date of posting the information note.

The notification concerning the request to undertake environmental impact assessment of the system of public water supply, sewerage and wastewater treatment plant of Dubrovnik agglomeration was posted on 27 April 2018, and the notification on carrying out the public consultation, the report and non-technical summary for the public were posted on 31 October 2018, 6 months following the first notification. The notification on carrying out the public consultation procedure, and within the framework thereof public presentation, was published in "Slobodna Dalmacija" newspaper, as well as on web pages and notice boards of organizational units on whose territory the planned intervention is sited. Within the framework of public consultation, the access to the report and non-technical summary is rendered possible throughout 30 days. Within those 30 days, a public presentation which the public and interested public may attend and at which they can put forward their comments is scheduled. The public and

interested public may submit their comments by mail within the time frame of the public consultation.

In the screening report concerning reconstruction of the Vis-Plisko polje airport, the notification of the request was posted on 5 November 2018 stating that the public and interested public may submit their opinion within 30 days from the date of posting the notification to the address of the Ministry of Environment and Energy.

According to EUROSTAT data, only about 60% of households in Croatia have Internet access. It is reasonable to presume that those who have the access mostly have no habit of following the announcements on web pages of competent authorities. The said approach that a notification is posted on a web page is acceptable for wider public, but insufficient for interested public which is for the most part local population. In order to safeguard efficient participation of the public in decision making concerning a planned undertaking, local population should be informed on the planned undertaking in the course of drafting the EIA or screening report and their positions should be constituent parts of the report. It is only then that it would be possible to speak about efficient participation of the public in decision making on planned undertaking.

5. CONCLUSION

Since tourism in the coastal area has a significant environmental impact, especially on local population, it is necessary to incorporate in EIA the ESIA principles such as preserving nature, communities' style of life, population health grants resilience, long-term benefit and tourism longevity.

The Republic of Croatia has to catch up with the current EIA/ESIA standards, make the procedures less unclear and more efficient, introduce population and health impact analyses, and improve communication with the public.

There is a need to organize workshops, draft instructions and guidelines on web pages of the Ministry aimed at upgrading the quality of EIA and screening reports, facilitating implementation of strategic impact assessment at regional and local level, and devising the methods of establishing the potential negative impact on public health, both qualitative and quantitative.

It is necessary to implement the provision on monitoring and analysing the enforcement of measures provided for in EIA decisions, and institute harmonized and joint administrative procedures (e.g. for EIA and location permit requirements) to reduce complexity and increase economic efficiency.

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Sara URSIĆ, Geran-Marko MILETIĆ

SECOND HOMES ON ISLANDS: THE EFFECTS OF SEASONALITY ON THE AVAILABILITY OF AMENITIES

In social sciences, there has always been substantial interest in the exploration of life on islands based on the fact that, for many years, many islands were closed systems that provided what nearly amounted to laboratory conditions for social scientists. Those secluded and isolated rocks surrounded by water were symbols of different lifestyles and lured researchers with their particularities. Although in the contemporary world the concept of isolation is fading away, islands still represent escape, hiding, and a slower pace of living. However, one cannot ignore the fact that accessibility and overall mobility are changing the concept of life on islands. Island living implies many specificities due to the isolation and diverse functions associated with islands throughout history. In the last few decades, island living has been connected frequently with the development of different kinds of tourism that often have seasonal characteristics. Many islands have become synonymous with vacation and relaxation. In addition, with the development of the *culture of vacationing* and high rates of migration to large urban settlements, island life has become seasonal for the remaining residents as well as for visitors. The concept of seasonality is, understandably, rooted in the natural flow of the seasons, which has impacted everyday life since forever. However, in the context of globalization, the summer/winter dichotomy has become pivotal for the concept of island living due to oscillations in population size, amenities, and the rhythm of everyday life among the local population. At the same time, seasonality has become a paradox: as destinations seek to reduce its impacts and prolong the high season, the visitor has gained the ability to chase the seasons around the globe and live in permanent summer.

Somewhere in the realm between tourism and everyday life, there is a population of second home users who visit chosen destinations more often and create relations with specific localities. To a certain extent, settlements with higher rates of temporary residents, the so-called *weekend- or summer-people*, call into question the concept of seasonality associated commonly with island lifestyle. Second home users choose specific locations based on natural, cultural, and service amenities that can deliver the best possible balance between leisure and sense of community.

This paper intends to determine the extent to which contemporary second home users, defined as *temporary residents*, represent a possible solution for reducing the impact of seasonality on island destinations.

In this paper, the authors are reflecting on the fact that the dynamic of the everyday is changing and, with possibilities such as remote workplaces or shorter work hours, multiple dwellings are as available to many people as they can be. Nevertheless, there is a catch: as the Western society, in general, is predominantly urbanized and globalized, so are our habits and needs. In the narrative of escape, often connected to the notion of islands and second homes, it seems everybody is looking for escape in a nature packed with urban amenities. The concept of amenities in the studies of second homes is focused mostly on natural amenities as the main motive for acquiring a second *home*. Thus, in this study, the main focus is on the cultural and service amenities which complement the environmental and natural amenities, all of which are part of the usual framework for the development of a vacation settlement.

In a case study of small settlements on the island of Čiovo, Croatia, the authors investigate how seasonality affects the satisfaction of permanent and temporary residents in terms of the availability of cultural, lifestyle, and service amenities. This study complements the recent work from Poljanec-Borić, Wertag, and Šikić (2018) on the aspects of a "sense of place" in an island community, in which the authors use similar data to explain constitutive elements of the sense of place in Okrug Gornji.

ISLANDS IN THE SPIN — FROM DIVERSITY TO TOURISM

As rapid urbanization, in its broadest sense, positioned all things *urban* as a pivotal prefix for global development and the city became the ultimate living space, the *other* spaces that people inhabited transformed (or at least tried to do so) to adapt to the change. Despite the uprising of technologies and mobility that ultimately shrink space and make it more available, most of the world is being compressed within city limits, making the *other* spaces either neglected or utopian and usually both. The necessity of being in a city created the necessity of escape. And the ultimate escape is the island. Baldcchino (2012:55) refers to islands as the "objects of what may be the most lavish, global and consistent branding exercise in human history."

Islands can be seen as a part of a landscape just like any other physical and environmental object, fascinating due to their biodiversity and natural richness, and seen as a space where people live their everyday lives. The latter implies inevitably that island space is produced by social interactions, as is any other space which is inhabited by people. As Hay (2006:31) states: "Islands are places, special places, paradigmatic places, topographies of meaning in which the qualities that construct place are dramatically distilled." One might argue that those very "distilled qualities" are the reason that the notion of island contains such strong metaphorical and symbolic meaning. (Baldacchino, 2013; Kizos, 2007; Peron, 2003; Tuan, 1990; Hay, 2006)

It is quite impossible to generalize islands, as there are so many all over the world, and every one of them is unique in its own way. As this paper analyses Croatian islands, our focus in on the small Mediterranean islands. Throughout history, according to Kizos (2007), islands have had so many diverse functions, from military posts and

prisons, to commercial and industrial nodes, to holy places and safe hideouts. In the last decades, however, their diversity has become a part of the heritage, as many islands experience the same fate as many other non-urban places: depopulation and, consequently, decline.

Even though islands are hard to define due to their differences in size, location, population (or lack thereof), accessibility, history, and culture, the semantics of the word "island" are complex and very often translate to isolation and remoteness, with the quiet tone of romanticism and the idyll in the background, or, sometimes, with scorn suggesting convention (Kizos, 2007). Islands are also a metaphor for slowness, where changes are rare and happen in an unhurried way. However, as Heraclitus pointed out a long time ago, change is the only constant in life, and, in the last decades, change has been more visible than ever as global trends affect everyday life on the islands.

During the transformation of everyday life on the islands, the aforementioned symbolism has been used for marketing purposes to transform many islands into tourist attractions, leading to the sprawl of the seasonal lifestyle. This is mostly the case with smaller islands, but some island states and bigger islands are also following this trend (such as Cyprus, Malta, Crete, and Sardinia) (Baldacchino, 2013).

Islands were once inhabited by people who lived and worked in the area, much like villages. Depending on the climate and the environment, people adapted to the natural conditions and tried to use the benefits the island provided in the best way possible. We are not going to deceive ourselves with the stories of island paradises, as life on islands was hard and unpredictable, but the fact remains that people continuously lived on islands for centuries. During rainy seasons, snow seasons, droughts and winds, people remained on islands. So how did some islands become seasonal spots for the majority and permanent residences for the few? The short answer is: the exodus as a result of rapid urbanisation. The longer answer is: vacation, tourism, travel, and escape. And all of this has occurred in a little less than a century.

CHASING "THE SEASON"
— SEASONALITY IN THE 21ST CENTURY

The start of a new era for islands is closely connected to the development of mass tourism and the *culture of vacationing* that emerged after the strengthening of the welfare state and the *right-to-holiday movement* which connected leisure, vacation and politics (Furlough, 1998). In the Western context, the tradition of vacationing in summer is connected to the climate, as summers are usually hot and humid, and the cities are not the most pleasant locations for sweating. Because of environmental reasons, as well as the fact that school holidays and annual vacations occur over the summer, summer has slowly become a metaphor for freedom and the notion of *dolce far niente*. Over the time, as more vacation time was available and traveling became accessible to many, a similar process took place concerning mountain destinations during winter. Hence, one

can conclude that seasonality was embedded in tourism from the very beginning. Furthermore, contemporary mobility patterns allow people to *chase the season,* which strengthens the seasonality effect in many locations.

According to Carlsen and Butler (2011), island tourism has developed on the well-known premise of the "*3S's*," i.e., *sun, sand,* and *sea,* which, together with isolation and remoteness, forms a perfect escape. However, in the context of mass tourism and the fact that nothing is as isolated and remote as it used to be, many island communities and settlements are experiencing the emergence of the "*3R's*," i.e., *regeneration, revitalization,* and *reinvention* in order to secure the "*3A's*," i.e., *authenticity, attractiveness,* and *amenities*. By providing the "*3A's*," every place, as Urry (2001) suggests, seeks, and succeeds in being a niche location in the global touristic movement. There is an ongoing worldwide competition between many settlements to attract as many visitors as possible and still remain vital. The latter notion is especially vulnerable to seasonality, as seasonal highs and lows influence the way of life in the settlement, since they produce the imbalance that creates"social and personal costs of seasonality" (Koenig-Lewis and Bischoff, 2005:207).

Seen as a major problem in tourism research, definitions on seasonality are numerous but share the same premise: a temporal imbalance that is systematic and has rather predictable recurrences and magnitudes (Butler, 1994; Baron, 1975; Lewis and Bischoff, 2005). According to the literature, seasonality is well documented and analysed in tourism research. Butler (1994) develops his theory based on two main origins of seasonality, natural and institutional, where latter is a "combination of religious, cultural, ethnic and social factors" (Baum, 1999). Peripheral destinations, islands included, usually experience stronger seasonal differences due to the combination of both types of seasonality, which makes them inaccessible due to weather conditions at certain times but also too costly for short visits.

In this paper, the concept of seasonality is analysed through second home tourism on the islands. Second home tourism implies some level of place attachment and the creation of a lifestyle that focuses on establishing an alternative *home*, whilst regular tourists seek experiences and leisure. (Williams et al., 2000; Miletić, 2013) That being said, the authors define second home owners as temporary *residents* that seek a second *home* in a particular settlement filled not just with natural amenities but also with a specific lifestyle. From this perspective, as Marjavaara (2007) emphasises, temporary residents may be a key to the maintenance of island life due to the fact that they contribute to possible economic development (investments in properties and contributions to the seasonal service boom) as well as to feelings of place attachment and sense of community on the part of the residents as well as themselves.

The notions of the island and of the second home traditionally share an inner duality: while islands are seen as "paradises, but also Gulags," as Baldaccino (2005) summarizes them, the immanent opening question in many discussions on a second home is whether it is a "curse or blessing" dates back to beginnings of second home research

(Coppock, 1977). Although this duality is a subject of debate, its existence immediately indicates complex relationships within the analysed phenomena.

Even though the seasonality issue is obviously here to stay and different models and strategies have been developed, it is important to position seasonality in the 21st century, where the institutional origins of seasonality or at least some of them are on the fast track to change. In this paper, we focus on seasonality in the context of second home tourism. Starting from Miletić's (2011) premise that a basic motivation for owning a second *home* is to escape (from a city, from everyday life) and return (to nature, to one's roots) and connecting it to contemporary mobility, as well as the changing work dynamic (shorter work hours, working from home, remote workplace), one can imagine that being a second home owner is one of possible solutions for reducing the impacts of seasonality on the infrastructure and the social or economic dynamic.

THE IMPORTANCE OF AMENITIES

One of the "*3A's*" that may contain the solution for many island seasonal settlements is the amenity supply. Amenities, by definition, are "qualities of a locality that make it an attractive place to live and work" (Goe and Green, 2005). This is a rather broad definition that includes different types of amenities which all "provide benefits to people through direct consumption of specific aspects of land, natural resources and human activity" (Goe and Green, 2005:96). The environmental/ non-environmental division is imposed as the most obvious one, especially from the perspective of second home tourism, as natural resources are the decisive motive for choosing the location that will serve as a second *home* (Peračković et al., 2018; Miletić et al., 2016). Nevertheless, Moss (2006) identifies two types of amenities, environmental and cultural, where the latter includes tangible and intangible cultural manifestations, such as the built environment, but also language and other "shared constructs." Nilsson (2014) goes even further with the classification and includes "location-specific goods and services," while distinguishing between natural and urban amenities. The concept of *urban amenities* is especially important in second home research, as the contemporary second home owner seeks escape from the urban lifestyle but, at the same time, prefers to have all the urban benefits, such as a wide range of services, transportation, sewage and water infrastructure, as well as cultural and social infrastructure (Kondo et al., 2012).

SECOND HOMES ON CROATIAN ISLANDS
CASE STUDY ON THE ISLAND OF ČIOVO

Croatian islands are characterized by population decreases and the rise of different types of tourism, including second home tourism. Until the early 20th century, the islands were inhabited by a mostly rural population that lived and worked on the islands, creating a traditional rural community typical for many Mediterranean islands. Due to reasons connected to industrialization and urbanization on the mainland, the islands

experienced an exodus, resulting in an ongoing population decrease (Babić et al., 2004; Faričić et al., 2010; Lajić and Mišetić, 2013). However, in the seventies, with the rise of the vacation culture, the islands began to transform into vacation places with an emphasis on second home development. The phenomena of second home development on the islands can be explained through two main reasons: first, it is connected to the already mentioned *culture of leisure* that was developing and creating the phenomena of mass tourism, and, second, it is connected to *family origin,* as many people living in the towns and cities had inherited land or a house on the island (Miletić, 2013; Miletić, Bara, and Marinović-Golubić, 2018). Recent research suggests that the socio-spatial transformation of the islands is related to the rise in the number of second homes or apartments built for occasional use (Miletić, 2013). As mentioned earlier, according to Lajić and Mišetić (2013), most islands suffer from depopulation, especially islands that are small and further away from the mainland, even though there is a group of islands that defies that trend somewhat, i.e., the *bridged* islands.

In this paper, the authors focus on the island of Čiovo, a bridged island characterized not just by high rates of second home dwellings but by population growth as well. Miletić et al. (2018) argue that the recent development of Okrug Gornji, a settlement on the island of Čiovo, has been provoked by the sprawl second homes, resulting in a shared amount of benefits and costs for the local community. The location (island, bridged, near two UNESCO heritage towns) and the long tradition of second dwellings position Okrug Gornji as a valuable starting point for researching the importance of second home development as the potential solution for reducing the impact of seasonality on a settlement.

DATA AND METHOD

The data analysed in this paper was drawn from a research conducted in 2016 in Okrug Gornji, a settlement located in Split-Dalmatia County (Croatia). The research was part of a larger project titled "Second homes and social sustainability of local communities in Croatia." The data was collected through a questionnaire survey filled out in the respondent's home using paper and pencil. The targeted population consisted of both residents and second home users. The sample was selected using a multistage random probability design and included 203 residents and 211 second home users.

RESULTS AND DISCUSSION: SEASONALITY AND THE SUPPLY OF SOCIO-CULTURAL AND INFRASTRUCTURAL AMENITIES

Oscillations in the physical density of a population are a very common trait of tourist destinations. The dynamic of change follows both the rhythm of nature and the interchanging cycles of human work and leisure. The reason this happens is simple; people usually tend to spend their free time in a location with pleasant weather. In that sense, seasonality is not a new phenomenon in tourist destination areas; however,
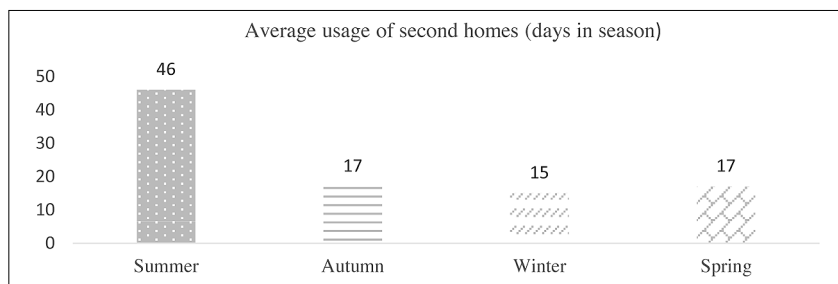
Figure 1 Average usage of second homes during different seasons
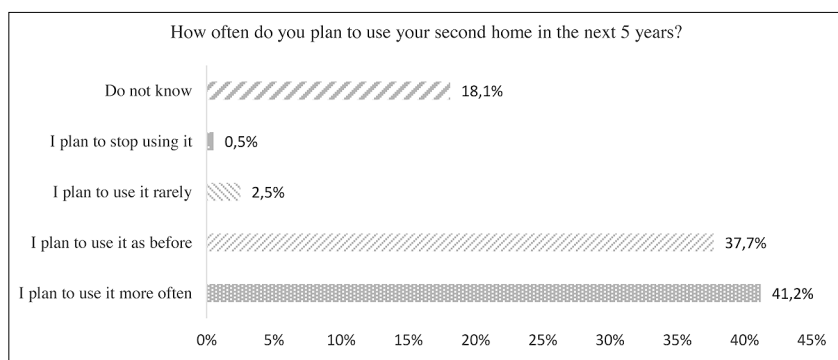
Figure 2 Future perspective on second home usage

greater variations in the physical density of the population brought about by contemporary mass tourism have produced more and more problems for local communities. The survey results confirm the existence of seasonality in Okrug Gornji among second home owners, i.e., summer is the high season, and the rest of the year is the low season. However, during the low season, which includes autumn, winter, and spring, temporary residents still use their second house rather often. This distribution of usage suggests that second home owners in Okrug Gornji can be defined as *weekend residents* and not just summer people. Despite the temporality and occasionality of their stays, second home residents are an integral part of the community in Okrug Gornji, as they tend to use their second homes during all seasons (see Figure 1). Moreover, a high percentage of temporary residents (41.2%) plan to use their second homes more in the next 5 years, as shown in Figure 2.

One of the most demanding challenges of seasonality in terms of population distribution is associated with the supply and demand of local amenities. Depending on the season, negative aspects of seasonality are manifested through a temporary deficit (in the low season) or temporary overutilization (in the high season) of amenities. Extreme variability in the supply and demand of amenities affects not only tourism but also the quality of life of both part-time and full-time residents. In order to identify the characteristics of seasonality, we asked the respondents to measure their levels of sat-

SECOND HOME USERS	SOCIO-CULTURAL AND INFRASTRUCTURAL AMENITIES	RESIDENTS
89,5% / 59,8%	Cafe and bars	89,8% / 65,7%
83,6% / 82,5%	Holy Mass	89,0% / 89,5%
83,9% / 79,0%	Fire department	84,7% / 84,7%
88,6% / 43,1%	Restaurants	83,6% / 40,6%
79,6% / 76,2%	Police department	79,6% / 81,1%
79,1% / 76,2%	Ambulance (emergency service)	79,3% / 81,8%
70,6% / 56,4%	Grocery shops	77,8% / 72,9%
62,1% / 56,9%	Repair and maintenance services	68,5% / 69,0%
62,4% / 61,0%	Medical services	66,5% / 68,5%
63,5% / 62,1%	Personal services (hairdresser, beauty salon…)	65,3% / 65,2%
49,0% / 53,1%	High speed Internet	60,2% / 62,1%
24,2% / 3,3%	Cultural events (concerts, shows, exhibition…)	34,0% / 6,5%
21,0% / 10,5%	Specialized shops	29,1% / 23,4%
35,1% / 27,1%	Farmer`s market	27,9% / 22,3%
13,0% / 3,4%	Sports events	22,3% / 13,4%
12,6% / 4,4%	Recreational and sports clubs	21,9% / 12,0%
11,5% / 8,7%	Public transport	14,3% / 12,9%
2,0% / 2,0%	Library	3,9% / 4,5%

high season (summer)
low season (rest of the year)

Figure 3 Satisfaction with socio-cultural and infrastructural amenities supply during low and high seasons

isfaction with the supply of socio-cultural and infrastructural amenities separately in the high and low seasons.

The percentages of respondents who were satisfied with the supply of socio-cultural and infrastructural amenities in Okrug Gornji are shown in Figure 3. The results reveal several interesting points. First, the supply of about one third of the amenities was problematic regardless of the season. With only one third or less satisfied respondents, the library, public transport, recreational and sports clubs, sport events, farmer's market, and cultural events were among the most deficient amenities. On the other hand, there were amenities with satisfying availability throughout the whole year, such as the fire department, police, ambulance, and religious services. This availability signals that the local authority is capable of organizing the supply of communal services and amenities. However, its list of priorities obviously does not include all services and amenities that may be of interest to the local community.

The second interesting point concerns the intra-seasonal difference in satisfaction between the residents and second home users. Namely, the second home users were often less satisfied than the residents with the supply of almost all of the amenities surveyed. The largest difference in satisfaction between second home users and residents was in the supply of grocery shops (70.6% and 77.8% were satisfied with the situation in the high season, respectively, whereas 56.4% and 72.9% were satisfied with the situation in the low season, respectively), followed by repair and maintenance services (62.1% and 68.5% satisfied in the high season, respectively, and 56.9% and 69.0% were satisfied in the low season, respectively), then high-speed Internet (49.0% and 60.2% satisfied in the high season, respectively, whereas 53.1% and 62.1% were satisfied in the low season, respectively), then specialty shops (21.0% and 29.1% satisfied in the high season, respectively, whereas 10.5% and 23.4% were satisfied in the low season, respectively), and sports events (13.0% and 22.3% satisfied in the high season, respectively, whereas 3.4% and 13.4% were satisfied in the low season, respectively).

Finally, considering the inter-seasonal differences, Figure 3 illustrates that there were several amenities for which the supply was considerably more satisfying in the high than in the low season. Precisely, respondents were less than satisfied with the seasonality in the supply of cafes and bars, restaurants, grocery shops, cultural events, specialty shops, sports events, and recreational and sports clubs. The highest differences were reported for the supply of cafés and bars (satisfaction with the supply in the low season was between 25 and 30 percentage points lower than in the high season) and restaurants (satisfaction with the supply in the low season was about 45 percentage points lower than in the high season). Additionally, the inter-seasonal differences in satisfaction were higher among second home users than among residents. In other words, residents were somewhat more resilient in terms of the seasonality in the supply of amenities. The reason for this could be that, with time, seasonality simply has become an integral part of the local way of living. On the contrary, the expectations of second home users are often biased by the experience of living in a larger urban, hence non-seasonal, areas, which eventually makes them more demanding users of local socio-cultural and infrastructural amenities throughout the whole year.

CONCLUSION

The relation between islands and second homes is rooted in the notion of escape, but the contemporary relation is multidimensional and complex. The objective of this research was to determine whether seasonality, as one of the key features of both the second home and island lifestyle, affects the availability of amenities in a small island settlement in Croatia. The findings in this study support further recent research that points out the significance of second home visitors on the way of life in a local community on the islands (Kizos, 2007; Marjavaara, 2007; Ursić, Mišetić, and Mišetić, 2016). The amenities supply, together with authenticity and attractiveness, represents a desirable quality for postmodern settlements, particularly those that depend on the tourism

industry, and, in case of Croatia, almost all islands do. Even though natural amenities are usual motives for choosing a specific locality, such as Okrug Gornji, the results suggest that socio-cultural and infrastructural amenities can help to attract year-round visitors and to reduce impacts of seasonality. Bearing in mind that natural and institutional seasonality is undergoing a transformation for reasons such as extremely hot summers and changing work dynamic, just to name a few, island settlements that are dependent on tourism and *weekend residents* have a responsibility to upgrade social, cultural, and infrastructural amenities to reduce seasonal differences. From the local community's perspective, the importance of reducing the impact of seasonality through non-natural amenities lies not just in prolonging of the tourist season or in its accompanying economic benefits but also in the more even distribution of visitors, which can provide benefits for permanent and temporary visitors, as well as for tourists.

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Migration, Security, Geography

Inoslav BEŠKER, Ana RADOVIĆ KAPOR

INVENTING MIGRANTS NARRATIVE: VICTIMS BETWEEN POLITICS AND LITERATURE

INTRODUCTION

The effect that trans-Mediterranean migrations have had on social and political attitudes is substantial in Central Europe, as well as in Southern and Western Europe. In the 21st century migrations en général — and within them particularly trans-Mediterranean migrations — have been more present than ever in literature as well.

The purpose of this paper is to identify which narrative is used in the current description of trans-Mediterranean migrants. Due to the limited publishing space, the comparison is limited to political or literary discourse. In order to compare the treatment of migrants in political and literary discourse we have used our own version of multidisciplinary discursive analysis, which we have shared with the public (Bešker 2010, 21-44), starting with works by Teun van Dijk (1997; 2011²), but not limited to his analyses. We strive to apply pragmalinguistic analysis open to the other approaches, in our case mainly philosophical and anthropologic. In this context, we define discourse as an identifying way of presenting facts and/or views.

We start with the assumption that the perception of migrants in the public information space depends on the narrative. Two narratives dominate the political discourse. One is subjective, mostly emotional; it stays away from the objective indicators, starting from statistical ones, or uses them arbitrarily, out of context, appealing to sentiments. We take that claim as axiomatic, so we will not specifically point it out. There is a plethora of evidence in the newspapers and television debates, in the superficial glimpse of the social networks, in the debates in the houses of parliament of the EU member states, in the positions of many significant politicians, in the motive for strengthening the populist parties and movements, in the reasons for the support of Brexit on the referendum, etc. The second narrative attempts to be objective, relying on weighted statistical data, it generally appears to be scientific, so we took it as one side of comparisons.

Within literary discourse, the narrative on migrants has existed since time immemorial. The underlying hypothesis is that an objective political narrative, in spite of the persistence of subjective political narratives on the threat of migrants, would treat migrants primarily as a geopolitical and economic problem, and that a literary analysis would treat migrants primarily through the categories of compassion and, possibly, solidarity.

MIGRANTS NARRATIVE

Migrations in the Traditional Imaginary

The migrations narrative in literature started simultaneously with the narration on migrations and with literature itself. They bore witness to the importance of migration — tribal and even personal — in the history of humankind, and of its writings as well. The basic narration of our Western culture, namely the Bible, presents migration as the commandment of God the Father and the Creator[1]. Its fulfillment is narrated through the first six books of the Bible (*Beresheet* or *Genesis* 12, 1, to *Sefer Yehôshúa* or *Book of Joshua* 5, 129), until the realization of the mythic goal — the arrival into the Promised Land, described as "flowing with milk and honey" (*Shemot* or *Exodus* 3, 8).

The anabasis and catabasis to the Promised Land is the paradigm of every mass migration, and "milk and honey" is a metaphor of the "Pursuit of Happiness", the unalienable human right according to the United States Declaration of Independence. Happiness, however, is not unique and the only reason for migration, at least in literature. Another reason for it might be searching for "worth and knowledge". Because of that[2], Dante sentences Ulysses, the migrant par excellence, to a death worthy of his name and fame — pushing him downhill to the edge of the World (*Inferno* XXVI, 90--142).

Europe is, historically, and even prehistorically, a continent of migration. Descendants of "Ötzi" — a European killed 5,400 years ago below the Similaun in the Alps whose frozen mummy was found when the glacier began to melt — were discovered in our time not only in Tyrol and in Switzerland, but in Cornwall as well, incorporated in local descendants of Celts whose center was once in today's Bohemia. They were exposed by a rare haplogroup G in chromosome Y, created some 30,000 years ago in the area between the present-day Iran and the Himalayas (Hauser 2016, 12) — which then moved by later migrations.

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[1] "Now the Lord had said unto Abram, Get thee out of thy country, and from thy kindred, and from thy father's house, unto a land that I will shew thee:2 And I will make of thee a great nation, and I will bless thee, and make thy name great; and thou shalt be a blessing:3 And I will bless them that bless thee, and curse him that curseth thee: and in thee shall all families of the earth be blessed." (Gen 12, 1-3, KJV).

[2] "fatti non foste a viver come bruti, / ma per seguir virtute e canoscenza" (Inferno XXVI, v. 119-120). Translated: "you were not made to live your lives as brutes, / but to be followers of worth and knowledge" (Barolini 2018).

The humankind owes its expansion and cultural diversity mainly to migrations, both group and individual ones, including the interaction of religious and cultural diasporas with a diverse cultural environment.

Migrators between Exiles and Refugees

Dalmatia — our present privileged observatory of the Mediterranean migrations — entered the literary narrative for the first time when her "mountainous arms", the *montanae brachia Dalmatiae* (Ovidius 10 [1754] v. 39 [s. 84]), were mentioned by banished Ovid in the context of his plea to be allowed back in Rome.

Proscribed Dante, from his exile, ascribed directly to Hell his fellow Florentine citizens[3] who expelled him to a lifelong migration.

A narrative that in its contents did not mention expatriation or exile, whether external or internal, material or spiritual, could also influence a literary work, or the writer himself. Bart Giamatti argued, being right, in favor of a reason that "Petrarch's entire existence, his sense of self, would be determined by his obsession with origin and exile; by his conviction that he was displaced and marginal" (Giamatti 1984, 13)[4].

Emigration may be the price of freedom, as Plutarch noticed already in his essay *On Exile*: "Aristotle was from Stagira, Theophrastus from Eresos, Stratos from Lampsacus, Lyco from Troas, Aristo from Ceos, Critolaus from Phaselis, and, in the stoic school, Zeno from Citium, Creon from Asos, Chrysippus from Soli, Diogenes from Babylon. Every one of them had to leave, [...] But if they did not go [to exile], they might not have created everything they created" (Plutarch, 605 A9).

The narrative on migrations varies greatly depending on the viewpoint of an interested narrator, and above all, of his/her belonging to a group that perceives a particular migration as either a chance and benefit, or a threat and disaster.

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[3] "Godi, Fiorenza, poi che se' sì grande / che per mare e per terra batti l'ali, / e per lo 'nferno tuo nome si spande!" (Inferno, XXVI, 1-3). Translated: "Be joyous, Florence, you are great indeed, / for over sea and land you beat your wings; / Through every part of Hell your name extends!" (Barolini 2018).

[4] In a 1350 letter to Lodewick Heyliger Petrarch wrote "... usque ad hoc tempus vita pene omnis in peregrinatione transacta est. *Ulixeos errores erroribus* meis confer: profecto, si nominis et rerum claritas una foret, nec diutius erravii ille nec latius. Ille patrios fines iam senior excessit; *cum* nichil in ulla etate longum sit, omnia sunt in senectute brevissima. *Ego*, in *exilio* genitus, in *exilio* natus sum, *tanto* matris labore tantoque discrimine, ut non obstetricum modo sed medicorum iudicio diu exanimis haberetur; ita periclitari cepi antequam nascerer et ad ipsum vitae limen auspicio mortis accessi" (Petrarca 1350 [1933-1942], XXII, 2, 75-83). Translated: "I have spent all my life, to this moment, in almost constant travel. Compare my wanderings with those of Ulysses: if the reputation of our achievements were the same, he indeed traveled neither more nor farther than I. He left his homeland's borders as a grown up man, during the age when nothing is too long, because in the old age all things seem shorter. I was conceived in exile, born in exile. I cost my mother such labor and struggle that for a long time the midwives and physicians thought her dead. Thus I began to know danger even before I was born, and I crossed the threshold of life under the loom of death."

These dichotomies can last for centuries after a migration, in politics and literature alike.

Our hypothesis is that the perception of each migration — prehistoric or historical, or colonization — depends on the narration of its narrator.

The late antique Migration Period, the crucial European ethno-genetic intertwining, for the Germans is known as *Völkerwanderung* (*Seoba narodā* for the Slavs), i. e. Migration of the peoples, a neutral allocution, while ancient and medieval heirs of the Greco-Roman civilization in their new languages conveyed it as the *Barbarian invasions*, using a negative, pejorative adjective.

Following the same line, trans-Mediterranean migrations are imposed as an important, even central, social, and political issue in Central Europe, and to a considerable extent in both Southern and Western Europe, prior to the next elections for the European Parliament (May 25, 2019).

At the same time, trans-Mediterranean migrations have been perceived, especially in the media, as one of the essential humanitarian problems of nowadays Europe.

The media also portray them as a manifestation of inequality and discrimination, often racial or ethnic.

Migrations in Mediterranean Literature

Migrations *en général* — and within them particularly trans-Mediterranean migrations — have been more present than ever in literature.

It is up to literature — fictional or factional — to transcribe the "*unhomely*[5] condition of the modern world" (Bhabha 1992, 145).

Unlike the policy, which sees the Mediterranean as a frontier or even as a front, literature sees the Mediterranean as a whole in itself, even as a world in itself.

For Paul Valéry the Mediterranean is a kind of "pre-Europe"[6] (Valéry 1924 [2000, 144]): it has "produced" a European man, universal man, Protagorine "man as the benchmark of all things"; on its shores, cultures, mixed through trade.

For Halikarnas Balıkçısı[7], born Cevat Şakir Kabaağaçlı, "The Mediterranean is a continent for itself, separate from Africa, Asia and Europe" (Eldem 2001, 64-65).

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[5] Homi K. Bhabha there paraphrases the "intriguing suggestion in Goethe's final note on World Literature (1830)". A Goethe's concept of "unheimlich", meaning uncanny, unhomely, but also confidential, esoteric, can be found earlier in his poem *Im Vorübergehn* (1813).

[6] "Avant même que l'Europe actuelle ait pris l'apparence que nous lui connaissons, la Méditerranée avait vu, dans son bassin oriental, une sorte de pré-Europe s'établir. L'Egypte, la Phénicie ont été comme des préfigures de la civilisation que nous avons arrêtée; vinrent ensuite les Grecs, les Romains, les Arabes, les populations ibériques. On croit voir autour de cette eau étincelante et chargée de sel la foule des dieux et des hommes les plus imposants de ce monde: Horus, Isis et Osiris; Astarté et les kabires; Pallas, Poséidon, Minerve, Neptune, et leurs semblables, rčgnent concurremment sur cette mer qui a balloté les étranges pensées de saint Paul, comme elle a bercé les rêveries et les calculs de Bonaparte…"

[7] The pseudonym meaning "The Fisher from Halikarnas".

Predrag Matvejević wrote that the "Mediterranean is a world in itself and the center of the world"[8] (Matvejević 1990, 16), "comparable to a huge sponge, which has absorbed all knowledge and all cognition"[9] (Matvejević 2006, 54).

For Catalan Manuel Vázquez Montalbán, "more of a pessimist, cynical satirist than any of the other writers mentioned so far," the "Mediterranean has been a succession of barbarisms that have accumulated and mixed until they produced the hybrid Mediterranean man, who eats oil, olives and aubergines" (Boldrini 2003, 441).

A migrant literature, as we stated, exists at least since the great exiles, like Aristotle, or Dante, or Petrarch, to Nabokov, Miłosz, Kundera, Rushdie, etc.[10]

The earliest migration literature was also migrant literature: who could describe the *Exodus*, as a part of the *Torah*, if not migrants themselves? Nowadays, however, the impact of migrations on the sedentary population induced, or even challenged some authors outside the migrant circle. Therefore, according to Søren Frank (2008, 3), "…'migration literature' is an inclusive term that embraces all literature written in our age of migration, addresses migration thematically and, in some cases, stylistically."

The move to "migration literature" is "a move away from authorial biography as the decisive parameter, emphasizing instead intratextual features such as content and form as well as extratextual forces such as social processes" (Frank, 2008, 4).

The Mediterranean offered many, definitely too many occasions for the flourishing of that genre. Our "liquid continent" is often seen as a "blue road". However, at the same time, it is a kind of blue tomb: from the legendary comrades of Ulysses and many of their predecessors to more than 20,000 immigrants who drowned in the shipwrecks during the first 18 years of our 21st century.

Literature as the Voice of Migrants

Amelia Alberti mentions those who lost their lives in *Ode in memory of Anpalagan Ganeshu*. The victim and the protagonist was a Tamil migrant from Sri Lanka, from whom only an ID was left, seized from the bottom of the sea and dumped on the deck of a fishing boat along with fish, octopus, shellfish, sludge, and one human bone. Anpagalan Ganeshu was 17 when he, along with 282 companions, sank during the "Christmas Shipwreck" in 1996, which was accidentally discovered much later, and became the symbol of the unknown ghastly tragedies of migrants in the Mediterranean.

The same Anpagalan Ganeshu, more a child then a man, reduced to a random bone and a partially destroyed ID, is a central figure of the novel *The Ghosts of Cap Portopalo* (2004) by Giovanni Maria Bellu. The same subject and the same title were chosen for a television miniseries broadcast in February 2017, on the RAI.

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[8] "Posebnost položaja, cjelovitost ili zaokruženost prostora stvaraju dojam da je Mediteran svijet za sebe i središte svijeta".

[9] "Mediteran je usporediv s golemom spužvom, koja je upila u sebe sva znanja i spoznaje."

[10] Both authors of this study are migrants as well, si licet parva componere magnis.

Luckily, there were others who managed to travel the Mediterranean. Tahar Ben Jelloun in *Leaving Tangier*[11] (2006) describes one of them, a fictional Azel.

The narrative that *Leaving Tangier* offers us as a guiding principle suggests a migrants' cultural shock, and a difficulty of transport, as well as adjusting. Through the troubles of his protagonist, Tahar Ben Jelloun and other authors explain that acculturation is by no means a one-way process, but rather a mutual and dialectic one.

There is no culture that has not been amalgamated through a multicultural phase (and possibly many of them). The antic, diverse Greek-Roman multiculture, re-cultured through the filters of humanities and renaissance, represents one of the pillars of Western cultures, even today. Each phase caused reactionary resistance, an antithesis, which was prevailed a generation or two later.

The acculturation is, without any doubt, the main theme of the migrant literature. To use the parable from the beginning of the migration literature — the Bible: the God of covenants follows the migrant saga from Abraham/Ibrahim to Moses/Moussa. One of the migrant's problems is paralleled with the economic ones, the import of his own home-version of the same God into a receiving destination where the narrative about God is completely different.

From the migrants' point of view, the cultural shock can be efficiently described by a different strategy of narration, intertwined with humor and wonder. Allow us to mention only one of many such examples, the *Life is a Caravanserai, Has Two Doors, I Came in One, I Went Out the Other*[12] by Emine Sevgi Özdamar. This work is a collection of vignettes told completely in a spoken jargon, from the point of view of a girl born in Turkey.

However, the insight of the migrant condition can be bitter and more effective if presented by a native who impersonates a migrant. The paradigm example is a series of reportages published by German investigative journalist Günther Wallraff, under the title *Lowest of the Low*[13]. Wallraff worked undercover as a Turkish "Gastarbeiter", and brought to light the brutal exploitation of migrants, blackmailed with their vulnerable position.

Hunger, Thirst and Poverty as Motives

"How many kinds of yogurt are on the store shelves?" may be a crucial political question in the North.

In the South, hunger again rises as a present political variable.

Roughly speaking, the gap between consumerism and famine severs not only favelas from the cities, but also the entire North from the South of the globe.

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[11] Originally published in French under the title *Partir.*

[12] Original title: *Das Leben ist eine Karawanserei hat zwei Türen aus einer kam ich rein aus der anderen ging ich raus.*

[13] Original title: *Ganz unten.*

The problem is not a global lack of food. The humankind grows enough food for ten billion people, but it still cannot end hunger (Holt-Giménez E., Shattuck A., Altieri M., Herren H. & Gliessman S. 2012, 595). There is still "a risk of falling far short of achieving the SDG[14] target of hunger eradication by 2030" (FAO 2018, XIII), even if, according to the Food and Agriculture Organization of the United Nations (FAO) (2009a, 2009b) the world produces more than 1.5 times enough food to feed everyone on the planet. The problem is in distribution: "people making less than $2 a day — most of whom are resource-poor farmers cultivating unviably small plots of land — cannot afford to buy this food" (Holt-Giménez E., Shattuck A., Altieri M., Herren H. & Gliessman S., 2012, 595)[15].

It means that hunger, because of the non-availability of food to certain population categories, is mainly a political problem. Migrations motivated by undernourishment are consequently a political problem as well.

According to the FAO data, the world hunger is on the rise for the third year in a row FAO 2018, XII). Approximately one out of every nine people in the world is facing a chronic food deprivation: "The absolute number of undernourished people in the world is now estimated to have increased from around 804 million in 2016 to almost 821 million in 2017" (FAO 2018, 2). "These are levels from almost a decade ago" (FAO 2018, XII).

"Africa remains the continent with the highest PoU[16], affecting almost 21 percent of the population (more than 256 million people)" (FAO 2018, 2).

Under the conditions of an extensive economic growth, such as nomadic or semi-nomadic cattle breeding or primitive farming, every surviving child is a resource: a new workforce, an investment in survival.

The FAO notes that it seems obvious that the global warming increases hunger. New evidence in this year's report highlights that beside conflicts, "climate variability and extremes" are also a key force behind the recent rise in global hunger (FAO 2018, 38). They are also one of the leading causes of severe food crises (FAO 2018, 38).

According to the Intergovernmental Panel on Climate Change (IPCC 2013) the period between 1983 and 2012 was the warmest 30-year period of the last 1,400 years in the northern hemisphere.

Analysis in the FAO's report shows that the prevalence and number of the under-nourished people tends to be higher in countries highly exposed to climate extremes.

"Wildfires in the western United States and hurricanes on the East Coast captured media attention this summer and fall. But throughout 2018, weather events also had

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[14] Sustainable Development Goals set out in the FAO's 2030 Agenda for Sustainable Development.

[15] Therefore "the bulk of industrially produced grain crops (most yield reduction in the study was found in grains) goes to biofuels and confined animal feedlots" (Holt-Giménez E., Shattuck A., Altieri M., Herren H. & Gliessman S., 2012, 595).

[16] PoU: prevalence of undernourishment.

At-Risk Countries

Agricultural dependence and recent conflict
Agricultural dependence, recent conflict, discriminatory institutions

Water Deficits in At-Risk Countries, October 2017–June 2019

At-risk without severe water deficits
At-risk + 10 year deficit
At-risk + 30 year deficit
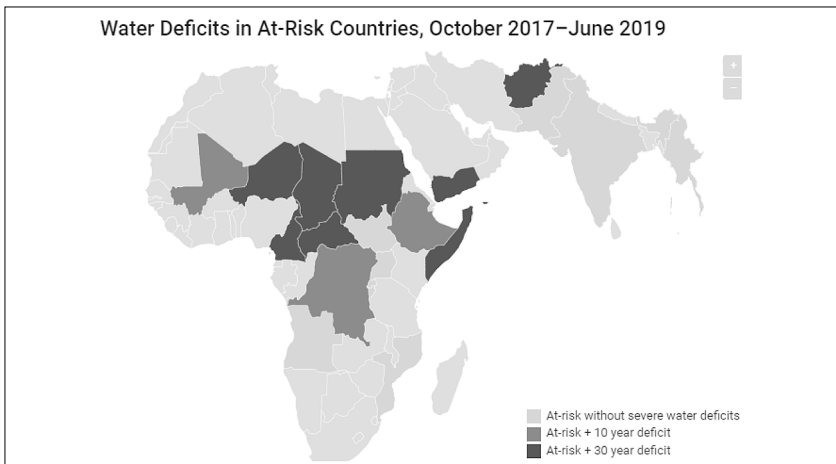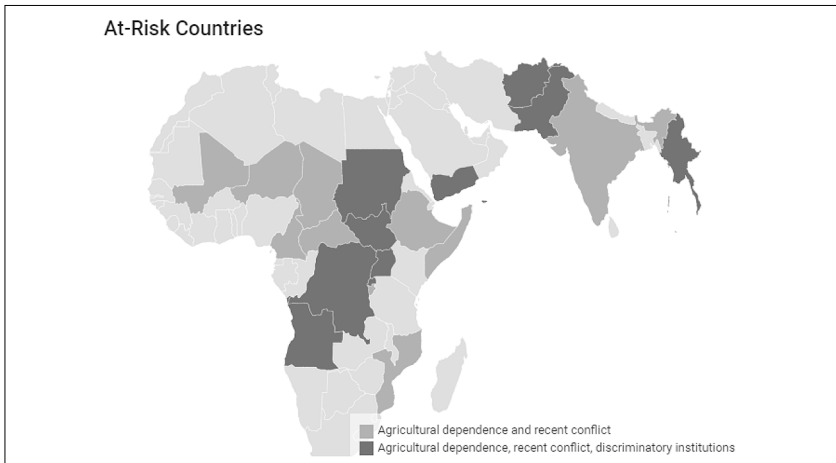
devastating humanitarian consequences in developing countries, from immense floods in the Indian state of Kerala to an intense drought in Afghanistan that affected millions" (Busby & von Uexkull, 2018, s.p.). They affirm that "... several risk factors make some countries more vulnerable than others to the consequences of climate change. Three stand out in particular: a high level of dependence on agriculture, a recent history of conflict, and discriminatory political institutions. Research suggests that in countries that display some or all of these risk factors, climate extremes are especially likely to lead to disastrous outcomes, including violence, food crises, and the large-scale displacement of populations" (Busby & von Uexkull, 2018, s.p.). In the same article the authors presented two maps (see above).

Compatibility of geopolitical maps of endangered countries and the statistics about the migrants' origin from certain high-risk areas (and from territories that do not seem to be affected by crises or conflicts) is remarkable.

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Furthermore, undernourishment is even higher when the exposure to climate extremes is compounded with a high proportion of population depending on "agricultural systems that are highly sensitive to rainfall and temperature variability and severe drought, and where the livelihood of a high proportion of the population depends on agriculture" (FAO 2018, 38).

Climate shocks do not only negatively affect households' own food production, but also rural incomes as the agricultural production falls. In the food-insecure regions, many small family farms both consume their products and sell them at the local markets. This exposes them to climate variations as they have less of their own food production available for consumption and less to sell. Their income is more seriously constrained to maintain a more costly basic consumption, as demonstrated by a wealth of evidence (Brown & Funks 2008; FAO 2018, 72).

The announced trends are not positive. "The concentration of carbon dioxide in the atmosphere is rising by about three parts per million (ppm) almost every year.

During much of the early political debate around climate change in the 1990s, many scientists thought that about 350 ppm or perhaps 400 ppm was a red line that shouldn't be crossed.

Today the concentration of carbon dioxide stands at 410 ppm, and it is only increasing" (Ramanathan, Sánchez Sorondo, Dasgupta, von Braun, & Victor, 2018, s.p.).

By citing figures and data that are difficult or impossible to deny, the FAO claims that the main causes of hunger in Africa and, largely, in Latin America are droughts and desertification (FAO 2018, 45). They increase due to the climate change, such as global warming, which is greatly a direct consequence of resource scattering in the north hemisphere, from combustion of fossil fuels to methane from cattle farms.

This warns of the direct responsibility of the North for further starvation of the South, and thus for the strengthening of migration flows from the South to the North.

Illegal migration from Africa and Asia to Europe (and from Latin America to the north of Rio Grande) is therefore generally economic, not motivated so much by the improvement of standards, but by ordinary hunger.

"They do not arrive exhausted", said Italian Minister of the Interior Matteo Salvini.

Truth be told, the families "delegate" younger and the more powerful member in order to find work and earnings on the market of receiving countries, to help their families in the homeland, or to help them get to the receiving state.

It is a perceived phenomenon, a part of the economic survival strategy. There are plenty of examples, both older and newer. Here are some of them.

"In northern Nigeria, households facing greater ex ante risk have a greater probability of having at least one migrant" (FAO 2018, 88).

In Tanzania, for an average rural household, "a 1 percent decrease of crop production induced by a weather shock increases the probability of migration within the following year by 9 to almost 13 percentage points on average" (Kubik 2018, 64).

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Some social-nativist political narratives argue, often flirting with prejudices, that immigrants seize resources from the natives, leave them out of business, steal, rape, endanger Western civilization, endanger Christianity, and impose Islam (Kaczyński, Orbán, Strache, Salvini, Le Pen, Wilders, Farage etc.).

The other face of the political narrative, advocated, among the others, by the Oxford University, asserts "…two-thirds of US growth since 2011 is directly attributable to migration.

In the UK, if immigration had been frozen in 1990 so that the number of migrants remained constant, the economy would be at least 9 per cent smaller than it is now. That is equivalent to a real loss in gross domestic product of more than £175bn over 15 years.

In Germany, if immigration had been similarly frozen the net economic loss would be 6 per cent, or €155bn" (Goldin 2018, s.p.).

Migrations between Two Narratives

The two narratives — namely the one that perceives concrete migration as either a chance and benefit, and the other, which treats the migrants as a threat and disaster — produced two very different, opposed attitudes.

Here looms an epochal conflict — and such a conflict is always a fertile substrate for narration and its narratives.

"In you, as in every foreigner who knocks on our door, I see Jesus Christ who identifies with the foreigner of every age and condition, whether welcomed or rejected (cf. Mt 25:35-43)"[17]. That was a part of the Address of the Pope Francis to the immigrants placed/housed in the "Hub Regionale" in Bologna on October 1, 2017.

On the opposite side, there has been the posture of a substantial part of populations and political parties. The same Europe, after it has used immigrants and often exploited them as cheap labor especially in less desirable working places, is closing its doors today. It aims to recreate the sadly remembered *Festung Europa* (Boldrini 2003, 441), the fortress. Once against the Jews and western democracies, now against the migrants, placing deadly barriers (such as a shameful razor wire on parts of the Slovenian border), sending armies against the army of the miserable ones (Austria recently on Brenner, bordering Italy). In Europe with allegedly open Schengen frontiers, we finally have a chance to see that national borders are no longer just borders with, but frontiers against.

However, fortified borders are not a new occurrence, just like the fact that that they have never stopped not only the migrants, described by the paranoid narrative as the robbers of our earnings, hijackers of our labor, rapists of our women, but also real raiders, the conquerors. Did Hadrian's wall protect the Roman Empire in Britain? Did

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[17] "In voi vedo, come in ogni forestiero che bussa alla nostra porta, Gesù Cristo, che si identifica con lo straniero, di ogni epoca e condizione, accolto o rifiutato" (cfr Mt 25,35.43).

the Great Wall of China prevent Mongols from taking over Beijing and established the dynasty whose civilization was marveled upon by Marco Polo?

It is somehow new that in Europe, in the heart of the Union, suggestions are emerging that immigrants — who came to the European shores — should be detained there, on the far edge, and that detention camps should be opened on the islands. In the same manner in which former nationalistic states were "cleansed" of "racial contagion," now Sebastian Kurz, the public face of the Catholic Austrian People's Party (and the European People's Party) believes and demands for Europe to be cleansed of "immigrant contagion". This Catholic politician (at the time of this proposal Austrian Minister of Foreign and European Affairs and Integration [sic!: integration] and now the Federal Chancellor) — apparently on a diametrically opposite position from the Catholic Pope — put in front of Angelino Alfano, a Catholic from Sicily (at that time Italian Minister of Interior), a simple request: Italy must stop transferring illegal migrants from the Sicilian island of Lampedusa to its continental territory. If they are coming, that is where they will have to stay. End of story.

It is a right moment to mention the request for Italy to turn its island (with some 7,000 inhabitants, already on the edge of madness because of constant migrant flow) into a concentration camp with some 100,000 or 200,000 new detainees every year. This can partially be understood as a pre-election hysteria and a desperate attempt of Austrian People's Party leaders to restore at least part of the Catholic voters who have crossed en masse to xenophobic populists from Freedom Party of Austria. On the other hand, such an idea reminds us of the extreme niche of Austrian Catholic political thought culminating in the chancellorships of Adolf Hitler, an Austrian but in Germany, when concentration camps were part of everyday life that other criminal regimes were happy to copy. Let us not forget that Hitler's ideas, exposed/laid out neatly and openly in his program brochure *Mein Kampf*, got the support of most voters in the democratic elections in 1932, in the midst of a crisis.

Global Compact for Safe, Orderly, and Regular Migration

Emma Lazarus gave breath to Lady Liberty[18], who really did cry *with* [her] *silent lips Give me your tired, your poor, / Your huddled masses yearning to breathe free* (Lazarus 1883). This colossus was the beacon of hope and the first saluter of those who were arriving to a free and fair world, hoping to have a better chance, more luck, a variety of opportunities, no persecution, and no existential crisis they faced in their home countries. One century later and the USA, the same country that celebrates its diversity and proudly emphasises that it was built by migrants, is the only state that did not participate in the negotiations of the *Global Compact for Safe, Orderly and Regular Migration*.

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[18] In 1883, Lazarus wrote a sonnet *The New Colossus*, which was inscribed on the Statue of Liberty.

The Compact was a subject of the Intergovernmental Conference in Marrakech in December 2018, and represents the "first ever agreement on a common approach to international migration in all its dimensions" (UN 2018). Some of the cornerstone principles of this agreement are international cooperation, focusing on people, national sovereignty, rule of law, and sustainable development. Anne Peters, a director at the Max Planck Institute for Comparative Public Law and International Law Heidelberg, notes that the objectives of this document are saving lives, responding to smuggling, and eradication of trafficking (Peters 2018, s.p.). To sum it up, the radical notion of this Compact is that migrants are people. Persons with universal human rights[19].

As the adoption date approached, more countries were withdrawing their support. Italy, Austria, Hungary, Poland, the Czech Republic, Bulgaria, Estonia, and Croatia openly said that they would not be signatories, while the Prime Minister and the Minister of Foreign and European Affairs of the Slovak Republic were in a public conflict over it.

While the international law professors are explaining that the Compact is a symbolic, non-binding agreement, meant to place the states under moral pressure, rather than legal, right-leaning politicians argue that it encourages further migration that could lead to a new wave, establishes migration as a positive trend, and reduces the states' sovereignty. Not only has multiculturalism allegedly "utterly failed"[20] (as stated by German Chancellor Angela Merkel eight years ago, Weaver & agencies 2010), but it also seems that multilateralism is heading in the same direction.

Migration Statistics — Numbers and Destinations

Does the real pressure of refugees on European countries justify all this mess? Let us examine what the last year's numbers from the UNHCR Statistics say/look like.

Among the 10 countries with the highest number of persons of concern,[21] there is only one European state: Germany, on the seventh place (1,413,127). At the end of

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[19] "Refugees and migrants are entitled to the same universal human rights and fundamental freedoms, which must be respected, protected and fulfilled at all times. However, migrants and refugees are distinct groups governed by separate legal frameworks" (Global Compact for Migration 2018, p. 2, § 4).

[20] Precisely, Chancellor Merkel at the Congress of German Youth Union in Potsdam said: "Der Ansatz für Multikulti ist gescheitert, absolut gescheitert!", as reported by *Der Spiegel* on line, October 16, 2010, http://www.spiegel.de/politik/deutschland/integration-merkel-erklaert-multi-kulti-fuer-gescheitert-a-723532.html

[21] Refugees, according to UNHCR, include individuals recognised under the 1951 Convention relating to the Status of Refugees; its 1967 Protocol; the 1969 OAU Convention Governing the Specific Aspects of Refugee Problems in Africa; those recognised in accordance with the UNHCR Statute; individuals granted complementary forms of protection; or those enjoying temporary protection. Since 2007, the refugee population also includes people in a refugee-like situation. Other population of concern are Asylum seekers, internally displaced persons, stateless persons, and some others. Refugees (19,941,347) and internally displaced persons (39,118,516) made a 82,67 per cent of 71.44 million persons of concern globally at the end of 2017 (http://popstats.unhcr.org/en/overview#_ga=2.266760780.371886184.1542908196-391446757.1542908196).

2017, there were 5,144,932 of them in DR Congo, 3,789,320 in Turkey, 3,323,629 in Sudan, 1,970,983 in Ethiopia, in Pakistan 1,852,650, in Uganda 1.575,148, followed by Lebanon 1.018,416, Iran 975,525, Bangladesh 932,334, USA 929,850, Jordan 734,841, Chad 612,197, Cameroon 598,570, Kenya 506,915, and so on. If we are looking at the number of migrants per one thousand local residents, most of them are in Lebanon (173), Jordan (89), Nauru (50), Turkey (35), etc. Again, only one European country is in the top ten: Malta (18), on the ninth place. Regarding the million dollars of GDP, most of the migrants are in extremely poor South Sudan (100), followed by Chad (37), Uganda and Lebanon (20 each), then Burundi, Niger, Rwanda, Jordan, Mauritania, and Cameroon.

On the other hand, European countries are not the refugees. According to Gallup Survey on Migration intents, reported by International Organization for Migration (IOM 2018, 176), the top desired destination countries of potential migrants from 2010 to 2015 were USA for 20.9 percent, United Kingdom for 6.1, then Saudi Arabia (5.8), Canada (5.7), France (5.5), Germany (4.9), South Africa (3.5), Australia (3), United Arab Emirates (2.9), Spain (2.8), Italy (2.6), etc. Among top ten the "brexited" EU is desirable to 13.2 percent, and other destinations to 56.9 percent of potential migrants.

Taking into account the number of refugees, the desires and the economic power of European states, and then comparing them to the number of refugees in some significantly poorer countries, one can indisputably conclude that immigration should not be seen as an unsolvable problem. It is rather a litmus test of a selfish and racist attitude. It shows how the leaders of the nations with the Catholic majority are in direct clash with an utterly different, humane and humanitarian attitude represented by the magisterium of the Catholic Church headed by Pope Francis. The same pope chose the island of Lampedusa as the destination of his first apostolic journey, where he prayed at the shores of our sea, the sea that in this century became the tomb for more than 20,000 migrants, for those who departed to Europe, never arrived, and were left as the feast for the fish we catch and eat. Few are those who mention them.

DISCUSSION

The analysis of these attitudes and acts confirms a different treatment of migrants in political and literary narratives. Of course, the question whether the sources and the works mentioned are relevant to the discursive analysis remains open. The authors believe that they are, but this does not close a discussion.

The research distinguishes one typical difference between the political and the literary narrative.

The politics, through impersonal state statistics, reduces the victims to number, amassing all of them anonymously in some bookkeeping section.

The literature — both fictional and factual — on the contrary chooses one among many, rendering her or his personal dignity and a dignity of a relative category of affiliation, transforming a victim into a literary character. Thereby, we are invited, in-

duced to identify ourselves with the protagonist, to suffer or to be indignant with him/her and for him/her.

Both typical narratives on migrants aim at the same persons, but from two different perspectives: one as a state subjects, the other as a vulnerable human beings.

CONCLUSION

In the 21st century, migrations — and within them particularly trans-Mediterranean migrations — have been more present than ever in the collective imaginary.

The role of the narrative discourse in building the identity is well known. Given the fact, migrations are imposed as a suitable, seemingly a key issue of identity and alterity.

In the political discourse, two opposed narratives can be perceived: one on migrants as a chance and benefit, and another, which treats migrants as threat and disaster.

In the literary discourse migrants are seen prevalently as human cases, and often as an appeal to conscience.

The approach that moves from the individual to the general dominates both the migrants and migration literature, as witnessed in the trans-Mediterranean themes.

The political narrative sometime uses individual cases when it considers that they can affect perception, whether increasing fear of, or compassion and solidarity with migrants — but it is predominantly based on the access from the general to the individual (often flirting with prejudices). Within political narratives, there is often a discrepancy between public discourse (in parliament, in media, etc.) and diplomatic rhetoric with other states. There is an even greater discrepancy between scientifically based data on migrations and their reasons on one hand, and the political and media discourse on migrants on the other hand.

The authors have dealt with basic types of political narratives and distinguished the most prevalent literary ones about the same migrations.

The approach that moves from the individual to the general dominates both the migrant and migration fiction.

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THE INFLUENCE OF ISLAND INFRASTRUCTURE ON SECURITY, SUSTAINABILITY AND DEVELOPMENT OF NAUTICAL TOURISM

1. THE LEGAL FRAMEWORK OF THE ADRIATIC SEA AND ISLANDS

The Adriatic Sea, whose name dates from the 4th century BC, was named after the great ancient port center of the Adriatic (enciklopedia.hr, Jadransko more), the branch of the Mediterranean Sea that separates the Apennine Peninsula from the Balkans. The length of the Adriatic Sea is 783 kilometers and the average width is 248 kilometers. The average depth of the Adriatic Sea is 173 meters, extending over an area of 138,595 square kilometers (prirodahrvatske.com, Jadransko more). Given its geographical position, the Adriatic allows access to the open sea to Italy from the west coast, and to Croatia, Montenegro and Albania from the eastern coast. Of course, when you have several states situated in a relatively small geographic area all wanting access to the open sea, there will be border disputes. These disputes are primarily carried out between Croatia and Slovenia in solving the question of the Savudrija Valley. There is also a dispute between Bosnia and Herzegovina and Croatia regarding the Neum Gulf and between Montenegro and Croatia about Prevlaka.

On the other hand, the Republic of Croatia has 1,244 islands, islets, rocks and ridges, 78 of which are islands, 524 islets and 642 reefs (Dundović, Kovačić, Badurina-Tomić, 2015, pp 208). With the aim of protecting the islands, the Croatian government adopted a legal regulation titled the Law on Islands (hereinafter: the Law, in Croatian: Zakon o otocima). The Law is based on the rules set out in the National Development Program of the islands. According to Article 2 of the Law, the islands are divided into two groups based on demographic and economic development principles. The first group consists of underdeveloped islands and islets and small, occasionally inhabited and uninhabited islands, while the second group consists of all the islands that are not listed in the first group and the Pelješac Peninsula. Given that the Law was adopted on the basis of the National Development Program of the islands, program activities include organic farming (olive cultivation, cultivation and processing of medicinal herbs, viticulture, sheep farming), fish trade, breeding and selective extraction of marine organisms. As a result, indigenous Croatian island products are created for the purpose of better promotion and quality placing on the market of island products. The island development program aims to create all the prerequisites for increasing the quality of

life for the purpose of sustainable economic and social development by emphasizing and promoting the islands' particularities. It covers inhabited islands from the six coastal counties: the Dubrovnik-Neretva County, the Split-Dalmatia County, the Zadar County, the Šibenik-Knin County, the Lika-Senj Counta and the Primorje-Gorski Kotar County. It is also important to point out that the outer boundary of the Croatian territorial sea is a line that is twelve nautical miles away from the nearest starting point. The starting line, in accordance with Article 18 section 2 of the Maritime Code (in Croatian: Pomorski zakonik), consists of:

1) The low-water line along the coast of the mainland and islands,

2) The straight lines that close the entering points to ports or bays,

3) The straight lines connecting the following points on the coast of the mainland and islands:

a) Cape Zarubača — southeastern Cape of Mrkan Island — South Island of Sv. Andrija — Cape Gruj (island of Mljet)

b) Cape Korizmeni (Mljet Island) — Glavat Island — Struga (Lastovo Island) — Cape Veljeg Mora (Lastovo Island) — southwestern part of Kopište Island — Velo Danče (Korčula Island) — Cape Proizd — southwestern cape of Vodnjak Island — Cape Rat (Drvenik Mali Island) — Mulo Rock — Blitvenica Cliff — Purara Island — Balun Island — Mrtovac Island — Garmenjak Veli Island on Dugi Island with coordinates 43° 53' 12" north latitude and 15° 10' 00" east longitude

c) Cape Veli Rat (Dugi Otok) — Masarine Ridge — Mape Margarina (Susak Island) — Albanež — Grunj Island — the rock of Sv. Ivan na pučini — Mramori — Altież Island — Cape Kastanjija.

2. TRAFFIC OF VESSELS IN NAUTICAL TOURISM AND ACCIDENTS

Maritime traffic, at least as far as the Croatian part of the Adriatic is concerned, has more than nineteen million passengers on board annually. At the same time, twelve million passengers and three million vehicles are discharged to a total of fifty public lines, while charter operations account for about 540,000 passengers or users (Čičovački, 2017). According to official data, the maritime traffic numbered 1,400 vessels, 2,700 yachts, 115,000 boats and 6,207 vessels in charter operations while sailing under the Croatian flag 61,300 boats and yachts sailing under a foreign flag (Čičovački, 2017). It is important to note that about 41% of the annual maritime traffic on the Croatian Adriatic coast takes place during the three most important months: July, August and September. It is interesting to compare the structure of the transported passengers in 2016 and 2017; the number of passengers on public lines increased by 2%, while the passenger number decreased by 1% on international cruises and multi-day trips. When it comes to foreign boats and yachts, there is an upward trend in the number of applications for port captains — in only two years, from 2015 to 2017, an increase of 12.5% was recorded. In 2017 only, there were 31,000 arrivals in navigation and traffic of for-
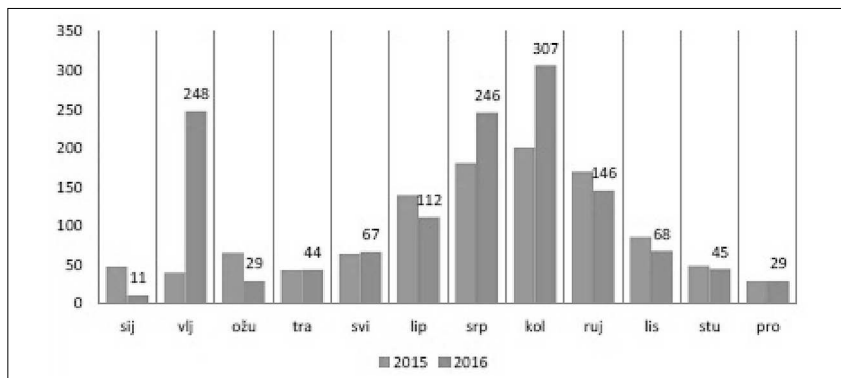
Picture 1 Number of sea accidents in 2015 and 2016 by months
(Source: Čičovački, L., Safety of sea and sea protection from pollution due to
increased maritime traffic, Ministry of Maritime Affairs, Transport and Infrastructure)
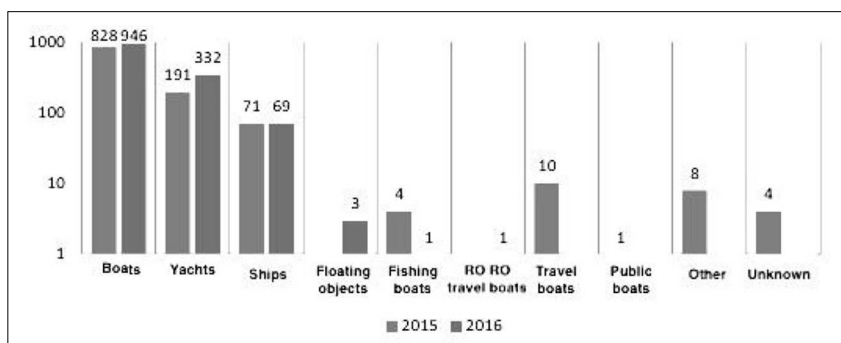
Picture 2 Maritime accidents by type of vessel
(Source: Čičovački, L., Safety of sea and sea protection from pollution due to
increased maritime traffic, Ministry of Maritime Affairs, Transport and Infrastructure)

eign boats and yachts. In the same context, we can analyze port entry points and port captain applications where the Harbormaster's Office (hereinafter: LK) in Pula had the largest number of applications (19,637). The rate of applications is then followed by LK Rijeka (14,372), LK Zadar (9,965), LK Šibenik (8,185), LK Split (3,765), etc. Although leading with the number of LK applications, Istria and the Primorje-Gorski Kotar counties have shown a downward trend as well as the Zadar and Šibenik-Knin counties. According to currently available data, we know that total traffic loads increased by 10% in 2016 compared to the previous year, but it is worrying that the number of maritime accidents also increased by 21% over the same period.

When it comes to the types of vessels involved in maritime accidents, more than 90% of the cases were boats and yachts. Specifically, in 2015, boats and yachts took part in 91.2% of marine casualties and in 2016 in 94.5% (Čičovački, 2017). Also, it is important to emphasize that a great number of accidents on sea are due to insufficient nautical experience and human mistakes (Mohović, Barić, Itković, 2013, p. 128).

Given that higher maritime traffic is causing a greater number of maritime accidents, it is clear that there will be more search and rescue (hereinafter: SAR) efforts on the waters. Also, the volume of traffic in the busiest months (June-September) effects the SAR service that has the most intervention in that period. On average, the duration of one SAR operation takes approximately three hours, while the average number of rescued persons per year is 753. According to the Harbormaster's Office data on total reported marine accidents and accidents, in the year 2016, the share of SAR operations was 33%, while the number of operations alone was 38% higher than in 2015 (Čičovački, 2017). In the year 2017, the National Headquarters for Search and Rescue at Sea reported that the Maritime Rescue Coordination Center — MRCC Rijeka and other Maritime Rescue Sub Centers — MRSC (Pula, Rijeka, Senj, Zadar, Sibenik, Split, Ploče, Dubrovnik) carried out a total of 454 search and rescue interventions at sea due to various maritime accidents. (National Headquarters for Search and Rescue at Sea at Sea, 2018, p. 1) Most of the search and rescue interventions were medical evacuations and assistance to crews or vessels incapable of navigation. However, despite great efforts of SAR teams forty people died at sea, seven of which were natural deaths while others as a result of accidents they were involved in. There are also positive examples of search and rescue operations; the total number of people rescued in the mentioned period was 765.

3. INFRASTRUCTURE IN NAUTICAL TOURISM

Significant attention should be directed at ports of embarkation as vital aspects of infrastructure in nautical tourism. However, infrastructure of the islands and their coastline also plays an important role in nautical tourism (e.g., accommodation capacities and health services), and their quality enables the steady growth of Croatia's nautical tourism. Croatia officially has 140 ports of nautical tourism, half of which are land or categorized marinas (State Bureau of Statistics, 2018, p. 2)

Ports of nautical tourism occupy a total of 3,711,981 square meters of water, compared with the shore length for mooring a boat of 62,993 square meters. Nautical tourism in Croatia counts a total of 17,067 berths. The great number of formentioned berts are taken by vessels 12 — 15 meters long and 10 — 12 meters long. At a national level, the number of people employed in nautical tourism ports is 1,665, while the need for workers is significantly higher during the tourist season and is evident by the employment of an additional 400 people in this time period. (Croatian Statistics Bureau, 2018, pp. 2-3)

The revenues of nautical tourism ports have shown an upward trend in the last three years. Five of the six county ports of nautical tourism have shown an increase in revenues compared to the previous year, and the most striking is the Šibenik-Knin County, which generates rather large revenues despite having fewer ports than, for example, the Split-Dalmatia County. (Croatian Statistics Bureau, 2018, p. 6) We can thus conclude that the most important aspect for nautical ports is the number of categorized

Županija	Ukupno Total	Sidrište Anchorage	Privezište Mooring	Marine Marinas					Nerazvrstane luke nautičkog turizma Uncategorised nautical ports	County of
				suha marina Land marina	marina I. kategorije Marina, 1st category	marina II. kategorije Marina, 2nd category	marina III. kategorije Marina, 3rd category	marina kategorizirana i označena sidrima Marina, categorised and marked by anchors		
Republika Hrvatska	140	61	6	13	5	16	17	19	3	Republic of Croatia
Primorsko-goranska	26	9	2	5	1	2	3	4	-	Primorje-Gorski kotar
Zadarska	46	32	2	4	-	4	4	-	-	Zadar
Šibensko-kninska	21	7	-	1	2	3	5	3	-	Šibenik-Knin
Splitsko-dalmatinska	27	12	1	2	-	3	3	5	1	Split-Dalmatia
Istarska	12	-	1	-	2	2	2	5	-	Istria
Dubrovačko-neretvanska	8	1	-	1	-	2	-	2	2	Dubrovnik-Neretva

Picture 3 Ports of nautical tourism 2017
Source: Croatian Bureau of Statistics, Nautical Tourism — Capacity and Turnover of Ports in 2017)

2. KAPACITET LUKA NAUTIČKOG TURIZMA I ZAPOSLENI, STANJE 31. KOLOVOZA 2017.
CAPACITY OF NAUTICAL PORT AND PERSONS IN EMPLOYMENT, SITUATION AS ON 31 AUGUST 2017

Površina akvatorija, m²	3 711 951	Water surface area, m²
Broj vezova, ukupno	17 067	Number of moorings, total
Od toga za plovila duljine		Of that for vessels;
Do 6 m	656	Under 6 m long
6 – 8 m	1 224	6 – 8 m
8 – 10 m	2 756	8 – 10 m
10 – 12 m	4 283	10 – 12 m
12 – 15 m	4 773	12 – 15 m
15 – 20 m	2 650	15 – 20 m
Više od 20 m	725	Over 20 m

Picture 4 Capacity of nautical ports and persons in employment, August 31, 2017
(Source: Croatian Bureau of Statistics, Nautical Tourism — Capacity and Turnover of Ports in 2017)

marinas. Increasing categorized marinas increases revenues. European countries' revenue is approximately 28 billion euros with 243,000 jobs (Kragić, 2017, pp. 19).

The development of nautical tourism largely depends on the infrastructure, starting from the general minimum conditions (water supply, safety of boats and people, drainage, environmental protection, lighting, berths, etc.) (Favro, Kovačić, 2010) through equipment (land space, catering, drinks, etc.) to high-quality services (reception, guest protection, foreign language skills, trade and hospitality services, etc.). (Luković, Bilić, 2007, p. 120).

When it comes to the quality of infrastructure in specific marinas as in nautical tourism ports, several island marinas s stand out. Aci Marina Milna on the island of Brač is open all year round and has 170 berths in the sea and twenty dry places. This marina has recently been completely restored — all the gates are brand new and the berths are supplied with electricity and water connections. The marina also has a reception desk, a restaurant, a workshop, a crane of up to ten tons, several convenience stores and a grocer. The marina's traffic connectivity is very high because it is connect-

Picture 5 Income realised by nautical ports, not including VAT, 2016 and 2017
(Source: Croatian Bureau of Statistics, Nautical Tourism — Capacity and Turnover of Ports in 2017)

ed to Split via Supetar, only twenty kilometers away, and to Hvar by frequent ferry lines and because of the international airport on the island (Škiljo, 2017, pp.27).

On the other hand, the island of Hvar has two Aci Marinas with high infrastructure levels. The smaller of these two is Aci Marina Vrboska. It is open all year and has eighty-five berths in the sea and thirty dry accommodation units. All berths are equipped with power and water connections. The marina includes a reception desk, exchange office, restaurant, toilets, service shops, a lifting crane of up to five tons as well as a gas station. The marina is connected to other places on the island by bus and ferry lines from Starigrad to Split, Rijeka and Dubrovnik. The other marina on Hvar island is Aci Marina Palmižana, which is open from March until the end of October and has 160 berths in the sea and land equipped with electricity and water connections. The marina includes a reception, exchange office, restaurant and sanitary facilities as well as a grocery store and it is connected with the island of Hvar by taxi boats during July and August, significantly reducing the marine infrastructure quality (Škiljo, 2017, p. 28.). One of the major ports of nautical tourism is located on the island of Korčula. Aci Marina Korčula is located in the eastern bay of Korčula and is open all year round. 135 marine berths and fifteen dry accommodation units, equipped with electricity and water connections, make this marina one of the most important in this part of the Adriatic. The marina itself includes a reception, restaurant, laundry, grocery store service shop, a crane of up to ten tons, parking spaces for cars, a petrol station (0.5 nautical miles from the harbor). Aci Marina Korčula also has an accommodation capacity of eleven apartments. The traffic connection of Korčula is at a high level. Namely, the island has a ferry line from Orebić to the Pelješac peninsula, from where you can reach the Dubrovnik or Split airports, Drvenik, Split and also has ferry lines to Rijeka and Dubrovnik (Škiljo, 2017, p. 29.). One of the most important islands in terms of nautical tourism in Croatia is certainly the island of Vis. Vis has two moorings (Turistička zajednica Vis, 2018): mooring Luka and mooring Kut.

The Luka mooring has sixty specialized moorings, twelve yacht cabinets with six electrical connections. If we assume that two moorings are needed to moor one boat, we can conclude that the capacity of the moorings is a "port" that can hold thirty vessels. On the other hand, the Kut mooring is twice as small; it has thirty specialized moorings and six yacht cabinets with six ectricity connections. When looking at Vis from the aspect of administration and services offered, it can be concluded that Vis has a well-equipped infrastructure. Several important institutions have their offices on Vis, such as:

— State Administration Office in Split-Dalmatia County — Vis
— Ministry of Interior Affairs, Police Administration of the Split-Dalmatia County, PD Vis
— Ministry of Finance and Tax Administration, Split Office, unit Vis
— Water Supply and Drainage of Vis island
— Volunteer Fire DepartmentVis
— Health Center of Split-Dalmatia County, Vis Office,
— Vis Pharmacy and Dental Practice
— Laundries, cinemas, banks, cars…
— Post office
— Shops

Vis is connected to Split mainly by ferry or catamaran, but it can also be reached directly from Italy, which means good traffic connections. In the end, the number of visitors is what counts, reflecting quality and success (Vis Tourist Board, 2018). According to the latest reports of the Central Bureau of Statistics, a large number of passengers in seaports visited Vis island in 2018. During the three busiest months of the year (June, July, August), Vis counted 18,832 passengers in June, 31,365 passengers in July and 31,564 passengers in August (Croatian Bureau of Statistics, 2017, Traffic of passengers in nseaports).

On the other hand, coastal ports represent the opposite of island ports mainly due to greater geographic possibilities. If we take the example of Marina Frapa in Rogoznica, near Šibenik, we can see a considerable difference in infrastructure. Marina Frapa extends through nine gullies and measures 136,000 square feet. It has 300 berths in the sea and 150 dry accommodation units, all equipped with power and water connections. The marina has a reception, exchange office, luxury apartments, restaurants, wine bars, bars, shops, pastry shops, pizzerias and much more. The marina is very well-located and has excellent traffic connections: it is close to Split Airport and to two national parks (Škiljo, 2017, p. 24). In 2012, the Institute for Tourism conducted a survey on the guests' satisfaction with the tourism supply, and it was found that the sailors were satisfied with only two elements of navigation in Croatia: the beauty of nature and the landscape and personal safety. (Marušić, Z., Horak, S., Sever, I., 2012, p. 56).

When looking at guest satisfaction, satisfaction with infrastructure rated lowest, indicating there is room for progress, mainly with berth width and fully functional, qual-

Ranking*	Elements of offer	%
1.	The beauty of nature and landscape	94,5
2.	Personal safety	86,2
3.	Condition of vessels**	78,9
4.	Staff service at marinas	78,7
5.	Acceptance at marinas **	78,6
6.	The variety of gastronomic offer	77,2
7.	Traffic accessibility of starting port	75,7
8.	Space layout of marinas	75,6
9.	Water supply (cold and hot) at marinas	75,2
10.	Sufficiency of water and electricity connections	74,3
11.	Availability of information at marinas on destination offers for tourists	74,1
12.	Transfer from airports**	73,3
13.	Overall offer for yachtsman	71,0
14.	Cleanness and enviromental management at marinas	70,4
15.	Berths (width and in order)	68,9
16.	„Money value" of overall offer for yachtsman	67,1
17.	Diversity of cultural manifestation	66,2
18.	Quality of catering services at marinas	65,9
19.	Supply of vessels (welcome drink, food, TV, internet connection etc.)**	65,9
20.	Shopping availability at destinations	65,6
21.	Quality of technical service (repairs) at marinas	64,9
22.	Diversity of content for fun	64,2
23.	Sanitary quality at marinas	62,2
24.	Diversity of sports contents at destinations	60,8
25.	Shopping availability at marinas	49,3

*Ranking according to sum of percentage for grade very good and excellent
**Only applies to yachtsman in croatian charter
Degree of satisfaction: above 80% (very high), 70% - 80% (high), 60% - 70% (medium), 50% - 60% (low), below 50% (very low).

Picture 6 Degree of satisfaction with the elements of the offer
(Source: Marušić, Z., Horak, S., Sever, I., 2012, p. 56)

ity of service in the marinas, vessel facilities, quality of technical services, sanitary facilities in the marina, shopping availability as well as other events.

4. IMPROVEMENT MEASURES

Nautical tourism is an important branch of Croatian tourism and constant progress is necessary if it does not want to lose the "battle" with producers of the same services in the Mediterranean, such as Greece and Turkey. In order to be competitive in this segment, some preconditions must be met. There are certain prerequisites for a product to be successful. First of all, it is important to set up business conditions that ensure the consistency of services anywhere in Croatia. The reputation of the product must grow steadily, and this reputation must be based on the beauty of the landscape and nature, the safety of passengers as well as destination content and quality service. In short, promotion must be effective, and the result will always be successful sales. Croatia's tourism product in nautical tourism needs to have steady growth in quality and demand; the products must be diversified and adapted to market needs and segments, the infrastructure needs to be improved from year to year, with particular em-
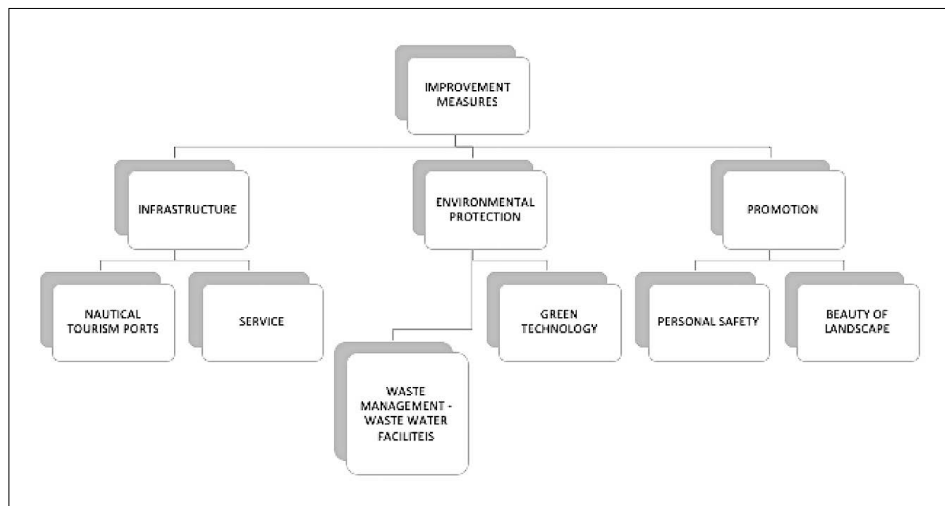
Picture 7 Model of improvement measures

phasis on "green" technology — responsible behavior towards the environment. (Action Plan for the Development of Nautical Tourism, 2015, pp. 33) A brief SWOT analysis of improvement measures (if we distinguish the first three items in each table) showed that *strengths* are natural beauty and clean sea, ecologically preserved landscape and personal safety, *opportunities* are the uniqueness of the European market, favorable climate conditions for season extension and work to ensure the necessary stability in the region (Favro, Kovačić, Gržetić, 2008, p. 33); *threats* are ignoring the problem of berths in ports open to public traffic, potential environmental pollution and growth of foreign competition, while *weaknesses* are insufficient promotion, destination amenities and catastrophic economic and human resource management relations to domestic shipbuilding. Authors Šerić and Trebješanin said it well: "Development should be created on a long-term planning platform and designed management, respecting nature and the environment, rational management of natural resources and defining the supporting capacities of this part of the Adriatic." (Šerić, Trebješanin, 2012, p. 7)

The European acquis in Directive 2000/59/EC aims at reducing waste and shipboard waste in a way that improves the accessibility of waste reception facilities and shipboard waste in European ports as well as the modernization of port infrastructure. (Primorac, Barun, Bulum, 2017, p. 318.) The European Commision also amended Annex II of Directive 2000/59/EC regarding port reception facilities for ship-generated waste and initiated a new categorization of garbage with exact data on the type and amount of waste generated by ships by filling out a new form when entering the port. (Directive 2015/ 2087, 2015, p. 1).

The model of measures for improving nautical tourism is based on three basic branches:

1. Improving infrastructure through the same nautical tourism ports (berths, services, facilities, etc.) and introducing new technological processes that will enable it to modernize the entire system.

2. Preservation of the environment is the key to tourism, especially nautical. Waste and wastewater control is a necessity and needs to be implemented through the application of "environment-friendly" technology. There is a need to find a balance between improving infrastructure and preserving the environment, since legislation partially limits the construction of new marinas due to potential environmental consequences. The annual vessel services consists of change of lubricants and engine oils (mostly) and only in Croatian part of Adriatic, annualy, vessels change over 180 tons of oils and lubricants (Zelenika, Vidučić, 2007, p. 525), which poses a great environmental hazard if the change is not carried out according to strict ecological standards.

3. Promotion always plays an important role in tourism, and the Republic of Croatia should pay particular attention to its marketing strategy because it is promoting not only the beauty of the landscape and the clean environment but secure tourism as well. (Development Strategy of Nautical Tourism in Croatia during 2009—2019, p. 23) In this context, stability in the region is of key importance for both nautical and standard tourism as well as a great climate, clean seawater and excellent port allocations that allow sailing in and out of multiple ports in one day (Alkier, Milojica, Drpić, 2014, p. 244).

5. CONCLUSION

The beauty and benefits of the Adriatic Sea as well as the length and the indentibility of Croatia's coastal area are the bases for the development and realization of Croatian nautical and national tourism. In the last decade, nautical tourism has shown constant globalization growth for several reasons. Firstly, beautiful nature and landscape and personal safety are a sure way to attract visitors, and secondly, the geographic position along with regional and political stability have also played a role in the growth of Croatian nautical tourism.

However, there are elements of this branch of the economy that need to be further developed so that growth over the next few years increases or at least remains the same. The ecological segment is perhaps the most important link in this chain. The current inability to accept and dispose of wastewater from vessels in a large number of marinas represents a serious problem. Lack of equipment to accomplish these tasks is just one of the reasons for the inability to run wastewater. The waste management system, the modernization of the existing system and the introduction of "green" technology are the only acceptable steps towards the further development of nautical tourism. Furthermore, the issue of traffic connections between the coast and the islands still exists and is not that evident during the tourist season but is very apparent by the end of the season. Promotion of nautical tourism is an important segment in terms of retain-

ing existing guests as well as increasing new arrivals. Having a good product and not knowing how to sell it can be compared with not having anything at all. Croatia's nautical tourism should promote not only the immense beauty guests are surrounded with but also emphasize personal safety, which in today's age of terrorist attacks and large migrations plays a key role in tourism world-wide.

The development and sustainability of Croatian islands is not only a seasonal task but should be of vital importance all year round. Only in this way will people stay on the islands throughout the year and influence the further development of nautical tourism by extending the season for several months. Season extension is also supported by favorable climate conditions as well as by improving the islands' facilities and developing ports of nautical tourism.

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RETURN-MIGRATION TO THE ANCESTRAL AND/OR CULTURAL HOMELAND: FINANCIAL, CULTURAL, SOCIAL, AND EMOTIONAL PERSPECTIVES AND PROCESSES UNDERGONE BY WOMEN WHO MOVED TO THE DALMATIAN COAST OF CROATIA

1. INTRODUCTION

There are many factors that influence the complex decision-making process involved in return-migration (Lui, 2016). This study examined the decision-making processes carried out by women who decided to leave their "host" country and re-migrate to the Dalmatian coast of Croatia as well as women who are second-generation Croatians born in their parents' host country and have decided to move to their self-identified "cultural homeland". This article begins by examining the literature relating to factors that influence these women's decision-making processes, motivations for return-migration as well as current transnational behaviour. Second-generation Croatians are not returning to their place of birth but to the place of birth of their parents. In this cultural sense, the process is part of return-migration of the family to their ancestral roots. In-depth interviews were used to collect data. The participants were asked about their decision-making and planning processes prior to their move to Croatia, their experiences once they moved and their families' and friends' perspectives in relation to their decision to move. Interview data was analysed using NVIVO 12 software. The main themes and sub-themes are presented and discussed along with interesting quotations. Recommendations are given based on the data analysis.

2. KEY CONCEPTS RELATING TO RETURN MIGRATION

2.1. Definitions of Return Migration

Return migration is explained by Dustmann and Weiss (2007) as the process in which migrants who left their country of origin and stayed in a host country for a "significant" amount of time, decide they want to return to their country of origin and do so. The return of asylum seekers or unauthorised migrants (Cassarino, 2014) is not included in

this study. When defining return migration, Kunuroglu, van de Vijver and Yagmur (2016) included the group "second-generation returnees". The term return migration is used in this article to include second-generation returnees who are returning to the birth country of their parents. For these people, the concept of returning is still conceptualised as returning to their ancestors' homeland and/or their self-determined cultural homeland. This is not to say that one cannot also be culturally aligned with the dominant culture of their birthplace as well as with the dominant culture of the birthplace of their parents with a sense of cultural duality or hybrid identity (Gentles-Peart & Hall, 2012). Identity has been recognised as having an influence on return migration and was included as a topic in the interview, but it is not focused on in this article.

2.2. Return Migration — Theoretical Frameworks Relating to Motivation and Influential Factors

Concepts of migration as a one-off process are narrow and do not reflect the modern-day phenomenon that includes migration, re-migration and multistep migration, which are complex and involve many factors (Lou, 2016). Return migrants' motivations and considerations for return are complex and interconnected. To date, there has not been only one accepted theoretical framework for scientific research in this area (Castles, 2010; Toma & Castognone, 2015), hence this investigation considered a range of economic and non-economic reasons and influential factors, including networks, family and social life over an extended period. An approach to investigating migration that includes an individual's life trajectories is better suited to gaining a deeper comprehension of migration. Kou, Bailey and Wissen (2009) call this a life path or life careers approach. This approach examines social, economic, and geographical mobility (King & Ruiz-Gelices, 2003).

Cassarino (2004) highlights five predominant theoretical frameworks used to analyse migration: neoclassical economics, the new economics of labour migration, structuralism, transnationalism and social network theory. The neoclassical economics approach describes return migration as the result of an unsuccessful attempt abroad with less financial gains than expected. The new economics of the labour migration approach considers return migration as the next planned step after achieving financial goals abroad.

According to the structural approach, a migrant's return is influenced by structural and contextual factors. It is considered in the social and economic context of the host country and the origin country along with the returnee's perceptions and contextual realities. Preparation for return is highlighted as an important part of the process, and a returnee's intentions are viewed as having a large impact on their perceptions and their social and economic re-integration processes. The ability to find accurate information is considered to be highly important, as is the influence of the political situation in the origin country since expected or unexpected changes may or may not have

occurred. Return success is also influenced by whether the location one returns to is urban or rural (Cassarino, 2004).

The structural approach in Cerase's typology highlights four main return motivations: return of failure, return of conservatism, return of retirement, and return of innovation. If a migrant returns to their country of origin due to perceived failure, this failure relates to social integration and economic failure. Returnees who go abroad with the aim to make enough money to be able to purchase property in their country of origin fall into the return of conservatism category. They do not aim at changing their homeland, just at becoming financially secure in it. Returnees who go abroad for the duration of their work life and then return to retire in their country of origin fall under the return of retirement category. The final main typology, return of innovation, relates to returnees who go abroad with the aim of building finances and developing their knowledge and skills to return to their country of origin and improve the situation there for themselves and/or their community. They are viewed as agents of change (Cerase, 1974).

In the structural approach, information gathering was emphasised as important but seen as difficult. Transnationalism focuses on the economic and social connections that migrants and returnees create and maintain. Although different definitions of transnationalism exist, the common focus is the behaviour that transcends the conventional concepts of geographical national spaces as the main reference for migrant activities. Migrants who live transnational lives are regularly partaking in communication and information exchanges, which are not bound by the geographical borders of their homeland or their host country. Kelly (2012) asserts, based on research findings relating to Iranians and transnationalism, that diasporic transnational connections are a key aspect of international opportunities.

Communication is further aided by the Internet with its vast range of interactional opportunities, such as one-on-one email and messages, chat groups, social media sites, online news, forums, online television, mobile phone groups, and this list is not exhaustive. Discussion topics may relate to a variety of themes, some of these being sports, politics, ideas relating to culture and cultural preservation, values, identity formation, new forms of identity, trade opportunities and history. This transfer of ideas through transnational activities is viewed as being "social remittances" (Vertovec, 2002, International Organisation for Migration, 2010). During the planning for return phase, migrants are often visiting their country of origin, creating social and economic networks and preparing themselves for their return. When a migrant returns to their homeland, these social, political and economic networks remain or are adapted to the new situation. Through interaction with their country of origin, host country and then again with their country of origin once they return, migrants alter and develop their worldviews, their cultural, political and economic understandings which can alter and develop their own perceptions and identities (Cassarino, 2004; Snel, Engbersen & Leerkes, 2006). From this viewpoint, transnationalism appears to assist return migration, but

from the standpoint of the host country, it impedes the acculturation process into the host country's culture (Levitt, 2003).

Social network theory focuses on the returnee and their tangible and intangible resources. The returnee is bringing an array of resources to their home country. Social and business networks assist in knowledge building and creating opportunities. Migrants are social actors self-selecting their networks, which are complementary (Cassarino, 2004). Cassarino (2004) includes the concept of return preparedness, comprising of the returnee's willingness and readiness to return, as being as important as resource mobilisation of tangible and intangible resources and social capital pertaining to a returnee. Both of these major aspects are influenced by and have influence on the circumstances in the host and home countries.

2.3. Influence and Perceptions of Family and Friends

When a family decides to migrate, they may do so for a variety of reasons: economic, such as a better salary and non-economic, such as politics, health, standard of living and so forth. (Bijwaard & van Doeselaar, 2014). When a person or family decides to re-migrate, the major influencing factors are family and lifestyle, with family influencing cultural identity formation (Casey & Dustmann, 2010; Gibson & Mckenzie, 2011). Family can also form part of the challenge for all types of migration and especially when elderly family members may be left behind or have issues relating to pension and health care access, impeding their ability to return.

2.4. Push and Pull Factors Relating to Children

Immigrants were seen as transferring their own earning potential, socio-economic and cultural characteristics onto their children. These aspects influence the possibility of return migration for the first as well as second generation. Dustmann (2008) argues that the career prospects of a male child can influence the decision to return or not. Economic career choices for male children influence parental decisions while preserving cultural traditions influence their choice to return or stay in the host country for female children. It is suggested that these differences relating to the decision-making processes of the parents based on the sex of the child are influenced by the culture of the country the family originated from.

2.5. The Croatian Context

Croatia has a strong history of migration with its residents leaving in waves throughout different periods for differing reasons. Examples from the 15th through to the 20th century demonstrate that migration is generally permanent. Examples from just the last century include waves of migration from the beginning of World War I, when many residents moved to North America, throughout the war and up until the end of World War II, when many left to North America, South America, Australia and New Zealand. Between 1945 and the 1960s, migration was mainly driven by political reasons. During

the 1960s and 1970s, many left for economic reasons to work in countries such as Germany, Italy, Austria and Switzerland as well as the others previously mentioned. Initial temporary work abroad became permanent with families following their loved ones to the host countries. War in Croatia during the 1990s again led to mass migration with approximately 150,000 Croatians leaving as refugees and around 400,000 coming as refugees to Croatia from Bosnia and Herzegovina. From 2009, along with Croatia's accession into the European Union in 2013, waves of migration from Croatia occurred and continues to occur, with skilled workers leaving mainly for economic reasons as well as frustration with the political system and corruption. Although the history of migration from Croatia is not the focus of this article, it demonstrates Croatia's problem of population loss with almost as many Croatians living abroad as in its borders (Jurić, 2018; Župaric-Iljić, 2017; Čapo, Hornstein Tomić & Jurčević, 2014).

Return migration to Croatia is generally poorly documented, with some investigations documenting different types of return — mainly the return of older generations after gaining sufficient financial security, the return of younger generations and second generations to defend Croatia during the war and the return of second- and third-generations to their ancestral homeland. Most accounts of return were due to a person's love of their/parents' country of birth and family, with money and politics being viewed as less important (see Čapo, Hornstein Tomić & Jurčević, 2014; Čapo Žmegač, 2010). With limited investigations documenting the process of return and the processes following return as well as the self-descriptions of a returnee's psychological disposition, this study examined a group of women and their reasons for return, processes undertaken and experiences influencing their return, with special attention given to families' and friends' perspectives who were still living in the host county.

3. METHODOLOGY

3.1. Research Focus

There were six guiding research questions that were developed from the main themes identified in the literature relating to return migration. The first question considered motivation and preparedness: what were the decision-making considerations and processes that women who return to Croatia underwent prior to returning? The second question examined the influence of social context and relationships: what were their families' and friends' perceptions of their return during the decision-making process and following re-migration? The third question asked how having children may have influenced a returnee's decision: what were the push and pull factors in relation to having children that influenced the decision-making process for woman who returned with their children? The fourth question investigated the types of transnational behaviours the women participated in during their decision-making process to move, after their move, to the present day: did these women participate in transnational behaviours prior to leaving and once they settled in Croatia? If so, in which manner (formal and/or

informal), through which networks and connections and using which mediums? The fifth question considered their labour-market participation and processes: do these women participate in the labour-market after returning, and if so, in what manner? Are the returnees: employed, seeking employment, self-employed, retired, or studying? The final question examined participants' comparisons relating to their social lives: what are the similarities and differences between their social lives in Croatia and in the host county? Participants provided informed consent prior to participating in the in-depth interviews.

3.2. Participant Profiles

The participants were women aged between thirty and seventy who moved to Croatia and were either born in Croatia or were second-generation Croatians. There were ten participants, which is not representative of the entire population of female returnees in this region. Five were second-generation Croatians and five were first-generation returnees. Participants were located in a variety of towns along the Dalmatian coast. They were contacted through diasporic groups.

3.3. Interview Tool

In-depth interviews, which utilised guiding open-ended and closed-ended questions, were conducted with all the participants. The initial closed questions were related to age, place of birth, host country and time abroad. The open-ended questions were about topics related to the research questions. These were used to assist the interviewer if needed and to help ensure that all topics were covered. The interviewer encouraged the participants to discuss their life experiences relating to Croatia and decision-making considering the events in their life histories that influenced their choice to return (Dustmann & Kirchkamp, 2002). To gain a wider perspective of social contextual influences, questions investigated whether the participants' plans were discussed with their families and friends beforehand and if their families' opinions and advice influenced their decision to move? For returnees with children, questions were posed relating to the manner in which having children influenced their decision to return, for example, educational, social and personal safety considerations.

The participants were asked about their transnational behaviours prior to leaving Croatia (if applicable) while living in the host country and behaviours once they returned to Croatia. They were asked about their information-gathering processes relating to work and social life and their participation in social media groups. Labour-market participation was investigated by asking the participants about their working status and experiences (Dustmann & Kirchkamp, 2002). The final focus topics were the influence of their knowledge of Croatian on their work and social life, comparisons between their social life in Croatia and the host country and relationship-building and maintenance (Cassarino, 2004).

3.4. *Interview Analysis*

Each participant was provided a code number. The interview data was transcribed, reflected on and reread to decipher the main themes and concepts presented, through this process they were decoded for meaning (Saldana, 2009). NVIVO 12 software (see http://www.qsrinternational.com/products_nvivo.aspx) was utilised to assist in the data analysis. Once the main themes were identified, they were labelled using descriptive codes that were grouped into categories termed "nodes". This became the basis of the coding scheme. For example, under the category "labour participation" sat the subcategories "retired", "self-employed", "studying", "unemployed" and "seeking work". Identification and analysis of the themes followed, leading to the development of concepts relating to the themes and research questions. Richards and Morse (2007) asserted that concepts are the high-level constructs that are developed from codes and themes. The next step was a further analysis of the data to identify direct quotes that represented the meaning behind the concepts and unanticipated patterns in the results. A second rater (a sociologist) was asked to read the interview data and identify the main themes. These were compared to check the reliability of the interpretation.

4. RESULTS

4.1. *Decision-Making Processes (Research Question 1)*

The choice of living location prior to return was determined based on either family roots (n = 9) or work opportunities (n = 1). The second generations (n = 4) made their initial decision to move during their teenage years, following through with their move in their 30s or 40s. The results greatly varied among the first generations. All participants considered culture, landscape and family as the three key reasons for returning. Others reasons were social life (n=9), lifestyle (n=9), food (n=7), death in the family (n=3) and adventure (n=2). Participant 2 commented "Once I lived outside of Croatia, I started to value what Croatia had, our culture, being safe, our food ..." In their discussions, nine participants referred to themselves as having a strong determined psychological disposition, using words such as "stubborn", "I just focus on my goal" and "I don't see it as failure, just one more learning (*experience*)." Participant 1 stated "If I had listened to everyone who said to me that you need to have 'veze' (*connections*) to get a job, then I wouldn't be here. That kind of thing makes me more determined." Eight participants advised that having a specialised office for assistance in all areas, both business and personal, would be of benefit to future returnees.

4.2. *Influence and Perceptions of Family and Friends (Research Question 2)*

Nine out of ten women reported that their family was supportive of their move. Participant 7 reported that although her mother was supportive, her father was totally against it, stating, "My dad's reaction wasn't the best, he was against it. He is still against it and won't speak it me... for four years because I am here... His stance is that I am ruining

my life here and I left a good job..." Nine participants commented that they had some positive and some negative reactions from friends, which they found disappointing, but they did not allow the negativity to influence their decision-making.

4.3. Push and Pull Factors Relating to Children (Research Question 3)

Four participants did not have children. Since only one woman in the group had young children during her return migration, there is not sufficient data to make generalisations. A noteworthy comment made was that she is considering sending her children back to Australia for university education. The remaining women who did have children (n=5) waited until they had grown before they moved.

4.4. Transnational Behaviours (Research Question 4)

Each participant either grew up in Croatia or/and had visited Croatia a number of times before deciding to move back. For some this included around five visits and for others multiple visits, where the final move was a transition to full-time living in Croatia. Five participants consider their visit to Croatia during their teenage years as a crucial event in their life history and believed it influenced their decision to return. The most common form of virtual contact with family and friends is through Whatsapp, Viber and Facebook. Community contact or information-seeking prior to their move was mainly through community Facebook pages.

4.5. Labour-Market Participation (Research Question 5)

Results have shown that the women participate in a variety of labour-market activities: four are salary-employed (employees), one is retired, four are self-employed and one wanted to open a business but reported the process as too difficult, so she opened a not-for-gain organisation to help people with Alzheimer's disease. Nine participants described their work or retirement situation generally as positive. All the returnees interviewed were skilled workers in their host country prior to returning to Croatia (Solimano, 2008). Participant 7 commented on the influence of having a personal approach when communicating and she would apologise for her language skills: "I would go in (*to offices, shops, restaurants...*) very apologetic and sweet." Most participants (n=8) commented that procedures related to information gathering and the establishment of businesses and employment could be difficult, but they were patient and worked hard to achieve their goals. One participant stated that bureaucratic processes, idiosyncrasies and difficulty in finding accurate information have led to her considering returning to Australia. Seven participants created their own work opportunities, and all of them commented on the importance of hard work and many focused hours building their business networks.

4.6. *Social Life Comparisons (Research Question 6)*

Nine participants responded that their social life felt fuller in Croatia than in the host country because of more regular contact with people and stronger friendships. One participant from New York commented that her social life was the same in both countries. The style of socialising for the nine women was also different with all commenting that socialising occurred mainly at home in their host countries and less frequently in a café or restaurant, while in Croatia, they go out for coffee or drinks more than once a week with friends. Participant 9 explained, "In Perth, if it's a weekday, people don't want to go out, or if it rains. Where in Croatia, people are socialising after work."

5. DISCUSSION

Women in the study mainly moved to areas their family roots had come from. Each woman provided answers that demonstrated a sense of determination, self-will, motivation and action. The results showed that the process of decision-making for the second-generation participants mainly started in their teenage years, with return visits strengthening their desire to move. They all recalled the moment when the final decision was made, which is when they took action and started planning their move. They all initially returned due to their family roots, with lifestyle, social life and quality of food being extremely important benefits. Death in the family affected three participants and was part of their reason for return.

Although all the women experienced positive support from some family members, some participants reported negative commentary as well, mainly due to their family's concern about their new adventure. Most of their family members also acknowledged that these women were like pioneers, realising their family's dream of returning home. Some friends displayed negativity that appeared to have stemmed from two main concepts: (1) negativity because the woman was leaving her immediate family and 2) negativity towards the low possibility of success and low salaries in Croatia. The most extreme negative reaction was the opinion of one father who felt that his daughter had 'returned to fail' in life. This perception stems from the view that if a family had worked hard to leave hardships in the country of origin and establish life and success in the host country, the return is considered a backward choice leading back to hardship. This negative family perception is in contrast to other women's experiences whose families' ultimate goal was to return home, which is viewed as an achievement of this goal against all odds. The return is viewed as a family's success, a 'success of return'. Both views and reactions appear to be linked to the initial motivation for leaving.

All women participated in transnational behaviours prior to and following the move that consisted of virtual connections to individuals and social media groups interested in finding out what the community (host and diaspora) they left are doing. All women had visited Croatia prior to moving on numerous occasions and once shortly before the move. These visits to Croatia were imperative to their decision to move. For

second generation participants, visiting Croatia during their teenage years assisted in the development of their interest in moving to Croatia. All participants made comments in relation to what Cassarino (2004) referred to as the returnee's readiness to return, and in particular, relating to information gathering prior to moving such as searching for relevant information on the Internet, contacting various people and agencies. Actions taken in the initial six months to a year after their move to Croatia were viewed as important on-site preparations for setting up their life situation.

Table 1 First generation migrants' reactions to their daughters' decision to return to the country of origin

Motivation for the family (first generations) to leave	Reactions to the second-generation daughter wanting to return	First-generation migrants' perceptions of their daughters' return
1. Poor conditions led to migration with the intent of never returning	Negativity 'return to fail' (negative comments, rationalisation and interfamily talk, ostracised)	From success in the host country to perceived certain financial failure in the country of origin. Viewed as a poor decision going against the hard work of the initial family migration.
2. Poor conditions led to migration with the intent to return one day.	Positivity 'success of returning' (positive comments, positive support and assistance, family pride)	With many difficulties in returning, the return is viewed as a realisation of the family dream and is supported.

Politics did not appear to have any influence on their decision-making. The participants who already knew the Croatian language quite well prior to moving, or were at least at an intermediate level, found socialising with the locals easier. Social life was viewed as having a high level of importance in Croatian society with a greater frequency of social events. This was a major motivation for return.

6. LIMITATIONS

Accurate statistics relating to Croatian female returnees in the Dalmatia region are not readily available. Although the research data was based on in-depth interviews, the group size is not representative. Nevertheless, the data did demonstrate pertinent insights that could warrant further investigations. The participant group did not contain many women who had younger children, not allowing for an accurate understanding of the influence of children in decision-making.

7. RECOMMENDATIONS AND CONCLUSIONS

The Croatian government and institutions should develop return preparedness and re-/integration programs, specifically focused on second and third generation Croatians. Returnees commented that improved assistance and accurate information relating to business, employment and health and pension access would be beneficial. Cassarino's

concept of preparedness (2004) is pertinent to a 'readiness to return' with the initial phase after return containing important actions preparing returnees for successful integration. An understanding of these return processes and influences would gain further depth if this study was expanded in participant numbers and compared with a study that investigated women who returned to Croatia and did not succeed in their goals and moved back to the host country. Such a comparative analysis could be used to facilitate the development of proactive measures to assist returnees prior to return and during the first six months, as well as analysing whether/how personality types affect the success of return.

In conclusion, women form a part of the group returning to Croatia, and their main reasons for returning are related to their cultural family background and their love of Croatia's landscape, lifestyle, social life and quality of food. Nine of the ten returnees displayed a very motivated and positive mindset regarding control over their choices and their life path in Croatia and are intending to stay permanently. Knowledge of Croatian was of great benefit especially for social situations. All of the women interviewed completed higher education ranging from degrees to doctorates and were successful in their industries prior to returning, with one participant finding it hard to establish her work and social life in Croatia. The women's self-perceptions of their personalities included traits such as stubborn, strong-willed, open and friendly. These women's successes and learnings highlight the importance of understanding return migration concepts and processes for first and second generation Croatians with the aim to assist more returnees.

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DUBROVNIKANS IN SOUTH AMERICA: CONTEMPLATING IDENTITY THROUGH HISTORICAL AND CONTEMPORARY PERSPECTIVES

1. INTRODUCTION: INVESTIGATION PROBLEMS AND OBJECTIVES

The migratory processes from Croatia to South America have been investigated primarily from a historical perspective. This paper shows the results of the first phase of an ongoing empirical investigation with the objective to analyze, from a sociological perspective, the (Croatian) identity of migrant Croatians and their descendants in South America. This study focuses on native Croatians and their descendants from the Dubrovnik region. The aim of the research is to collect and analyze data relating to sociodemographic characteristics about Croatians located in South America, their identity and their connection to Croatia. The research questions are: does an ethnic identity relating to Croatia exist within the South American community? If so, how is it expressed and preserved? If not, what are the reasons it does not exist? Which factors influence losing or not maintaining an ethnic identity? How much did the area of emigration-regional origin influence the formation and creation of the Croatian emigrant community? Did it generate certain specifics? In what sense were they shown as non/dominant categories?

2. THEORETICAL AND METHODOLOGICAL CONSIDERATIONS ABOUT THE NOTION OF IDENTITY

In the mid twentieth century the term *identity* started to be used in the field of social sciences. Studies carried out by Erickson in the field of psychology soon impacted and exerted a great influence on other disciplines. Many of his proposals were taken up in the classic study of Berger and Luckmann (1971 [1966]); the key premise underlying their thesis was that reality is constructed socially. Two conclusions from their study became highly influential for the further development of the concept of identity: (1) identity is at the same time subjective and social, and (2) identity is formed in and through culture (Mercado & Hernández, 2010; Brah, 2011). In sociology, the issue of identity came to focus in the 1960s and 1970s; the importance of the actor's subjectivity and point of view was a response to the objectivism that had prevailed until that

time. However, it seems that the construction of identity is inseparable from the sociological conception of the subject that is in transformation. In this way, identity can be thought of as a strategic concept in the social sciences, which articulates the subjective and objective dimensions of social life (Dubet, 1989; Giddens, 1996; Jenkins, 1996).

The concept of identity places us in the domain of the theory of social action. From this perspective, human beings are considered social actors, not mere subjects or individuals. The social actors invest their practices of meaning, which are always social, referring us to the realm of culture, which is always objectified and subjectified. Social identity is the result of processes of selective, hierarchical and contrastive internalisation of a specific cultural repertoire on the part of social actors (Giménez, 2007). Thus, only a cultural and interdisciplinary perspective allows the construction of a finished account of the constitution of identities. The concepts of culture and identity have acquired an increasingly relevant space and function as an articulating axis of the main concepts used in the social sciences (Dubet, 1989; Giménez, 2007; Brah, 2011).

Following Dubet (1989), there are different logics of social identification demonstrating that identification is complex and heterogeneous. According to the logics of social identification, which are associated with different levels of social action, different dimensions or levels of identity can be distinguished. The author highlights three dimensions of identity: (1) identity as the subjective aspect of integration, (2) identity as a resource for action or the strategic dimension of identity and (3) identity as a commitment and vocation. These three dimensions of identity refer to three forms of social relationships that correspond to levels of action and are present at the same time in each society or historical formation. Each of these levels of identity is linked to a specific type of problem and behavior and works according to its own logic and rules. Therefore, the task of the sociology of identity entails showing how these levels are organized and articulated.

On the other hand, Giddens (1996 [1991]) analyses the notion of identity of the self, examining the changes it has undergone in modernity. The concept alludes to the "self" reflexively understood by the individual in terms of his/her own biography. It would be a distinctively modern project in which the individual tries to reflectively build a personal narrative that allows him/her to understand himself/herself and have control over his/her life and future in conditions of uncertainty (Giddens, 1996; Vera & Valenzuela, 2012). The human experience is an experience mediated, in principle, by language and the process of socialization. Language and memory are the fundamental tools of individual remembrance and the institutionalization of collective experience. In modernity, changes in the intimate aspects of personal life are linked to the establishment of very wide social links. This is the result of a process where the mediation of experience is increased and made more complex with the development of different means of social communication. The increasing mediatization of daily life means that the media not only reflects reality, but in a large part, configures it. In this way, modernity introduces a great spatiotemporal distancing between all the events that make

up a person's life, producing as a result an identity that is shaped more and more through an interpenetration of the local and the global.

The identity of the self implies a reflective consciousness — It is that of which the individual is conscious; it is the self, reflexively understood by the person in terms of his biography. Self-understanding is always an interpretation and as such finds a privileged mediation in the narrative. In this way, the personal narrative or biography is one of the axes (together with the historical experience) in which subjectivity is recognized and which expresses the internalization of the social structures within the subjects (Urresti, 2008). Therefore, identity can be understood as a process through which "the multiplicity, contradiction and instability of subjectivity is meant as endowed with coherence, continuity and stability; as having a nucleus (…) that is enunciated at a given moment as the "I" (...) The "I" is installed not in an identical but in a relational way, as the "we", through the discursive space of subjectivity, and the power and practice of institutions" (Brah, 2011, p. 173).

2.1. Research Strategy

The proposed conceptualization of identity entails a way of understanding the culture that operates as a framework for the research strategy approach. As a constitutive dimension of social practices that provides both representations ("models of") and orientations for action ("models for"), culture "is first of all habitus (...) disposition (...) [e] identity (...), that is to say, culture acts upon and lives from the point of view of the actors and their practices" (Giménez, 2007, pp. 44-45). As a symbolic dimension of social life, culture is composed of objectified and internalized symbolic forms. To carry out the study of internalized symbolic forms there are great paradigms that can serve as a guide: the paradigm of social representations, comparable to the paradigm of habitus or disposition (Bourdieu or Lahire), and the paradigm of cognitive schemes (Giménez, 2007). The paradigm of social representations offers a wide variety of methodological procedures to analyze its content and structure. Through its descriptive and interpretative analyses, it is possible to understand beliefs, attitudes, information and opinions that, arising from common sense, constitute a socially elaborated and shared form of knowledge.

Following these premises and objectives proposed in the introduction, the designed strategy includes the development of a data collection instrument: a questionnaire in Spanish, which was self-administered through the Internet (email, social networks, online forms). The survey was carried out in 2018, and so far, more than 300 responses have been received, fifty-four of which correspond to Croatian descendants from the Dubrovnik region. The questionnaire combines open and closed questions as well as exclusive and non-exclusive answer questions, with the possibility of including several options. The survey is structured in four parts:

1. The first part contains questions oriented to the socio-demographic characterization of the population: sex, age, civil status, education level, work conditions, religion, place of birth and place of residence, citizenship.
2. The second part contains questions oriented to the characterization of the identity of the population: nationality (self-definition), religion, knowledge of the Croatian language, membership and participation in Croatian community associations, awareness of Croatian reality, following the news, knowledge of institutions and a general perception and appreciation of what Croatia means to them.
3. The third part contains questions aimed at assessing the degree of organization and influence of the Croatian community on local, national and regional levels as well as their appreciation of the links between the diaspora and the country of origin.
4. The last question is an invitation to leave comments, suggestions, criticism and to expand on any subject of interest to the respondent.

The study population is made up of Croatian migrants from the Dubrovnik region and their descendants born or settled in South America. Due to the lack of accurate statistical data regarding Croatian migrants in South America, the characteristics of the investigated population could not be established with certainty in order to take a representative sample. For this reason, the results cannot be extrapolated to establish general conclusions about the population. However, this does not diminish the usefulness of the empirical research because, under these conditions, the survey represents in itself an advance in terms of data collection in order to describe the population more appropriately. The primary source of data collection is combined with historical sources in order to reconstruct the causes and consequences of the migratory process and to identify diachronic influences or diachronic tendencies and far-reaching interpretative frameworks in the definitions of identity belonging to the studied population.

3. MIGRATORY PROCESSES IN SOUTH AMERICA: DIASPORIC IDENTITIES AND FAR-REACHING INTERPRETATIVE FRAMEWORKS

Returning to the approaches developed in the previous section, identity can be defined as "a subjective (and often self-reflective) process by which subjects define their difference from other subjects (and their social environment) by self-assigning a repertoire of cultural attributes frequently valorized and relatively stable over time. Therefore, the identity contains elements of the 'socially shared', resulting from belonging to groups and other collectives, and the 'individually unique'. The collective elements emphasise the similarities, while the individual emphasises the difference, but both are closely related to constitute the unique, though multidimensional, identity of the individual subject" (Giménez, 2007, pp. 61-62). On the other hand, when articulating the problem of identity in relation to the migratory experience, it is useful to consider the concept of

diasporic identities as networks of transnational identifications, both local and global, that encompass imaginary and found communities (Brah, 2011).

Historically, migration processes have been studied in response to a series of various factors (social, economic, political and cultural) that have occurred both in the countries of origin and arrival and that have been named push-pull factors (Lewis, 1982). In this sense, it does not hurt to contextualize the phenomenon of migration to South America.

Although population displacement is inherent in the existence of humanity, the global economic transformations that took place at the end of the eighteenth century gave it great impulse. The Industrial Revolution with its epicenter in England and the concomitant process of modernization increased the migratory processes to the American continent, especially in those countries that experienced a strong economic take-off and a modernizing transformation. As a part of the modernization process, and in line with the international division of labor, in the mid nineteenth century the South American ruling elite promoted the development of migration policies aimed at incorporating a large workforce into production. As a result of these policies, the migratory flow between Europe and South America increased between the late eighteenth and mid twentieth century and can be divided into three stages: early migrations (until 1880), massive migrations (from 1880 to 1930) and contemporary migrations (Devoto, 2003). These stages are related to the migratory process generated from the Dalmatian region. Early migration (until 1890) was sporadic and consisted of mainly seafarers who were stimulated by the dream of becoming rich in the New World. In turn, the period of mass migration (1890—1930) can be subdivided into two periods: 1890—1914 and 1914—1930. After the First World War, the United States restricted its migration policy, and as a consequence migration to South America increased in the 1920s.

In a recent study, the population and economic, social, political-organizational and historical characteristics of the Dalmatian region were described in detail, including the causes and particularities of the Dubrovnik region migration and the established colonies in Peru, Chile and Argentina (Perić Kaselj & Vukić, 2018). All of the aforementioned has provided a valuable background for this investigation, which is why its most important postulates are revised and summarized in the following paragraphs.

The region of Dalmatia was integrated into the Austrian part of the Austro-Hungarian Empire (1867—1918) and was very sparsely populated in relation to the other regions of Austria. Its isolation and weak contact with the interior was one of the causes of its unfavorable economic development. Only one-fifth of the territory was cultivated, while the rest of the land was mostly infertile. Between 1900 and 1910, the Dubrovnik region showed the lowest population increase in the entire region, as a result of the migration to South America. In the middle of the nineteenth century, 90% of the Dalmatian population was peasants, and the land was owned by those who did not work it.

The emigration process began in the coastal areas and the islands, where the population had a long maritime tradition and greater openness to the world. The causes of migration were both economic and political-military factors: overpopulation of the islands, a viticulture crisis due to phylloxera fever and the "wine clause", peasant indebtedness, limited agrarian production, stagnation of maritime activity and long-term compulsory military service. As a direct consequence of the migratory process, there was a period of stability, modern construction and capital accumulation in the Dalmatian regions with a high percentage of migration, including Dubrovnik. On the other hand, poverty, illiteracy and over-indebtedness reigned in the regions not affected by migration; the Austro-Hungarian monarchy did not have a clear migration policy, special laws or official statistics on the subject.

Dubrovnikans were the first Croatians to migrate to South America. The period from the end of the nineteenth century to the beginning of the twentieth century saw the largest number of migrations of Dubrovnikans to South America. They mainly migrated to Peru, Chile and Argentina (Perić Kaselj & Vukić, 2018; Čizmić, Sopta & Šakić, 2005; Antić, 1992, 1991).

Peru was the first country in South America where Dubrovnikans migrated and created their own colonies. Apart from a few influential merchants, the first Dubrovnik migrants were mainly sailors. Dubrovnikans were pioneers of the Peruvian navigation. Many sailors settled in the port of Callao and became wealthy by the transportation of guano, a fertilizer made from bird droppings. In 1914, there were about fifty Croatians in Callao, and they were engaged in commerce and industry. In addition to Callao, at the end of the nineteenth century, a smaller group of Croatian emigrants lived in Lima, and then a larger group settled in the mining city Cerro de Pasco, which was the focal point of Dubrovnik migration for almost a century. There was also a small colony of Croatian emigrants in Huaraz, where two Dubrovnikans had silver mines and in 1871 started founding various types of societies and organizations that helped develop a national consciousness among the migrants. Before the First War World, 1,000 Croatians were settled in Peru; the largest number had migrated from the Dubrovnik region from 1850 to 1875 and from 1900 to 1914. At that time, there were already many Croatians, mainly Dubrovnikans, who had become wealthy, affirmed, famous and successful in the world of commerce, trade, industry and mining, to name a few.

In Chile, liberalism in sociopolitical and economic life was an important factor of attraction. Colonies of Croatian emigrants were founded mainly in the southern areas (Magallanes), in northern parts of the country (the provinces of Tarapaca and Antofagasta), and a small number were established in the central part of Chile, in Santiago and Valparaíso. Croatians began to arrive to the Magallanes region in large numbers around 1870 and mainly in 1890, attracted by the desire for gold (gold fever). After the gold rush, around 1893 and 1894, some began to go to the northern part of Chile, to Buenos Aires, and some returned to Europe. Half of the migrants settled in the area of Magallanes, thus giving birth to the first colonies in Punta Arenas and Porvenir, where

they created numerous cultural institutions. In the south, the Dubrovnikans excelled in maritime activities, such as sailing and fishing. In the north, they dedicated themselves to mining potassium nitrate, known as saltpeter — In 1912, sixty-eight manufacturing companies were owned by Croatians. The largest number of Croatians in northern Chile settled in the Antofagasta Province, more specifically, in its capital holding the same name, which was the most organized colony of Croatian emigrants. Dubrovnikans were also part of association activities as founders or members of various migrant societies, and there are indications about the development of the Croatian national consciousness in Chile at the beginning of the twentieth century. Just before the First World War in the Antofagasta area, there were about 5,000 Croats, mostly from Brač and Dubrovnik.

Mass immigration to Argentina began in the mid nineteenth century and was in crescendo until 1930. Croats settled mainly in the city of Buenos Aires and in the surrounding towns of the Buenos Aires Province where agriculture was the main source of livelihood. These farmers or "chacareros" were also established in the northeastern province of Santa Fe. The first emigrant colony was established in the town of Baradero and was founded by Croatian farmers, natives of Dalmatia, mainly from Hvar island. When they adapted to their new way of life, a group of farmers moved to the area of Ramallo where they stayed for several years. Later, they moved north and rented fields in the vicinity of Villa Constitución, where many emigrants from Boka Kotorska and Dubrovnik were already living. A smaller number of immigrants settled near Pavón Arriba, working mainly as tenants, while a smaller number of landowners settled in Los Molinos (in 1905) and Arequito. The largest and most significant colony of Croatian emigrants settled in the city of Buenos Aires — the point of arrival to the country and point of departure to other locations in Argentina and to other countries in South America. A part of the migrants remained in Buenos Aires and its surroundings. The largest number of Croatians arrived during the mass emigration in the late nineteenth century to the neighborhoods of La Boca and Dock Sud. In 1888, there were around 3,000 Croatians in Buenos Aires, mostly Dalmatians. Migrants living in La Boca were professionally engaged in maritime affairs and came mostly from the region of Dubrovnik and Boka Kotorska. It is in this area that the development of the Croatian migrant community is associated with the Mihanovic brothers who were economically very powerful industrial entrepreneurs. In addition to the occupations mentioned, there was also a significant number of merchants and a small number of construction workers.

4. CONTEMPORARY ASPECTS OF CROATIAN IDENTITY IN SOUTH AMERICA: DATA ANALYSIS RESULTS

In this section, the main research results will be presented. The demographic characteristics of the respondents were people between the ages of 17 and 75, with a concentration of responses (65%) among middle-aged people aged between 36 and 69. Women represent 63% of the group. Regarding country of birth, there is a clear major-

ity of respondents born and residing in Argentina, Peru and Chile (37%, 27.8% and 13% of the total respectively), although Ecuador, Paraguay, Uruguay and Venezuela are also present, along with some other countries. It is interesting to note that in the case of Argentina and Chile the percentage of respondents born and residing in their country of birth remains almost invariable. While in the case of Peru, only 90% of respondents born in Peru remain living there, which means 10% migrated possibly to the USA or the Netherlands.

When looking at marital status, we can say that almost half of the respondents were married, 20% declared to be single, almost 15% were divorced and a little more than 10% widowed. On the other hand, almost 20% of the respondents completed postgraduate studies, 40% have a university degree and just over 20% completed tertiary studies. Likewise, five out of ten people surveyed were permanently employed, two were retired, and one was self-employed — no one was unemployed. 60% of the students were studying at university, while the remaining 40% were equally allocated between tertiary and postgraduate studies.

When looking at the family kinship between the respondents and the first Dubrovnikans who left their town, we were able to analyze to which generation of Croatian migrants the respondents belong — slightly less than half are third-generation migrants (grandchildren of migrants), 24% belong to the second generation (children of migrants), 26% belong to the fourth generation (great-grandchildren of migrants), and almost 4% are fifth-generation migrants (great-great-grandchildren of migrants). Only 2% of the respondents were born in Croatia. This information is very valuable when thinking about the existence, form, characteristics, preservation and possibility of a Croatian identity in South America.

On the other hand, this information is also related to the mentioned age groups of the respondents and to the migratory periods their ancestors participated in. If migration periods are established according to what historical sources tell us, we were able to conclude the following information: slightly less than half of the ancestors of the persons respondents arrived to South America during the period of mass migration (1880—1930), almost 25% did so between 1880 and 1914, and just over one-third between 1915 and 1930. A worrying fact is that three out of ten people do not know when their relatives arrived to South America.

With the majority being second-, third- and fourth- generation migrants, it is not surprising that only 10% of respondents declared they spoke Croatian, almost half of them do not speak Croatian at all, a quarter of them speak a little, and almost 15% are studying the language. Three quarters of the respondents, however, said that the Croatian language is important in preserving the Croatian identity. 7% of the respondents do not share this belief, while 18% held that the language was "a little" important for the preservation of the Croatian identity. This topic gains importance from two perspectives. On the one hand, the need to have more possibilities of learning Croatian (either through scholarships, teachers, exchanges, online classes, etc.) appeared as a recurrent

theme in the respondents' answers to the two open questions incorporated in the questionnaire. It should be mentioned that the question regarding the relationship between language and identity is being addressed among social science scholars, as well as among young Croatian and Latin American researchers at scientific and professional meetings. On the other hand, the possibility of preserving their Croatian identity in and through the Spanish language is also a relevant topic for the members of the organizations of the Croatian diaspora in South America.

A comparative analysis on the relationship between citizenship as a legal statute and nationality as a self-ascription, self-definition or sense of identity allows us to conclude that although only three out of ten respondents had dual citizenship (of the country of birth and Croatian), almost nine out of ten people experienced certain aspects of double identity-nationality: feeling like a "Croatian national and a national of a South American country" (15%), feeling like a "national of a South American country and of Croatia" (28%) and feeling like a "national of a South American country with Croatian roots" (46%). There is room for future research that can cover this topic in more detail with the aim of recovering the voice of the actor in order to discover the true meaning of these subtle differences in his/her definition of nationality and identity.

When asked about religious affiliation, the vast majority of respondents declared themselves as believers (46% non-practicing and 39% practicing). Almost all of these believers belong to the Roman Catholic religion (86.7%). From this identification with the Roman Catholic Church, it was interesting to note that half of the respondents claimed religion did not influence their Croatian ethnicity/nationality, 13% said that it had very little influence, 16.7% stated that it did influence their feeling of nationality, and almost 15% stated that there was no religious aspect linked to their Croatian identity in the Church.

When looking at the Dubrovnikan descendants' participation in various community organizations and institutions in their localities, cities and countries of residence, two-thirds of the respondents declared they were not a member of any Croatian migrant associations. If you compare this "real" or "physical" participation with participation in Croatian virtual communities on social networks, we can see that the relationship is reversed: 74% said they were part of one or more of these virtual communities, compared to 26% who did not participate in them. We should take into consideration that this result may have been induced by the fact that being a member of an online virtual association increased the respondents' chances of receiving the questionnaire we are analyzing. Indeed, this result can be further explained by considering the respondents' perception and degree of satisfaction with the organization and influence of the Croatian community on local, national and regional levels as well as their appreciation of the connection between the diaspora and country of origin.

37% said that the Croatian community in their city of residence was well organized, while 26% said it was not, and the remaining 37% was evenly divided between those who considered the organization of the Croatian community to be minimal and

not well-known and those who did not know. In response to the question on the degree of influence that Croatian community has in the country of residence, only 11% thought it was influential, 28% thought it was not, 37% thought it was minorly present, and 24% stated they did not know the degree of influence of the Croatian community. Finally, 40% of respondents said they did not know if the Croatian community in their country of residence was known to Croatian institutions in Croatia, 26% said they were known, 28% considered this knowledge as scarce, and only 5% said they believed the community was not known.

To conclude, we would like to present the results about how informed the respondents were about what is happening in Croatia: 45% stated that they followed the news, 45% said they did occasionally, and 10% were not informed. Those who keep up with the news said their main mode of finding out information was social networks. When evaluating the current relations between Croatia and the respondents' local community, we saw that it was evenly distributed between those who evaluated the relationship as positive, 33.3% altogether (26% answered "good" and 7.3% "very good"), those who said it was "normal" (3.7%), those who answered "bad" (27.8%), and those who said they did not know (32.5%). The two most identified Croatian institutions that contribute to the development of the communities in the country of residence were the Croatian Heritage Foundation and the Central Office for Croats Abroad.

5. CONCLUSIONS

The dynamics of Croatian migration in South America presents certain characteristics that affected the type of identity formed among the migrants. In the countries of Chile and Peru where the colonies were small, compact and homogeneous, migrants were mostly of the same regional and even local origin. In Argentina, on the other hand, the migrants settled dispersedly in localities separated from each other due to the economic structure of the agricultural country and due to the nature of the work carried out by the migrants. Although there were migrant groups and colonies with the same regional and local origins (Hvar, Brač, Dubrovnik), there were also a significant number of emigrants coming from other parts of the Austro-Hungarian Empire.

The Croatian emigrants in Chile and Argentina were oriented towards their small group and lived and worked within a restricted area, thus building a local identity. This identity did not only depend on their ethnicity or on the characteristics of their place of origin, it also depended on the characteristics of their place of settlement in the receiving country (for example, La Boca is a neighborhood port containing immigrant workers). In addition, their identity was (re) created along with other types of identities, such as professional or class identities. These identity determinants must be put in relation to other phenomena, such as compatriot support and assistance, which was very important to newcomers as well as the existence of social networks.

However, these historical characteristics are not currently completely reflected in the contemporary brands of identity. At first, the strong process of assimilation Croa-

tian migrants underwent resulted in an identity whose primary elements appear blurred in favor of identity homogenization. It is not easy to distinguish specific identity markers of descendants from Dubrovnik emigrants or dimensions related to the migrants' region of origin. In addition, although only 30% of respondents said that their ancestors defined themselves as Croatians (and 10% as Dalmatian), there are no links in this research with migrants belonging to other countries of the former Austro-Hungarian Empire or of Yugoslavia.

The contemporary definitions of Croatian identity seem to be related more to new virtual social networks, than to the historical dimensions analyzed. The virtual Croatian communities on the Internet seem to be generating a new space of sociability — socialization that affects the development of new narratives about Croatian identity.

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Damir MAGAŠ

KARST FIELDS (*POLJA*) OF DUGI OTOK, CROATIA, ON TOPOGRAPHIC MAPS (1:25,000)

INTRODUCTION

Dugi otok (Long Island) is the seventh largest Croatian island according to its surface area, but only the sixteenth according to its population (2011). It belongs to the fragmented North Dalmatian islands in the Zadar County in the Croatian part of the Adriatic. In 1993, Dugi otok formed a separate municipality with neighbouring islands and islets (Zverinac, Lavdara, Katina etc.). It covers 113.31 square kilometers (118.90 square kilometers with its associated islets). Its name is descriptive, as it is 44.5 kilometers long and only 1.3 to 4.8 kilometers wide at its narrowest and broadest points. The coastline is 182.11 kilometers long (Magaš, 1993, Leder Duplančić, 2004). The highest peak is Vela Straža (327 meters). According to the 2011 Census, the population stood at 1,655 people, while the highest measured population number was 4,670 people, recorded in 1948. The prevailing carbonate relief has many karst forms (caves, pits, abysses, cliffs, rocks, karst fields, creeks, etc.). Although they cover only a small area, the karst fields are an important geomorphological phenomenon in the karst relief of Dugi otok and have played a central role in the lives and the survival of the islanders since ancient times.

This article discusses the Dugi otok karst fields (*polja)* as depicted on two topographic maps in a scale of 1:25,000. The first topographic map is from the Third Military Survey (1869-1887) (1:25,000) created during the Austro-Hungarian Empire (URL1). It is referred to in this article as the "old map". The second map is from the State Geodetic Administration's Topographic Map 1:25,000 (*Topografska karta, Državna geodetska uprava*), available now in electronic form (URL 2; preglednik.arkod.hr.). It is referred to as the "new map". Other topographic maps in various scales and editions (1:50,000, 1:100.000, etc.) were not considered in this paper because their content regarding the karst fields on Dugi otok is negligible.

In geographical and geomorphological (karstological) literature, the term *polje* comes from the Croatian (also Slovenian and Serbian) word for a field, so karst *polje* means karst field or field in the karst. It is a flat plain in limestone or a flat-bottomed area in a closed limestone basin. The floor of a karst *polje* is mostly soil, with thick sediments of *terra rossa* and other types of pedological covers.
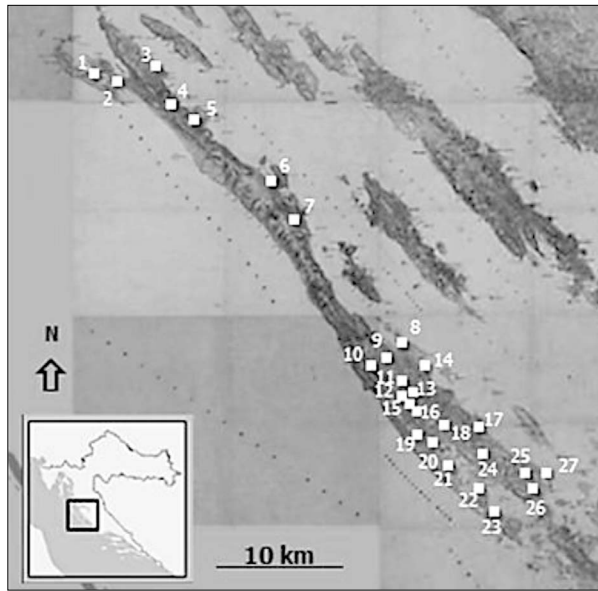
Figure 1 Dugi otok (URL 1) and its karst fields: 1) Velarsko polje, 2) Polje, 3) Božavsko polje, 4) Dumbovičko polje, 5) Dragovsko polje, 7) Brbinjsko polje, 8) Luško polje, 9) Dočić (Polje), 10) Krajno polje, 11) Sridnje polje, 12) Glavočevo polje, 13) Slotino polje, 14) Žmansko polje, 15) Malo jezero, 16) Velo jezero, 17) Saljsko polje, 18) Dugo polje, 19) Arnjevo polje, 20) Stivanje polje, 21) Gmajno polje, 22) Poljice, 23) Lojišće, 24) Krševo polje, 26) Čuh polje, 26) Dugonjive, 27) Tatinje (polje)

There are usually water resources in karst fields (watercourses, springs, ponds, lakes); some are flooded, and others have complex surfaces or underground hydrogeology (exsurgences, estavellas or sinkholes, i.e. *ponori*).

This topic has not been dealt with in previous geographical and geomorphological pieces of research. A few published papers have considered the general geographical features of Dugi otok (Magaš, 1993), its geomorphological characteristics (Poljak, 1930, Džaja, 2003, Lončar, 2009), speleological characteristics (Malez, 1953, Magaš, Surić, 1998) and littoralization processes connected with demographical indicators (Čuka, 2006). Some karst fields on Dugi otok are mentioned only in passing.

DUGI OTOK KARST FIELDS ON TWO TOPOGRAPHIC MAPS

This work analyzed twenty-seven karst fields (*polja* or *poljice* — small fields) on Dugi otok, predominantly in the southern, wider part of the island. The total surface area of all the fields does not exceed 1.5 square kilometres. Dumbovičko polje between Dragove and Božava, Luško polje in Luka and Tatinje polje southeast of Sali are the smallest fields, each with a surface area of less than 10,000 square meters. The largest fields are Saljsko polje (around 200,000 square meters, and Dugo polje and Krševo polje (over 150,000 square meters each). It is debatable whether all the mentioned locations are actually karst fields, as some of them, especially the smaller ones, are merely large,

Table 1 Karst fields according to settlements and contents on the old topographic map (Third Military Survey)

Settlement	Karst field	Contents on map									
		Named polje	Unnamed polje	Named pond	Unnamed pond	Named well	Unnamed well	Lake	Stream	Spring	Cistern
Veli Rat	(Velarska) Polje	—	+	—	+	—	—	—	—	—	—
"	Polje	—	+	—	+	Brunnen	—	—	—	—	—
Božava	(Božavska) Polje	Carino	—	Lokva	—	Br.	—	—	—	—	—
Božava (Dumbovica)	Dumbovičko polje	—	+	—	—	—	—	—	—	—	—
Dragove	(Dragovska) Polje	—	+	—	—	—	—	—	—	—	+
Brbinj	(Brbinjsko) Polje	—	+	—	—	.	+	—	—	—	+
Savar	Malo polje	—	+	—	—	—	—	—	—	—	++
Luka	Luško polje	—	+	—	—	—	—	—	—	—	—
"	Dočić	Dočić polje	—	—	—	—	—	—	—	—	—
"	Krajno polje	Polje	—	—	—	—	—	—	—	—	—
Žman	Sridnje polje	Srednja polje	—	—	—	—	—	—	—	—	—
"	Glavočevo polje	Glavoceva polje	—	—	—	—	—	—	—	—	—
"	Slotino polje	Slotino polje	—	—	+	—	—	—	—	—	—
"	(Žmansko) Polje	—	+	—	+	—	+	—	—	—	+
""	Velo jezero	Vk. jezero						Zeitweise versumpft	—	Qu.	
"	Malo jezero	Ml. jezero			+			Zeitweise versumpft	—	—	

| Settlement | Karst field | C o n t e n t s   o n   m a p | | | | | | | | | |
		Named polje	Unnamed polje	Named pond	Unnamed pond	Named well	Unnamed well	Lake	Stream	Spring	Cistern
Sali	Saljsko polje	Saljsko polje	—	—	—	—	—	—	—	—	+
"	Dugo polje	Dugava polje	—	Lokva	—	—	—	—	—	—	—"
Arnjevo polje	Arnjovo polje	—	—	—	—	—	—	—	—	—	—
"	Stivanje polje	—	+	Lokva	—	—	—	—	—	—	—
"	Gmajno polje	Gmajno polje	—	—	—	—	—	—	—	—	—
"	Poljice	Poljice	—	—	—	—	—	—	—	—	—
"	Loišće	Loišće	—	Lokva	—	—	—	—	—	—	—
"	K(r)uševo polje	Kruševo polje	—	Lokva Lokva	—	—	—	—	—	—	—
"	Čuh polje	Čuh polje	—	—	—	—	—	—	—	—	—
"	Dugonjive	Dugonjiva polje	—	—	—	—	—	—	—	—	—
"	Tatinje polje	Tatinje polje	—	—	—	—	—	—	—	—	—
		18	9	6	5	1(+1)	2	(2)	0	1	6

Table 2 Karst fields by settlements and contents on the new topographic map (DGU, Croatia)

Settlement	Karst field	Contents on map									
		Named polje	Unnamed polje	Named pond	Unnamed pond	Named well	Unnamed well	Lake	Stream	Spring	Cistern
Veli Rat	(Velarsko) polje	—	+	—	+	—	+	—	—	—	—
"	Polje	—	+	—	+	—	+	—	+	—	—
Božava	(Božavsko)										
Polje	Polje	—	Arvanj	—	Šipnata	—	—	—	—	—	—
Božava (Dumbovica)	Dumbovičko polje	Dubovičko polje	—	—	—	—	—	—	—	—	—
Dragove	(Dragovsko) polje	Polje	—	—	+	—	—	—	—	—	—
Brbinj	(Brbinjsko) polje	—	+	—	—	—	—	—	+	—	+ with tap
Savar	Malo polje	Malo polje	—	St(ari) Vrnj; Volujak	—	—	—	—	—	—	—
Luka	Luško polje	—	+	—	+	—	—	—	—	—	—
"	Dočić	Dočić	—	—	—	—	—	—	—	—	—
"	Krajno polje	Krajno polje	—	—	—	—	—	—	—	—	—
Žman	Sridnje polje	Sridnje polje	—	—	—	—	—	—	—	—	—
"	Glavočevo polje	Glavočevo polje	—	—	+	—	—	—	—	—	—
"	Slotino polje	Slotino polje	—	—	+	—	—	—	—	—	—
"	(Žmansko) polje	—	+	—	+	—	+	—	—	—	2 with taps
"	Velo jezero	Velo. jezero	—	—	—	—	++	—	—	—	—
"	Malo jezero	Malo jezero	—	—	—	—	++	—	—	—	—

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| Settlement	Karst field	Named polje	Contents on map									
			Unnamed polje	Named pond	Unnamed pond	Named well	Unnamed well	Lake	Stream	Spring	Cistern
Sali	Saljsko polje	—	+	—	+	—	—	—	—	—	—
″″	Dugo polje	Dugo polje	—	—	+	—	—	—	—	—	″
Arnjevo polje	Stivanje polje (Err.)	—	—	—	—	—	—	—	—	—	—
″	Stivanje polje	Stivanje polje	—	—	+	—	—	—	—	—	+ with tap
″	Gmajno polje	Gmajno polje	—	—	—	—	++	—	—	—	—
″	Poljice	Poljice	—	—	—	—	—	—	—	—	—
″	Lojišće	—	+	—	—	—	—	—	—	—	+ with tap
″	K(r)juševo polje	Kruševo polje	—	—	+	—	—	—	—	—	+ with tap
″	Čuh polje	Čuh polje	—	—	—	—	+	—	—	—	—
″	Dugonjive	Dugonjive	—	—	—	—	—	—	—	—	—
″	Tatinje polje	—	+	—	—	—	—	—	—	—	—
″		19 (1 Err)	8	3	11	1	10	0 (2)	1	0	6
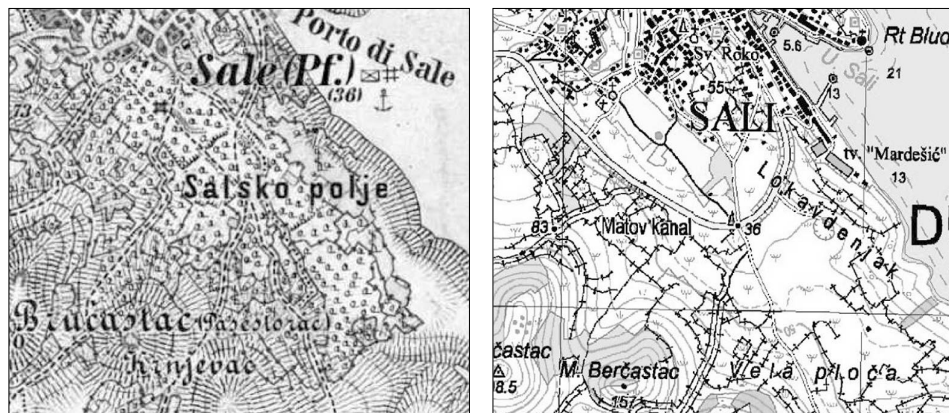
Figure 2 Saljsko polje, the largest field on Dugi otok,
named on the old map and not on the new map

indistinct sinkholes or widenings in the karst (for example, Tatinje polje, Dumbovičko polje, Luško polje). They have all been included because the local population calls them *polje* or *police*, or because they appear with these names on one or both maps. In the past, these locations had economic significance since their fertile soils were cultivated, regardless of whether they were close to settlements. Although abandoned today, they are potential locations for future agrarian production.

In order to show the field-related content of the two topographic maps and their differences as simply as possible, two tables are given. They show the names of the settlements with the respective karst fields, their actual names, names on the maps and content such as ponds, wells and cisterns shown on the maps.

An analysis of how the Dugi otok karst fields are shown on the topographic maps reveals the following: when comparing the marked objects in the fields, the content is nearly the same on both maps. The number of fields and the various phenomena and objects shown in them do not diverge much. Generally, the content on both maps is rather poor. The fields were named eighteen times on the old map and nineteen times on the new one (once with an obvious error). Unnamed fields appear nine times on the old map and eight times on the new one. Saljsko polje, one of the largest fields, was not named on the new map.

The name of one of the smallest fields, Dumbovičko polje, appears with a small error on the new map as Dubovičko polje. The old map also has several incorrectly printed field names, probably as a result of the German editing at that time (Srednja polje instead of Sridnje polje, Glovoceva polje instead of Glavočevo polje, Loišće instead of Lojišće, Dugava polje instead of Dugo polje). The most notable mistake on the new map is the incorrect naming of Arnjevo polje; it appears as Stivanje polje, which is the name of the adjacent field, correctly named on both maps. This mistake is puzzling, since Arnjevo polje is correctly named on the old map, although in its older form Arnjovo polje. There are two small fields near Veli Rat village, neither of which are
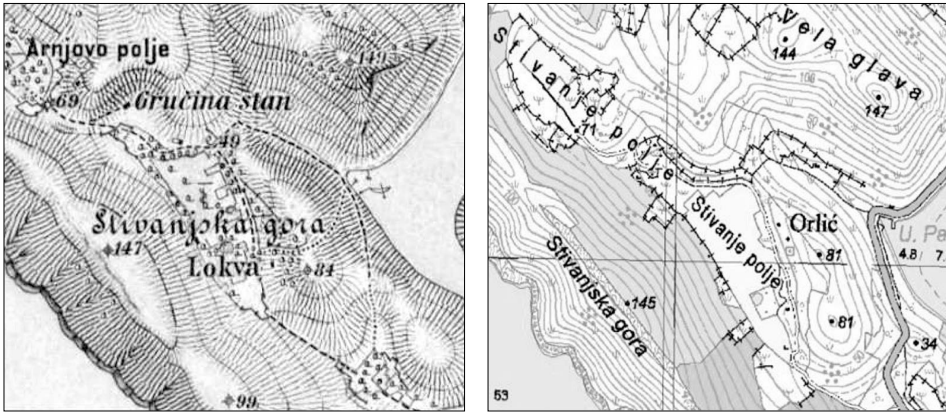
Figure 3 Arnjevo (Arnjovo) polje and Stivanje polje on both maps,
with an error on the new map

named on the maps. But Veli Rat's southeast hamlet, Polje, was named after the fertile field and appears on both maps.

Ponds are marked eleven times on the old map, six times using the common Croatian name *Lokva* (Pond) and five times using only a topographic sign; the ponds are slightly better illustrated on the new map. Although only three names are given, they are very old, original and specific (Arvanj, Stari Vrnj, Volujak), and eleven ponds are marked with topographical markings. The obvious connection with water has survived in the ancient names of Arvanj and Vrnj (the River Arno in Italy, Arnjevo polje on Dugi otok, Vrnjačka Banja in Serbia, etc. See Filipi, 1984).

Wells are shown only four times on the old map: in Polje, southeast of Veli Rat, with the German common noun *Brunnen* (Well), in Božavsko polje using the abbreviation (*Br.*) and twice by topographic markings in Malo and Velo jezero near Žman. On the new map, wells in the fields are better portrayed and appear eleven times, but only one well is named — *Šipnata* in Božavsko polje. Šipnata is also a very old name and it comes from the Antient Greek word *siphon*: σίφων, meaning "pipe, tube of water".

Lakes in the fields are not shown on either map. However, the names of two fields in the Žman area, Velo jezero (Great Lake) and Malo jezero (Little Lake) show that they are periodically filled with water. On the old map, the German words *Zeitveise versumpft* (periodically flooded) appear, indicating that these fields were occasionally inundated (mostly in the winter). In recent times (since the 1980s for Malo jezero and since 2000 for Velo jezero), their water has been diverted to the water supply system of the southern part of Dugi otok, so flooding has been practically eliminated.

There are almost no watercourses in the Dugi otok karst fields. The only stream shown on the map appears in Polje, southeast of Veli Rat, near the Polje hamlet. It flows southwest-northeast and ends at the mouth of the stream in the area of Sakarun Bay (Blato Pool). It is marked only on the new map.

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Only one spring is pinpointed with a topographic mark on the old map, located on the northern side of the Malo jezero field and labelled with the German abbreviation *Qu.* (*Quelle*).

CONCLUSION

An examination of two maps that include the karst fields on Dugi otok in the Zadar County shows that along with the usual relief features (contour lines, altitude markers, etc.) specific contents are also displayed. The names of the karst fields, the water phenomena in them and other contents are mostly appropriately depicted. Still, there are several mistakes on both maps. On the old map, the mistakes are mostly the result of misreading the Croatian names by the editors in Vienna. On the new map, some typographical errors and omissions are not acceptable and should be corrected in the next edition of the map.

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URL 2: Topografska karta 1:25.000 DGU. Available at: preglednik.arkod.hr.

Kata MAGAŠ

THE CROATIAN ISLANDS IN THE EDUCATION SYSTEM OF THE REPUBLIC OF CROATIA

INTRODUCTION

The Croatian islands cover the second largest archipelago in the Mediterranean. Recent data lists 1,246 units (79 islands, 525 islets and 642 rocks and reefs). The islands cover an area of 3,259 square kilometres or around 5.8% of the Croatian land territory. The total Croatian coastline is 6,278 kilometres long, with 4,398 kilometres accounted for by island coastlines. Only seventy-nine islands are larger than one square kilometre, and only twenty-one exceed twenty square kilometres (Duplančić Leder, Ujević, Čala 2004). They are usually divided into two or four groups according to location: the Kvarner islands and the Dalmatian islands, or the Kvarner, North Dalmatian, Central Dalmatian and South Dalmatian islands (Nejašmić, 1997; Friganović, 2001; Bucul 2014). According to the territorial county organisation of Croatia, the islands belong to seven counties with sea exits: Istria, Primorje-Gorski kotar, Lika-Senj, Zadar, Šibenik-Knin, Split-Dalmatia and Dubrovnik-Neretva Counties. There are no islands with any types of schools in the Istria County, while the Lika-Senj and Šibenik-Knin Counties have only primary schools on their islands.

Table 1 Top Croatian islands by surface area, population and numbers of pupils in primary and secondary schools in the 2017—2018 school year.
(Source: URL 1 for surface areas and populations; URL 4 for pupil number data)

Island and surface area (km²)	Population in 2011	Population density in 2011 (pop./km²)	Island and number of pupils in primary schools	Island and number of pupils in secondary schools
Cres - 405.7	Krk - 19,383	Rab - 103	Krk - 1,325	Korčula - 572
Krk - 405.2	Korčula - 15,522	Lošinj - 101	Korčula - 1,231	Krk - 397
Brač - 394.5	Brač - 13,956	Korčula - 56	Brač - 978	Brač - 286
Hvar - 299.6	Hvar - 11,077	Krk - 47	Hvar - 762	Lošinj - 284
Pag - 284.5	Rab - 9,328	Vis - 38	Rab - 708	Hvar - 280
Korčula - 276.0	Pag - 9,059	Hvar - 37	Pag - 602	Rab - 174
Rab - 90.8	Lošinj - 7,587	Brač - 35	Lošinj - 587	Pag - 102
Vis - 90.2	Vis - 3,445	Pag - 32	Vis - 213	Vis - 74
Lošinj - 74.6	Cres - 3,079	Cres - 8	Cres - 209	Cres - 41

The data shows huge differences between the islands in terms of population density and vitality. Cres, the largest island, has a population density of eight per square kilometre and is not highly ranked when it comes to population or number of pupils. Korčula, the sixth largest island, ranked second in population and primary school pupils and leads the table in terms of secondary school pupils. Brač and Hvar are also highly placed and balanced according to the given indicators. The second largest island, Krk, has the highest population and number of primary school pupils, and the second highest number of secondary school pupils. It owes this solid status to its affiliation with an economically more developed county and better transport solutions (there is a road bridge to the mainland and good ferry connections with the mainland and neighbouring islands).

The current island population (125,082 in 2011) is the result of historical events, particularly in the second half of the nineteenth century, when mass emigrations began from the islands and are still continuing today. The highest island population ever recorded was in 1921 (173,503). Up to the Second World War, most islanders left the islands for distant, overseas destinations; after the war, there was an increasing exodus toward the coast and inland Croatian towns and cities. In the 1960s, people from the islands and all of Croatia mostly left to find 'temporary' work in more developed European countries (National Island Development Program, 1997). Since then, depopulation has accelerated and negative demographic trends are evident (more deaths than births). By 1981, one-fifth of the population of the larger islands, one-third of the population of the middle-sized islands, and three-quarters of the population of small islands had left, compared with the 1921 figures. This brought many island populations to the verge of extinction (Starc, 2015).

The island population has again begun to rise slowly in the last two decades. The National Programme for Island Development has encouraged financial investments from the public sector, various ministries, agencies and institutions, mostly in transport connectivity, transportation and communal infrastructure, economic branches, particularly tourism and also primary and secondary education.

There are 344 permanent settlements on the Croatian islands, with an average population of about 370. If we include islands with temporary residents, then there are about one hundred inhabited islands, though only forty-seven are considered permanently inhabited (NPRO, 1977). Even the urban settlements tend to have small populations, the largest being Mali Lošinj with 6,296 inhabitants (2011). The consequences of demographic shifts during the twentieth century were many and mostly negative. They can be summarised in a few features:

— negative changes in the age profile of the island population — ageing population (Nejašmić 2013);
— reduced proportion of islanders of reproductive age, reduced birth rate, weakening of the biodynamic potential of the entire island population (Friganović, 2001);

— reduced proportion of islanders fit to work, ageing of the working contingent;
— loss of jobs on the island, abandonment of land holdings;
— emigration of young families for work and children's education; and
— loss of school-age population (NPRO, 1997; URL 4).

There is also the case of 'statistical residence' (fictional residence registered on an island in order to gain certain benefits, mostly by older people and holiday home owners), which does not improve the situation or renew vitality (Lajić, 2013; Akrap, 2015).

BASIC DOCUMENTS IMPORTANT TO EDUCATION IN THE REPUBLIC OF CROATIA

The responsibility of the central state for the islands was enshrined in law in the late twentieth century. The Ministry of Development and Renewal of the Republic of Croatia adopted a strategic document in 1997 that set the framework for island development — the National Programme for Island Development. For schooling, the basic tasks of the programme are:
— to reorganise the network of primary (base and branch) schools and secondary schools,
— to establish special standards for the work of island schools,
— to establish special criteria for the work of teachers in island schools,
— to develop special, additional forms of work for small and combined classes on the islands, and
— to use EU funds to equalise conditions for life and education on the islands and the mainland.

Accordingly, it is envisaged that investments will be made in building, repairing and equipping schools, maintaining school playgrounds and environments, building and equipping sports halls, subsidising pupil transport, introducing distance learning, etc.

Two strategic national documents, the 2008 Act on Education in Primary and Secondary Schools and the State Pedagogical Standards for Primary Education 2008, established the minimum infrastructure, finances and staffing conditions for performing educational activities. The most important contents of the second document regarding standards for the Croatian islands are paragraphs determining how island schools should function. Primary schools are categorised according to the number of classes and pupils:
— A *base primary school* has at least one class in each year from Year 1 to Year 8.
— A *branch school* belongs to a base school and is linked to it by curriculum and staff. It must have at least one class for Years 1 to 4 or for Years 5 to 8.
— A *branch class* is a dislocated class of the base school which does not fulfil the requirements for opening a branch school.

— A *combined class* is a group of pupils in years 2, 3 and 4 and is common in schools with low pupil numbers.

— The primary school network is organised on the county level.

THE EDUCATION SYSTEM IN THE REPUBLIC OF CROATIA

Education in the Croatian area dates back to the tenth century and was always linked to the Church and clergy up to the eighteenth century. Systematic education for the people began during the reign of Maria Theresa. In 1774, she issued the General School Order and began a reform concentrating on primary education. In 1874, the Croatian Diet passed the first Croatian Schools Act, regulating compulsory five-year education in Croatian rather than in German, as had previously been the case. In 1945, compulsory education was extended to seven years, and in 1958, to eight years for all children from seven to fifteen years of age (URL 2).

The current education system in the Republic of Croatia was established in 1993 and consists of four stages: preschool, primary, secondary and tertiary education (URL 3).

Preschool education is delivered by kindergartens and preschool institutions. Children from the age of six months up to school age are included. This research does not include an analysis of preschool education institutions on the Croatian islands.

Primary education begins when a child is enrolled in Year 1 and is compulsory. It usually lasts from age six to age fifteen, while for pupils with multiple developmental problems, it can be extended to the age of twenty-one at the most. For pupils with developmental problems, individual approaches are implemented in regular or special classes and groups.

Secondary education is not compulsory, but pupils gain knowledge and skills for work and further education. According to the curricula, secondary schools are divided into gymnasia, vocational (technical, industrial, crafts) or artistic schools. About 31% of pupils nationwide choose gymnasia, and around 67% attend vocational schools in fourteen educational sectors defined by the Decision on Establishing Educational Sectors in Vocational Education (2007). All secondary schools on the islands provide various vocational curricula, mostly lasting three or four years.

Secondary education institutions include student dorms, which ensure pupils have suitable accommodation (bed and board) during their secondary school education. The starting-points in organising their work are humanist-developmental paradigms and students' individual needs and interests. The only such facility on the Croatian islands is the Centre for Education at the Juvenile Home in Mali Lošinj.

Higher education is conducted at higher education institutions, whether at universities or vocational studies institutions. There are no higher education institutions on the Croatian islands.

PRIMARY SCHOOLS ON THE CROATIAN ISLANDS

In the 2017—18 school year, there were thirty-four primary schools registered as base schools, forty-eight branch schools (forty-one belonging to island base schools and seven to mainland base schools) and thirteen branch classes (eight belonging to island schools and five to mainland schools), with a total of 8,026 pupils. Table 2 shows the distribution by county.

Table 2 Primary schools on the Croatian islands and pupil numbers in 2017—2018 by county (Source: URL 4)

County (total number of pupils)	Base primary school 2017—2018 (total number of pupils)	Branch school/*branch class* in 2017—2018 (number of pupils whose base school is on the mainland)
Primorje-Gorski kotar (2,829)	F. Petrića Cres (209)	—
	M. Martinolića M. Lošinj (587)	Veli Lošinj, Nerezine, Unije, Susak, Ilovik
	I. Rabljanina Rab (708)	Barbat, Banjol, Kampor, Lopar, Mundanije, Supetrska Draga
	"F.K. Frankopan" Krk (784)	Baška, Punat, Vrbnik, Vrh
	Malinska-Dubašnica (245)	—
	Omišalj (296)	Dobrinj
Lika-Senj (355)	A.G. Matoša Novalja (355)	Lun, Jakišnica, Zubovići, Metajna, Kolan
Zadar (854)	J. Dalmatinca Pag (247)	Dinjiška, Povljana, Vlašići
	"V. Klarin" Preko (305)	Kali, *Kukljica, Poljana, Sutomišćica, Lukoran, Ugljan*
	"V. Nazor" Neviđane (131)	—
	"P. Lorini" Sali (58)	Božava
		Vir (96) — Base PS Privlaka
Vrgada (1) — Base PS Pakoštane
Silba (8), Veli Iž (8) — Base PS Zadarski otoci, Zadar
Šibenik-Knin (369)	"Murterski škoji" Murter (227)	*Betina*
	V. Kaleba Tisno (136)	Jezera
		Prvić Šepurine (1), Zlarin (1) — Base PS Meterize, Šibenik
		Krapanj (4) — Base PS Brodarica, Šibenik
Split-Dalmatia (2,297)	Bol (90)	—
	V. Nazora Postira (135)	—
	Milna (60)	—
	Selca (106)	Sumartin
	Pučišća (176)	Pražnica, G. Humac
	Supetar (411)	Nerežišća, Sutivan
	Hvar (312)	—
	Jelsa (247)	Sveta Nedjelja, Svirče, Vrboska
	P. Hektorovića Stari Grad (190)	Dol, Vrbanj

	"A. Anđelinović" Sućuraj (13)	*Bogomolje*
	Vis (130)	—
	Komiža (83)	—
	"Grohote" Šolta (52)	—
	"Slatine" Čiovo (62)	—
		Okrug Gornji (230) — Base PS "P.Berislavić" Trogir
Dubrovnik-Neretva (1,322)	Blato (276)	—
	Vela Luka (306)	—
	P. Kanavelića Korčula (386)	Račišće, Lumbarda
	Smokvica (126)	Čara
	"A. Curać-Pinjac" Žrnovo (91)	*Pupnat*
	"Mljet" Babino polje (55)	Goveđari
	"Braća Glumac" Lastovo (48)	—
		Koločep (1), *Suđurađ (5), Luka Šipanska (18)* all I. Gundulića Dubrovnik-Gruž
		Lopud (10) — Base PS A. Masle Orašac

An exhaustive analysis of schools on the Croatian islands in the 1995-1996 school year was published in the National Programme for Island Development (1997). The islands were placed in four groups according to the number of pupils. When comparing the situation then and now we can conclude the following: there were nine islands with over 500 pupils in primary schools in the first group (Krk, Korčula, Brač, Hvar, Lošinj, Rab, Pag, Ugljan and Murter). Now there are only seven. Murter and Ugljan have moved to a lower category. The highest number of pupils is on the island of Krk (1,325). The only other island with over a thousand pupils is Korčula (1,231), though in 1995, Brač and Hvar had also reached this level. In the first group of islands, there were 10,446 pupils altogether, which is 84.7% of all island primary school pupils (1995—96). Now the islands in this first group have 6,193 pupils, or 77.1% of all island primary school pupils. Identical school numbers have been retained on Krk, Korčula, Brač, Lošinj and Rab. Branch schools have become base schools on Krk, Dubašnica and Omišalj, while the island of Pag was divided between two counties in 1997, so the school organisation was rearranged, and a new branch school, Jakišnica, was formed. The Zastražišće branch school on Hvar has closed.

The second group consists of islands that have between fifty and 499 pupils. Since the 1990s, Vis, Cres, Čiovo, Pašman, Dugi otok, Šolta, Mljet and Lastovo have remained in this group, but all have experienced an average loss of 30% in pupil numbers. Murter (363) and Ugljan (305) have joined the group. The number of base and branch schools has remained the same on Vis, Čiovo, Šolta, Mljet and Lastovo. Branch schools have closed on Cres, Orlec, Martinšćica and Valun, and branch classes have closed on Pašman, Tkon, Dobropoljana and Mrljane, as has the Brbinj branch class on Dugi ot-

ok. The only significant exception is Vir, where the number of pupils in the observation period increased from forty-three to ninety-six, so it moved up from the third to the second group and is now in the process of acquiring the status of a base school (up to now, Vir has been a branch school of the Privlaka base school). In comparison with 1995-96, the number and percentage of pupils in the second-group schools has increased from 1,521 (12.9%) to 1,822 (22.0%) (2017—18).

The third group comprises of islands that still have schools but with very low pupil numbers. These are branch classes of larger base schools on the mainland or neighbouring larger islands. Twenty years ago, they had low pupil numbers and mostly combined classes, but the current situation is even more alarming: Unije (44→2), Veli Iž (32→8), Šipan (24→15), Lopud (20→6), Silba (30→8), Prvić (23→1), Ist (12→0), Olib (14→0), Vrgada (14→1), Krapanj (14→4), Zlarin (10→1), Susak (9→4), Koločep (6→1), Ilovik (5→8). Ist and Olib branch classes have closed, and four other islands have only one pupil each. In 2017-18, there were only sixty-nine pupils altogether in this group of islands, which is 0.9% of all island pupils in the Republic of Croatia.

The fourth group comprises of islands that have school buildings but don't have pupils: Biševo, Jakljan, Kaprije, Mali Drvenik, Molat (in three settlements: Brgulje, Molat, Zapuntel), Ošljak, Premuda, Rava, Rivanj, Sestrunj, Veli Drvenik, Vele Srakane, Zverinac and Žirje, according to the 1995—96 period, and have now been joined by Ist and Olib.

Therefore, in 2017—18 there were 8,026 primary school pupils on the islands, with active schools on thirty islands. The three largest primary schools are F. K. Frankopan in Krk (784), I. Rabljanin in Rab (708) and M. Martinolić in Mali Lošinj (587). These are the only island schools with more than 500 pupils. On the other extreme are islands with only one pupil: Koločep, Prvić, Vrgada and Zlarin. In comparison with 1995-96, the total number of island primary school pupils has shrunk by 35%!

The E-islands project began in 2008 with financial support from the Government of the Republic of Croatia. The main aim was to provide pupils in distant, underpopulated island settlements with access to the Internet and modern technology in learning and to improve the quality of education in island schools and dissuade at least some of the population from leaving the islands. Some pupils in island schools are on their own or in very small classes, so this type of teaching and communication helps them make contact with their peers, even if it is at a distance.

The school timetable is organized by base schools, whether in the towns, on the mainland or on larger neighbouring islands. E-classes are conducted via videoconferencing, allowing audio and video communication between base schools and branch schools. Seven base schools and thirteen branch schools (with a total of 103 pupils) were originally included in the project. By 2017—18, the number of pupils had fallen to seventy.

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Table 3 Base and branch island schools involved in the E-islands project.
(Source: Ivanković, 2009; URL 4, URL 5)

Base school	Branch school	Number of pupils in 2008.	Number of pupils in 2017
M. Martinolića, Mali Lošinj	Ilovik	6	8
	Susak	10	4
	Unije	8	2
Zadar islands, Zadar	Olib	1	Closed
	Silba	2	8
	Veli Iž	22	8
F. Vrančića, Šibenik	Prvić Šepurine	7	1
(2017 Meterize, Šibenik)	Zlarin	3	1
Brodarica, Šibenik	Krapanj	4	4
Slano	Suđurađ	6	5
	Šipanska Luka	20	18
A. Masle, Orašac	Lopud	8	10
I. Gundulića, Dubrovnik	Koločep	6	1

First experiences have shown many advantages as well as some significant drawbacks in applying and conducting videoconferencing in teaching. All the participants in the teaching process (teachers, pupils, parents and expert school services) agree. The main advantages are expert teaching delivery, direct communication between pupils at the base school and branch schools, a community feeling, a fun and interesting experience for the pupils, and ICT providing motivating, high quality education. The problems mentioned most are audibility (poor or unrecognisable sound), the clumsy, unnatural nature of the approach, the need to eliminate all other distractions in the classroom (chatter, chairs scraping, etc.), paying too much attention to technology and too little to content, some pupils finding videoconferencing distancing, others finding it hard to relax when communicating in front of the camera, and obvious disadvantages for pupils who are alone in the classroom (URL 7).

In spite of these difficulties, the project enables "live" teaching content to be delivered to distant schools on small, sparsely populated islands through technology for distance learning. It connects branch schools effectively with base schools, reducing travelling time for teachers, and raises teaching quality.

Under the auspices of the Government of the Republic of Croatia, within the competency of the Ministry of Science and Education and with the assistance of CARNet, the E-school pilot project began to be implemented in 2015 ("e-school: establishing a system to develop digitally mature schools in Croatia"). The project consists of two phases. 101 primary schools and fifty secondary schools were included in the first phase (2015—2018). Island schools are represented proportionally in the project (Fig. 1).

Figure 1 Primary and secondary island schools involved in
the E-school pilot project in 2015. (Source: URL 6)

Blato Primary School, Blato — Island of Korčula
Komiža Primary School, Komiža — Island of Vis
J. Dalmatinac Primary School, Pag — Island of Pag
I. Rabljanin Primary School, Rab — Island of Rab
A. M. Karamaneo Secondary School, Vis — Island of Vis
Brač Secondary School, Supetar — Island of Brač
Vela Luka Secondary School, Vela Luka — Island of Korčula
Pučišća Stonemasonry School, Pučišća — Island of Brač
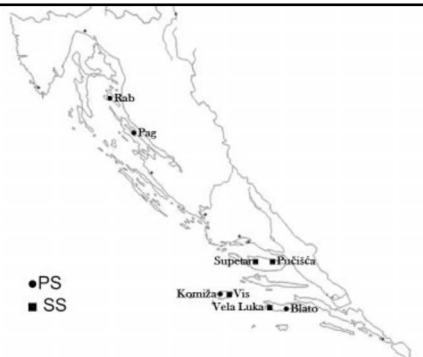
The second phase (2019—2022) is under preparation, and it will include all Croatian schools. The aim is to digitalise all teaching in primary and secondary schools in the Republic of Croatia.

SECONDARY EDUCATION ON THE CROATIAN ISLANDS

Secondary education is present on only nine Croatian islands (a situation that has remained the same since 1994—5 and still applies in 2017—18) through fourteen secondary schools. In fact, the actual number is twelve, because the secondary school in Cres (General Gymnasium) is a branch school of Mali Lošinj, and there are dislocated classes of the Hvar Secondary School in Jelsa. There is an obvious "white spot" in the central part of the Croatian archipelago — there is not a single secondary school between Pag and Brač. This may be because these islands have suffered the heaviest population losses (small islands) or because there has not been sufficient investment in transport connections (Dugi otok). The spatial distribution of secondary schools on the islands is given in the figure below (Fig. 2), with a list of student numbers for 2017—18.

Figure 2 Secondary schools on the Croatian islands (Source: URL 4)

Kralj Zvonimir Secondary School, Krk (397)
A. Haračić Secondary School, Mali Lošinj
 with classes in Cres (325)
M. de Dominis Secondary School, Rab (146)
B. Kašić Secondary School, Pag (102)
Bol Secondary School, Brač (72)
Brač Secondary School, Supetar, Brač (141)
Pučišća Stonemasonry School, Pučišća, Brač (73)
Hvar Secondary School with classes in Jelsa (280)
A. M. Karamaneo Secondary School, Vis (74)
P. Šegedin Secondary School, Korčula (300)
Vela Luka Secondary School, Vela Luka (122)
Blato Secondary School, Blato (150)

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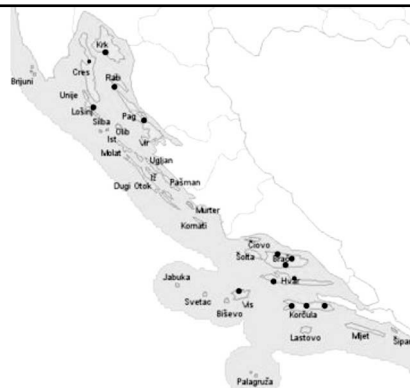
The total secondary school population on the islands was 2,210, which was only 65% of the total number for 1995-96. The accumulative fall in the number of secondary school students on the islands corresponds to the falling number of primary school pupils (35%) in the same period. The lowest reduction in the number of students during the past twenty years has been at Krk Secondary School (18.7%) and the highest at Vis Secondary School (47.9%).

All eleven secondary schools have complex educational opportunity structures. They offer the four-year general gymnasium curriculum and a number of combined vocational curricula to prepare students for the labour market. Four-year curricula prepare students to be hotelier-tourist technicians, hotelier-tourist commercialists, computer technicians, ship-building technicians, maritime sailors, electro-technicians and economists. Three-year curricula include those for the catering industry (waiters, chefs and pastry-chefs) and trades such as car mechanics, ship mechanics, electrical installers, electrical mechanics, hairdressers, plumbers and machinists. Pučišća Stonemasonry School is a specialist school that trains masonry technicians and stonemasons. The Education Centre at Mali Lošinj Juvenile Home provides three-year curricula in mechanical engineering, the catering industry and timber products. There are also two-year curricula and adult education courses. In 2017—18, 40% of island students attended gymnasiums and 60% went to vocational schools. On the state level, the corresponding figures are 31% and 67%.

The two islands with the highest primary school pupil numbers (Krk and Korčula) serve as examples to indicate the pattern of trends in secondary schools. Children who live on islands close to the mainland, with good transport connections, often choose a secondary school in a larger town, so the islands lose most of the pupils when they leave primary school. In 2017—18, Krk retained only 31% of primary school pupils, while Korčula, which is further from the mainland, retained 46%.

According to school websites, in the absence of other places for young people to congregate, schools organise many extracurricular activities and projects students are involved in, including Eco-schools, Globe, ERASMUS, E-Twinning, Education for Europe, EU School Ambassadors, HvaR&D — geoinformatics in geography, European Secondary School exchange, SEMEP, folk and music groups, debate clubs, island cultural heritage groups and foreign language classes. Since these activities take place in the afternoon after school, there are problems in transporting the children home, as the school buses usually only operate until 2 p.m.

The State Educational Standard in the Secondary Education System (2008) specifies the circumstances in which standards at the national level may be waived. Island secondary schools may have fewer classes, classes may be formed with fewer pupils, and a class may comprise of pupils following three or more different curricula (vocations). Since financing comes from the state budget, the founder, the local community and donors, schools with better local support tend to enjoy better conditions. Bol Secondary School on the island of Brač, for example, launched a project to provide a num-

ber of benefits for its pupils in 2018-19: all students who fulfil the requirements for a place in the school dorm will have the right to completely free accommodation and food there (financed by Bol Municipality), and those who enrol in courses to become chefs or waiters will have the right to full scholarships of 1,200 Croatian kunas per month (financed by Hoteli "Zlatni Rat" d.d.). Students are guaranteed practical work, employment and accommodation during the summer holiday and work and accommodation when they complete their education. All students receive a new laptop or tablet so they can access digital educational materials. This project has the full support of the Ministry of Science and Education, the Split-Dalmatia County, Bol Municipality, Bol businesses and the entire local community (URL 8).

CONCLUSION

The island schools have the same curriculum, educational aims, teaching content and similar educational results as schools on the mainland. Due to low pupil numbers and the frequency of combined classes on the islands, there are differences in the methods and forms of work in island schools. In 2017—18, there were combined classes in two base schools, twenty-three branch schools and eight branch classes. A high proportion of the teaching staff travels from larger towns on the mainland or works in two or even three schools, so organising timetables is a major problem. As pupil numbers are decreasing in small schools, this may mean teachers cannot be employed full-time, or they have to make up their hours by taking on extracurricular activities.

According to the available indicators for primary schools, educational standards and the quality of educational work in island schools does not lag behind the national average, but there are differences within the island category. Around 50% of base schools and only 20% of branch schools say they are satisfied with their level of equipment (URL 4). The best standards in terms of equipment are on the Kvarner islands, followed by those in the Split-Dalmatia and Dubrovnik-Neretva Counties. Other islands have very small schools and often complain of significantly lower standards, such as poorly equipped classrooms, no sports facilities or no playgrounds. The lack of materials is often made up by extra teacher involvement in preparing and delivering lessons, so that they can provide the same curriculum as in regular schools. Thanks to increased teacher involvement, extra and supplementary lessons are regularly organised, with a good number of extracurricular activities.

The ultimate goal of development on the Croatian islands in the near future should be to create suitable conditions for life and education, so that younger generations will stay on the islands and attract new inhabitants.

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Majda RUBIĆ

GEOGRAPHICAL POSITION OF THE CROATIAN ARCHIPELAGO IN THE CONTEXT OF THE EUROPEAN PARLIAMENT'S RESOLUTION ON SPECIAL SITUATION OF ISLANDS

GEOGRAPHICAL POSITION OF THE CROATIAN ARCHIPELAGO

Croatia has its position as a part of the Danube region of South Eastern Europe and the other part of Mediterranean Europe, and stands out in possession of a long sea coast. The Croatian archipelago on the Adriatic coast, situated on the eastern coast of the state, has a rich lace appearance because they are in a special position. Croatian islands are in the middle of Europe and they include most of the islands of the eastern Adriatic cost and its central part. It is the second largest archipelago of the Mediterranean Sea and has the Adriatic type of Mediterranean climate. Being in the middle of the Adriatic has meant having some positioning advantages (geopolitical, nautical tourism). Management mode and accessing the islands differs greatly among the EU member states: "On the one hand there are larger islands, for example, the Spanish and Portuguese ocean islands, where enough people can start and maintain social and economic development, island development policy is the islands itself. On the other side, the islands are located along the mainland with which they are historically, socially and economically closely connected. In the first place there stand out islands of Greece and Finland, mostly Croatian islands. In countries that have such islands, the readiness to recognize and appreciate island specialties is regularly smaller and islands are perceived as land extensions where development policy can be submerged. Such islands are often an integral part of land management units, and the creators and developers have more and more active on the islands and on the land." (Lajić, I., 2006)

The main comparative development benefits have been created over the last thirty years and Croatian islands have been highlighted as one of the most valuable areas of the Mediterranean. In the Adriatic as land-based and canal islands are placed parallel to the shore, in the ranks of two, three or five, separated by long and narrow canals from the continent or between themselves (Rubić, I., 1952). They are more likely to cope with certain difficulties than other EU islands more distant from the European coastline on the continent. The direction of the islands in the Croatian archipelago sea is followed by the mountainside direction and their natural geographic features are dif-

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ferent from other EU islands. The direction of providing Croatian islands is followed by the direction of the mountain on land that was first observed on the coast of Dalmatia, so such a type of coastline in the world is called the "Dalmatian type of coast". A uniform analytical approach to islands is not possible.

When it comes to the geographic distribution of Croatian islands, the researchers start from their location in space and their size and their relation to the coastal centers they gravitate to. There is a connection between the island and its closest island group, then the island's individual relationship, the islands as a group and the relations between the islands and the coast. The special situation of Croatian islands has no geographic pattern in the geography of each of the major island groups, namely the Western Istrian Island Group, the Kvarner Group of Islands, the Central Dalmatian Islands with two subheadings (the Zadar and Šibenik Archipelagos), the South Dalmatian Island Group and the Islands of the Garganson Pelješac Sill. The natural geographical features of the Croatian islands provide a matter of broad professional analysis of the researchers, including the genesis of the islands, shapes of the islands, rocks and soil, climate, waters, plant geography, zoogeography, sea and underwater island areas and relations between natural factors. (Rubić, I., 1952). Their location, relationship with the costal centers to which they gravitate and the relationship between the islands and the mainland are also included in the matters of nissology. The islands have a special meaning for Croatia and represent its treasure. Under the title of the basic document the National Development program of the islands is a verse by the author of the national anthem (Antun Mihanović):

> Ne spavajte, o otoci naši/ Lijepi vrti morem plivajući.

Applications and implementation of EU regulations oblige Croatia as a full member of the EU. In the field of spatial planning there are no binding EU regulations, only the so-called *soft law* acts (declaration, resolution, communication, opinion). The Croatian legislation does not recognize the concept of regionalization, but regional policy is developing in compatibility with the EU's regional policy. The overall regional policy also implies determining the role of managing authority of development projects, and that question facilitates the access to structural, investment and specialized EU funds. Regional policy is the EU's investment policy and territorial cohesion with the Resolution on special situation of islands is an internal part of it. The following chapters attempt to clarify.

THE SPACE OF ISLAND WITH A POSITION IN RESOLUTION ON SPECIAL SITUATION OF ISLANDS

An exploration of island issues with a legal approach aims to point to the importance of the European Parliament's Resolution on the special situation of islands and it can be said that the space of the islands is considered from the position of "legal geography". Resolution is founded on Art. 174 TFEU and recognizes the need to clearly de-

fine the islands' particular situation in relation to persistent natural (geographic) and demographic problems, also considers economic difficulties. This is a non-binding act in accordance with geographic or demographic characteristics of the EU's island development policy, and it does not apply directly, but it is monitored in EU member states because it introduces measures for a new cohesion policy for islands.

The financial crisis in the European Union has influenced potential development of disadvantaged island regions in relation to the mainland regions. Therefore, in 27 January 2016, the European Parliament voted in favor of the Resolution on the special situation of islands, with the intention of the Commission clearly identifying the type of difficulties that the islands must relate to Art. 174. TFEU. So, first proposed text of the Ressolution contained recommendations to the European Commission to establish a homogeneous EU island group with a development program in accordance with the EUROSTAT classification of a region where the definition of the island is also located. But the Bulgarian MEP Iskra Mihaylova on behalf of the Committee for Regional Development has proposed an amendment (B8-0106/2016):

> "Island regions, classified as NUTS 2 and NUTS 3 regions, have common and specific permanent characteristics and features that clearly distinguish them from mainland regions. Article 174 of the Treaty on the Functioning of the European Union (TFEU) recognizes that island regions as a whole face permanent handicaps that require particular attention. However, in the preparation of the 2014—2020 financial programming period, EU island regions at NUTS-2 and NUTS-3 level did not receive any dedicated funding, but only the possibility of modulation of co-financing rates for certain types of island under Article 121 of Regulation (EU) No 1303/2013.
>
> — Can the Commission provide a clear definition of the kind of permanent natural or demographic handicaps under Article 174 TFEU that island regions at NUTS-2 and NUTS-3 levels are expected to face?
>
> — What specific cohesion policy instruments and resources are available to tackle the handicaps arising from insularity?
>
> — In the future, how will the Commission address compliance with Article 174 TFEU as regards recognition of the permanent handicaps faced by island regions at NUTS-2 and NUTS-3 level as a permanent obstacle which may affect the achievement of the cohesion policy objectives?
>
> — Is the Commission of the opinion that consideration could be given to other indicators besides GDP which go beyond measuring economic production and take into account islands' specificities, such as the regional competitiveness index, with a view to better reflecting the economic and social vulnerability arising from the natural permanent handicaps faced by such regions?"

After that European Parliament adopted mentioned Opinion like Amendment of the Committee on Regional Development and incorporated it in the Resolution, which he has adopted on 4 February 2016. The final text of the Resolution differs significant-

ly from the previous one of January of that year. So, the main Resolution's recommendations for Member States and for European Commission (when MS do not do it), are to define "the special situation of the island". Prime imperative is categorization of islands, islets, rocks and reefs according to regional affiliation or affiliation with individual island groups stated in point no. 5 of Resolution. From other recommendations are distinguished lower the value added tax rate for local communities and economies on the outermost islands, and especially if the Member State is also member of Economic Adjustment Program (point no. 6). Then, improve connectivity between islands and strengthen local production for local markets (point no. 7). To accept low taxes and reduce bureaucracy is important Resolution's recommendation based on point no. 11 and no. 14 is emphasized to develop the strategies of the island on the principle of subsidiarity. The last Resolution's recommendation is in point no. 18, for Commission to considers the special situation of the island for the next Multiannual Financial Framework (2021—2027).

So, accepted remarks of MEP Mihaylova, include allegations that the NUTS 2 and NUTS 3 island regions did not receive any EU funding for the 2014—2020 programming period. After that European Parliament not consider EUROSTAT definition of the island, it is deleted from the point no 3 of Resolution. The real contribution to regional development is given to projects that meet the specific needs and potentials of an area. The EU island Member can give the best answer to all island questions and should define their differences and similarities, to determine what each island's special situation is as well as categorize its islands. Only when an EU MS does not do this job, mentioned definition and categorization will make the Secretariat for EU islands. Having in mind that it is necessary to support the strengthening of competitiveness through a balanced development of the islands. As it will be for the period 2014—2020, that the islands have not received any specific EU funds, advise of European Parliament is to apply the Directive 2006/112/EZ on a common system of value added tax, based on Resolution' s point no 6.

The special situation of islands is an indispensable part of the Multi-annual Financial Framework 2014—2020 from March 14, 2018 and provides a classification by the development index (MFF items no 103 and 123). Tax arrangements should compensate for natural disadvantages and demographic difficulties. Therefore, the tax treaties in the Directive2006/112/EZ should be maintained as a compensation for natural disadvantages and persistent demographic difficulties, rather than wait for the EU's dedicated resources.

Croatian archipelagos are groups of islands of specific characteristics closely related (Art. 46/b of the UN Convention on the Law of the Sea) and have significance and protection provided by the legislator based on Article 52 of the Constitution of the Republic of Croatia. Primarily, when mentioned EUROSTAT establishes a hierarchy of NUTS levels of regions all Croatian islands are classified as distant islands in the NUTS 2 region. But later in negotiations with the European Union only four islands Dugi

otok, Vis, Lastovo and Mljet, were granted the status of geographically distant islands. From the 2016, EUROSTAT island definition on a clear connection with the mainland has been deleted. When we consider that only four islands got the status of distant islands in negotiations with the EU, is clear that those islands have the possibility of adjusting the financing rate for islands to "clearly distinguish them from mainland regions" (according to point no 6 of the Resolution and to the Article 121 (4) a) and d) of Regulation (EFRR) No. 1303/2013). The recommendations in the Resolution are significant for Croatian islands.

ISLAND DEVELOPMENT POLICY IN EU

The new form of development of island areas of the Union within the cohesion policy is regulated under the provisions of the Lisbon Treaty, Article 174 TFEU:

> "In order to promote its overall harmonious development, the Union shall develop and pursue its actions leading to the strengthening of its economic, social and territorial cohesion.
>
> In particular, the Union shall aim at reducing disparities between the levels of development of the various regions and the backwardness of the least favoured regions.
>
> Among the regions concerned, particular attention shall be paid to rural areas, areas affected by industrial transition, and regions which suffer from severe and permanent natural or demographic handicaps such as the northernmost regions with very low population density and island, cross-border and mountain regions."

Island development policy is defined through a regional policy that seeks to reduce inequalities across different EU regions and the depopulation trend is reinforced by the economic situation. A region is more the subject than the object of policy. The context is provided not just by a state but also by the international market place and the demands of inter-regional competition. To promote its overall harmonious development, the Union shall develop and pursue its actions leading to the strengthening of its economic, social and territorial cohesion. This is in accordance with Article 174 TFEU, which recognizes the need to pay particular attention to specific territories of the Union based by permanent natural or demographic handicaps, such as island regions. Islands are included in the farthest, peripheral regions of the EU with special situation. Member States with islands must achieve goals from Art. 174 TFEU through defining the special situation of islands and economic policies. The distance between islands and land regions, as well as between islands themselves is a factor for interpreting the permanent natural and geographical difficulties of an island in the EU, according to the provisions of the Lisbon Treaty. In this respect, clear distinction from the land and the definition of a European island's special situation are not set by default but are left to the Member State to define.

From the new cohesion policy which start in 2014, even more focus is on efforts to reduce the developmental inequalities of the regions. Islands add to the peripheral region of the EU due to its isolation because of the distance from the European mainland. Inevitably valuable island potentials are noted to be exploited with the help of investment by redeploying EU funds, and to increase economic activity and employment on islands associated with Art. 174. TFEU. To meet local and island needs better, the way of cooperation used in cross-border land areas has been accepted. Namely, the functioning of cohesion policy has been reformed through the application of partnership principles, through trans-European networks in specific areas that have the status of legal entity sui generis (European Group for Territorial Cooperation, EGTC). ESI funds, financial instruments and other existing Financial Instruments are obliged to help to realize goals from Art. 174 TFEU/L:

> "Member states shall conduct their economic policies and shall coordinate them in such a way as, in addition, to attain the objectives set out in Article 174. The formulation and implementation of the Union's policies and actions and the implementation of the internal market shall take into account the objectives set out in Article 174 and shall contribute to their achievement. The Union shall also support the achievement of these objectives by the action it takes through the Structural Funds (European Agricultural Guidance and Guarantee Fund, Guidance Section; European Social Fund; European Regional Development Fund), the European Investment Bank and the other existing Financial Instruments.
>
> The Commission shall submit a report to the European Parliament, the Council, the Economic and Social Committee and the Committee of the Regions every three years on the progress made towards achieving economic, social and territorial cohesion and on the manner in which the various means provided for in this Article have contributed to it. This report shall, if necessary, be accompanied by appropriate proposals.
>
> If specific actions prove necessary outside the Funds and without prejudice to the measures decided upon within the framework of the other Union policies, such actions may be adopted by the European Parliament and the Council acting in accordance with the ordinary legislative procedure and after consulting the Economic and Social Committee and the Committee of the Regions." (Article 175 TFEU/L)

Regarding other existing Financial Instruments, like we said before there is EGTC trans-European networks. Whether such a tool can and should help local communities, every member of the EU needs to be checked. It does not have to mean that such an approach is in line with its public interest or public policy. Cohesion policy as an investment policy is highly uncertain. There are different budgetary scenarios for already existing and new priorities for the EU. The cuts could be detrimental for the future of the policy and for achieving economic, social and territorial cohesion in Europe, as per Article 174 TFEU (CPMR, 2018, "How can the post 2020 Cohesion Policy meet EU is-

lands challenges?", p. 2). Forecasts reveal that all EU islands are declining in terms of regional GDP. They confirm the rise of regional disparities both across mainland and islands but also within Member States, and cohesion policy must continue to pay attention to specific territories such as islands (in compliance with Art. 174 TFEU). "This provides strong evidence for a post 2020 Cohesion policy covering all regions, with a reinforced territorial focus on regions which suffer from severe and permanent natural handicaps." (CPMR, 2018)

NEW SITUATION OF EUROPEAN ISLANDS

An island is a limited geographic area whose location determines the number of island features. Island policy is defined by the process of regionalization and efforts to reduce developmental differences in accordance with Art. 174 TFEU, which does not define difficulties on islands. However, Art. 175 TFEU notes that difficulties need to be overcome with the help of EU funds, financial instruments and EGTCs. It appears that the EU's regional policy is investment, and that territorial cohesion is an integral part of it. It is about the new situation of European islands and the use of island potential with the help of investment.

Cohesion policy as an investment policy for regional development is seriously challenged and, with it, its fundamental territorial dimension. Yet this dimension is at the heart of cohesion policy added value, as one of the only EU policy with such a strong place-based approach. (CPMR, 2018, Conference of Peripheral Maritime Regions, intermediterranean commission with 9-member states: Albania, Cyprus, France, Greece, Italy, Malta, Morocco, Spain and Tunisia). The Communication by the European Commission on Multiannual Financial Framework (MFF) makes clear that the future MFF will only finance "European Added Value" projects, policies and programmes which entails "pooling resources at European level to deliver results that spending at national level cannot." With the absence of a legal definition of European added value the concept is quite unclear and could lead to interpretation for renationalization of some policies. (CPMR Background paper, 2018, "Mapping out a EU budget for post 2020", p. 5)

The functioning of cohesion policy is reformed by applying the principle of partnership through EGTCs in a specific area as a tool for better local needs in cross-border areas. Each member state can check whether such an approach is in accordance with its public interest or public policy, and the Republic of Croatia could consider the activities on its islands members in ESIN (European Small Island Network).

The subject Resolution calls for attention because the Parliament request from the Commission to adopt a strategic framework for all EU islands. The working group, Secretary Office for Islands, was established after the suggestion of Croatian MEP Tonino Picula and has worked since March 2018. A Member State is required by its regulations to determine the island situation for its islands, individually or for groups of islands. If there are no definitions in national laws, the Secretary Office for Islands under Euro-

pean Commission can organize a homogeneous group for all island areas and bring a unified criterion for the special situation of an island based on Art 174 TFEU. Via this EU working group the criteria for a special island situation will be regulated by the European Commission in order to prevent the development of islands that represent the peripheral region of the EU. However, the commissioners in the European Commission, which is supranational, are obliged not to represent the countries of their citizenship. They do not receive instructions from their governments, as well as from other Union institutions, but act solely in the interests of the Union. Likewise, even "the representatives of the European Parliament do not represent their Member States, they are already organized in the European political groups (the parties)." (Ćapeta, T., Rodin, S., 2010, p. 28).

The development of European islands belongs to the EU's program priorities of Cohesion Policy. Among the most important indicators of assessing an island's situation is its position as a relevant geographic element. Redeployment of EU funds to increase economic activities and employment on islands is linked to Article 174 TFEU on durable natural and geographic disabilities. It is about using the island potential with the help of investments. The lack of financial resources is most often referred to as the reason for limiting the implementation of any policy. Member States with islands (12) use the "geographic rate". For example, Greek islands (over 6000 of them) apply for the rates of 16%, 9% and 5%, except Crete (Institut za javne financije, 2015).

Croatia has defined the status of a remote island for Dugi otok, Vis, Lastovo and Mljet, but all Croatian islands apply for the rate of 25%. When it comes to fields fiscal or taxes differentiation, it seems useful to directly contact an island Member State with a similar situation. To identify what specific measures adopted per example Greece for their islands and to which extent Croatia could benefit from their experience. Under the conditions of the recent economic crisis Croatia has lagged the EU average against many economic indicators, reflecting on less developed areas, as well as on the islands. The contribution to a balanced island development is most often achieved by giving the benefits to islands who leg behind, which are the most distant ones from the mainland. One of the real opportunities is to go, along with the expressed policy will, initiating the procedure of amending the Directive from 2006 on a common system of value added tax. To benefit from the provisions of the taxation, and in accordance with recommendation in point no. 6 of the Resolution in matter (lower the value added tax rate for local communities and economies on the outermost islands and especially if the MS is a member of Economic Adjustment Program).

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Communication, Education, Sport

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SUSTAINABLE TOURISM DEVELOPMENT IN THE MEDITERRANEAN: ARE MARKETING ACTIVITIES POINTING TO SUSTAINABLE STRATEGIES?

INTRODUCTION

The United Nations World Tourist Organisation (UNWTO) dedicated the year 2017 to the concept of sustainable tourism. Advocating and promoting sustainable tourism by UNWTO shows that the current forms of tourism demand, supply and consumption have damaging effects not only on the environment and nature (for example, tourism has negative impacts on climate changes) (UNWTO, 2007), but also on the economy and the social climate in many local tourist communities. According to Kreag (2001, p. 9), the negative social impacts of mass tourism are numerous and different (for example, underage and excessive drinking, gambling, crime, drugs, prostitution, unwanted lifestyles changes, displacement of residents for tourism development etc.). Kreag (2001, p. 6) has outlined possible negative impacts of mass tourism on the local economies: price increases (of goods and services, land and housing, cost of living); increases in potential for imported labour and costs for additional infrastructure; increases in road maintenance and transportation systems costs; seasonal tourism creates high-risk, under- or unemployment issues and low wages; competition for land with other (higher value) economic uses and profits may be exported by owners. Although mass tourism destinations generate economic growth of the local population (Orlić, 2008; Marzuki, 2012), the multinational companies that are owners of many tourist entities often extract the profits they have earned and do not reinvest it into local communities.

Tourism is an important source of income for many Mediterranean countries that are members of the EU. For example, the total contribution of travel and tourism to Greece's GDP amounted to 35 billion euros in 2017, which is 19.7% of the country's GDP (World Travel & Tourism Council, 2018c). The situation in Cyprus is quite similar; the total contribution of travel and tourism to GDP in 2017 was 4,163.9 million euros, or 22.3% of GDP (World Travel & Tourism Council, 2018b). The total contribution of travel and tourism to Slovenian GDP was 5,097.5 million euros, or 11.9% of GDP, in 2017 (World Travel & Tourism Council, 2018d). The total contribution of travel and tourism to Croatian GDP is higher than in Slovenia and amounted to 91,033.5 million kunas (approximately 13,743 million dollars or 12,255 million euros), or 25.0% of GDP

in 2017 (World Travel & Tourism Council, 2018a). When it comes to the EU in general, the total contribution of travel and tourism to GDP in 2017 was 1,848.6 billion euros (9.9% of GDP) in 2017 (World Travel & Tourism Council, 2018). These figures show that the contribution of travel and tourism to GDP in Mediterranean EU countries is much higher than the EU average, and in countries like Greece, Cyprus and Croatia, it is twice as high as the EU average. Given the fact that tourism revenues depend on many factors, such a high contribution of travel and tourism to GDP of the researched Mediterranean states makes these countries extremely economically and socially vulnerable. Keeping this in mind, it is in the interest of these countries to develop tourism in a sustainable way.

SUBJECTS, ISSUES, OBJECTIVES, RESEARCH QUESTIONS AND METHODOLOGY OF RESEARCH

The starting point of this study is insufficient research on the influence of the sustainable development concept on tourism development strategies of the Mediterranean EU countries, as well as of the presence of sustainable proclamations in promotional activities of these countries. The research focuses on tourist practises in Cyprus, Greece, Slovenia and Croatia. Research objectives and issues are the following:

RO1) to determine how the mentioned countries plan and develop their tourist activities in accordance with the Sustainable Development Goals (*SDGs*),

RO2) to analyse how the researched countries communicate their tourism supply,

RO3) to determine their tourism plans and strategies in alignment with the promotional video clips of these countries.

The research was conducted by the following methods: (1) analysis of the relevant literature, (2) analysis of national tourist documents of the researched countries (RO1), (3) a questionnaire with open-ended questions for tourist officials from Cyprus, Greece, Slovenia and Croatia (RO1 and RO2), (4) analysis of the researched countries' national tourist video clips (RO3).

An e-mail request for participation in the study was sent on 26 July 2018 to all Mediterranean EU countries (Portugal, Spain, France, Italy, Slovenia, Croatia, Greece, Malta and Cyprus), but only relevant ministries and national tourism organizations of four countries (Greece, Croatia, Slovenia and Cyprus) replied to the e-mail request. Therefore, the research was conducted on a sample of these four countries.

THEORETICAL BACKGROUND

Sustainable tourism is "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (UNEP & WTO, 2005, pp. 11-12). Sustainable tourism cannot be seen as a "particular variety of tourism," but "rather as an overriding approach to tourism development and management applicable to all segments of the

tourism industry" (Yunis, 2013, p. vii). Tourism has a special position in sustainable development because of the growth of the sector "and the major contribution that it makes to the economies" (UNEP & WTO, 2005, p. 9), but also because "tourism is an activity which involves a special relationship between consumers (visitors), the industry, the environment and local communities" (UNEP & WTO, 2005, p. 9). Tourism has "three important and unique aspects" in relationship with sustainable development: interaction, awareness and dependency. As the majority of tourists are searching for intact nature, authentic historic and cultural traditions and welcoming hosts, the tourism industry highly depends on all these attributes (UNEP & WTO, 2005, pp. 9-10). On the other hand, mass tourism has very negative effects on all three pillars of sustainable development (economic pillar — environmental pillar — social pillar). Because of the adoption of a new global sustainable development framework, the 2030 Agenda for Sustainable Development (UN, 2015) was crucial for the future of tourism.

In 2015, the UN General Assembly adopted the 2030 Agenda for Sustainable Development with its seventeen SDGs (UN, 2015). The EU took active part in the process of the creation and adoption of the Agenda since this document is aligned with Europe's blueprint for global sustainable development. The main tasks of the 2030 Agenda are eradication of poverty and achievement of sustainable development by 2030 worldwide. The EU is fully committed to "integrate the SDGs in the European policy framework and current Commission priorities" (European Commission, 2016, pp. 2-3). Tourism is a very important sector for implementation of the SDGs and is most commonly mentioned in the context of three SDGs: decent work and economic growth, responsible consumption and production and partnerships for the goals (UNWTO & UNDP, 2017, p. 6). The importance of "the sharing of knowledge and good practices between all stakeholders" (UNWTO & UNDP, 2017, p. 20) is also emphasized as a vital prerequisite for achieving tourism's full potential towards the SDGs. UNWTO promoted 2017 as the year of sustainable tourism in hope that this would stimulate the exchange of good practices and knowledge in the field of sustainable tourism. This indicates that communication is vital for the transformation of unsustainable into sustainable tourism. UNWTO gives great importance to the role of the media in the promotion of sustainable tourism, and this importance is not reserved only for paid, earned or owned media, but for all types of media. The importance of media promotion is also visible from the increasing number of professional and scientific international conferences on media and tourism. Scientists and experts point to the mutual tripartite correlation between media, tourism and the public. The Zagreb Declaration emphasized the need for publishing quality information and positioning tourism in the media as a driver for economic growth, employment and sustainable development (Gavranović, 2015, p. 14). However, sustainability communication in tourism can serve as a greenwashing instrument, so it is crucial that national tourism development strategies are completely aligned with communication activities. If a country communicates its tourism as sustainable, but its national tourism development strategy is directed towards mass tourism,

then these types of promotional activities can be assumed as greenwashing. Dahl (2010, p. 247) claims that use of greenwashing "has escalated sharply in recent years as companies have strived to meet escalating consumer demand for greener products and services." This trend is not recognized only by companies, but also by countries that "pack" their promotional tourism activities into a sustainable context. Such cases can be found even in countries that are considered examples of well-organized and responsible states (Aall, 2014). Even the alignment of strategic political documents with promotional communication activities doesn't have to indicate the country's commitment to a sustainable tourism transition. However, alignment of promotion and political documents is an important indicator of political commitment to the transition towards sustainable tourism. Berno & Bricker (2001, p. 14) argue that sustainable tourism development commonly represents two approaches: one which argues that "sustainable development is a myth and that it is impossible to promote tourism whilst at the same time maintaining a good quality environment," and the other which "accepts that tourism is potentially destructive, however, acknowledges that tourism will continue to be a significant global phenomenon." Despite these opposing views, positive examples from sustainable tourism practice show that realizing this vision is possible.

RESEARCH RESULTS

National Tourism Strategies and SDGs

Three of the four researched countries have tourism development strategies that are thoroughly or partly available in English. According to Greek tourism officials, Greece doesn't have one single tourism document. In order to implement the nine key-strategic sustainable goals, Greece has designed and is implementing a significant number of political actions which cover a wide range of issues associated with investment regulation, human resources, businesses, digitalization, infrastructures, promotion and development of sustainable high value-added tourist activities. In their questionnaire responses, Greek officials emphasized that sustainability issues and the 2030 Agenda play a key role in Greece's tourism policy. Their strategic tourism goals are: (1) promotion of Greece as a "global attractive, safe, destination 365 days a year," (2) increasing the tourism sector's contribution to GDP, (3) increasing revenues per visitor, (4) upgrading the tourist product, services and infrastructure, (5) extension of the summer season and strengthening of the winter one, (6) promotion of the competitive advantages of new Greek destinations, (7) development of thematic tourism — creation of new thematic products, (8) entering new foreign markets and (9) attracting high value-added investments in tourism.

Slovenia has adopted the Strategy for Sustainable Growth of Slovenian Tourism for 2017—2021 (Republic of Slovenia/Ministry of Economic Development and Technology, 2017). The main goal of the Slovenian strategy is to position Slovenia as a green, active and healthy destination offering five-star experiences. However, the key target

of the Slovenian strategy is "to increase international tourism receipts to 3.7-4 billion euros," while other targets include "5-5.5 million tourist visits; 16-18 million overnight stays; average length of stay 3.1-3.4 days; 18,000-22,000 new tourist rooms, of which 8,500 will be renovated and 6,500 will be new rooms in the hotel sector; to increase full-time employment in the tourism sector to 12,000 employees" (2017, p. 12). All these targets are not aligned with the vision of "a tourism system that encourages qualitative development, with a focus on quality of life and well-being measures, but not aggregate quantitative growth to the detriment of natural capital" (Hall, 2010, p. 137). Slovenian officials claim that sustainability is the main pillar of Slovenian tourism. They provide support for the preservation and protection of natural and cultural assets and heritage as well as for responsible and sustainable tourism revaluation.

Croatia adopted the Tourism Development Strategy in 2013 that is valid until 2020 (The Government of the Republic of Croatia, 2013). This Strategy was adopted before the 2030 Agenda and the seventeen SDGs, but sustainability still plays an important role in the Strategy. The sustainable development of tourism is recognized as a necessity and is based on the quality of the environment as an important part of the tourist experience. It states that "the desirable development of Croatian tourism demands resource management that meets the requirements of the basic economic, social and aesthetic criteria for sustainable trading in the long-term, as well as growth of prosperity, preservation of cultural integrity and vital ecology systems and bio-diversity" (2013, p. 28). Sustainability commitment is present in the basic principles of strategy, in the requirements for action plans, and the development of specific ecotourism and social tourism products is envisaged. The Strategy argues that it is "estimated that around 3% of international travel is motivated by ecotourism, and it is supported by the growing awareness on ecology by the consumer; thus this product is showing strong growth at between 10-20% per annum," but "despite availability, attractiveness and preservation of natural resources, ecotourism is still underdeveloped in Croatia" (2013, p. 9-10). According to Croatian officials, green or ecotourism has been highlighted as one of the ten major products of Croatian tourism. This claim can suggest that sustainable tourism is seen as a "particular variety of tourism."

And finally, Cyprus' new tourism strategy — The Cyprus Tourism Strategy 2030 (Republic of Cyprus/Ministry of Energy, Commerce, Industry and Tourism, 2017) — has recently been completed, but its implementation has not yet begun since the execution of a number of relevant studies, the preparation of implementation plans as well as public consultation processes have yet to be completed. Sustainability has a prominent position in the new Cyprus tourism strategy as it defines: (1) Cyprus as a year-round sustainable destination receiving 4.8 million international tourists (40% of arrivals targeted for the period from November to April), (2) setting up a Wise Tourism Index that will serve as a tool to recognize and reward tourism players that have adopted ecologically, socially, and culturally sustainable practices in Cyprus, (3) considering the effect that CO_2 has on the environment and on climate change, national tourism authorities

will establish guidelines that contribute to minimising the carbon footprint generated by tourism activity, (4) introducing the Cyprus Quality Label System as a voluntary thematic label system that should also include provisions about sustainability and (5) special interest products/segments: the "contribution to sustainability" was among the variables considered to assess how competitive Cyprus is for each special interest product/segment. The vision of the Cyprus Tourism Strategy indicates that more focus is placed on quantitative growth than on qualitative development (p. 14).

All the aforementioned strategies lead to the conclusion that Greece, Slovenia, Croatia and Cyprus have ambition to develop their tourism activities in line with the SDGs, that is, more sustainably. However, it can also be concluded that researched states consider sustainable tourism as a "particular variety of tourism" (Yunis, 2013, p. vii), not as a mainstream approach to tourism, and that these countries view the economic aspect of tourism sustainability from the position of quantity. This can indicate insufficient understanding of the sustainable tourism concept.

Promotional Marketing of Tourism

Below are the responses given by tourist officials of the researched countries about the promotional marketing mix and the communication strategies they use. Greece's tourism supply is conveyed through multiple communication channels and marketing tools, such as press relations, traditional commercials, brochures and diverse online communication tools (web sites, social media, blogs, newsletters and image bank). The Greek National Tourism Organization has organized press trips for journalists and often issues general press releases or press releases written for specific markets. Traditional advertising campaigns are communicated to specific markets and market segments using traditional media channels. Tourism brochures are issued in order to introduce new thematic products, to update existing ones or to target a specific market. Online communication is based on the official tourism web portal where Greece's tourism supply is presented per region/destination and per tourism product. Travel information and important upcoming events are presented not only on websites but on various blogs as well. The Greek National Tourism Organization communicates via social media and other platforms with thousands of followers on Facebook, Instagram, Twitter, YouTube, Pinterest and Google+. Newsletters are issued monthly and mainly consist of product presentations and upcoming events.

In 2017, the Slovenian tourist board organized 140 business events in thirty countries, holding 13,000 business meetings. We will name some of the major events that have made an impact on Slovenian tourism. As the Convention and Culture Partner at ITB Berlin 2017, Slovenia was successful at creating new partnerships. A number of events were held in Slovenia. Slovenia also hosted a major international event, the Lufthansa City Centre General Assembly, and has become a member of the elite global network Virtuoso. With the launching and implementation of a new global digital campaign called "Slovenia. Make New Memories," over 117 million people have been

reached. The first transfer of the Tour of Slovenia cycling race reached 113 million viewers in more than ninety nine countries via Eurosport. The 'Discover Slovenia' campaign (Europe's best-kept secret) was prepared in co-operation with Expedia, the largest global online booking company, with the aim of increasing the possibility of choosing Slovenia as a tourist destination in the low season. The efforts to intensify and upgrade communication on social networks have resulted in a substantial increase in the number of followers on Facebook (+32%), Twitter (+26%) and Instagram (+183%). Digital catalogues and publications in seventeen foreign languages have been published in a circulation of 850,000 copies. The global visibility of Slovenia has increased as a result of study visits from more than 400 journalists and influential persons, as well as by intensive media coverage in the most prominent large-scale media channels.

The Croatian National Tourist Board usually has four main campaigns during the year: two brand campaigns (in January and April) and two Pay-Per-Click campaigns advertised before and after the tourist season (in March and August). Advertising is done both online and offline. The Croatian National Tourist Board has produced several video materials adapted to different markets to promote various forms of tourism. The Tourist Board highlighted the umbrella video project created in 2015 as part of the Full of Life communication concept. As a part of the project, the promotional video "Ambassadors of Croatian Tourism" won the prestigious Travel Video Awards in the category "Best Video by a Tourism Organization." The video was selected by a professional and representative jury of the Citizine Network and the National Association of Broadcasters. Croatian officials consider the intact nature and landscape to be the main point of differentiation of the image of Croatia as a tourist destination. Croatian tourism is also promoted at exhibitions and fairs, via athletes, at various events, press trips, social media activities, and by creating and sharing additional content such as photographs, video materials, brochures, souvenirs etc.

Cyprus also uses various channels for their tourism promotion, such as printed and electronic advertisements, brochures, promotional videos on YouTube, web sites, social media, etc.

Research of communication activities has shown that for the promotion of tourism all the examined countries use integrated marketing communication, which is in line with current world trends. Using promotional mix as a marketing strategy, all countries utilize traditional outdoor and video advertising, public relations activities (dominantly media relations, events and press trips), direct marketing and digital communication (web and community management) and personal sales through participation at tourism fairs.

Analysis of Promotional Video Clips

Greece's tourism video clip is available at https://www.youtube.com/user/visitgreecegr and is named "Greek Tourism. An eternal journey!". This video clip is the longest of the analysed clips and lasts 4 minutes 13 seconds. The video's main focus is on the

country's 3,000 year-long tradition, on the Greeks as great dreamers, travellers and hosts — like Odysseus, Herodotus and Pausanias. Tourism is presented as an idea originally created by the Greeks to wander and wonder, and these facts are linked to traditional sites like Olympia, Athens, Delphi, Delos and Epidaurus. Tourism is presented as the oldest Greek industry, the dream industry, and reminds viewers of the historical development of tourism in Greece with 10,000 tourists in 1914 to 17.5 million tourists in 2014. Greece is represented as an authentic and ideal destination: the sea, olive trees, temples, picturesque villages, mountains, beautiful beaches, lights. It is recalled that Lord Byron, Henry Miller and Herman Melville were fascinated with Greece and that Protagoras claimed that man was a measure of all things, and that things are measured by the heart in Greece. Hospitality is the oldest Greek art because guests are deemed sacred to the Greek people. Greek music, dance, food and friendship are also highlighted. Finally, Greece is presented as a small piece of heaven on Earth. There are plenty of images displaying historical sites combined with smiling people and beautiful, untouched nature, which suggests that the Greek National Tourism Organization emphasizes sustainability as an important part of Greece's tourism. However, highlighting 17.5 million tourists in 2014 also points to quantitative growth, which is not in line with the principles of sustainability.

The Croatian tourist video clip can be viewed at https://www.youtube.com/watch?v=Tz_E3yPif18 and is named "Full of Life," which has been the communication concept of Croatian tourism since 2015. The duration of the video is one minute. Below the video there is a short text reminding us that in order to feel truly happy and fulfilled, we should fill our days with life and the good things life has to offer, like good food, beautiful landscapes, relaxing environments and charming people. Croatia is bursting with experiences, places and different Mediterranean lifestyles. In accordance with this description, the viewer follows the journey of a young and beautiful woman from her bedroom to beautiful sites in Croatia (sailing and swimming in the Adriatic Sea, beaches, restaurants, dancing, historical sites, cycling in nature, rafting, mountain climbing, etc.). The music in this clip is more dynamic and cheerful than than in the Greek one, the shifting of frames is much faster, and there is less text than in the Greek video. It can be concluded that Croatia highlights a combination between slow food and slow consummation of historical sites with dynamic physical activities like cycling, sailing, swimming and hiking. Focus is placed far more on tourists and on untouched nature than on hosts, culture and history, but this is in accordance with the goals of the Croatian Tourism Development Strategy.

The Slovenian tourist video clip is available at https://www.youtube.com/watch?v=YZRM1guRKfY and is titled "Slovenia. Make New Memories" and lasts 1 minute 30 seconds. The video portrays views of Slovenian cultural and natural attractions with scenes of visitors sailing and surfboarding, cycling, playing golf, enjoying pastries and gastronomic delights, playing with sand on the beach, jumping and swimming in pools, wandering through markets and towns, enjoying massages, wild river

rafting, mountain climbing and enjoying beautiful sunsets. As a part of the video, positive comments from tourists are also presented. The music is not as dynamic as in the Croatian clip, and it has a note of melancholy. However, the content of the Slovenian and Croatian video clips is similar in combining images of active holidays with scenes of preserved or untouched nature and cultural monuments. It can be concluded that the Slovenian video is also aligned with their tourism strategy.

Cyprus' tourist video clip is available at https://www.youtube.com/user/visitcyprus/ and is named 'Cyprus in Your Heart,' lasting thirty seconds. Viewers are presented with beautiful people enjoying sandy beaches and swimming in the sea and swimming pools, popular historical sites, traditional food, luxurious restaurants and hotels, bustling night life and romantic sunsets. Since this promotional tourist video is from 2013, it is not aligned with Cyprus' new sustainable tourism strategy. Officials from Cyprus explained that sustainability in the country's promotional activities is displayed where special forms of tourism are advertised, and the content of such advertisements may include messages pertaining to sustainability. This means that sustainability is not included in Cyprus' main promotional tourist video.

This part of our research showed that promotional tourist activities of the explored countries are partially aligned with the strategic vision of sustainable tourism development. Sustainability is not the main denominator, nor is it the key marketing concept in the researched national promotional video clips. Sustainability serves as one of the elements of tourism promotion, not as the leading factor. It can be concluded that the researched video promotion activities are aligned with the notion that sustainability is seen as one type of tourism, as an activity that can stimulate the quantitative growth of tourism.

CONCLUSION

All the researched countries claim that their tourism strategies or policies are consistent with the SDGs, and an analysis of their strategies shows that these countries are indeed trying to develop their tourism activities in line with the SDGs. However, all four countries plan to increase their income from tourism, which indicates orientation towards quantity rather than quality. Although Greek representatives claim that sustainability plays a key role in their tourism policy, this was impossible to verify because they weren't able to provide documents that would confirm these statements. All the countries use integrated communication in promotion, have national videos broadcast on targeted markets, intensively use digital forms of communication, but also use traditional forms of advertising through videos and adverts in print media. They also use public relations, dominantly press releases, to create media coverage tailored to targeted markets and organize press trips for foreign journalists. However, it is apparent that sustainability is not a key argument for tourism promotion, but is used for promotion on specific markets or for specific forms of tourism. An analysis of national tourist videos has shown that pure nature, the beauty of untouched landscapes and promotion

of sustainable tourism practices, predominantly bicycling, play an important role in Croatia's and Slovenia's video clips. Greece's promotional video puts great emphasis on history, culture and tradition as well as on the social interaction between hosts and guests, which is also in line with the idea of sustainable tourism. The analysed countries don't use greenwashing methods in promotion. And finally, analysis has shown that promotional marketing activities of the researched states are partially aligned with the strategic vision of sustainable tourism development, but there is still plenty of space to increase sustainable content both in national tourism development strategies as well as in their promotional activities.

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AN ANALYSIS OF STUDENT LEARNING EXPERIENCE ON A FIELD TRIP TO THE ISLAND OF VIS

INTRODUCTION

Teachers and educators have always strived to find new ways to transfer knowledge more effectively. Over time, many theories have been developed to help us understand the ways in which students acquire knowledge and develop skills.

Education based on experiential learning is not a new concept. Around 450 BC Confucius said, "Tell me, and I will forget. Show me, and I may remember. Involve me, and I will understand."

Maria Montessori supported the idea that "education is a natural process spontaneously carried out by the human individual and is acquired not by listening to words, but by experiences upon the environment" (Montessori, 2007, p. 6), while Dewey (1897, p. 79) claimed that "education is a process of living and not a preparation for future living."

Building upon earlier work by John Dewey and Kurt Levin, American educational theorist David A. Kolb (1984, p. 38) claimed that "learning is the process whereby knowledge is created through the transformation of experience."

Kolb's experiential learning theory (https://www.learning-theories.com) is represented by a four-stage learning cycle: Concrete Experience (or "do"), Reflective Observation (or "observe"), Abstract Conceptualization (or "think") and Active Experimentation (or "plan").

The aim of this article is to analyze student learning experience on a field trip and the benefits of field trips as a type of experiential learning.

Field trips take students out of the classroom to new locations and provide them with the opportunity to learn in a new environment that cannot be created in the classroom. Students are engaged and get to observe and experience the new environment, which in turn enables them to create their own personal experience. However, in order to be successful, a field trip requires careful planning and preparation both on the part of the teacher as well as the students.

Tal and Morag (2009) described field trips as student experiences outside of the classroom at interactive locations designed for educational purposes.

Field trips can have various purposes. Behrendt and Franklin (2014) list some of them, such as providing first-hand experience, stimulating interest and motivation, add-

ing relevance to learning and interrelationships, strengthening observation and perception skills and promoting personal (social) development.

METHODOLOGY

Participants

The field trip described in this paper was organised for students attending Academic writing course at VERN' University of Applied Sciences. It lasted from May 20 to 27, 2018, and was attended by nine public relations students and seven journalism students. There were thirteen female and three male participants. Academic writing is a third-year elective course for VERN' students of Public Relations and the Media as well as Journalism Studies. The final grade in this course is based on students' active participation in class activities and a process portfolio that comprises five essay types: descriptive, narrative, comparison-contrast, opinion and cause-and-effect essays. Throughout the course, relevant vocabulary and structures for each of the essay types are practiced in class, followed by the analysis of essay organization and brainstorming of ideas for the particular essay, resulting in writing the outline and the first draft. Students hand in their first drafts at the end of each class and the teacher collects and reads them, indicating language mistakes as well as giving suggestions regarding the organization of essays and writing style. Students write the final versions of their essays out of class, taking into consideration the suggestions and guidelines given. Process portfolios that the students compile by the end of the course contain both the first drafts and the final versions of each essay type.

Preparation for the Field Trip

Since ten teaching hours of Academic Writing take place on the island of Vis, which accounts for one-third of the total teaching hours, decisions had to be made regarding the lesson plans and teaching methods that would enhance the integration of the field trip into the curriculum. After careful consideration, it was decided to dedicate our time on the island to writing a narrative essay on the topic of the island of Vis itself, based on the students' personal experience. To analyse how meaningful the field trip context might be for the students' learning experience, we devised and conducted two questionnaires anonymously prior to the field trip. One was a semantic differential scale with pairs of opposite adjectives showing the students' attitudes towards Vis. The other one was a quiz testing the knowledge of the facts about the island.

Activities During the Field Trip

The first class on the island was used for secondary research. Students were grouped into teams and conducted online research on three topics: the British cultural influence on the island, Vis during World War Two and Vis facts. This was followed by a military tour of the island which provided the students with a hands-on experience of the topics they had researched the previous day. During the brainstorming and outlining

steps of the narrative essay writing process, we focused on how personal experiences can change our feelings and opinions. We discussed the extent to which such experience affects the level of knowledge, our memory, attitudes, interests and values. Regarding the language required to write this type of an essay, we concentrated on narrative tenses and on showing sequence in narrative essays. Otherwise, the regular procedure of delivering the first draft and writing the final version of the essay was followed, taking into consideration the teacher's suggestions. On the last day, the students completed the same semantic differential scale and fact quiz as they had before the trip.

The fact that both public relations and journalism students took part in the field trip resulted in an added value to their learning experience. Academic Writing was the only course the journalism students attended on the island, whereas PR students also attended Public Relations for Tourism and Sport where they worked on another project. Their task was to organize a sponsor evening and the main event, which was the presentation of student teams on how to promote Vis as a tourist destination. Journalism students were assigned the task to collect information and report on the mentioned events for the VERN' website, while the PR students needed to generate media coverage of the events they organised. Therefore, the students had to work closely together in a context that was very similar to their professional real-life situations.

In addition to visiting places on the island, students also attended a speech event given by the mayor of Vis and by the head of the Town of Vis Tourist Board. The students actively participated at the event with numerous questions to both of the speakers. They also had the opportunity to hear about the then aspiring UNESCO Geopark Vis Archipelago and learn about the natural characteristics of the island. The seven-day academic field trip was finished off with a boat round trip of the island and a visit to the Blue Cave.

Students' Reflections About the Field Trip

The last day of the field trip was also the end of the course, which meant that there was no opportunity for follow-up activities back in the classroom. However, the narrative essays written by the students at the end of the trip provided an opportunity for some of the students to reflect upon their field trip experience. All of the students worked eagerly on their essays and were more motivated to write them this time than earlier in the course. Most of their essays this time around were more creative, personal and engaged, which was evident from the creative titles of some of the essays: "My VISland experience", "VISionari", "Rediscovering Peace and Creativity on Vis", "Spiders and Bugs and all the Things Nice", "Meeting a New Friend", "A Paradisiacal Week", "Vis — the Island of Happiness." What all the essays have in common is the obvious importance the students give to their field trip experience. The reasons why they found the experience to be a memorable one range from Vis being "a friendly, quiet place with kind inhabitants where you can disconnect from everything" to the island's "culture and scenery being mesmerizing." One student's "creativity went wild" and she got up in the middle of the night to jot down some ideas for her final essay. Another stu-

dent wrote how she overcame her fear of bugs in the darkness of the underground tunnels due to her interest and love of mystery. Two students wrote explicitly about how this experience helped them to learn and discover something about themselves. One essay's final sentence reads: "Also, we learned a lot about the island of Vis, but the most important thing is we learned a lot about ourselves while doing the tasks we were given." Perhaps this is that added value, that benefit of field trips, which makes it worthwhile to hit the road with your students.

Teacher's Reflection on the Field Trip

A lot of time and effort has to be put in organizing a meaningful field trip that is related to the curriculum. Nevertheless, once you realize how involved and motivated your students are and how much they enjoy the whole experience, it all pays off. One of the students wrote in her essay that she was impressed how the other students really wanted to be involved in the project, and she expressed hope that their bond would grow stronger and continue after the trip itself. The fact that this extended academic field trip takes place on an island might also contribute to the closer relationship between the teachers and the students resulting in a togetherness that lingers on even when we meet again in the university hallways. It is difficult to describe the level of the students' commitment to team work and the strong bond that developed among them during the field trip. Perhaps this is best expressed in one of the students' sentences from her narrative essay: "It cannot be described. It must be experienced."

RESEARCH GOALS

The main goal of this research was to establish to what extent and in what way this field trip experience changed the students' knowledge, attitudes and motivation, i.e., to examine student-learning experience in both cognitive and affective domains. Our objectives were to compare student attitudes and knowledge about Vis before the field trip to those after the trip as well as to analyse their personal experience in terms of their expectations prior to the field trip and the motivational level.

METHODS

Pre- and post-field trip surveys were conducted anonymously on sixteen respondents using a semantic differential scale and a Vis facts quiz. The semantic differential scale was constructed and used in order to measure student attitudes towards Vis and compare the results before and after the field trip. The scale was comprised of twenty items with bipolar descriptors coded from 3 to 0 on each side (0- neutral; 1 — slightly x or slightly y; 2 — mostly x or mostly y; 3 — very x or very y). Students were asked to assess how they felt about the island of Vis by circling the appropriate number on the scale. The Vis facts quiz consisted of eighteen factual questions about the island. All the questions had a common beginning: "Write what you know about..." At the end of the field trip students wrote narrative essays in which they reflected upon their personal learning experience.
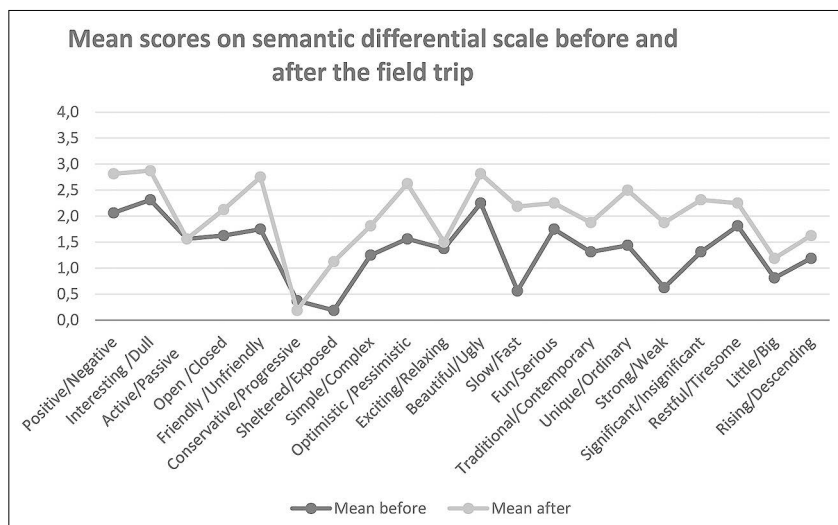
Figure 1 Mean scores on semantic differential scale before and after the field trip

RESULTS AND DISCUSSION

In order to determine to what extent and how this field trip experience changed the students' attitudes towards the island of Vis, the total sample (N= 16) of results on the semantic differential scale were analyzed both before and after the field trip. Mean scores were calculated for each item of the semantic differential scale and the differences among them were compared depending on the results before and after the visit. The mean scores for twenty bipolar items are shown in Figure 1.

As can be seen, some items gained more extreme attitude assessments (at both ends of the scale) than others, i.e., the attitudes about some specific characteristics of the object were more expressed. For instance, this refers to the following attributes: positive (before M=2.07; after M=2.81), interesting (Mb=2.31; Ma=2.88), beautiful (Mb=2.25; Ma=2.81), optimistic (Mb=2.31; Ma=2.88), friendly (Mb=1.75; Ma=2.75). Some adjective pairs did not have clear negative or positive words, and therefore it should be considered whether participants negatively or positively valued the characteristic they were asked about. Based on the culture or context of the study, participants may have imbued the same attitude object with positive or negative characteristics. For instance, some students may have perceived words like 'traditional,' 'simple' or 'slow' positively, whereas some of them may have perceived them negatively. Consequently, it remains unclear for several attitudes and certain adjectives whether particular participants valued them positively or negatively. Significant differences between mean scores in pre- and post- measuring on the semantic differential scale were found for 8 items, (p<0.05) or (p<0.01), and these changes in attitudes to Vis showed a tendency towards more positive attitudes. Although results before the trip generally showed a tendency to positive attitudes towards the island of Vis, students developed even

more positive attitudes during the trip. Significant differences between mean scores before and after the field trip are shown in Figure 2.

Figure 2 Significant differences on the semantic differential scale before and after the field trip

Items	Mean B	Mean A	T-test (p)
Positive/Negative	2.07	2.81	p<0.05
Optimistic /Pessimistic	2.56	2.62	p<0.05
Friendly /Unfriendly	1.75	2.75	p<0.01
Unique/Ordinary	1.44	2.50	p<0.01
Significant/Insignificant	1.31	2.31	p<0.01
Strong/Weak	0.63	1.88	p<0.01
Sheltered/Exposed	0.19	1.13	p<0.01
Slow/Fast	0.56	2.19	p<0.01

In order to establish to what extent the field trip activities changed the students' knowledge, i.e., to examine student-learning experience in the cognitive domain, a comparison was made between the number of correct answers about the island of Vis before and after the field trip for each participant. Total scores and means on the Vis facts quiz before and after the field trip are shown in Figure 3.

The students' average value on the Vis facts quiz *prior to the trip* was almost eight points lower than the post mean score (1.625 vs. 9.25). The total number of scores ranges from 0 to 14 (out of a maximum of 18). Although the main goals of this field trip did not include acquisition of knowledge about the island of Vis, at least not in the traditional way of teaching, students showed a considerable rise in acquired facts about the island. This was probably the result of active learning during various informal activities, e.g. a military tour, a boat trip around the island, a visit to the city museum, Roman thermal baths, British cemetery, etc.

CONCLUSION AND RECOMMENDATIONS

Kolb's model of learning can be successfully adapted for field trips, and this model of experiential learning offers both students and teachers the chance to be involved and obtain tangible experiences to further improve their skills and knowledge. This study explored the field trip programme experience for the students. The quantitative and qualitative analyses of the field trip on Vis suggest how carefully planned activities during field trips can be efficient in aiding learning when followed up with classroom activities.

The assessment on the semantic differential scale showed a positive change of direction in students' attitudes towards the island of Vis, showing significant differences on eight of the total twenty items.
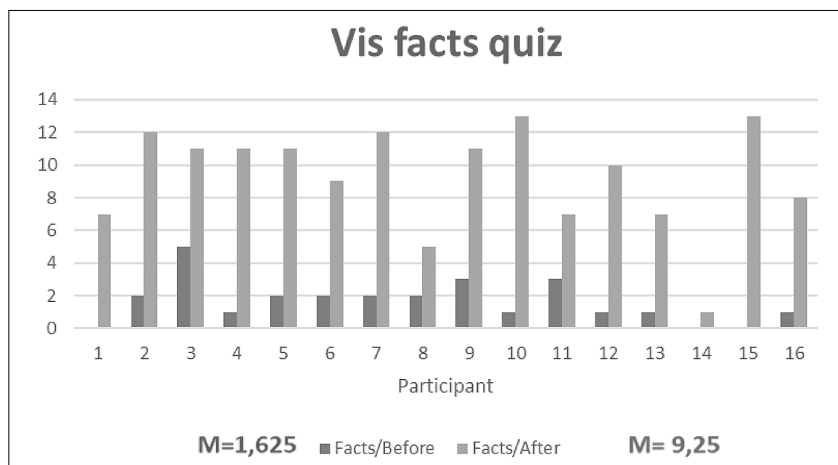
Figure 3 Total scores and means on Vis facts quiz before and after the field trip

The students' increase in knowledge about the island is notable from the results of the Vis facts quiz because they achieved eight points higher score on average in the second measuring after the field trip programme.

Furthermore, the analysis of student content and quality of narrative essays written on the island compared to those in the traditional classroom environment reveals new approaches and different styles in writing, thinking, creativity, engagement, commitment, motivation etc.

Students probably embarked on the field trip experience with a different mindset than they showed afterwards. It can be assumed that the whole experience emotionally impacted the students in a positive way and influenced both the cognitive and affective domains of learning.

In this case, the learning experience and outcomes seemed to have been effective in conveying information to the students. It implicates a profound effect of the field trip on the students' viewpoints as well as on their creating, recalling and using episodic memories.

In this context, the role of the teacher should be emphasized because the teacher must be a facilitator in order to promote learning. They have to lay the foundation for students to become actively involved in the learning process and enable students to experience how theoretical knowledge is applied to practical knowledge.

These findings are in line with some previous research indicating that positive emotions facilitate memorizing, thinking and responding in a more constructive and flexible manner to important information about themselves and the environment (Miljković & Rijavec, 2009).

Of course, other benefits should also be considered such as the social context of the field trip, which can encourage collaboration between students and teachers, team building, self-awareness and other personal and social skills.

Future research based on field trips, their role within experiential learning and their impact on student learning experience could examine more closely the interests of the participants themselves prior to the field trip with the purpose of including them in the field trip organization. Regarding follow-up activities, we would recommend a debriefing discussion where the participants would have the opportunity to reflect upon the experience by sharing their views with other participants.

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Mirela MÜLLER

THE IMPACT OF TECHNOLOGY ON THE DEVELOPMENT OF TOURISM AND THE PREVENTION OF EMIGRATION OF THE YOUNG GENERATION — EXAMPLE OF OKRUG GORNJI ON THE ISLAND OF ČIOVO

INTRODUCTION

One of the eight main competences for lifelong education is the development of digital competence, which is one of the most important instruments in accomplishing goals against poverty and social exclusion. As a long-term goal in the economic and social progress of a country, initiatives for securing multiple IT education programs should also be set up. According to the Croatian Education, Science and Technology Strategy (2013), the concept of lifelong learning is regarded as the basis of education and the bettering of lifelong education. Along with the strategic planning of the European Union, the mentioned strategy proposes measures and goals whose achievements are expected to be reached by 2025.[1] International Literacy Day 2010 was devoted to emphasizing the importance of key competences in the context of the fight against poverty and social exclusion. The aim was to show that key competences are an important instrument for achieving a broad spectrum of, ranging from decreasing the economic crisis consequences and increasing employment (especially on Croatia's islands and peninsulas) to those related to improving and promoting inclusiveness as the principles of education policy. It was all done with the aim of increasing employment, especially of young people in order to prevent migration. It was also done in order to increase the development of tourism for the growth of sustainable development and the economy of Dalmatia, especially on the peninsula Okrug Gornji (Čiovo). Great development of tourism has been recorded in the last few years thanks to new technologies, preventing the departure of youth. The best example of using new technologies is the E-Visitor system — a variety of mobile Internet applications for the capacity of tourist units. In the last two years, the Okrug district has organized trainings for all rental owners interested in learning about using new ICT technologies for tourism development as well

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[1] HAZU, *Declaration on Knowledge*, 2002; vs. Belch (2005).

as courses for learning foreign languages, such as German, English, etc. The training lasts one or two weeks, depending on the needs of the rental owners. The aim of the program was to enable the participants (holiday rental owners) to acquire new multimedia competences with the development of digital literacy and to acquire e-learning in the process of the technical-method development. Furthermore, the aim was also for rental owners to acquire basic knowledge in the process of multimedia foreign-language learning in order to enhance the development of tourism in the Okrug peninsula. The aim was for them to be able to earn higher income during the peak season that would increase their quality of life during the winter, therefore preventing the young generation from emigrating. This type of program can be an example for other peninsulas and Dalmatian islands because it emphasizes an interdisciplinary approach for the purpose of facilitating the adaptation of educational and research processes and the development of sustainable tourism. This also enables better quality and monitoring in EU strategic planning, as set out in the document on the strategic planning for lifelong education and exploration space. Taking all of this into consideration, it can be concluded that there is a strong link between adult education and the tourism economy. For this reason, the purpose of this paper was to investigate the importance of technologies for tourism development and the preventing the emigration of youth from the Okrug Gornji district. The main goal of this work was to think about tourism in a new way, but also to determine its link with the branch of education of adults . The data from the WTO[2] show that tourism in the third millennium is becoming a global economy. This can serve as a form of existence and moderating migration of the younger generation, if the economic income is satisfied after the end of the tourist season. For these reasons, it was very important to research the work value of renters and their connection with the so-called e-entrepreneurship. In other words, this research was aimed at examining how work values and e-entrepreneurship correspond to the goal of developing tourism in Čiovo in combating and/or preventing emigration of the youth.

1. RESEARCH METHODOLOGY

The study was conducted on 105 respondents (N=105) who are private rental owners of apartments. The research was conducted from September 28th to November 20th, 2017. The used survey instrument was the first part of the questionnaire to record the rental owners' opinions on different variables related to the various multimedia tools and the role of ICT in tourism development. Units included in the study are self-employed private rental owners aged between 21 and 57. Only 26% of the total number of respondents participated in the E-Visitor management training program. In the SPSS data processing, a quantization methodology was used. Descriptive statistics were used to calculate frequency, percentage, Hi quadrat (χ^2) and correlation coefficients (Cram-

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[2] World Tourism Organisation (WTO); Eickhoff (2007).

er's V (ρc) coefficient). The E-Visitor system was used to investigate and identify the perceptions of private innovators on the importance of a communication-marketing strategy for tourism development as well as investing in adult education for the development of digital literacy. Okrug Gornji district organized a multimedia training that was really useful for the further development of tourism.

Results showed the importance of entrepreneurial learning in the framework of the Education Program. The titles of the program were (1) New Media as a Customer Service, (2) Increasing Trust Through Communication with Customer, (3) Possibility of Service for New Media Users in the Tourism Sector, (4) Hospitality Methods and Techniques in New Media, (5) Managing Reputation in New Media: Fishing for Comments, (6) A Strategic Approach to Creating a Native Campaign, (7) Advertising Planning, (8) Designing and Implementing a Native Campaign, and (9) Steps to Implementing an E-Visitor System. The last topic is important for acquiring a general level of digital competence, as it facilitates the use of E-Visitor and thereby suppresses one branch of the economy in the region of Dalmatia. The general findings show the significance of entrepreneurial learning in the framework of the education program, which is important for adopting a general level of digital competence as it facilitates the use of E-Visitor and thereby suppresses the side economy in Dalmatia. The training lasted for one day and was divided in two sections. The first section was about getting familiar with new technologies and the second was about implementing ICT on practical examples by using the E-Visitor system. In the research, work values were also tested (Esser& Twardy, 2003; Vidgen; Francis, D., Powell & Woerndl, 2004). Work values from the Author W. Neffe (1968), who considers that one works to meet the following needs: material needs, self-esteem, activity, respect from others and the need for creativity and career advancement. In the second part of the research, the survey method was used (the used instrument was a questionnaire). The used instrument is almost entirely identical to the one used by Čulig, Fanuko and Jerbić (1982 vs. Wolfe& Kang, 2004)[3] and contains twenty claims concerning certain characteristics of professional work. Each claim was evaluated on the Likert scale of five degrees, in the following way: (1) strongly disagree, (2) disagree, (3) neither agree nor disagree (4) agree, (5) strongly agree. Work values were examined because work is based on the affirmative hypothesis that the greater the respondents' desire to develop work values results in a greater possibility of existence in their place of residence and a lesser possibility of relocating to larger cities or abroad. This is intended to help in the development of economy of peninsulas and to prevent the emigration of the younger generation from Okrug Gornji (Čiovo). The research can also serve as an example of preventing the gray economy.

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[3] Research of J. Mortimer and J. Lorenc (1979), Čulig, Fanuk and Jerbić (1982), B. Šverko (1984), B. and others (1982), vs. Šverko & Kulenović & Vizek-Vidović,1982). Kulenović and comp. (1984), Jemeić and comp. (1985) etc., 344; vs. Aaker, D. A.; McLoughlin (2010).

2. RESULTS OF THE RESEARCH AND DISCUSSION

Table 1 shows which multimedia tools the respondents consider to be essential for rental owners for developing digital competency and what the role of ICT is for tourism development.

Table 1

Variable types of multimedia tools and the role of ICT	1 %	2 %	3 %	4 %	5 %	N	x^2	*df	*p	Rank
MS Movie Maker: program for editing and creating amateur movies	10	15	10	21	44	100 %	10.44	3	0.003	3
Photo Story: program for managing photos?	6	11	18	11	54	100 %	11.56	4	0.051	2
VirtualDub: tool for easy video downloads from different devices and for recording materials in AVI file format	12	10	12	25	41	100 %	10.84	2	. 0.005	4
CamStudio: program for making of videos	11	8	11	32	38	100 %	10.63	2	0.031	5
MS PowerPoint and Open Office Impress: entry of photography, text, video and audio files, recording of sound and their usage in making of videos	8	15	20	2	55	100 %	9.79	4	0.054	1

Key: Likert scale: 1 = strongly disagree, 2 = disagree, 3 neither agree nor disagree, 4 = agree, and 5 = strongly agree.

Table 1 shows that 55% of private rental owners (M = 0.42, SD = 0.71) consider the following media tools are very important — *MS PowerPoint* and *Open Office Impress* that use photos, texts, videos and audio file input, sound recordings to create a video that every rental owner should have in order to better market their rental unit and increase profit. This videos is considered very useful as a "bait" for foreign tourists. *Photo Story* was considered as the second most important tool, 54% (M = 0.43, SD = 0.46), and the third one was *MS Movie Maker* (program for editing and creating amateur films), 44% (M = 0.68, SD = 0.71). In this way, ICT technology can make a huge contribution to the development of tourism. A statistically significant correlation was obtained ($\chi2$ = 137.12, df = 3, p <0.05, Cramers V = .34), where participants who were participating in the E-Visitor training programs became more aware of the role of ICT for the development of tourism. For these reasons, individual work values that the rental owners have are very important. Respondents were therefore asked to assess how desirable certain characteristics of they are characteristics of their work in tourism as private renters are related to motivation for working in tourism. They were offered

twenty characteristics which were to assessed on a scale of 1 to 5. Table 2 shows arithmetic meanings and the variance of the respondents' answers. They are meant for each of the offered characteristics (the desired characteristics of professional work in tourism). Two major components (factors) have been singled out, which account for 57.6% of the total variance.

Table 2 To which extent would you like your work to be related to the development of tourism and the use of ICT technologies and the prevention of emigration?

Variable — wanted characteristics	-X	S2	*df	x²	Rank	Factor Analysis of the Order I — Main Component Matrix under GK Criterion Manifest Variables: Preferred Characteristics	1st Component: Use of ICT technology for easier accommodation of tourist accommodation units of private renters	2nd Component: Possibility of improving economic revenue with continuous permanent education
1. To earn good income from tourism	2.15	1,056	2	11.236	2	1	0.1450	0.3215
2. To have a longer tourist season in order to improve income	4.52	0,94	2	12.412	1	2	0.0245	0.4123
3. To have good working conditions and communication with colleagues	3.25	0,41	1	10.214	4	3	0.0226	0.0214
4. To have conditions for advancement in tourism	3.25	1,41	3	11.321	5	4	0.2562	0.9421
5. To be able to be trained with ICT-technology	4.51	0,56	3	9.521	3	5	0.4523	0.4235
						Total variance	43.2	21.51
						Factor variance	25.56	33.45

Key: the original scale of the Likert type with the anchors was used with each claim: 1 = strongly disagree, 2 = disagree, 3 neither agree nor disagree, 4 = agree, and 5 = strongly agree.

The above results show that the calculated correlations have shown that there is a link between private renters who have already had experience in working with multimedia tools and more frequent use of technology (working with ICT, e.g. Airbnb, Booking.com, Ebay.de, etc.). In the case of renters who do not have experience in using ICT to fill capacity but filled their units via the Okrug Gornji tourist community or
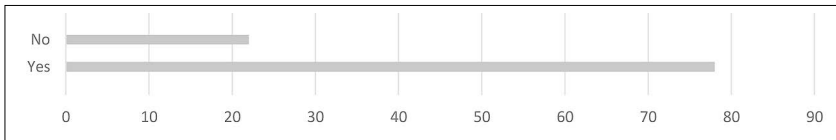
Graph 1 Statistical data on the importance of entrepreneurial learning in the framework of the Entrepreneurship Learning Program, which is important for the adoption of a general level of digital competences because it facilitates the use of E-Visitor and thus eliminates the gray economy in Dalmatia. (Source: Author)
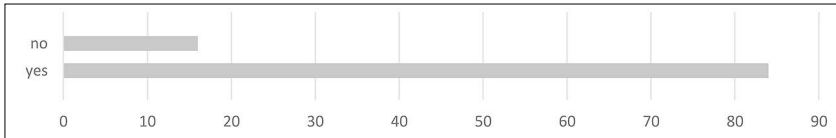
Graph 2 The statistical data of respondents who were satisfied with the Okrug Gornji district education program, which will be continued next year. (Source: Author)
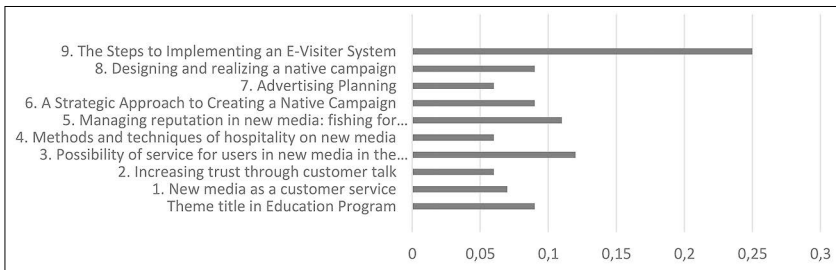
Graph 3 Representation of the variable data, which shows that most of the participants in the education program were able to acquire digital skills to use the E-Visitor system. (Source: Author)

Key: (1) New Media as a Customer Service, (2) Increasing Trust Through Communication with Customer, (3) Possibility of Service for New Media Users in the Tourism Sector, (4) Hospitality Methods and Techniques in New Media, (5) Managing Reputation in New Media: Fishing for Comments, (6) A Strategic Approach to Creating a Native Campaign, (7) Advertising Planning, (8) Designing and Implementing a Native Campaign, and (9) Steps to Implementing an E-Visitor System

have returning guests, no significant correlation was found in experience in working with ICT. Furthermore, there is a correlation between respondents who have been using ICT for a long period of time (over two years) with the variable *The ability to make good money in tourism* (r = 0.32, p≤.05) and the variable *Have a longer tourist season period to improve economic revenue* (r = 0.41, p≤.05). Moreover, Okrug Gornji district's training program for private rental owners on multimedia tools for easier accommodation capacity, better profits and for the extension of the tourist season has shown to be very important for the research. The following research information shows the importance of the *Entrepreneurship Learning Program*, the E-Visitor system and customer satisfaction (Graph 1).

Therefore, 78.64% (M=0.78. SD=0.52) of respondents believe that entrepreneurial learning is important. The private renters took part in the training because they hoped

to adopt a certain level of digital competence that facilitate the use of the E-Visitor system.

Graph 2 shows that respondents were mostly satisfied with the Okrug Gornji district education program, which was organized and will be continued next year. 84.25% of the participants were satisfied and said that they would continue with the program the following year. However, 15.75% of the participants were not satisfied and would not continue with the education program next year.

Graph 3 shows these results: 1. New media as a customer service (9%, M=0.45, SD=1.52); 2. Increasing trust through communication with customers (7%, M=0.75, SD=0.58); 3. Possibility of new media users in the tourism sector (6%, M=0.69, SD=0.87); 4. Hospitality methods and techniques in new media (12%, M=0.45, SD=0.74); 5. Managing reputation in new media: fishing for comments (6%, M=0.64, SD=0.48); 6. A Strategic approach to creating a native campaign (11%, M=0.41, SD=0.85); 7. Advertising planning (6%, M=0.74, SD=0.57); 8. Designing and implementing a native campaign (9%, M=0.74, SD=0.64); 9. Steps to implementing an E-Visitor system (25%, M=0.41, SD=0.41).

In this part of the survey questionnaire, renters express their own views on investing in adult education through the E-Visitor training system for the development of skills of tourism, for increasing their own profit and for inclusion in the world of tourism. Eight assertions were offered in total.

Table 3 — Respondents view of investing in the adult education through E-Visitor.

Variable	1 %	2 %	3 %	4 %	5 %	N	x^2	*df	*p
Ease of communication with tourists and obligations towards the Tourist Board	9	10	11	20	50	100 %	12.51	4	0.001
Opening and / or joining entrepreneurial travel agencies	10	12	18	18	42	100 %	10.25	3	0.003
For the development of digital literacy with the goal of pragmatic use of E-Visitor	14	14	13	25	34	100 %	11.42	2	0.005
Combating the payment No-show guests and to suppress the gray economy	24	12	13	11	40	100 %	13.63	3	0.051
Monitoring EU trend	22	17	28	19	14	100 %	13.61	3	0.021
Facilitating the collection of information related to tourism demand	19	24	25	16	16	100 %	15.21	5	0.055

Key: With each statement the Likert scale with anchors was used: 1 = strongly disagree, 2 = disagree, 3 neither agree nor disagree, 4 = agree, and 5 = strongly agree.

Table 3 shows that 50% of the private rental owners (M = 0.37, SD = 0.37) most often invest in adult education through education programs for learning the how to use the E-Visitor system. It is seen through a variable for easier communication between tourists and municipalities, and 42% (M = 0.38, SD = 0.41) believe that the purpose of learning E-Visitor was to increase capital (M = 0.26, SD = 0.45). Third place suppress the gray economy and prevent the payment of penalties 40% (M = 0.58, SD = 0.69). This means that private renters think that using the E-Visitor system is not only beneficial for enhancing the number of tourists and increasing private capital, but above all, it is a way of including people in the world of tourism. It is also a development of the digital economy. A statistically significant correlation ($\chi2$ = 144,12, df = 3, p <.05, Cramers V = .21) was obtained where respondents who participated in the E-Visitor system training programs were often more aware of the role and the significance of communication-marketing skills strategies for tourism development in Okrug Gornji. Furthermore, showed that most respondents considered investing in the E-Visitor training program important for reducing the rate of the gray economy at a statistically significant level of less than 1% (p≤0.01). Table 3 points out the necessity developing a communication-marketing strategy and sets out the most important strategies (Kesić, 2003).

3. CONCLUSION

The acquired knowledge gives insight into the type of communication marketing strategy that is important for private rental owners and that facilitates the development of tourism in Dalmatia. Knowledge is produced, transmitted, accessed and shared at a minimal cost. The communication-marketing strategies have a major role in the development of tourism, especially in the adult education program for the use of the E-Visitor system. In order to use the E-Visitor system, it is necessary to develop digital literacy. Also, a prerequisite of all this. Information and communication-marketing strategies have played a significant role in the tourism industry in Okrug Gornji. It can be starting from a study regarding the existing relationship between Marketing and an education program can't perform adults in the current economic context and E-Visitor. The study was conducted among the most important is that renters have the highest number of tourist nights yearly. Technology is becoming more advanced each day, and sales solutions are required everywhere. According to Kotler, marketing is required to bring a company to a position in which it will "survive" and even grow in a distinctive and diverse environment of the interest groups and markets. Innovative circumstances that create opportunities in the market are widely interpreted and very important, as they do not only extend to the innovation in services and procedures, but also to the innovation in management, distribution and communication. They are of a particular importance to communication and marketing strategies for business and tourism, as well as for the development of digital competences regarding the use of the E-Visitor system. For this reason, educational programs for the E-Visitor system and e-marketing are very important for adults who have very little or no digital literacy. All this leads to

the suppression of the gray economy, the development of the human capital and the development of further skills in the development of tourism in Okrug Gornji. The acquired knowledge gives insight into the type of communication marketing strategy that is important for private renters and facilitates the development of tourism in Dalmatia. This is the concept of the economy where one talks about the importance of purchasing.

The study was conducted on 105 respondents who are private rental owners of apartments. The research was conducted from September 28th to November 20th, 2017. The used survey instrument was the first part of the questionnaire to record the rental owners' opinions on different variables related to the various multimedia tools and the role of ICT in tourism development. This included in the research are self-employed private rental owners aged between 21 and 57. Only 26% of the total number of respondents participated in the E-Visitor management training program.

Private renters consider it very important for private renters to acquire digital competence in order to be able to use certain media tools. In this way, ICT technology can make a major contribution to the development of tourism. A statistically significant correlation has been obtained where participants who had participated in the E-Visitor training programs were more aware of the role of ICT for tourism development. For these reasons, it was very important to investigate the work value of renters and their connection with the so-called e-entrepreneurship, i.e. this research aimed at examining how work values and e-entrepreneurship corresponded to the goal of developing tourism in Čiovo in fighting and/or preventing emigration of the young generation. Furthermore, a correlation has been established between respondents that use ICT technology (for more than two years) with the variable *To earn good income from tourism* and *To have a longer tourist season in order to improve income.* Furthermore, a very important aspect of this research was the education program organized by Okrug Gornji district for the training of rental owners with certain multimedia tools for easier accommodation capacity, better profit and for the extension of the tourist season. The findings showed the importance of entrepreneurial learning in the framework of the training program, which is important for adopting a general level of digital competence, as it facilitates the use of E-Visitor and thereby suppresses the gray economy in Dalmatia. Research shows that 78.64% of respondents believe that entrepreneurial learning the education program is important. Some of the participants, or private renters, who took part, adopted the general levels of digital competence that facilitate the use of E-Visitor system. Moreover, 84.25% of the participants were satisfied and said that they would continue with the program the following year. However, 15.75% of the participants were not satisfied and would not continue with the education program next year. This research can be an example of how third-age respondents can also be catered for to further develop sustainable tourism for the next generation. Research results show that private renters feel that it is necessary to invest in multimedia education in order to prevent the demolition of tourist identity, to foster the suppression of the gray economy,

to prevent emigration of the youth and finally, to avert problems in the development of tourism.

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SPORT AND SOCIALIZATION IN A MEDITERRANEAN LOCAL COMMUNITY: ZALE IGRANE WATER POLO CLUB'S FIFTY YEARS OF TRADITION

INTRODUCTION

Sociological research of sports phenomena has undeniable scientific and social significance. Sport has its own separate institutions, norms and value systems, which cause it to have a strong influence on the lives of many members of society. Systematic research of the various social aspects of sport are thus needed to analyse their incidence and interpret their consequences. This need is exceptionally apparent, not only for reasons of research or out of the need to educate the public, but because of the insufficient implementation of research findings in social actions intended to promote the positive aspects of sport. This holds especially for water polo, a highly popular sport in the Mediterranean countries, including Croatia. Sociology of sport is one of the youngest sociological disciplines; as a science, it theoretically and empirically explores phenomena related to sport. The key topics researchers approach empirically are social relationships and processes that influence physical education, sport and recreation, as well as the influence of these factors on the development of individuals, of social groups and of sport itself and its interrelationship with society and local communities. First and foremost, sociology of sport is interested in what lies "behind" the results and statistics of athletes and clubs in order to attain insight into the deeper meaning of sport as a part of the society and culture we live in. In recent years, sociological scientific and research efforts in this vein have become more and more frequent. Finally, one of the key reasons for choosing water polo as the subject of this research is the fact that no ethnographic research on the influence of water polo on the everyday lives of youth has yet been conducted in Croatia.

SPORT, SOCIALISATION, AND THE LOCAL COMMUNITY

Each sport is an indivisible part of the social world, created and developed by people in their interpersonal interactions within a particular political and economic context. Coakley (2009) emphasises that research of the sports phenomena must place sport in a social context and interpret it in the same way as those who create, organise, play and/or support it. McPherson, Curtis and Loy (1989) point out five key determinants in

every institutionalised sport: (1) Behavioural rules and regulations are created for participants, as are spatial and temporal frameworks for competition; it is always of a competitive nature; (2) It is goal-oriented, e.g. through winning points as a measure of the participants' success; (3) It is ludic in nature, as it offers fun and excitement to both competitors and audiences; (4) It is always placed in a cultural context; (5) It is determined by a value system and relationships of power within a particular society. With this in mind, the question arises as to what significance sport holds in the socialisation of youth. Sport is an exceptionally important secondary agent of socialisation. Socialisation is a complex, long process in which children and adults interact with their surroundings, learn the culture of the society in which they live and adopt and shape various behavioural patterns, norms and values. Coakley (2009, p. 103) lists the key positive influences of sport on youth: (1) the ability to explore and build a personal identity, (2) knowledge-building experiences that go beyond the locker room and playing field, (3) new relationships, especially with people who are not connected with sports and do not base their interaction on a person's status or identity as an athlete, (4) explicit examples of how lessons learned in sports may be applied to specific situations apart from sports, and (5) opportunities to develop and display competence in non-sport activities that are observed by other people who can serve as mentors and advocates outside sports. From a macro perspective, societies require the acceptance of norms and values among their members as a prior condition for the integration of society as a complex system. Society is held together by the identities of and solidarity among its members. From a micro perspective, socialisation is the individual process of maturation, growth and development of personal identity. People need to belong to a community or group and take on their determinants of identity. In examining the actions of individual and group actors in the local community, one must ensure that the function of communities is apparent in social relationships that satisfy the shared needs of the people who live in it. This especially holds for local communities far from large urban centres. The coexistence and direct connectedness of people on the basis of physical closeness is one of the basic characteristics of human sociality. Since the outset of sociology and psychology, numerous debates have surrounded the definition of the concept of the community. One thing many agree upon is the inestimable importance of the community to the function of society as an integrated system. The connections that hold communities together, and thus society as well, are based on the satisfaction of social needs shared by all members of the community: interests, values, behavioural norms and a feeling of belonging. Rogić and Čaldarović (1997, p. 53) recognise the exceptional importance of the role of the identity of the local community in its existence and action. They emphasise four main groups of determinants that greatly define the identity of the local community: (1) regions and their characteristics, (2) institutional networks, (3) the collective personality of the local community, and (4) individual and group actors. Ajduković (2003, pp. 14-15) emphasises the exceptional importance of psychosocial characteristics to the existence of the local community: "In the

local community, especially in places like villages and small towns where social changes are less dynamic, the majority of relationships between residents unfold through direct personal contact. This contributes to the residents' personal knowledge, or at least knowledge as to who they are and where they belong. Thus, one of the main functions of the local community is to mediate between individuals and society." Thus, people in a given area act to satisfy particular needs. Ajduković (2003, p. 25) believes that, in considering local communities, the majority of attention should be paid to their perception as a process that represents a background for the creation and change of a number of institutions and organisations, ideas and values — as a process that unfolds in cooperation and conflict among the members of the local community. Finally, in addition to psychological factors, the local community is a part of society that is continuously exposed to current modernisation trends. Mustapić (2010) believes that local communities are a kind of cultural niche within modern societies, where modernisation processes unfold with different characteristics than those in urban centres and large cities. These characteristics relate foremost to behavioural patterns and the interpretation of local traditional cultural heritage as well as the continuous construction of its identity on the basis of interpretations of local material and non-material heritage. In the case of the town of Igrane and the Makarska Riviera, this relates to sudden, dynamic modernisation processes and the urbanisation of this part of the Croatian coast, which resulted in a turn from agrarianism to tourism. From the 1960s on, this further resulted in a transformation of the local community space and the economic and social activities of its residents (Mustapić and Karajić, 2012).[1] Geiger Zeman and Zeman (2010, pp. 64-65) note that all globalisation processes are also local processes: "Introducing a local perspective thus enables not only a more complete understanding and more detailed analysis of the manifold, often complex ways in which global aspects are placed in local frameworks and contexts, but also a better understanding of the totality of the relationship between global and local." This is noted in accordance with Robertson's (1995) "glocalisation" theory, in which the local community becomes a meeting place of various globalising forces within a specific space and context. Special attention must here be paid to the fact that we live in a networked society (Castells, 2000), in which the development of the Internet and the use of social networks (Facebook, Twitter, Instagram, etc.) on a massive scale have resulted in the ability to share experiences and information interactively from a local into a global context. Zeman (2007, p. 1022) points out that Castells is correct in his claim that culture should be seen as "a key defence resource, perhaps the only effective means in articulating identity figures able to oppose the logic of modern networked capitalism." Considering the main trends Coakley (2009) describes in modern youth sport, from constant growth in the

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[1] The dynamic development of various aspects of everyday life, including the creation of modern sports clubs in the Makarska Riviera, began in the early 20th century. For a detailed account, see Hrstić's book *Vrijeme promjena — Makarska 1918.—1929.* (2016)

number of private clubs and programmes to the insistence on top performance and development of competitive capabilities in youth, as well as both the positive and negative aspects of parent behaviour in such surroundings, a small water polo club on the Croatian coast deserves research attention and an analysis of its importance to both the youth in the club and to the local community on the Makarska Riviera.

WATER POLO: ONE OF THE MOST SUCCESSFUL SPORTS IN CROATIA

Water polo as a sport, like football, began to take form in the United Kingdom. It is first mentioned in 1869 as "water football" and was played with a leather football (Bauer et al. 2010, p. 14). However, as opposed to modern football, which has been an important part of the global economy for decades, water polo is a "small sport", whose historical development throughout the twentieth century unfolded quite differently. Water polo and football are the oldest Olympic team sports, present since the Paris Olympic Games in 1900. However, it has no global significance; modern water polo has mass appeal and popularity foremost in Mediterranean European countries as well as in particular post-socialist countries. Modern water polo is a team water sport involving two teams with seven players at a time (six field players plus a goalkeeper).[2] Water polo is played in a 33 x 25 metre field in either indoor or outdoor swimming pools. The goals are three metres wide and 0.9 metres high. Teams are differentiated by the colour of their caps. The play is officiated by two line referees and a main referee; however, amateur leagues make use of only one referee. Teams play in offensive rounds of thirty seconds and the team with the most goals after four eight-minute quarters wins. The beginnings of water polo in Croatia are tied to the city of Split. Bauer et al. (2010, p. 25) note that the first official match played by the rules of the time took place at Bačvice beach in Split in 1908; the organiser of the event was Fabjan Kaliterna, an important sports worker who also initiated the founding of FC Hajduk in Split that same year.[3] The Yugoslav Olympic Committee was founded in Zagreb in 1919; two years later, the Yugoslav Swimming Federation was founded, which managed swimming, water polo and diving. During the Yugoslav period, Croatian water polo clubs formed the core of competition, and their players constituted the core of the national team. The Yugoslav national team won gold medals at the Olympic Games in Mexico City in 1968, in Los Angeles in 1984 and in Seoul in 1988. The team also won silver in Helsinki in 1952, in Melbourne in 1956, in Tokyo in 1964 and in Moscow in 1980. The team won an additional two gold and bronze medals at numerous world championships as well as one gold, seven silver and four bronze medals at European championships. The Croatian team won gold at the London Olympics in 2012 as well as silver medals in Atlanta in 1996 and Rio de Janeiro in 2016. In addition to this, Croatia won

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[2] For more insight into water polo as a sport, cf. Trumbić (2010).

[3] For more insight into the development of sports in Split, cf. Gizdić (2004).
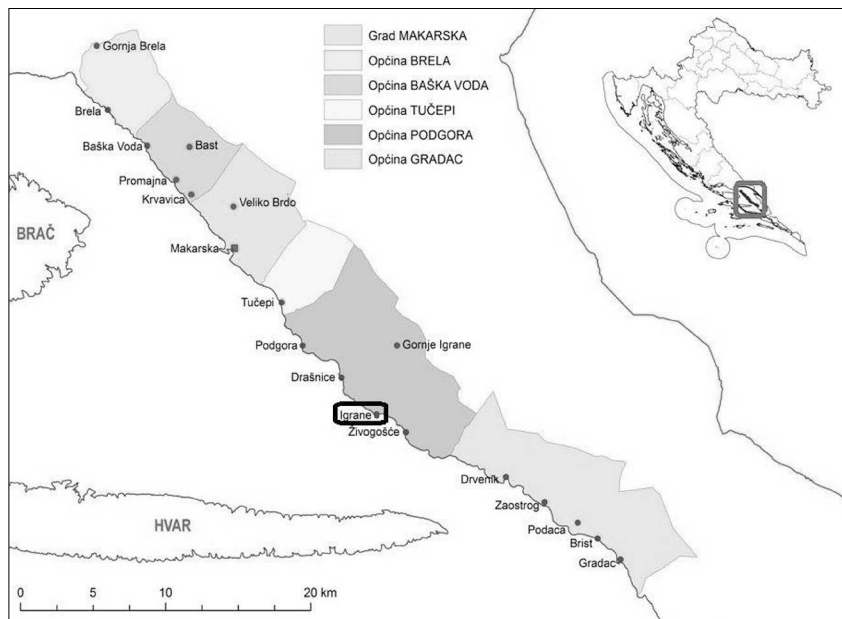
Figure 1 Map of the Makarska Riviera

two gold medals, one silver medal and three bronze medals at world championships as well as an additional gold, two silver, and one bronze medal at European championships. The European Champions Cup began in the 1963/64 season, which later changed its name to the Champions League. Croatian clubs have won this most prestigious international club competition a total of fourteen times: WC Mladost Zagreb, 7; WC Jug Dubrovnik, 4; WC Jadran Split, 2; WC POŠK Split, 1. It is apparent that the Croatian water polo tradition is quite long and highly successful. Its great popularity and the number of youth who play the sport, especially on the Adriatic coast, thus come as no surprise. The Third Croatian Water Polo League is the lowest competitive water polo league in Croatia, and it is divided into four divisions: Split, Šibenik, Rijeka and Continental Croatia. Zale Water Polo Club competes in the Split division.

AIM AND METHOD

This research is based on an analysis of the activities of Zale Water Polo Club in Igrane, a town of just four hundred residents in the Makarska Riviera. Igrane lies within the administrative municipality of Podgora. WC Zale, founded in 1968, is the only sports club in Igrane. Since its founding, with occasional pauses, it has worked with young water polo players and competed in the Split division in the summer months. The general goal of this work is to affirm how young members of the local community, players and members of the club management view the influence of WC Zale on the daily life of the youth and local community in Igrane as well as to what extent this is in ac-

cordance with Coakley's (2009) determinants of the positive influences of sport on youth. The research exclusively uses data collected through ethnographic research. The beginnings of ethnographic research are often marked with significant difficulties in gaining the trust of subjects or entire groups the research is focused on. This was not the case in this research due to the trust of the subjects and the fact that two of the authors know a few of the club's players and members of its management. Research was carried out from June to September of 2018 during visits to home and away matches as well as at training sessions and by socialising with fans and club members in Igrane. At the end of the ethnographic research, semi-structured interviews with six key actors (two club management members, two players, two fans) were held during September 2018. All those interviewed are residents of Igrane, with the exception of one fan from the neighbouring village of Živogošće. The survey for interviews consisted of three themed question blocks: general questions about relationships in the local community and the role of water polo in the lives of Igrane's citizens; questions about the creation and operations of the club since 1968, with a focus on work and the socialisation of youth; questions on the perception and significance of the club to the subjects and their estimation of its significance to the identity of the community and to the life of its youth. Interviews lasted from one to two hours; they were later transcribed, coded and analysed in Nvivo 9.2.

KEY FINDINGS AND CONCLUDING REMARKS

Modernisation of the rural local community in Igrane began in the 1950s. Organised sports in villages also began at this time, including volleyball and half-court water polo. As its geographic position and lack of transit corridors made it fairly isolated, matches were held only with neighbouring villages. During the 1960s, multiple full-court scrimmages were organised. A turning point came in the late 1960s when a water polo coach from Zagreb purchased a weekend house in Igrane and began training boys during the summer. Thus, the Zale Water Polo Club was founded in 1968. Since then, the club has had no swimming pool; matches are held exclusively in the summer months in a court surrounded by boats in the local harbour. It reached its zenith from 1974 to 1982, when the club competed in the Yugoslav second water polo league. Club activities lessened in the late 1980s prior to the war in Croatia and began picking up once again in the late 1990s. A new wave of enthusiasm and training began among youth in 2003/2004. This was mostly thanks to management member and former player Mate Bakalić. Members of today's club leadership remember this period fondly, when they were almost all children in their early phase of fascination with water polo, training, matches and atmosphere: *In 2003, the late Mate Bakalić brought a man to train kids, and that's when our generation started; that's when we all started. We would come to senior matches and cheer. There was an old scoreboard where you had to manually change the score, and we would all beg, "Can I do it, can I do it?"... (Peko)*

The generation that began to train during this period is now leading the club; they inherited a strong orientation towards work with children and youth from the prece-

ding generations, and this orientation outstrips the sports activities themselves. It is interesting to note that current club president Dane Mihaljević has been a part of the club since its founding and has performed various roles; he is currently the oldest club member and a great source of support for younger generations. The current developmental phase of the club began in 2014 and has been marked by leaders that truly live for the club, enabling constant inter-generational interaction within the club as well as the transfer of knowledge, experience and values. The research affirmed that the main values and characteristics of the club's current activities are founded on four key dimensions: (1) dedication to working with children, (2) volunteering and a "do-it-yourself" attitude, (3) belonging to the ultras subculture, and (4) apoliticism.

WORKING WITH YOUTH AND CHILDREN

Memories of childhood and the first water polo training sessions are quite important to all our subjects. We noted an apparent elation and delight when older club members would notice signs that any of the young members were falling in love with water polo, training, matches and belonging to WC Zale. One of the subjects from the club management notes: *Our biggest goal is to work with kids, to let them fall in love with water polo and sport in general. We train them, we take them to tournaments, we find them opponents, so they want to shoot goals one day so they can be big men in the village, so everyone respects them...* (Baka)

Although none of the subjects interviewed is an educated coach or pedagogue, they are very aware of the influence and socialising effects of sport: *Children are our goal — we take care of them. If you see that one of them knows how to sing, that they're loud, you immediately give them the megaphone when they cheer, even a ten-year-old, it doesn't matter how old they are. You give them all a chance to express themselves in what they're best at. That's how we build athlete. They stop being shy, they become men. We give everyone what is important to them, we teach them, show them how to behave, etc... That's why the youth don't let anyone say anything bad about the club, they protect what's "theirs".* (Baka)

WC Zale maintains friendly relations with many clubs in Croatia and abroad, especially with WC Invictus Sarajevo (Bosnia and Herzegovina). They frequently hold winter and summer scrimmages for youth, group training sessions matches and tournaments: *When they come here for the summer from Sarajevo, and when they train, then all our kids come as well — no one misses a training, motivation grows, there are matches every other day and everyone enjoys it together and makes friends.* (Deda)

The influence WC Zale has on its youth in the town is so great that not everyone in the local community is happy with it. During interviews, many subjects recounted a situation in which a local priest asked children to draw their families at Sunday school. Two brothers drew their parents, but they also drew the coat of arms and flag of WC Zale next to their mother and father; the priest said this was too much and that it was a bad influence. However, as Peko says, *Their father supports us 100%. He's glad they train, and other parents of kids who train here also support and respect us.*

Considering that the club mostly finances itself through donations and organising fishermen's festivities for the public, their work with youth includes not only sporting socialisation but involvement in these activities as well: *We mostly finance ourselves by organising fishermen's festivities during the tourist season. All the money goes to the club. However, to earn as much money as we need, we've taught all these kids how to work together, how to clean and prepare fish, for example. Where else can you find a fourteen-year-old who knows how to clean and grill fish? And our kids clean up to 200 fish, they slice the bread, grill the fish, serve it, they smile at the guests, they're friendly, they speak English, we teach them everything, and when we collect the money, we say OK, now we're going to buy a shower for training sessions, and we put in the shower, and they protect it, they don't let anyone so much as look at it the wrong way so it doesn't get broken. The kids are incredible.* (Baka)

"DO IT YOURSELF"

Working with the club is purely on a volunteer basis, and it is based on a 'do-it-your-self' principle, including any construction, electrical, administrative or other work: *No one sees as much as a dime from the club, that's 100% for sure, everything is on a volunteer basis, everyone does their share and everyone enjoys themselves because they know they're doing the right thing.* (Deda)

During socialising and interviews, the club's players and management members showed us photographs showing the entire process of building their new mobile bleachers at the court. The work done outside the competitive summer season also serves to bring the members together and, in addition to the useful things they build, to strengthen their sense of belonging to the club. The club has become a 'community within a community', and the pride of each individual in what they create with their own two hands has a collective character here: *We did it all ourselves, from the bleachers to the scoreboard, everything, and it's all ours. We even made a cage ball football pitch... Every March we get a new idea to do something, just so we can start socialising as early as possible, so we started with the bleachers in March, then the reflectors, by next year we'll finish the pontoon. We do everything ourselves, except sometimes you need help from a truck, a crane or something. Everything you see here was made by us.* (Dane)

WC Zale is the only third-league club that does not pay its players, which is yet another affirmation of the completely volunteer and DIY focus of the club. Additionally, a few players who commute from Split do not even want to be refunded their travel expenses.

ULTRAS SUBCULTURE BACKGROUND

The majority of players and management members of WC Zale are members of Torcida. Torcida, founded in 1950, is one of the oldest ultras groups in Europe. The ultras subculture brings together radical supporters (in this case, supporters of FK Hajduk

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Picture 1 WC Zale Igrane — 2018 Champion of the 3rd Croatian Water Polo League (Split)

from Split), who build a specific lifestyle and identity with their active support, choreography, messages, pyrotechnics, travel to away matches and occasional conflicts with other supporter groups and the police. These young people transferred the entire system of visual and vocal expression they learned on the northern bleachers of Hajduk's stadium to their water polo matches; they are the only organised supporter group at this level of competition.

Supporter activities surrounding WC Zale retain the same visual and vocal expression, although freed of any form of violence and with a focus on fair play towards all competitors at the end of matches. One possible example of rivalry is with Podgora (a neighbouring town); however, this remains on a level of verbal conflict and mockery within a local context. In this case, belonging to an ultras subculture says more about form of expression, values (pride, defiance, community, etc.) and a carnival atmosphere than about the type of conflict usually tied to football. This was continually apparent at matches during the 2018 season. The atmosphere during an away game against WC Podgora (diary entry, 7 Aug 2018, Podgora) can be taken as an example: *Only victory against their long-time rivals and victory in the last round at home will ensure them first place. The club has been mobilising fans for days through the club's Facebook page, inviting them to an organised departure from Igrane on the boat Trpanj' to Podgora, 9 km away. Before the match, the boat with the players and supporters sails into Podgora harbour alongside flares, smoke bombs and cheering. Half an hour before the beginning of the match at 9PM, the court in the harbour is full of locals and tourists, phones and cameras flashing. WC Zale supporters sit behind the goal, they set up a Kop on the promenade, they put bandannas on […] there are around 20-30 of them, as well as kids with parents, around 40-50 people all together... drums, songs and flares.*

Picture 2 Posters for the 50th anniversary of the club

THE APOLITICAL PERSPECTIVE

As regards values typical of Torcida (Perasović and Mustapić, 2013, 2017), as well as of many other youths in Croatia, the apoliticism of Croatian youth is in this case especially apparent, passing into an exceptionally negative view towards politics and political parties, accompanied by a lack of trust in institutions (Franc et al., 2018). This apoliticism has produced political neutrality, both amongst supporter groups like Torcida and amongst the people surrounding WC Zale in the local community. This has also brought with it a lack of sufficient financial support, as the local government and local businesses are dependent on the symbiosis of the club with its political surroundings and the relationships of power in society and the local community. The local tourist board and the municipality government do not provide appropriate financial support to the only authentic youth sports activity in Igrane. This is despite the positive effect the club has on the socialisation of youth and the fact that water polo is an exotic tourist attraction for the majority of Central and Western European tourists. Not even sports results, such as becoming league champions in the year the club celebrated its 50th anniversary, have had much of an effect on the status of the club in the local community. Aside from the Igrane oil mill and the Punta Hotel, the club enjoys no significant logistical support. Our subjects believe that some people in Igrane, especially the politically active, do not like WC Zale as they are bothered by any kind of social activism and youth success: *Many people from the town don't like Zale. They don't like it because they don't work on anything, but when they see us working, they can't complain. When we went by boat to a match in Pučišće on the island of Brač, we organised everything ourselves and made a big banner for our departure from Igrane and*

hung it up across the boat: *"WE HAVE NOTHING, AND YET WE HAVE EVERYTHING"*. We entered the league then without a penny, we didn't even know how we would do it, but here we are celebrating again. Honestly, we're very disappointed, they're all... hmm... hmm, well, you know what kind of people get involved in politics. (Peko)

During the summer season — considering that the matches are held in the centre of town, in the harbour, in the open air, with reflectors, songs and support — WC Zale actually represents a true tourist attraction, making it perhaps strange that no one from the tourist board comes to these matches. Reasons for this should be sought in the fact that the tourist board is an economic and political body firmly tied to a political party and to the government; the belonging of the majority of stakeholders in the WC Zale ultras subculture and their strongly anti-establishment character represents a constant threat and danger to local politicians. The apoliticism of our subjects, tied to their belonging to the ultras subculture, has resulted in a lack of significant financial and other support. However, it has provided them with autonomy and independence. To conclude, the findings of this research have provided multiple affirmations of the conclusions of Coakley's (2009, p. 103) thesis on the positive influence of sport on the socialisation of youth — in this case, water polo in a specific Mediterranean local community.

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HOW DO CROATIAN TOURIST BOARDS PROMOTE DESTINATIONS ONLINE? CONTENT ANALYSIS OF FACEBOOK COMMUNICATION OF TOURIST BOARDS IN CROATIA

1. INTRODUCTION

With the popularisation of new media, the tourist environment is becoming more competitive, more open and more interactive. This is changing the way tourist destinations are promoted and represented. Barbara Puh (2014, p. 483) mentions that destination image and factors that influence destination image are becoming more significant due to higher competition on the international tourism markets. Sanda Čorak (2008, p. 25) explains that the Internet has become an important way of supporting destination marketing — the contribution of the Internet is evident in several spheres of the tourism sector: new promotion and distribution channels and more tourist traffic.

Users are becoming increasingly saturated with conventional advertising methods, with communication and with information sharing. New media has become integrated into all communication spheres: the media, politics, marketing and tourism. "The impact of new media and social media platforms has become an interesting issue for social scientists in analyzing motivations for sharing tourism experiences" (Ana María Munar and Jens Kr. Steen Jacobsen, 2014), tourist informing (Zheng Xianga and Ulrike Gretzel, 2010) and impact on tourism sector (Benxiang Zeng and Rolf Gerritsen, 2014). Since this type of communication and promotion is becoming more prominent in the tourism sector, the aim of this paper is to provide an additional contribution to the analysis of the influence of social media in tourism promotion and communication. Using content analysis, the aim of this study was to analyse how tourist boards in Croatia use social media channels: do they use them as a promotional/informative channel, do they engage users, and what content do they publish on their social media platforms?

Tourism is one of the most important economic factors in Croatia. Tourist traffic in Croatia has been increasing in the last decade (National Bureau of Statistics, 2017). This paper is an additional contribution to the study of the influence of new media on tourism promotion in Croatia. All studies and forecasts suggest that the importance of tourism for the Croatian economy will increase. Thus, communication in tourism and tourism promotion will be vital in profiling and promoting the country and certain des-

tinations towards key markets and stakeholders. By analysing the tourist boards of Vis, Hvar and Korčula islands, the goal was to reach some general conclusions about how official Facebook pages should be managed, how these new platforms should be used in engaging users and which topics the mentioned tourist boards post about.

2. THEORETICAL FRAMEWORK

2.1. The New Media as Generators of Change in Communication Patterns

With the increasing popularisation of new media and the increasing number of social media users, organisations, brands, even tourist organisations, are faced with new challenges. Being present in the new media is no longer sufficient on its own. Contemporary users expect action and interaction on these communication platforms. "Contemporary communication on social media is focused on helping users in making true and well-informed decisions, and not anymore on intensive promotion" (Baer, 2013). Statsta.com is a web portal that follows trends among the growing number of social media users. According to data obtained from the portal in 2017, 71% of Internet users were social network users, and these figures are expected to grow. Furthermore, predictions say that in 2019 there will be around 2.77 billion social media users around the globe, up from 2.46 billion in 2017 (Statista.com, 2018).

The focus of media and communication pattern change is not in the brands and organisations and their demands, but is in interacting with users and getting closer to them. New media has drastically changed media users' habits. Today, we can no longer speak of a distant, dislocated and mass audience, but of individual users with whom communication is becoming more and more individualised. "Social media are changing the way society consumes and contributes to the creation of information. Technology now allows individuals to easily contribute their thoughts, opinions and creations to the Internet" (Hays et al., 2012, p. 2).

The change started with the user, and Jay Rosen (2012) says that in the context of today's media there are no more audiences; instead there are "the people formerly known as the audience." Using this term, Rosen (2012) explains the change that has occurred in the behaviours and habits of users driven by the development and popularisation of new media. "The new media determine a segmented, differentiated audience that, although massive in terms of numbers, is no longer a mass audience in terms of simultaneity and uniformity of the message it receives." (Castells, 2000, p. 368).

Users' media habits have changed dramatically over the past few years, switching to more individual, faster and more interactive information sharing. The Reuters Institute has been tracking the media environment and users' media habits and pointing to change in the media ecosystem around the world for the past seven years. The data collected over the past three years has changed drastically and points to major changes in the way consumers use media content. In 2016, the key method of informing users around the world was social media, especially Facebook. The 2017 data showed

stunning results when talking about mobile technology and the use of social media for finding, sharing and commenting on news. In 2018, chatting apps for information sharing became an apparent trend. On the other hand, general comments and general user habits around the world still constitute a high level of information sharing through social media and search engines, ad blocking (using ad block applications), an increase in the use of smartphones to get information and a decrease in personal computer and tablet usage, as well as the increasingly important role of chatting applications in communication (Reuters Institute Digital News Report, 2018). This shows that users are looking for a more personal, interactive and faster access to information and that massive change in media habits can be observed year after year.

2.2. New Ways of Tourism Promotion and Communication Through Social Media

A participatory culture (Jenkins et al., 2013) and including users into the process of content creation is one of the key determinants of communication and behaviour on new media. In the context of media user change in the online environment, J. Miguéns, R. Baggio, and C. Costa (2008) state:

"Traditional operators are facing a new consumer, which can easily access information and easily share own views, comments and suggestions in an informal and collaborative way, increasing the value and influence power as determinants of choice for other consumers. The Web is shifting from a business-to-consumer marketing to a peer-to-peer model for sharing information" (Miguéns et al., 2008, p. 27).

Users are playing an increasingly important role in shaping perception, sharing content and spreading the message about brands, organisations as well as about tourist destinations and tourism services. "Technology now allows individuals to easily contribute their thoughts, opinions and creations to the Internet. In relation to tourism, marketers and institutions no longer have ultimate control over the image of their destination or product" (Hays et al., 2012, p. 2).

All of the factors mentioned above have caused great changes in tourism promotion — not just in creating tourism services but also in the relationship with guests. Their media habits and behaviours have created trends in the way organisations, brands and tourist organisations treat new media.

"Users across the world no longer perceive a destination or tourist ads, but they are searching for stories. With the ability to search the new media, users have changed irrevocably. The new user is informed, independent, individual, and involved" (Bebić, 2018, p. 57).

New information-communication technologies are changing communication patterns and at the relationship between tourist destinations and users. Királ'ová and Pavlíček (2014) explain the usage of social media strategies as tools for increasing competitiveness and standing out in the market: "Social media as a tool of tourism marketing can greatly enhance the destination's reputation and more and more convince destina-

tions' marketers that they are an integral part of the marketing strategies" (Királ'ová and Pavlíčeka, 2014, p.359).

In setting up strategic communication activities, social media represents a channel through which direct and quick communication with the end user can be achieved, but more importantly, through which messages, activities and values of a destination can have a greater reach. "Social media provide new channels for the production and circulation of meaning in tourism experiences and imaginations" (Munar, Jacobsen; 2014, p. 47).

The biggest advantage of social platforms is the fact that content and messages about the destination are shared not only by organisations but by the users as well.

In their paper "What Do We Know About Social Media in Tourism?", Zeng and Gerritsen (2014) state the specificity of social media as a channel through which users can share their experiences of a destination or a tourism service and even their travel experience:

"The advent of Internet-based social media technologies has enabled travellers to share their travel experiences. Shared information on social media sites is recognized as an important information source that may help tourists' travel planning or even eventually influence potential travellers' travel decision-making" (Zeng, Gerritsen; 2014, p. 29).

In their paper "The Influence of Embedded Social Media Channels on Travelers' Gratifications, Satisfaction, and Purchase Intentions", Aluri, Slevitch and Larzelere (2015) used an example from the hotel industry to examine the level of satisfaction and the way people use social media, and the results largely confirmed that new media help raising the level of satisfaction of guests and visitors (Aluri, Slevitch and Larzelere, 2015, p. 14).

Social media has changed not only the way in which content is created but the way in which interaction is achieved as well. And while users are becoming more and more deafened with promotional content (Sethurman et al., according to Dijakmans et al., 2014, p. 58), they are increasingly turning to online content and online referrals from other users. This points to the conclusion that social media is a platform where users connect, network and share content, information and recommendations. It can be concluded that the significance of these platforms will continue to affect communication spheres, and thus, tourist communication and promotion.

2.3. Tourist Boards as Key Players in Destination Promotion

In their paper "Social Media as a Destination Marketing Tool: Its Use by National Tourism Organizations", Hays, Page and Buhalis (2012) state the need for testing and analysing organisations that deal with the strategic promotion of destinations and tourism services:

"... clear understanding of why and how social media function is vital to tourism destination marketing. One sizeable gap in the existing literature is research examining

the use of social media by tourism DMOs. Little research has been conducted to study how tourism entities are evolving with the Internet and using social media to market destinations and engage with potential consumers. Consequently, there is a lack of understanding of social media platforms and usage related to tourism" (Hays et al., 2012, p. 3).

"Social media does provide new means for tourism organisations including destination marketing organisations (DMOs) to reengineer and implement their business models and operations, such as development of new services, marketing, networking and knowledge management" (Zeng, Gerritsen; 2014, p. 32).

The goal of this paper is to analyse the social media usage by selected Croatian torusitic boards. Croatia has a legally regulated system of promoting Croatian tourism through national, regional and local organisations, i.e. offices that deal with the tourism promotion of certain areas. According to the Act on Tourist Boards and the Promotion of Croatian Tourism, "tourist boards in Croatia are in charge of creating a destination image and tourism promotion. Tourist boards are established to promote and improve Croatian tourism." (Narodne novine, 152/08). This system has a total of 302 registered units: the Main Office of the Croatian Tourist Board, twenty county tourist boards, nine area tourist boards, the Zagreb Tourist Board, 118 city tourist boards, 139 municipality tourist boards and fourteen village tourist boards. (Horwath HTL Zagreb, 2013, p. 8). The Act on Tourist Boards and the Promotion of Croatian Tourism (Narodne novine, 152/08) also sets common goals for tourist boards: tourist boards should encourage and initiate the development and improvement of the tourism product system; they should initiate the development of new tourism products in the area they are responsible for; they should promote tourism products of the area they are responsible for; they should develop awareness of the economic and social impacts of tourism and the importance of the preservation and improvement of all elements of a particular area's tourism product, particularly the protection of the environment and natural and cultural heritage in accordance with sustainable development.

Tourism is one of the main industries in Croatia. According to data from the Central Bureau of Statistics, there were 17.4 million arrivals and 86.2 million overnight stays in Croatia in 2017. In comparison to 2016, that is a 13% increase in arrivals and an 11% increase in overnight stays. This data points not only to the influence of tourism on Croatia's industry, but especially to the growth Croatian tourism keeps achieving year after year. On the other hand, tourism is growing not only in Croatia but all around the world as well. In his paper "Odnosi s javnošću — vodeća taktika u promociji turističkih regija" (Public Relations — a leading tactic in the promotion of tourist regions), Jakovljević (2011, p. 119) states, "In long-term forecasts the World Tourism Organization (UNTWO) predicts a further growth of global tourism activities at a rate of 4.1% per year by 2020." This indicates growth not only on a national level within Croatia, but also in a wider global context.

In this context, communication and promotion in tourism can play a crucial role in highlighting and profiling a tourist destination. Therefore, the aim of this paper is to analyse the communication of tourist boards to determine if new media is being used as a channel for destination communication and promotion.

3. METHODOLOGY

3.1. Research Method

The purpose of this paper is to examine the format, themes and methods of communication of tourist boards in Croatia in certain time periods (pre-season, season and post-season) on their official Facebook pages. Quantitative content analysis is also called word frequency because, apart from determining the presence and characteristics of content, the frequency and volume of the expressed content is also shown ("What?", "How?" and "How much?") (Tkalac Verčić et al., 2010, p. 92). Lamza Posavec (2006, p. 153) points out that quantitative content analysis is "an objectified method that allows certain qualitative characteristics of textual or visual material to be expressed in quantitative indicators."

3.2. Research Questions

The aim of this paper is to answer the following research questions:

RQ1: Do tourist boards in Croatia recognise social media as an important means of tourism promotion?

RQ2: Do the selected tourist boards use social media to engage users?

RQ3: What were the main topics of Facebook status messages on the official Facebook pages of selected tourist boards? Is there a difference in social media communication during the pre-season, season or post-season periods?

3.3. Selecting a Time Period for Analysis and Sampling

The sample for analysis was a Facebook post by a selected tourist board.

An analysis of tourist boards from Dalmatia have been selected for this study. Dalmatia region is the second largest Croatian region when it comes to tourism traffic (National Bureau of Statistics, 2017). Within the region, a further selection of tourist boards was made based on the similarity principle. Namely, tourist boards that entered the final sample had to have similar natural-geographical characteristics, similar tourism services offered and a similar structure of guests. Thus, Vis, Hvar and Korčula Tourist Boards were chosen for the final sample.

The social network chosen for the analysis was Facebook because it is still the most popular social network in the world (Statista, 2018).

The content analysis method was applied on a final sample of 320 Facebook status messages posted by three Adriatic tourist boards: Vis (1,876 FB users), Hvar (16,429 FB users) and Korčula (6,515 FB users).

The analysis was divided into three main time periods: pre-season (April 2018), season (July 2018) and post-season (November 2017). The aim was to establish communication patterns over a wider period of time, not just during the peak tourist season.

Table 1 Number of Facebook posts by tourist board and analysis period

	Vis (N = 56)	Hvar (N = 52)	Korčula (N = 212)
Pre-season, 2018	37	21	106
Season, 2018	11	26	86
Post-season, 2017	8	5	20

3.4. Research Analysis Plan

The analysis was divided into three parts.

In the first part of the analysis, the aim was to examine the format of status messages. in order to determine the style and manner of publishing on the official Facebook pages of the selected tourist boards.

The second part of the analysis was focused on thematic analysis. The goal was to use the gathered information to come to a conclusion about the key content, themes and focus of the posts shared on the tourist boards' official Facebook pages.

The third part of the analysis investigated user engagement. With this part of the research we wanted to determine whether the selected tourist boards encouraged users to engage on their official Facebook profiles and if so, in which way.

4. ANALYSIS RESULTS

4.1. Format of the Status Message

In the pilot study, we were able to establish the selected tourist boards' frequency of posting on Facebook. The analysis showed that in a one-year period, the Korčula Tourist Board had the highest number of posts, especially in the pre-season period. In general, all the selected tourist boards posted most frequently in the pre-season period. Posting was frequent during the season, while it was sparse in the post-season. The Korčula Tourist Board was the only tourist board highlighted in this context because, even in the post-season, it posted content more frequently than the other tourist boards in the sample.

Our analysis has shown that, although all tourist boards have a large number of users on their official Facebook pages — Vis (1,876 FB users), Hvar (16,429 FB users) and Korčula (6,515 FB users) — user feedback on the published content was not high. More specifically, not one post in the analysis period had more than 500 likes or more than ten comments. Although most posts were professionally prepared, (Vis 45%, Hvar 86%, Korčula 51%) and content formatting showed strategies, this approach did not attract significant user feedback. This may be due to the previously mentioned inconsist-
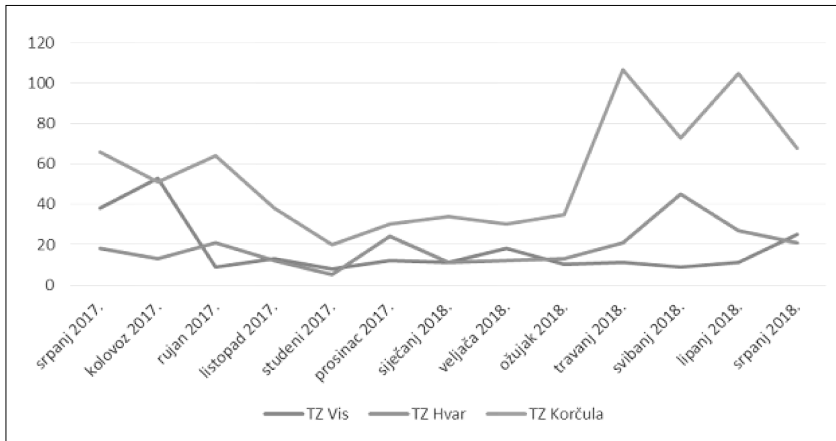
Diagram 1 Frequency of posting on Facebook of the selected tourist boards over a one-year period
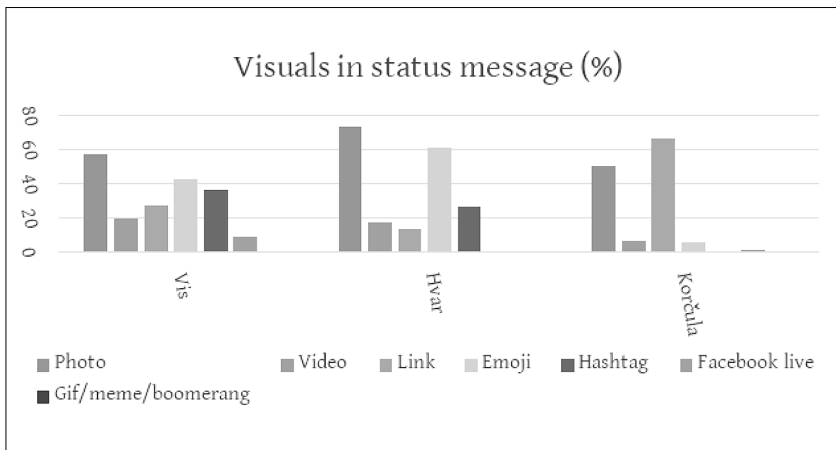
Diagram 2 Visuals in Facebook status messages

ent frequency and timeliness of posting throughout the year, as well as due to other reasons obtained in the analysis: the language of the post and its attachments.

Regarding status attachments, Diagram 2 presents the visuals that tourist boards used in their Facebook posts. A similar trend of using photos, as opposed to videos, in Facebook posts is present throughout all the tourist boards. The Korčula Tourist Board stands out with its use of links, while the Hvar Tourist Board often uses emoticons in its posts. During the analysed period, none of the tourist boards used GIFs, memes or boomerangs in their post formats, but Vis and Korčula did use Facebook live on their pages.

The analysis revealed valuable insight on the choice of language used in posts. The Korčula Tourist Board mostly used the English language in its posts, which shows that it is focused on the general public, especially guests and tourists coming from other
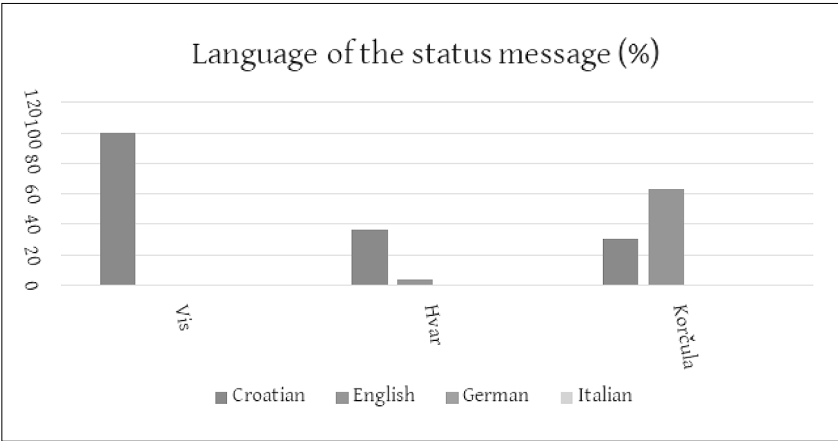
Diagram 3 Language of the status message
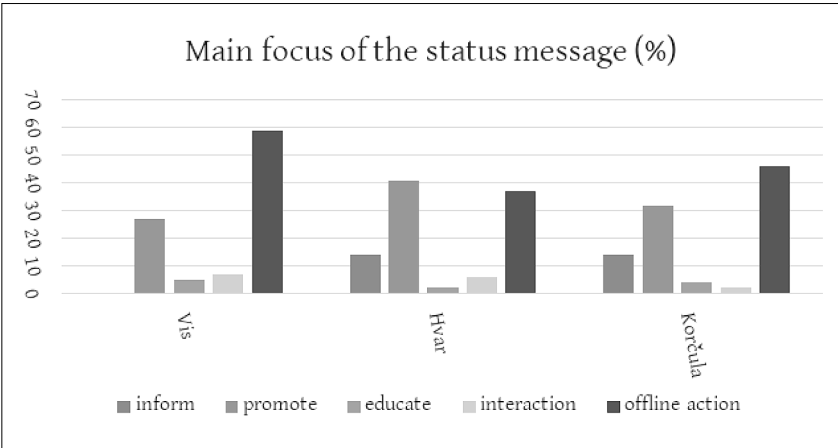
Diagram 4 Main focus of the status message

countries. On the other hand, the analysis found that the Vis Tourist Board used exclusively the Croatian language in all of its posts. This means the communication and promotion of their page is directed to the Croatian-speaking audience, which greatly reduces the promotional potential of Facebook as a communication channel. Diagram 3 gives the ratio of Croatian language usage versus other languages by the tourist boards.

4.2. Thematic Analysis

The analysis showed that in the analysed period the selected tourist boards focused predominantly on promoting offline activities in their Facebook posts. This supports the result that all tourist boards post most frequently in the pre-season period, when one of the key topics is the announcement of events that will take place during the season. Apart from the promotion of offline activities, the prevailing trend among all

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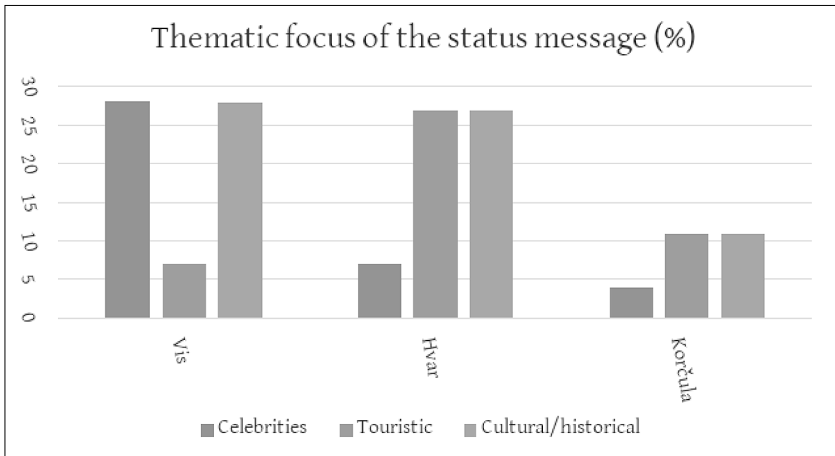
Diagram 5 Thematic focus of the status message
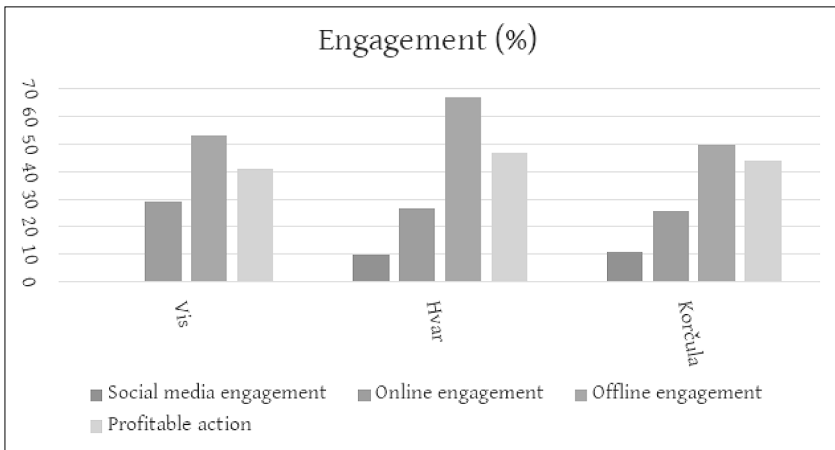
Diagram 6 Engagement on Facebook pages of selected tourist boards

the tourist boards was destination promotion. Diagram 4 shows the main focus of the selected tourist boards' posts.

When studying the predominant topic of Facebook posts, the analysis showed different data for different tourist boards. In the analysed period, Vis Tourist Board's posts promoted celebrities who visited the destination just as often as they did cultural and historical sights. The Hvar Tourist Board focused mostly on the promotion of tourism services and possibilities as well as historical and cultural sights. On the other hand, the Korčula Tourist Board was closest to reaching an equilibrium when it comes to destination promotion; they posted about celebrities who visited the destination and cultural and historical sights. Diagram 5 shows the ratio of topics and thematic focus by the selected tourist boards.

4.3. *Engagement*

In the category of user connection and engagement, our aim was to examine if the selected tourist boards engaged their Facebook followers to communicate via social media. We also examined whether they invited users to offline engagement events in an online environment and whether they encouraged social media users to take profitable action by inviting them to purchase products, by offering particular services and therefore profiting from commission, by asking for donations, etc.

The analysis showed that all the selected tourist boards mostly invited their users to engage in offline activities. This is complemented by the part of the analysis that examined the main focus of the post — the promotion of offline activities. The information suggests that the selected tourist boards used social media channels as channels for promoting their activities and plans at the tourist destination. In addition to offline engagement, engaging users online with the ultimate goal of driving profitable action was also visible in their engagement strategy. relationship between engagement categories used by tourist boards is shown in Diagram 6.

5. DISCUSSION AND CONCLUSION

New media is particularly important for tourism communication and tourism promotion, as research shows that there is a growth of tourism supply and demand on a global scale, and it is projected to continue in the future as well. Croatia is keeping up with this trend, and in recent years, it has also profiled itself as a prominent European but also global tourist destination. That is precisely why tourism promotion is an important segment of a country's promotion toward targeted audiences and markets. In this context, the aim of this paper was to examine the communication patterns and the way tourist boards promote destinations on social media.

The analysis was divided into three parts and examined how the selected tourist boards used their social media profiles, which topics they posted about and whether they encouraged user engagement. Three tourist boards from Dalmatia were selected for the analysis sample based on the similarity criteria of geographical and tourist characteristics. Content analysis was conducted on the official Facebook profiles of the Vis, Korčula and Hvar Tourist Boards. Facebook was chosen as an example of a social network because it is still the most widely used social platform in the world, and it is also the most popular social network in Croatia (Arbona.hr, 2016). The analysis aim was to examine whether the selected tourist boards recognised social media as an important channel for tourism promotion and whether these channels were used only for promotion or for engaging users in communication as well. Furthermore, the aim of the analysis was to examine the topics of the tourist boards' posts on official profiles and whether there was a difference in the timeliness of posting during the tourist pre-season, season and post-season.

The analysis has shown a general trend that is present in all the selected tourist boards, i.e. that social media channels are used as "extended hands" for other promo-

tional channels, that is, that social media is used as a "bulletin board". All tourist boards mostly promote their offline events via their Facebook accounts, and they are less focused on the promotion of a destination's uniqueness. The targeted audiences of Facebook pages are mostly local residents because boards of Vis and Hvar published their social media posts in Croatian, except for the Korčula Tourist Board. The analysis showed the existence of a strategy in the way content was prepared: the use of professional photographs and professionally prepared content. However, the analysis did not show any significant creativity in destination promotion: neither in the media content posted, such as using video material, GIFs, boomerangs and other versions of social media content to attract user attention and engagement nor in user feedback to posted content. Regarding the frequency of publication, the analysis showed that during the selected periods, the Korčula Tourist Board posted most frequently and all the tourist boards posted most often in the pre-season.

Thematic analysis has shown that tourist boards used their official accounts for promotional purposes, specifically for the promotion of events in the season and afterwards for the promotion of tourism facilities and services. As far as the topics themselves are concerned, they were mainly focused on displaying cultural and historical sights of the destination and celebrities who visited the destination.

User engagement itself was focused on invitations to offline activities and offline gatherings, which goes hand in hand with the conclusion that Facebook is used to promote offline events. This result confirms the thesis that the selected tourist boards mostly use their social media channels to announce events and not so much as channels for destination promotion.

The limitations of this study are the fact that only three similar tourist boards from a single region were selected, so a general conclusion could not be drawn on the use of social media in tourist boards in Croatia. Expanding the study to more tourist boards and having a one-year period of analysis would provide data that would allow general conclusions to be made on the ways tourist boards communicate through social media.

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Damir ŠKARO, Borna JURČEVIĆ

SPORT AND RELIGION IN THE MEDITERRANEAN

INTERCONNECTION BETWEEN SPORT AND RELIGION

Scientific research has shown that there has been a high level of interconnection between sports and religion throughout the entire human civilization, and that sport and religion represent the two factors which are present in the social circle of majority of the people in modern societies (Jona, Okou, 2013, p. 46). Some researchers even claim that religious values are indivisible from sports ideology because sports contain many religious features — for example self-control, commitment, perseverance, systematic and devoted work — which affect shaping people and their character (Eitzen, Sage, 1997, p. 364).

Similar to believers, athletes consciously invest their time and effort to live a certain way according to the rules, so they can be better positioned to fulfil their athletic or religious purpose. To achieve better results and acquire as many accolades, athletes live in a very planned and methodical way and withhold themselves from many common things, habits and pleasures which is very similar to the way for religious people to achieve the fulfilled spiritual purpose according to their religious principles (Hoffman, 1992, p. 8).

Numerous and diverse scientific research points to the complex interrelationship and great association of faith and sport in today's modern world. In order to overcome all the challenges posed to athletes, and to achieve the desired sporting goal, it is not enough to be just physically strong and prepared. Great importance also goes to the spiritual and mental part of the athlete, that is, the ability of the emotions and the mind of athletes to withstand all that the expectations and burdens placed before them (Zbornik sažetaka, 2003).

The results of a recent survey show that as many as 93% of athletes believe in God (Spehnjak, Kučiš, 2015, p. 44), which means that athletes have faith present in their lives more often than average people. This becomes understandable once we realize the overwhelming psychophysical requirements for doing sports. Research has shown that faith and spirituality help improve emotional and cognitive functions which, in return, help the individual accept their responsibility and understand themself and others better (Miller-Perin, Mancuso, 2014., p. 24).

Athletes are constantly exposed to severe physical exertions and great psychological tensions, and often to crushing psychological moments or conditions. Many athletes testify that their faith has been vital in overcoming such challenges and crises, and that it constantly helps them maintain psychological stability and freshness, as well as

keeping them prepared to face all the challenges and great expectations that sport brings with it.

It should also be stressed out that many religious leaders emphasise the positive attitude of religion and themselves towards sports and they actively promote and encourage people to do sports. For example, leaders of the Catholic Church have referred to sport as a positive activity in various public manifestations that helps man approach God. Many religious officials were active athletes during their youth. So was Pope John Paul II., who was a soccer goalkeeper, climber and skier as a young man (Nemec 1979, p. 49, 50).

Therefore, from a social point of view, faith and sport can be viewed as systems that emphasize compatible values and goals, including overcoming personal desires and interests in favour of common goals. Faith, as well as sports, puts an emphasis on fellowship and cooperation as well as personal renunciation and sacrifice for the community's prosperity (Womack, 2005, p. 35). From a humanistic perspective, sport can be viewed as a true school of health, mental hygiene, self-control, discipline, freedom, creativity, pleasure, fun, joy, catharsis, competition, celebration; it can simply be a lifestyle that first and foremost has its own value (Marjanović, 2012, p. 1202).

One of the main prerequisites for an athlete to be sucessful is their psychophysical health. The assumption that there is a positive correlation between psychological health and religion has been confirmed in series of studies. In twenty studies conducted between 1998 and 2004 — in which the correlation between piety/spirituality and psychological health was studied — 90% of the research confirmed the hypothesis that faith positively influences humans psychic health (Tekin, Calstcir, Tekin, Deresteli, vol. 11, p. 165).

Research has shown that top sporting coaches and managers are also most commonly believers. As such, they can more easily understand and have a more complex quality relationship with the athletes they are in charge of because athletes themselves are mostly believers (Storch, 2001, p. 348).

In addition to the direct influence of religion and sport on an individual, their behaviour, views on life and their psychophysical health, another similarity of sport and religion is that they interact indirectly through a number of other life components in the contemporary society; from business, dressing and the concept of a hero to language, ethical values and interpersonal relationships (Boyle, 2011). We can therefore safely say that human behaviour, social relations and cultures have always been significantly shaped by sport as well as religion, and the Mediterranean has in many respects been a cradle to both of these things.

MEDITERRANEAN — THE MEETING SPACE OF SPORT AND RELIGION

The shaping of the culture, religion and lifestyles on the Mediterranean area has lasted continuously for several millennia. During that time, the civilization achievements from

the Mediterranean left a deep mark on the entire continent of Europe, and in the new age, the Mediterranean influences expanded throughout the western civilization circle and other parts of the world. In this context, when it comes to sport and religion, the Olympic Games are one of the best examples that can be used to show the enormous influence of the Mediterranean area throughout the world.

The first modern Olympic games were held in Athens, Greece in 1896. Because of the great effort of their founder Baron Pierre de Coubertin, the venue for the first modern Olympic Games was not randomly chosen, as their launch in the modern era was encouraged and inspired by the ancient Olympic Games that had been held in Greece from the 8th century BC until the 4th century AD. The ancient Olympic Games were held in honour of the Greek gods, giving them an accentuated religious dimension.

The modern Olympic games do not base their existence on religious motives, but they also contain many religious features from the antiquity, such as the Olympic Flame, the Olympic torch, and the life philosophy that is explained by the term "Olympism" in the Olympic Charter. Olympism as a life philosophy, similar to religion, contains its principles, rules of conduct and ethics, and is striving to create a certain way of life. Apart from these general, model-like similarities between sport and religion, researchers rightly point out that comparison the details shows a number of other similarities and links between sport and religion.

Most of the ancient cultures in their religious practices included different sports (running, jumping, throwing, wrestling and even ball games), thus gaining a certain status of holiness. The foremost example of this is the ancient Olympics who had their roots in religion and are considered sacred games (Lay, 1993). They were held in honor of the god Zeus and they had a number of athletic and martial arts competitions between representatives of the Greek city-states. The first ancient Olympic Games were held in 776 BC and the last in 393 AD. They were held every four years, so this custom was transferred to the modern Olympics.

The ancient Olympic Games are certainly the greatest example of the interplay between sport and religion as well as their influence on social life of the Greeks and the wider Mediterranean area of that era. Greek City-states at the time opposed each other in frequent wars, and the Olympic Games were one of the main integrative factors, which is recognized by the fact that the so-called Sacred truce (Ekecheiria) was active during the Olympic Games, which meant that all hostilities and wars were put on hold during the Olympic Games. The power to stop armed conflicts within a heterogeneous Greek society points to the extraordinary importance of the Games and to the supernatural veneration not to provoke the anger of Greek gods. In addition to the ancient Olympic Games, other sporting competitions of that time regularly had a variety of religious contexts and were held in honour of the gods close to their shrines.

Founder of the modern Olympic Games Baron Pierre de Coubertin hoped that rebuilding such a great sporting event would succeed in reconciling the whole world, as

it did for the old Greeks a few millennia ago. Although the modern Olympics have failed to achieve the Olympic truce, they have developed into the largest sporting event in the modern world, with billions of people watching and enormous economic and marketing influence. The incredible rise in popularity and influence of the modern Olympic Games is also reflected in some numerical indicators which clearly show it. The first modern Olympic Games (Athens, 1896) had 280 athletes from 12 countries who competed in 43 sports disciplines, while the recent Olympics in Rio de Janeiro in 2018 had over 11,000 athletes from as many as 205 countries, and they competed in 306 different sports disciplines.

It can be said that the modern Olympic Games have spread to the whole world like faith and that they regularly convey messages of peace, communion and international cooperation, which is explicitly expressed in the Olympic Charter:

"Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles." (The Olympic Charter)

One of the indicators of the interrelationship of religion with the modern Olympic Games that is rarely mentioned is the fact that the Olympic motto *Faster, Higher, Stronger* (lat. Citius, Altius, Fortius) was designed by a Dominican priest, Henri Didon, who was a friend of Baron Pierre de Coubertin (Guttmann, 1994, p. 41).

The long tradition of sport in the Mediterranean area has influenced the creation of a separate sports competition called Mediterranean Games, which are held every four years and whose participants come from the Mediterranean countries. The organization and implementation of the event itself is supervised by the International Committee of Mediterranean Games (ICMG).

The first official Mediterranean Games were held in Alexandria (Egypt) in 1951, with 10 countries participating and a total of 734 athletes competing in 14 different sports (Bell, 2016, p. 210). In the most recent, 18th Mediterranean Games, held in Tarragona (Spain), 4541 athletes from 26 countries participated in 28 sport disciplines. It is also important to note that the city host for the Mediterranean Games was always placed on the Mediterranean sea. The only exception occurred in 1983 when the games were held in Casablanca (Morocco).

A special place in the Mediterranean sports and religious sense belongs to the Maccabiah Games (also called the "Jewish Olympics"), which are the third largest sports event in the world and are organized by the Maccabi World Union, an international sports organization spread across 50 countries on five continents and with over 400,000 members. Jews regularly come from all over the world to participate in the Games. The first Maccabiah Games were held in 1932 in Palestine, and 390 athletes competed from 14 countries competed (Nauright, Parrish, 2012, p. 365), while the last

(19th) games were held in 2013 in Israel and had over 7500 athletes from 77 countries participating (Kaplan, 2015, p. 43).

This tremendous increase in the number of competitors at the Maccabiah Games is an indicator of continued investment, as well as the Jewish community's great interest in sporting events and their great contribution to sports culture, ethics and behaviour. The fact that members of a worldwide religion, whose country is placed in the Mediterranean, regularly organize such a big sporting competition speaks very much in favour of how much sports and faith are interconnected and foster cooperation on a global level.

RENOWNED MEDITERRANEAN ATHLETES AND RELIGION

Apart from the unquestionable cultural contribution to both European and world culture, the Mediterranean people are also extremely gifted in sports. The best example to support that is one of the most prestigious sports competitions — the world cup. Although the total population of European countries in the Mediterranean is about 200 million (which is only 2.5% of the world's population), the Mediterranean countries have so far won 7 out of the 21 World Cups (Italy won 4, France 2 and Spain 1). This very interesting piece of information clearly shows the excellent quality of sports talent in the Mediterranean.

Many top athletes from the Mediterranean area have frequently publicly testified to their faith, whether by concrete statements or pilgrimages to famous sanctuaries — emphasizing the great role religion had on their way to success.

Luka Modrić — world's best soccer player in 2018, the winner of the Ballon d'Or (Golden Ball), a silver medallist from the Football World cup, the winner of 3 Champions Leagues — stated the following after breaking the 10-year-old dominance of Cristiano Ronaldo and Lionel Messi in winning the Golden Ball:

"This is an incredible feeling. Not only because of the two of them (*Ronaldo and Messi*), but also because of all other famous players who were competing for this award. During my career I have always been aware that hard work and *faith* in difficult moments are the key to success. The best things never come easily".[1]

Antoine Griezmann — the captain of the French football team, which won the World Cup in football in 2018 — testified his faith in a picturesque way:

"I have bathed in faith since childhood... I continue to burn candles regularly in the Church"[2]

Ivica Kostelić, the most successful Croatian skier in history, won gold, silver and bronze medals at World Cups, as well as four silver medals at the Winter Olympic Games. He also won the "big crystal globe" as the winner of a skiing cup and five

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[1] http://balkans.aljazeera.net/vijesti/modric-osvojio-zlatnu-loptu-rad-i-vjera-su-kljuc-uspjeha

[2] http://www.catholicnewsworld.com/2018/07/wow-football-star-antoine-greizmann-who.html

"small globes" for the slalom and super-combination. His testimony of faith is extremely deep and self-aware:

"I am a baptized member of the Catholic Church. I believe in God and in Jesus Christ. Prayer was present since my earliest childhood memories. It was nine years when I discovered a thick book which had 'The Bible' written on it in gold letters. It's a book of great wisdom, and it's understandable to everyone... Jesus is my teacher, my life. He has led me and still leads me through the paths of self-knowledge. Faithless life is depraved. Faith gives us wings; it is the wind in our sails. I often talk to God in prayer"...

"Faith is constantly present in my life; I pray and talk to God daily. In moments of doubt, big decisions or during great success, I remember all the efforts and my faith which led me to success. I know that God follows me as He has followed me when I walked through my path, and that is the power which I get from my daily conversation with God."...

"I would tell everyone, believers and non-believers, to enjoy the life God has given them. Keep in mind that your life is gifted from God, as is everything that surrounds us"...

"I try to show non-believers that God and faith can give a new dimension to a life which seems meaningless. God gives meaning to everything. It is easier to endure failure and defeat and move forward into a decisive fight with more confidence when you believe in God."[3]

Theodoros Zagorakis, the captain of the Greek football team which won the European Football Championship in 2004, said:

"God blessed us to have this unique experience. It was a gift from heaven."[4]

Marin Čilić is a very successful Croatian tennis player. After winning the US Open Grand Slam he said:

"I would like to thank all my supporters who have come in great numbers and who have supported me through all these years — when it was good and when it was difficult. I also wish to thank my parents. Without them I surely would never have succeeded. And thank God and Holy Mother Mary who have shown me the way and bestowed me this gift."[5]

Sergio Ramos, the captain of the Spanish football team and Real Madrid football club, the winner of the World Cup and 3 Champions Leagues, stated:

"I consider myself a believer; I come from a Christian family who has always believed in God. At the end of the day, everything comes down to where you have grown

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[3] http://www.laudato.hr/Novosti/Sport/Ivica-Kostelic--Vjera-%E2%80%93-prvi-pokretac-covjeka.aspx?lang=de-DE

[4] http://www.uefa.com/uefaeuro/news/newsid=664629.html

[5] http://hu-benedikt.hr/?p=24362

up and the way you accept everything around you so that I consider myself a religious."[6]

Blanka Vlašić, the best Croatian female high jumper in history, won silver and bronze medals at the Olympic Games and 4 gold medals at World Championships, as well as 3 World Cups said:

"What happened today was a gift from God. This was nothing of me, I did not think I was worthy of a medal, but God is merciful and hears prayers. Thank you to all of those who prayed for me."[7]

Dejan Bodiroga, Serbian basketball player and the winner of 3 European Championships, 2 World Championships and the Euroligue stated:

"For me, the birth of Christ is a great event. Celebration of Christmas, Christmas Eve, going to the liturgy, receiving Communion and having a family gathering — all this is joy."[8]

Gordan Kožulj is one of the most successful Croatian swimmers. He was the European and World Swimming Champion and he broke the European (100 m backstroke) and World records (200 m backstroke). He said:

"I'm deeply aware that, especially at the beginning of my swimming career, I did not have any particular swinging predispositions. I'm not extremely tall or strong, I do not have long feet or big hands, I am not very explosive nor do I have great stamina. There are more talented swimmers in Croatia than me. Yet, I have achieved a lot of success, all with a huge faith in God as well as in my abilities."

"I always go back to praying, talk to God and share my deepest desires and fears, and I know very well that everyday things are also a part of His great plan. Unlike many athletes who resort to certain rituals at the start of the competition, use talismans, movements, etc. 'for good luck', I do not believe it. One believes or does not believe in God. That, I think, is the only important thing. Faith in God is enough for everyone. Jesus came to release us from our sins, not from reasoning. I think everything is in God's hands. God is love, and love is everything" (Bermanec, 2014, pp. 45-46).

Zlatko Dalić, the manager of the Croatian national football team which won a silver medal at the World Cup in Russia in 2018, stressed:

"Faith gives me strength; I always have a rosary in my pocket and pray before the game. I thank God for every day, because he gave me strength and faith, but also the opportunity to do something with my life."

"I have been a believer all my life, so I raise my children that way too. Every Sunday I try to receive the Eucharist. I thank God for every day because he has given me strength and faith, but also the opportunity to do something with my life. For me and

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[6] https://hollowverse.com/sergio-ramos/

[7] http://www.dnevno.hr/magazin/lifestyle/blanka-vlasic-u-suzama-ono-sto-se-danas-dogodilo-je-bozji-dar-ovo-nista-nije-bilo-od-mene-bog-je-milostiv-826104/

[8] http://www.telegraf.rs/sport/1379380-sport-i-religija-ovih-5-srpskih-sportista-su-najveci-vernici

my family, faith is extremely important. God is present every day in my family and life."...

"With me, faith is a constant, and for all I have done in life and in my career I can thank my faith in God. I keep saying that I can really be very happy with how things have worked out for me. Without strong faith and a solid motive, it is difficult to accomplish that. I always carry my rosary with me, and when I feel this certain moment, I put my hand in my pocket, I cling to it and everything gets easier."[9]

CONCLUSION

Based on archaeological findings, it is often pointed out that people in the early days of civilization used different metaphors, legends and myths to try to explain the meaning of life, and in those times, different kinds of simple beliefs were born. However, a lesser known fact is that many of the old myths about the creation of the world, religious customs, and religious drama included various types of physical activity, i.e. sports games (Baker, 2007, p. 6). This means that the relationship between sport and faith can be traced from the beginning that time.

In all of this, the Mediterranean area has a prominent place, and can justifiably be referred to as the cradle of faith and sport, as well as their mutual connection. Large sports events started happening in the Mediterranean area during the ancient times, which were largely intertwined with religious meanings. The most obvious proof of this are the ancient Olympic Games which had their foundations in religion, which clearly shows that sport and beliefs from ancient times were interrelated and that athletes were mostly religious people.

A series of modern examples presented in this article shows that the Mediterranean is also an initiator and a focal point of modern sports, just as it was in the ancient times. Therefore, it is no coincidence that the first great sports games (the ancient Olympic Games) started in the Mediterranean and that the modern Olympic Games were restored at the end of the 19th century to this same tradition and in the same region. The Mediterranean has remained a place of emphasized connection of faith, sport, culture and other complementary aspects in the contemporary world, which is manifested in the organization of large sports events and the achievements of athletes from the Mediterranean region.

The complex and deep connection between sport and faith is witnessed in numerous testimonies and various public statements of top athletes, who undoubtedly state that their path to success required a strong spiritual base and that they most commonly find it in religion. These athletes' responses are also in line with the aforementioned scientific research that shows that athletes are much easier to master the extraordinarily demanding psycho-physical efforts and other sporting challenges if they have religious components present in their lives.

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[9] https://www.bitno.net/vjera/aktualnosti/zlatko-dalic-hrvatska-argentina/

In conclusion, it can be said that the facts presented in this paper show that sport, religion and their interrelation have an ever increasing social role in the Mediterranean area and in other parts of the modern world, and that there is an objective need for further research on these subjects, which was also the main goal of insights presented in this work.

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OTHER ISSUES

Tihana BABIĆ, Silvija GRGIĆ

NET GENERATION AND PERCEPTION OF THE ELECTRONIC VIOLENCE

THE YOUTH: LIVING IN A WORLD OF CHANGES AND NEW TECHNOLOGIES

Things that we could not even imagine before are the things we cannot imagine living without today. The Internet, often referred to as the "network of all networks," has more and more users every day. We live in a time in which networked societies are on the rise (Castells, 2008: 38). Networking has increased significantly with the appearance of social networks. Due to the simplicity of their use and accessibility, as well as the fact they encorporateall known types of media, social networks are gaining users on a daily basis. However, while the number of Internet users is increasing, especially in the context of social networks, the amount of negative and harmful effects and content, such as electronic violence, is also on the rise.

The influence of network environment is so intense that younger generations are defined through media and technology. In the modern society, youth is considered the period of life between childhood and adulthood with the increasing tendency of prolongation. The influence of network surroundings is so intense that the young generation is defined in literature through media and technology more than ever before. This is a generation of young people who have fun, socialize, learn, work, buy and communicate with the help of technology, spending time on the Internet combining fun and learning. The names used for this generation are usually: Net generation, Y generation, millennials or network generation (net geners) (Čačić, 2012: 81). Despite the opinions of certain authors that the affiliation with a specific generation is not determined solely by the time someone is born, but entails someone's attitude towards beliefs, values, culture norms and material conditions, the Net generation (Y, millennials) in Croatia, which will be analysed in this paper, is not characterized by a digital divide, since most pupils and students have access to computers and the Internet, if not at home, then at least in schools, universities and libraries (Čačić, 2012: 82). While on the one hand, the availability and the exposure to a large amount of information entail the increase in choices and freedom; on the other hand, they carry a certain risk in cases where individuals, particularly children and young people, do not have a formed system of evaluation (Čačić, 2012: 85).

Considering that their lives have been intertwined with information technology, the members of the Net generation do not particularly care about the personal infor-
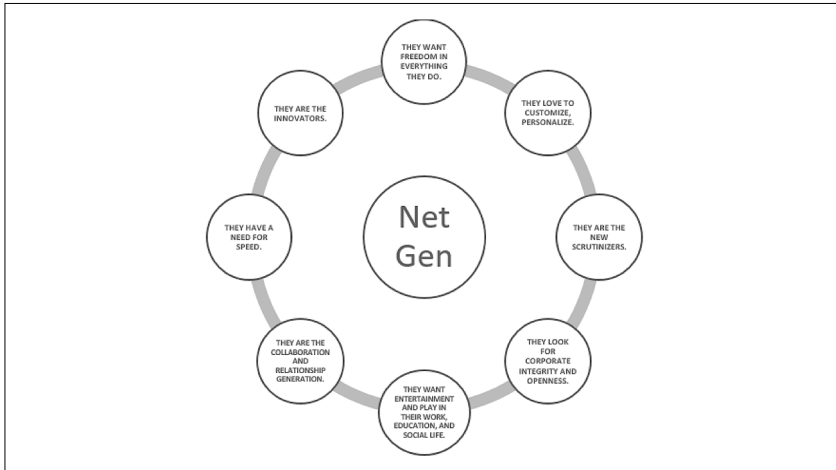
Figure 1 The Eight Net Gen Norms (Source: done by the author according to Tapscott, 2008).

mation they post on social networks. They carelessly share information about themselves and others on social networks with the intention of exchanging whaty find interesting, completely neglecting the fact that the Internet does not forget (Bilić 2015, according to Tapscott, 2011). Respecting others is also considered a significant moral problem of young people in the virtual world. A popular opinion and a misconception about the Internet is that it is a world free of obstacles and limitations, and that no specific rules of conduct have been strictly defined. Furthermore, anonymity is another factor which contributes to the decrease of perpetrators' fears they might be located and sanctioned. In addition, the absence of effective feedback on the harm and the pain their behaviour can inflict on their victims, as well as the opinion that this type of behaviour cannot be considered immoral since there are no visible consequences and there is a distance from the damage their actions cause, they feel more encouraged to perceive the aforementioned behaviour as entertainment or a joke (Bilić, 2015).

According to the Croatian Bureau of Statistics data for 2017, the youngest population (between the ages of 16 and 24) is still on the forefront of computer use and individual computer use, while the number of users is decreasing exponentially with the rise in their age. A similar trend has been observed in the work status structure where pupils and students represent most frequent computer users.

Modern information society is not only "a society of knowledge" but also a society confronted with problems in the educational development, an example of which would be the expansion of values oriented towards a hedonistic or idle concept of living. Press, radio, TV and the Internet are overwhelmingly focusing on providing their viewers with entertainment content at the expense of informative, educational and scientific content (Miliša, Tolić, Vertovšek, 2009: 13, according to Miliša, 2006). The youth and children are not only the most represented age groups on Internet websites but also the most vulnerable age group of the modern information society.
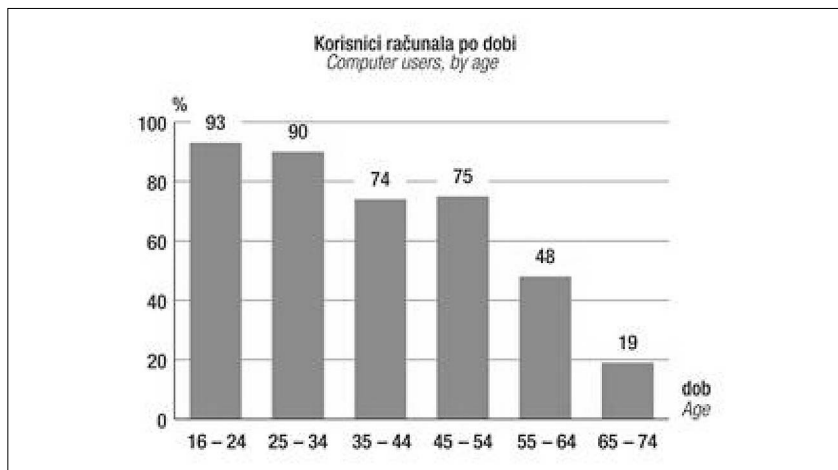
Figure 2 Computer users by age in Croatia, year 2017 (Source: Croatian Bureau of Statistics).
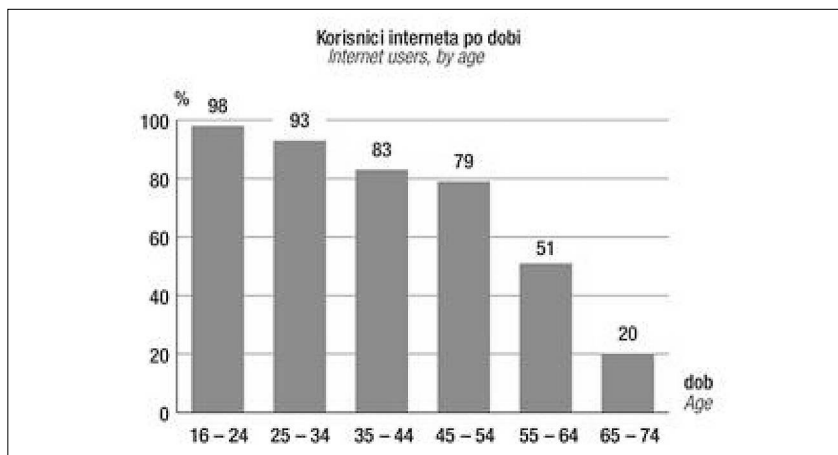
Figure 3 Internet users by age in Croatia, year 2017 (Source: Croatian Bureau of Statistics).

ELECTRONIC VIOLENCE

Any communication activity (via e-mails, web pages, blogs, videos, by means of computers, mobile phones, tablets etc.) which serves to humiliate, mock, threaten or terrorize a person in any shape or form, can be considered cyberbullying. This is particularly problematic in the context of children and young people, since the end goal is always to hurt, disconcert and harm a child in other ways, be it via text or video messages, photographs, calls or negative comments. Cyberbullying can be perpetrated by a single person, multiple people and even children themselves and it is a general term for any kind of communication activity through technology which could be considered harmful to both the individual and the general good.

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Considering the fact that, while discussing violence in the media, many scientists cannot come to a mutual understanding on what constitutes violent content, there are three key elements which serve to distinguish between definitions:

- *Intent* — a question is posed whether an intent to perpetrate violence needs to exist; that is, whether, alongside murders and other inflictions of severe physical injuries, one could qualify accidents and natural disasters as violent acts?
- Damage caused by an act of violence — should the pain inflicted on both humans and animals be considered violence, and what about violence committed against material things?
- Types of violence — can violence be both physical and verbal? (Kanižaj, Ciboci, 2011: 15, according to Potter, 1999: 64).

One of the most recent and commonly used definitions is Potter's definition of violence in the media which defines violence as "the harm to one's physical and emotional well-being", covering all the aforementioned elements (Kanižaj, Ciboci, 2011: 16, according to Potter, 1999: 67).

Although the discussions on what exactly online risks and violence entail have not been finalized, generally speaking, one could state that online risks include both intentional and inadvertent experiences which increase the probability of harm at the expense of an Internet user, including pornographic, violent and racist content, content by means of which users harm themselves, as well as content full of violence, inappropriate and potentially harmful content such as soliciting or disturbing, and finally, the issue that has been drawing a lot of attention in recent times — problematic behaviours among peers such as harassing, "happy slapping" or attacks on privacy. The risks could also be categorized by content risks (a child is the receiver of unwanted or inappropriate mass communication), contact risks (child participates in risky peer or personal communication), and conduct risks (a child contributes to risky content or contact through their acts) (Staksrud, Livingstone, 2009).

Apart from the irrelevant information, we are exposed to morally and ethically harmful information on racism, religious intolerance, pornography, violence and information that promote various religious and economic ideologies, some of which are reflected in the so-called digital divide between the information-rich countries and those that do not have access to the information necessary for sustained and balanced development and progress of the entire world, especially poor countries (Nevins, 2004). On the other hand, the use of new media, especially the Internet, is what constitutes an entry ticket to a normal life today: those who are not "media literate" are in danger of being isolated from various aspects of life. Pedagogues and educators believe that they are already late in terms of education and that they need to make up for the time lost or wasted, andtheir approaches to media education and media literacy education vary (Labaš, 2015 according to Uldrijan, 2011).

RESEARCH AMONG STUDENTS OF
ALGEBRA UNIVERSITY COLLEGE

The research was conducted through two separate surveys over the course of two years, and on two different groups of participants withboth groups corresponding to the definition of Net generation. The first survey was conducted in June of 2016 in the summer semester of the academic year 2015/2016, while the second survey was conducted in September of 2018 in the the summer semester of the academic year 2017/2018. The results of both surveys are based on the answers given by the participants within the student population at Algebra University College. The data givenbelow was obtained from the survey questionnaires which were comprised of twelve questions and had been anonymously filled out by students. Considering the fact that the students in both groups are members of the Net generation, which increasingly uses the media and social networks in particular as a communication channel, the research tried to determine whether the students of Algebra University College were familiar with terms such as cyberbullying and the concept of electronic violence on social networks. Another research goal was to determine whether the students had ever been victims of electronic violence or participated in some kind of electronic violence against another person on social networks.

SAMPLE DESCRIPTION

In the academic year 2015/2016, 590 students with an active student status were enrolled in the undergraduate programs at Algebra University College, while in the academic year 2017/2018, 820 students were enrolled. The total number of survey participants was 146. The first survey had 73 participants, students of the following undergraduate programs: Applied Computing and Multimedia Computing. Table 1 shows the structure of the participants in the academic year 2015/2016.

Table 1 The structure of participants by study program, gender and academic year 2015/2016

Undergraduate Stydy	Applied Computing	Multimedia Computing
Total number of Students per Study Program (N)	49	24
Number of Students by gender		
Male	46	22
Female	3	2
Number of Students per academic year		
First year	13	9
Second year	22	15
Third year	14	0

The second survey had 73 participants, students of the following undergraduate study programs: Applied Computing, Multimedia Computing and Digital Marketing. Table 2 shows the structure of the participants in the academic year 2017/2018.

Table 2 The structure of participants by study program, gender and academic year 2017/2018

Undergraduate Stydy	Applied Computing	Multimedia Computing	Digital Marketing
Total number of Students per Study Program (N)	39	19	15
Number of Students by gender			
Male	36	16	9
Female	3	3	6
Number of Students per academic year			
First year	19	10	12
Second year	17	8	3
Third year	3	1	0

The overall ratio of all student participants according to gender is 88% male to 12% female participants. The overall ratio of student participants in regard to their study year is as follows: 43% are first-year students, 12% are second-year students, while third-year undergraduate students account for 45% of the total number of participants. The average age of participants is between 19 and 22.

RESEARCH METHODOLOGY

Apart from the general objective of the research, i.e. determining whether the students who use social networks as a communication channel are familiar with the terms and types of activities concerning electronic violence and the safety of communication, some other issues, such as the students' familiarity with the terms such as cyberbullying, bullying and social network harassment, as well as their general knowledge of the concept of electronic violence on social networks were also tested. The research also tried to determine whether those students who use social networks had ever been a victim of electronic violence on social networks or whether they had participated in some form of electronic violence against a person on social networks. Finally, the research tried to define whether students perceive electronic violence as harmless and/or fun. The lack of will or ability of some participants to fill out the survey for numerous reasons appeared to be the main limiting factor.

INSTRUMENTS

The survey data are collected by means of a survey questionnaire with closed questions and pre-defined answers. In six of the questions students were able to offer their own answer. One of the questions offered the possibility of choosing between two different suggested responses (yes or no), two questions required a student to answer by choosing a level of frequency on a Likert-type scale (never, rarely, sometimes, often, most often), two questions required an answer by choosing an option on a Likert-type level of agreement scale (no, partly no, neither yes, nor no, partly yes, yes) while other questions required the participants to choose between multiple answers. The re-

search was conducted collectively and anonymously. The participants were briefed on the purpose of the research both orally and in writing on the actual survey questionnaire paper. No ambiguities were reported in the questionnaire, so one can conclude that the questions were clear.

The data was processed using quantitative statistical analysis of pre-isolated variables as well as the description of the condition and the identification of casual links between individual components.

RESEARCH RESULTS

It has not been noted that the research results show any differences based on gender, student status or study year, therefore the aforementioned variables were not used to present the results.

The answer to the research goal 1:

Are the students familiar with terms such as cyberbullying, bullying and social network harassment?

The majority of participants, that is 56% of them, consider cyberbullying to be any form of communication by means of cyber technology that could be considered harmful for an individual and the greater good, while 43% of them believe this term refers to any kind of communication by means of cyber technology that is harmful for an individual. In regard to the question on bullying, the possible answers were coded in 6 variables, where five of them offered pre-defined answers, while the sixth referred to the possibility of arbitrary answer entry (Table 3). There was also the option of choosing between multiple answers. The frequency of response was 447 with all the participants offering an answer to the posed question. Out of the total number of participants, which was 146, most of them associate bullying with websites which identify and shame private persons, with photographs which degrade private persons and with sharing personal information in order to blackmail or harass other people with unwarranted friend requests or messages. 5% of the participants chose the answer "other" and offered as a response "in recent times it can be anything" or "I don't know".

Table 3 Offered answer options and frequency of response to the question:
What constitutes bullying and harassment on social networks (for instance on Facebook)?

Answer options to the question *What constitutes bullying and harassment on social networks (for instance on Facebook)?*	*Frequency of response in percentages*
a) Websites which identify and shame private persons	67%
b) Photographs which degrade private persons	67%
c) Photographs or video recording of physical bullying published in order to shame the victim	64%
d) Sharing personal data in order to blackmail or harass people	66%
e) Continuous targeting of other people with unwarranted friend requests or messages	38%
f) Other (what)?	5%

Answer to research goal 2:

Have the students who use social networks ever been a victim of electronic violence on social networks?

Four participants did not answer the question; the total number of participants was N=142. 73% of the participants stated that they had never been a victim of electronic violence on social networks. 17% of participants stated that they had rarely been a victim of electronic violence on social networks, and six of them stated "sometimes" and only 3% of participants "often", while 1% stated they had most often been a victim of electronic violence on social networks. It is interesting to use comparison with the results of this research goal which state that only 8% of participants are aware of what electronic violence constitutes, which then poses the question whether the high percentage of people who claim they had never been victims of electronic violence is the consequence of their lack of awareness of what this type of violence actually is. The participants who stated they had been victims of electronic violence indicated privacy attacks, spreading violent and offensive comments and sending viruses, photographs and unwarranted content to e-mail addresses or mobile phones as the most common forms of this type of violence.

The answer to research goal 3:

Have the students who use social networks ever participated in a form of electronic violence against a person on social networks?

Six participants did not offer any answers which means that the total number of participants who offered an answer was N=140. 76% of participants stated they had never participated in electronic violence against a person on social networks. 12% of students stated that they rarely participated in electronic violence against a person on social networks, 6% opted for "sometimes", while 3% of students chose the "often" and even "very often" option. It is interesting to notice that a small difference is detectable in the sense that with the rise in awareness about electronic violence, the frequency of this kind of violence and participation in it decreased. The participants who stated that they had participated in electronic violence indicate the following as the most common forms of violence against others: encouraging group hate, attack on privacy, spreading violence and offensive comments and false representation.

Answer to research goal 4:

Do students perceive electronic violence as harmless and/or fun?

4% of participants did not answer the question, while 65% stated they did not consider electronic violence harmless and fun. 9% opted for the "partly no" answer, and 2% of students agree with the claim that electronic violence is harmless and fun, while 5% "partly agree". 15% of the participants of this research do not agree nor disagree with the notion that electronic violence is harmless and fun.

Table 4 Offered answer options and frequency of response to the question:
Do you perceive electronic violence as harmless and fun?

Answer options to question Do you perceive electronic violence as harmless and fun?	Frequency of response in percentages
a) No	65%
b) Partly no	9%
c) Neither yes nor no	15%
d) Partly yes	5%
e) Yes	2%

CONCLUSION

The results also show a small increase in the awareness of what electronic violence means from 4% in 2016 to 11% in 2018, but only 11 out of 146 students were fully aware of what the term security on social networks refers to (average 8%). Every fourth student recognized themself as a victim of electronic violence on social networks. Every fifth student participated in some kind of electronic violence against another person. Every tenth student considers electronic violence harmless and fun. We can conclude that the students are not fully aware of what the term security on social networks refers to although they are familiar with terms such as cyberbullying. Also, the results of second research show that over the past two years, students' awareness of electronic violence has slightly increased but is still at a low level. Learning about responsible behaviour toward oneself and others is crucial for the future of young people and education should have a leading role in that process.

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INFORMATION ETHICS ON SOCIAL NETWORKS: STUDENTS PERSPECTIVE

MODERN SOCIETY AND MODERN VALUES

The development of modern technologies and their availability in our everyday lives have created preconditions for social changes with an outreach even in the world of academia. Social networks, together with classical communication channels, are becoming an important channel of communication themselves. Although the surrounding environment of humans is dramatically changing, questions that are concerned with right and wrong conduct remain relevant. Some of the most problematic areas are concerned with how students see principles of information ethics while networking, and this paper is based on the research of their view. Areas that have been identified as the most problematic areas of information ethics are intellectual freedoms, intellectual property, equal access to information, censorship and privacy.

In today's time freedom is one of the fundamental terms expressing a person's self-realization. But a question posing itself is whether this freedom could be seen as absolute and without limitations. Very often one thinks of freedom as the ability to do what one wants and desires. Therefore, freedom is seen as arbitrary, while setting oneself free means rejecting any form of structure and commitment. In such vision, moral becomes the opposite of freedom (Črpić, Mravunac, Tanjić, 2009). However, as Koprek (2009) states, the modern society suffers from many ailments: excessive consumerism, uncontrolled hedonism, violence, corruption, poverty, every kind of addiction… while an honorary place on this list could be given to a lack of responsibility. We live in the times of uncertainty, fragmented culture, a lack of interest, glorification of pleasures and crises, all of which is a reflection of the disillusion of a myth about unlimited mastery and exploitation of the world in which we live. We ask: who is responsible for all of the above? We are aware that today it is difficult to personalize responsibility, which is becoming more and more vague in both its definition and its content… So what is responsibility? If we take into account that it is derived from the Latin word "respondere" (*respond* in English), additional questions emerge: who has to offer a response, to whom and for what? There is no freedom without necessity and the necessity of freedom is morality (Coreth, 1998). Otherwise, in the absence of necessity and morality, we are condemned to the wrong use or a lack of use of our own freedom and responsibility.

PROBLEMATIC AREAS OF INFORMATION ETHICS

The development of modern technology is advancing so quickly it seems that a reflection on its social and ethical implications cannot keep up, while it is simultaneously the cause of reviewing many social and legislative norms. Information ethics covers broader categories such as ownership, access, privacy, security, community, so consequently one could state that some of the most prominent problematic areas of information ethics are areas of intellectual freedoms, equal access to information, censorship, privacy, intellectual property.

Non-material intellectual property, as defined by the State Intellectual Property Office (2018), which refers to the products of the human mind, has a value in copying, use and presentation to other people, and it is not purposeful, and sometimes not even possible, to protect it by hiding it, containing it or applying to it any other measure of physical protection. Because of its social value, a creative or artistic realization of an idea as the fruit of human intellect presents under certain conditions intellectual property of its creator. Intellectual property, although intangible in the physical sense, has all the property characteristics and in accordance with this it can be bought, sold, licensed, swapped, given or inherited like any other property. In the business sense it represents non-material property which is the foundation or the contribution to successful business operations. In order to protect this kind of property and in this way support human creativity, which contributes to the general development of society, a suitable system of legal protection of intellectual property has been developed, and it covers a number of instruments with which the way of acquiring and protecting intellectual property from unauthorized use is governed. In accordance with this, unauthorized use or copying of intellectual property objects presents an infringement of the owner's right, which is to manage, use and benefit from such property, and which is protected by instruments and institutions of the legal system (State Intellectual Property Office, 2018).

SOCIAL MEDIA AND SOCIAL NETWORKING

Social networks sites (SNS) are used by hundreds of millions people today. For example, the number of active users of Facebook as the most widely used social network in the world was over one billion in 2012, while in 2018 the number of active users has grown to 2,27 billion (Statista 2018), making it the first social network to acquire such a large number of users. Facebook enables its users to select friends, use a wide range of tools such as posting infinite numbers of photos, searching through e-mail contact lists, determining availability of their private data, content and posts, communicating via private messages, by posting on feeds of other users or by means of chat, but very often Facebook is criticized for its privacy issues, for the issues of censorship, and because the information users reveal about themselves are used for market research and for other purposes as well, and these are unknown to the public. Therefore, the re-

search described in this paper was conducted using Facebook as the most popular social network. The focus is on two dominant principles which are present when Facebook is used: intellectual freedom in the context of free expression of opinions, attitudes and values, as well as intellectual properties in the context of citing.

GOALS AND METHODS

The research conducted among the Algebra University College students concerns the ethical approach of information usage on social networks, meaning an examination of opinions on intellectual freedoms in the context of free expression of opinions, attitudes and values, as well as intellectual properties in the context of citing, while, for example, posting a Facebook status.

The general research objective was to determine whether the Algebra University College students who use social networks do so in an ethical way regarding production, collection, dissemination and information usage on social networks. The specific objective was to examine whether the students considered relevant to respect intellectual freedom and intellectual property rights.

The research was conducted on 73 members of the Algebra University College student population in June and July of 2016 through a voluntary survey. The survey was anonymous and it consisted of 12 questions where the students had to decide on the level of agreement or importance for specific answers. The data was processed using the quantitative statistical analysis of isolating previously specified variables in order to obtain the description of the conditions. The structure of surveyed students is presented according to the study program, gender, and student status. Majority of the surveyed students were male and full-time students. Of the total number of students in the survey, 36 studied Applied Computing, 27 were students of Digital Marketing and 10 studied Multimedia Computing. According to the Gender Structure criteria, 88% of surveyed students were male and 22% female. According to the Student Status criteria, full-time students represented 87% and part-time students 23% of the total number of surveyed students.

RESEARCH RESULTS

Rules of conduct on social networks

One of the questions the students were asked was: *Are you familiar with rules of conduct on social networks (Facebook for instance)?* From the Chart 1, it is obvious that 43% of the survey respondents were familiar with the rules of conduct, while 8% of them were not familiari with them at all.

On the other hand, when answering the question: *Do you read the community regulations i.e. rules of conduct on social networks while creating your profile?,* 38% of the respondents state they mostly do not read the rules of conduct while 29% of them do not read the rules of conduct on social networks at all (Chart 2).
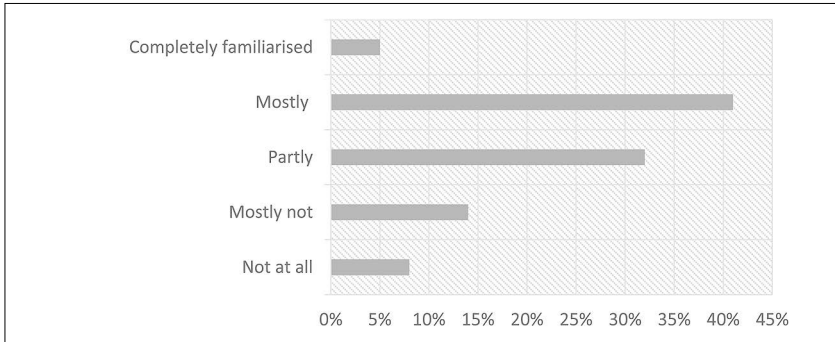
Chart 1 Distribution of the answer to the question:
*Are you familiar with rules of conduct on social networks
(Facebook for instance)?*
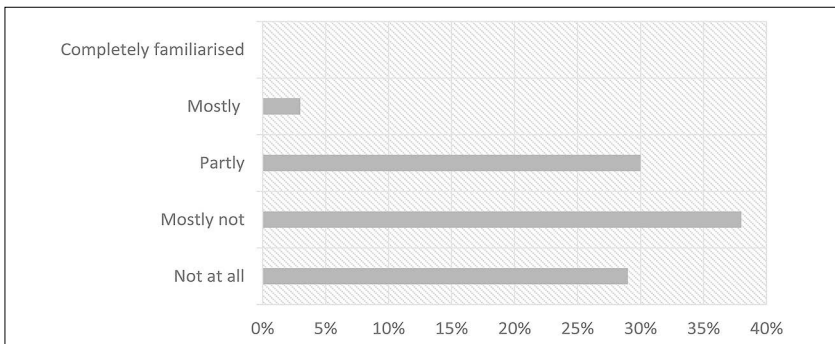
Chart 2 Distribution of the answers to the question:
*Do you read the community regulations i.e. rules of conduct
on social networks while creating your profile?*

What could be concluded from the students' answers to these two questions is that the respondents either think they are familiar with the rules of conduct on social networks or they are getting their information from other sources, but not from the rules of conduct, while creating their profiles.

Intellectual freedom on social networks

The students' answers to the question: *Do you consider intellectual freedom important, that is, do you believe every person has the right to say, think, learn and write about what they want?*, produced results which were not a big surprise. Those who believe that the right of every person to say, think, learn and write what they want, is either mostly important or very important, represent 81% of the total number of students in the survey as is shown on Chart 3.

However, when the following question was asked: *Do you consider intellectual freedom important, that is, do you believe every person has the right to say, think, learn and write what they want even when it affects the rights of other people?*, the
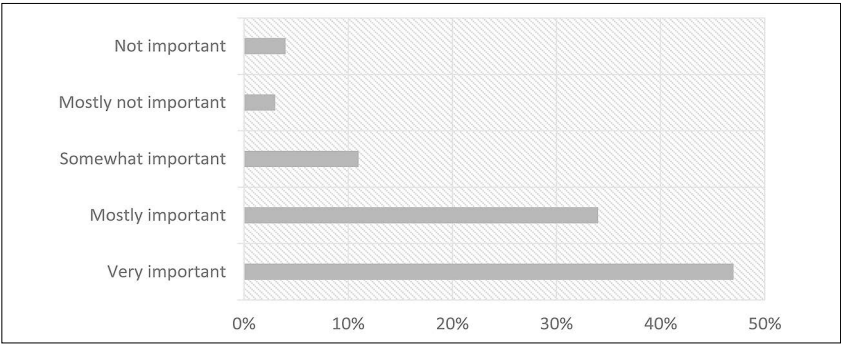
Chart 3 Distribution of the answers to the question:
Do you consider intellectual freedom important, that is, do you believe every person has the right to say, think, learn and write what they want?
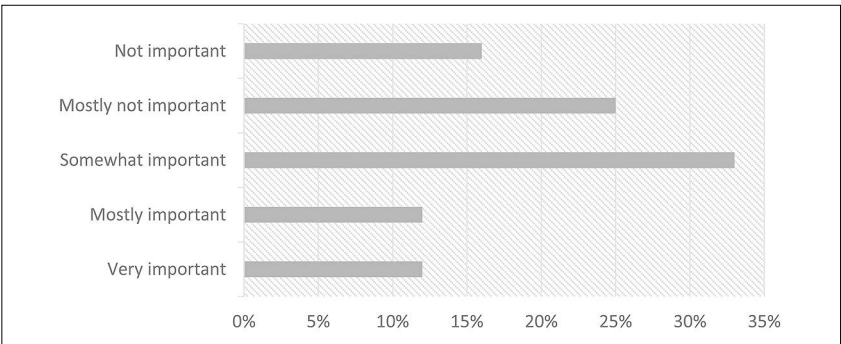
Chart 4 Distribution of the answers to the question: *Do you consider intellectual freedom important, that is, do you believe every person has the right to say, think, learn and write about what they want even when it affects the rights of other people?*

students' opinions were divided. Therefore, only 13% of students think that respecting intellectual freedom is very important and most of them are not sure whether respecting intellectual freedom is the right thing to do, or when it affects the rights of others, Chart 4.

The rules of citation on social networks

Regarding the rules of citation, 53% of students think that it is very important to follow citation rules if the information is used in the context of their study program and these results were not a big surprise. Distribution of the answer to the question: *Do you think it is important to follow citation rules (citing the right author, publisher and the year of publishing) while collecting and publishing information related to the study program?* is shown on Chart 5.

However, only 22% of them think it is very important to follow citation rules while publishing information on social networks, Chart 6. Through an analysis of the responses to the question: *Do you think it is important to follow citation rules (stating the right*
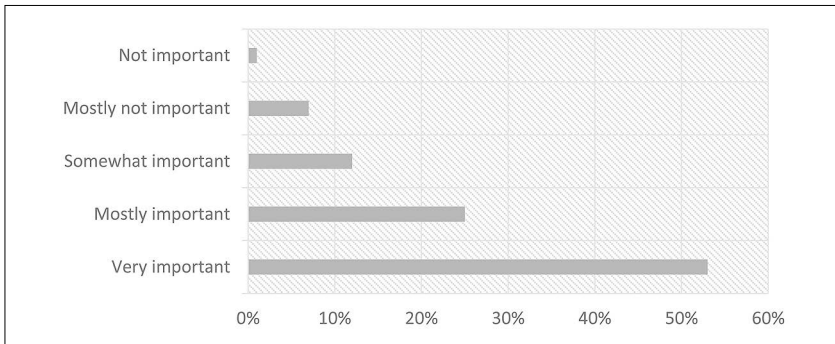
Chart 5 Distribution of the answers to the question: *Do you think it is important to follow citation rules (citing the right author, publisher and the year of publishing) while collecting and publishing information related to the study programme?*
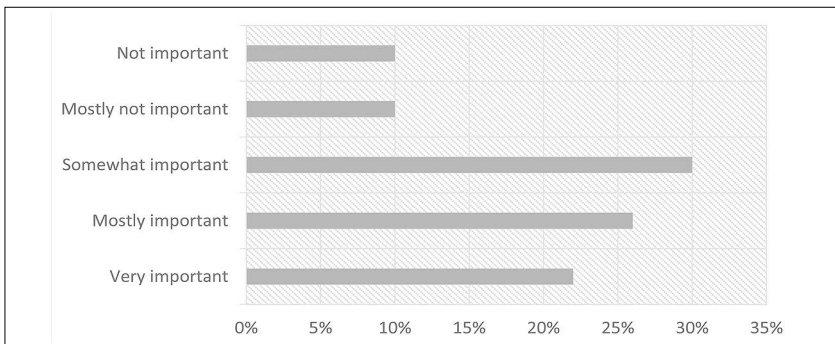
Chart 6 Distribution of the answers to the question: *Do you think it is important to follow citation rules (stating the right author, publisher and the year of publishing) while collecting and publishing information on social networks?*

author, publisher and the year of publishing) while collecting and publishing information on social networks?, a significant discrepancy is seen in relation to the previous answer when it comes to the question of citation of information related to the study program, where 53% of the respondents thought it was very important.

CONCLUSION

The results of the research did not show a discrepancy in relation to the study program, gender and the status of the students. However, a discrepancy was seen in the answers given to the selected questions. The students' answers regarding the rules of conduct on social networks did not correspond to the answers which showed that more than half of them did not read the rules of conduct while creating a social network profile.

Also, thanks to the research, it can be seen that almost half of the students considered the right of every person to say, think and write whatever they want very important. However, only one fifth of students believed they had this right even if it meant affecting the rights of other people.

In addition, more than half of the students considered very important to follow citation rules during collection and publishing of the information related to the study program, while every fifth student considered it irrelevant if the information was related to social networks. The inconsistency and the discrepancies in the students' answers confirm the need to educate students in a way of increasing the responsibility while using and sharing information on Facebook. It also sheds light on the possibilities of further research.

Considering that, the objective of further research can be to verify whether the students truly know the rules of conduct on social networks and to examine why they consider following citation rules on social networks less important. In addition, it would also be advisable to conduct a research on other aspects of information ethics, such as equal access to information, censorship and privacy, as well as to determine whether there is a difference between what the students consider right and how they actually behave.

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GERMAN MEDIA NARRATIVES ABOUT CROATIA AND CROATIAN TOURISM

1. INTRODUCTION

According to the 2018 data, there are 198 recognised states in the world today[1]. They are all different in regards to their political, ideological, sociological, historical and other characteristics, and each state tries to position itself in a way that it appears better and more varied than the others. States and nations have an identity and an image, and regardless of whether this image was created by chance or whether it was planned, it affects the reputation of the nation and state both inside and outside its frames. There are different ways in which a nation can position itself, for example the quality and appearance of its products. This is why there are the syntagms such as "German car", "Swiss watch", "Belgian chocolate", "Italian design" and "French elegance". The sports results of a nation also play an important role in its positioning in the world, and they can in a way be viewed as a state's and nation's product. If the results are significant and on an international level, while informing about them, the media also implicitly convey information about the state and nation itself. "People do not actively seek, but rather passively take in, information about other countries" (White, 2012, p. 110, Lee, 2009). In this way, the positive and/or negative impressions about a nation are through these results transferred onto other topics in the area of image and nation branding (Fan, 2006).

This paper consists of three parts. The first, theoretical part, comprises short explanations of the basic terminology connected to media narratives. The central and main part of the paper offers a more detailed description of the research, starting with a methodological explanation and leading to the presentation and discussion about the research results. The paper ends with a conclusion containing a generalised view of the analysis results and guidance for further research.

2. THE THEORETICAL FRAMEWORK

2.1. Media narratives and creating reality

In present day the media are an active factor in the creation of social, political, economical, cultural and every other reality. According to Hromadžić (2013, pp. 63-64), the media play the key role in transferring knowledge and information, and the term "me-

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[1] The data can be accessed on the following website: https://worldview.stratfor.com/article/how-many-countries-are-there-world-2018 (15 November 2018)

dia discourse" is an integral part of viewing social and similar phenomena. The term discourse is in this sense understood in accordance with the explanation of the French sociologist, philosopher and historian Michel Foucault (1973, p. 173), who claims that discourse is everything that can be said about a topic in a specific period in history, that is, the context. In this way, a discourse contains social attitudes and these attitudes are communicated through the dominant narratives.

Furthermore, media narratives about foreign countries can be regarded as political communication, even if the topic is sports or tourism, but they are always set in the context of relationships between the two countries with the intention of either supporting or criticising, as shown in the background. A narratively structured form is defined within the frames of the narrative theory as a sequence of causally related events which occur in a specific time and space (Bordwell and Thompson, 1990: 55). A narrative is commonly defined in different ways, as "a story with a beginning, middle and end that reveals someone's experiences" (Manning and Cullum-Swan, 1998); "an original state of affairs, an action, or an event, and the consequent state of events" (Czarniawska, 1998), "any form of communication" (Barthes, 1966), or "the main mode of human knowledge" (Bruner, 1986).

Specific narratives of a nation are construed as important components of broader discourses of national identity. Discourses of national identity are a part of news stories. The news found on Internet portals provide factual information about football results, but also stories about some specifics built on opinion-based reporting (Fulton, 2006). According to Lule (2001, pp. 18), "news stories offer sacred societal narratives with shared values and beliefs, with lessons and themes, and with exemplary models that instruct and inform." He differentiates between seven master myths on which the narratives in the news stories are based, and they are: the victim, the scapegoat, the hero, the good mother, the trickster, the other world and the flood.

2.2. Image, reputation and state and nation branding

According to Ying Fan (2006; 2008), state and nation branding is based on empowering its image and reputation. In this way, the state and nation is positioned more effectively than other states and nations and becomes more competitive in various global processes. The identity, image and reputation of a nation and state are, therefore, a platform for branding. "A brand is more than just a name; it is a complex bundle of images, meanings, associations and experiences in the mind of people" (Fan, 2006, p. 3). If we transfer the idea of a brand on the idea of a state and nation, the way in which various channels and contents communicate identity and image affects how a state and nation is perceived as a brand in the eyes of the observer. Identity and image are directly linked with geographical situation, history, as well as political, economic and other characteristics (Anholt, 2007). The term "state and nation branding" includes an enormous number of stakeholders and, therefore, it can neither be fully managed nor is it sufficient to apply only the usual branding strategies (Novčić, 2015).

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According to Anholt (2008), the key characteristic of an image is that it is absolutely manageable and that its creation can be influenced by various external factors, whereas associations and values appear as a result of media informing, but based on direct and indirect experience. Therefore, the objective of a media-produced text is to give arguments with the aim of informing the public and suggesting a perception about an event or about the protagonists of an event.

In recent times, a nation's image and branding is viewed from the so-called "reverse perspective" (White, 2012), inside which the emphasis is on the analysis of how a product affects the reputation and image of a state. Should we consider the above said in the context of this paper, we can say that the paper discusses the idea of the connection between the state and nation's narrative and the information on the football results, which are in this case a kind of a product of this state and nation. Since such an approach requires an analysis of the public's perception, this paper focuses primarily on German Internet portals, and consequently the German public. Furthermore, it is especially interesting to see whether the information on Croatian tourism is also communicated, since it is the German public's dominant association to Croatia. Statistics show that Croatia is the sixth most visited destination by a number of German holidaymakers[2].

3. THE RESEARCH

3.1. Research sample and the analysis method

The Federal Republic of Germany has the official statistics on the number of visits from the individual electronic news extension portals, regularly quoted on Das Statistik-Portal and https://meedia.de[3] websites. The idea was to select two of the most visited daily portals and two weekly portals. The period of time which the analysis covers is the 2018 FIFA World Cup, and the texts published by, at the latest, seven days after the final match were also considered. The survey included articles published in the German media on the four most visited online news portals, as follows: Bild.de, Spiegel Online, Focus Online, Welt Online, in the period from 14 June to 22 July 2018.

The survey unit was one press release (article, travel report, column).

The qualitative analysis of the content and the analysis of the narrative was based on Jack Lule's master myth theory. After reading all articles that included any reference to Croatia and the 2018 World Cup, we made a selection of 81 articles from a wider database, the content of which featured additional reference to Croatia as a country. The samples were taken as follows: Bild.de (37), Focus Online (17), Spiegel Online (14) and Welt online (13).

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[2] Available at http://www.tourismusanalyse.de/zahlen/daten/statistik/tourismus-urlaub-reisen/2018/reiseziele-2018/ (12 October 2018)

[3] Meedia. Available at: https://meedia.de/2018/09/10/die-ivw-news-top-50-fuer-den-august-top-angebote-verlieren-visits-focus-online-faellt-auf-22-monats-tief/ (12 October 2018)

The content of the foregoing articles was analysed according to the following variables: the journal in which the article was published, the title of the article, its topic, its positive, negative or neutral tone, the dominant narratives in the texts referring to the country and/or its people, and arguments about Croatia in the light of it being a potential tourist destination.

3.2. The research aim and questions

The primary aim of the paper is to find out how a country's product, such as sports results, influences the creation of its image and reputation, that is, which narratives about a state and a nation are dominant in the published texts. The question is how significant Croatia is for the German public as a tourist destination. We assumed that the texts concerning the sports results will also contain information about Croatian tourism. Therefore, the article's second aim is to find whether the texts actually contain any narratives about Croatian tourism and in which way the narratives about the state and the nation are connected with the narratives about tourism. The analysis further identifies which master myths are the base of the dominant narratives.

Our analysis was structured so as to answer the following questions:
1. What arguments and master myths are the narratives about Croatia based on?
2. Is there a correlation between the narratives about the Croatian football and Croatian tourism in the German media?
3. Do dominant arguments suggest that the German tourist should visit Croatia?

3.3. Findings and Disscuison

Led by Luka Modrić and Ivan Rakitić, the Croatians came to the final game in the 2018 World Cup. They presented their country in the best possible light and sparked an interest in Croatia as a country. Football and Croatia were two topics covered all over the world at the time. The analysis includes media texts during that period which were published on the four most visited online portals of two daily and two weekly German media newspaper extensions. In the analysed period, the dominant narratives featured Croatia as a miracle. All articles had a positive tone regarding the football results and Croatia as a country. Alongside the positive image of Croatia and Croatians, there was one topic which was predominantly negative, and that was the topic of right-wing nationalism. There were nine media releases in total which contained the narrative about right-wing nationalism and they were based on the archetype of the Other World.

The narratives analysed in daily newspaper extensions of bild.de and welt.de can be classified into the following three groups: (1) Croatia as a miracle, as a dignified loser, a role model to everyone, a country to be learned from; (2) a president who steals the show, (3) faith as the coach's key trait, but also as an important part of identity, as well as football and (4) the choice of music as a sign of equalising patriotism and nationalism. Furthermore, the narratives about Croatia and Croatians as a miracle are dominated by the hero master myth, such as in (1) and (2).

(1) *The football country of miracles — Croatia! The population of only 4.2 million in this Balkan state — approximately as much as the Rheinland-Pfalz Province* (bild.de, 12/07/2018).

(GER) *Fußball-Wunderland Kroatien! Nur 4,2 Millionen Einwohner hat der Balkan-Staat — etwa so viel wie das Bundesland Rheinland-Pfalz.* (bild.de, 12.07.2018)

(2) *Just as this small country carved out its path to the finals, it appeared so strong in the moment of its defeat* (bild.de, 15/07/2018).

(GER) *So hart und verbissen sich das kleine Land bis ins Endspiel kämpfte, so stark hat es sie sich im Moment der Niederlage verhalten.* (bild.de, 15.07.2018)

There is talk of obstacles, such as in (3), pointing to the fact that nothing is impossible if there is a true will, which gives the narratives about successful and determined Croats a fairy-tale-like characteristic, all of which is supported by the life stories of some of the players.

(3) *There is no organised talent management in Croatia and Croatian football is tainted with corruption affairs. Despite all this, the national team managed to reach the finals for the first time. And all this was made possible by a player who fled the war when he was a child* (welt.de, 12/07/2018).

(GER) *Kroatien hat keine gezielte Talentförderung, der Fußball steckt in einer Korruptionsaffäre. Trotzdem steht die Mannschaft erstmals im WM-Finale. Ermöglicht hat das einer, der als Kind vor dem Krieg floh.* (welt.de, 12.07.2018)

Besides the narratives about the state and the character of the nation, the texts also emphasise the narratives about two people, President Kolinda Grabar Kitarović and the national team's coach Zlatko Dalić. The coach's narrative describes his composure and faith as the foundation of the entire team's strength, such as seen in (4), (5) and (6), with the hero master myth in the background.

(4) *And thanks to their faith, Zlatko Dalic (51) carries a rosary in his trouser pocket. "When I notice it will get difficult, I put my hand in my pocket and hold it tight. All of a sudden, everything seems easier* (bild, 13/07/2018).

(GER) Auch dank ihres Glaubens! Zlatko Dalic (51) trägt in seiner Hosentasche einen Rosenkranz. Der Trainer (seit Oktober 2017 im Amt): "Wenn ich merke, dass es schwierig wird, stecke ich meine Hand in die Tasche und halte mich daran fest. Dann empfinde ich auf einmal alles leichter." (bild, 13.07.2018)

(5) *The Croats have a special secret when it comes to victory. It can be found in coach Zlatko Dalić's pocket* (bild.de, 14/07/2018).

(GER) *Die Kroaten haben ein ganz besonderes Sieg-Geheimnis. Es liegt in der Hosentasche von Trainer Zlatko Dalic.* (bild.de, 14/07/2018)

(6) *There is a reason behind the mental strength of Croatian coach Zlatko Dalić — when the going gets tough, he secretly holds onto the rosary in his pocket* (welt.de,12/07/2018).

(GER) *Die mentale Stärke des kroatischen Trainers Zlatko Dalic hat einen Grund: Wenn es eng wird, berührt er heimlich den Rosenkranz in seiner Tasche.* (welt.de,12/07/2018)

These narratives emphasise faith as an important factor in Croatian identity, such as in (7).

(7) *In Croatia the national team and the state are even more connected than in other countries. The general truth is: they are fighting for us. After the national team reached the finals, football became a part of Croatian identity, just like Catholicism* (welt.de, 12/07/2018).

(GER) *In Kroatien werden die Mannschaft und Land noch stärker zusammen gedacht als in anderen Ländern. Allgemein gilt: „Die kämpfen für uns." Mit dem Finaleinzug gehört der Fußball nun ebenso zur kroatischen Nationalidentität wie der Katholizismus.* (welt.de, 12.07.2018)

The narratives concerning the president, as in (8), (9) and (10), the emphasised archetype is that of the good mother, but also of the trickster who attracts attention to herself while communicating powerful emotions.

(8) *Kolinda was brilliant, she rejoiced with the winners — she just kept kissing and hugging every single person* (bild.de, 15/07/2018).

(GER) *Kolinda strahlte, Kolinda freute sich mit den Siegern — und Kolinda knutschte einfach alles und jeden ab.* (bild.de, 15/07/2018)

(9) *The Croatian president, Kolinda Grabar Kitarovic became the most popular person in the country due to her supporting at the matches* (welt.de, 12/07/2018).

(GER) *Vor allem die kroatische Präsidentin Kolinda Grabar-Kitarovic machte sich mit ihrem Jubel im Land beliebt.* (welt.de, 12/07/2018)

(10) *The Croatian president, Kolinda Grabar Kitarović, embraced and consoled the captain* (welt.de, 24/07/2018).

(GER) Die kroatische Prsidentin Kolinda Grabar-Kitarovic *nimmt ihn in den Arm und tröstet den Kapitän.* (welt.de, 24/07/2018)

Along with the narratives that carry a positive image about the nation and the country, the choice of the main singer for the national welcome for the players carries the narrative of right-wing nationalism, which was, according to the analysed media embodied in this singer, Marko Perković, who was presented through the archetype of the hero antipode, such as in (11).

(11) *Marko Perković celebrates fascism; his band is named after a firearm. Upon returning home, the World Cup heroes invited him to join them on the bus which toured them through Zagreb* (welt.de, 17/07/2018).

(GER) *Marko Perkovic verherrlicht den Faschismus, seine Band ist nach einer Maschinenpistole benannt. Bei der Rückkehr in die Heimat holten ihn Kroatiens WM-Helden zu sich in den offenen Bus, der durch Zagreb fuhr.* (welt.de, 17/07/2018)

In the analysed texts there were also references to some unusual facts, such as that the team brought their own hairdresser to Russia three times and that Rebić paid the loans of all the people in his home town, as well as the explanation why Croatians wear water polo caps to football matches. During the analysed period, we found three texts posted online which were centred on the topic of tourism. The dominant narratives were: Croatia as a country of pleasure and happiness, as in (12).

(12) *The land of one thousand islands and the most passionate football. Croatia will make you happy!* (bild.de, 12/07/2018)

(GER) (12) *Land der 1000 Inseln und der feurigsten Fußballe. Kroatien macht glücklich!* (bild.de, 12/07/2018)

The analysed texts posted on the Spiegel portal and Focus online gave prominence to Croatia as a miracle, to victories of the Croatian national team as in (13), (14), especially to the way in which the country dealt with the loss, describing the final match through the narrative of "a rich uncle set against a poor nephew", as in (15).

(13) *"The only other time we were united like this was during the war". Croatia is drunk on this enhanced national pride.* (FOCUS ONLINE, 16/07/2018).

(GER) *"So vereint sind wir sonst nur im Krieg": Kroatien berauscht sich am erstarkten Nationalstolz* (FOCUS ONLINE, 16/07/2018)

(14) *The successful Croatian national team represents Croatia, equal to the best nations in the world* (FOCUS ONLINE, 16/07/2018).

(GER) *Die erfolgreiche kroatische Nationalmannschaft repräsentiert bei der WM ein Kroatien, das mit den besten Nationen der Welt ebenbürtig ist.* (FOCUS ONLINE, 16/07/2018)

(15) *The match between France and Croatia was like a game of a "rich uncle" against a "poor nephew", as many people on the Adriatic coast see it. No matter how much economic training France has had, it is nothing in comparison to Croatia.* (Spiegel online, 16/07/2018)

(GER) *Das Spiel Frankreich gegen Kroatien war auch ein Spiel "reicher Onkel" gegen "armen Neffen", so sehen das viele an der Adriaküste. Mag Frankreich noch so viele wirtschaftliche Probleme haben; sie sind nichts gegen die kroatischen.* (Spiegel online, 16/07/2018)

They also pinpointed the war experiences of some football players, depicting them as examples of people who made it in life despite the hardships they had to go through, as in (16).

(16) *When Luka Modrić was at the beginning of his football career during the war in the Balkans, he lived in a demolished hotel. His grandfather had been killed. Dejan Lovren's uncle was stabbed to death. Now they have a chance to become world champions for their country.* (Focus, 09/07/2018).

(GER) *Als Luka Modric mitten im Balkankrieg mit dem Fußball anfing, wohnte er in einem zerbombten Hotel. Sein Großvater wurde umgebracht. Der Onkel von*

Dejan Lovren wurde erstochen. Jetzt haben sie die Chance, mit ihrem Land Welt-meister zu werden. (Focus, 09/07/2018).

Apart from the positive articles, there were also texts explaining that the Croatian identity was primarily built on the experiences of the Second World War, and also stating the choice of music, as in (17) and (18).

(17) *However, the fact that the controversial song "Za Dom", performed by the right wing band Thompson, was sung even in the players' changing rooms, who play for various European clubs, also shows that nationalism is still deeply rooted in Croatian society* (Focus, 14/07/2018).

(GER) *Doch dass der umstrittene "Za Dom" Song der rechtsnahen Band Thompson selbst in der Mannschaftskabine der Nationalmannschaft gesungen wird, von Spielern, die für Vereine in ganz Europa spielen, zeigt eben auch, dass National-ismus in Kroatien noch tief verwurzelt ist.* (Focus, 14/07/2018).

(18) *Croatia is in the World Cup finals, but that surprising football success, due to which the entire country is flooded with euphoria, also evokes danger — since it revives old nationalism* (Spiegel online, 15/07/2018).

(GER) *Kroatien steht im WM-Endspiel, und dieser überraschende Fußballerfolg eu-phorisiert das Land. Doch er birgt auch Gefahren — weil er den alten Nationalis-mus belebt.* (Spiegel online, 15/07/2018)

The analysed texts also reveal the narrative about the Croatian president, suggesting that she "stole the show", based on the master myth of a good mother and a trickster, as in (19) and (20).

(19) *The president was hugging and patting the most important politicians and the players, who were on this Sunday in Moscow almost entirely drenched with rain, and she even kissed the World Cup trophy itself* (Focus online, 18/07/2018).

(GER) *Das Staatsoberhaupt hatte am Sonntag in Moskau zum Teil völlig durchnässt Spitzenpolitiker und Spieler umarmt und getätschelt und sogar den WM-Pokal geküsst.* (Focus online, 18/07/2018)

(20) *An expert on Croatia said the following: President Grabar Kitarović "stole" the World Cup success* (FOCUS, 18/07/2018).

(GER) *Kroatien-Experte: Präsidentin Grabar-Kitarovic hat WM-Erfolg "gestohlen"* (FOCUS, 18/07/2018)

The Focus portal pinpointed the same narratives in their texts, and in addition to the texts glorifying the Croatian victories, they also posted the texts which criticised the right-wing nationalistic aspirations. Such articles mostly relied on the opinion of some Croatian experts, Žarko Puhovski in particular. The portal also posted an interview with Mr. Puhovski, which had an overwhelmingly negative narrative about nationalism in Croatia, and which is based on the master myth of the Other World, as in (21).

(21) *"It is all quite normal, as with other nations", says Žarko Puhovski, professor of political philosophy at the University of Zagreb. What is not normal and, sadly, typical of Croatia, is the right-wing nationalist interpretation of patriotism"* (Focus online, 16/07/2018).

(GER) *"Das alles ist normal, das ist auch in anderen Nationen so", sagt Zarko Puhovski, Professor für politische Philosophie an der Universität Zagreb. "Was nicht normal ist und leider spezifisch für Kroatien, ist die rechtsnationalistische Interpretation des Patriotismus."* (Focus online, 16/07/2018)

The texts about the response to the loss in the final match had a largely positive tone with dominant narratives about losers who behave like winners and with narratives about a nation united. Spiegel.de was the only portal whose text had a reference to the Croatian island of Vis because of the film Mamma Mia 2, while Focus online had no references to tourism and Croatia as a tourist destination.

CONCLUSION

Croatia entered the 2018 World Cup finals led by Luka Modrić and Ivan Rakitić, thus presented itself in the best possible light, which in the end created a true football sensation. Football and Croatia were topics discussed all over the world in those days. The analysis covered media texts about Croatian football in that period, as published by four of the most visited German online portals of two daily and two weekly newspapers. The goal was to investigate the dominant narratives in the German media in the designated period. Since Croatian economy could more or less only count on its ever growing tourism, we hoped that the framing process of positioning this tourist nation next to football will also be inspired by the sea and the sun. Although one would have expected narratives concerning tourism, the analysis showed that there were almost no such texts present. Nevertheless, Croatia was presented exceptionally positively, with the dominant narrative about miracles and heroes. The dominant master myths at the bases of narratives were the hero, the good mother and the Other World. It can be assumed that the above mentioned study might evoke additional motivation to visit Croatia. If for no other reason, then to witness the country whose president "steals the show".

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CONDITIONS FOR GLOBAL COMPETITIVENESS

In the past decades, the world trade has increased faster than any other economic activity. Today the sum of exports and imports worldwide is greater than 50% of the total global production, but this growth has not been uniform across the globe. Some countries have achieved higher levels of success than other countries. And success does not only imply a high GDP, trade surplus or wealth, but also elements like economic stability, investment in R&D, an access to an educated workforce, open business environment, etc. There are several indices available today that list the rankings of countries based on specific parameters, where some countries seem to outperform others in most of these rankings. Why are some countries able to do so? What makes them so successful overall?

RESEARCH METHODOLOGY

In order to answer the questions above, first it is required to identify the top performers of the world. Seven indices were selected to include the widest spectrum of parameters. The focus of this chapter targets the top 20 world economies. The following indices were included:

— Global Competitive Index: published by the World Economic Forum, it assesses the competitiveness landscape of 138 economies.

— The Global Enabling Trade Index: this index is co-published by the World Economic Forum and the Global Alliance for Trade Facilitation. It evaluates 138 economies based on their ability to facilitate the flow of goods in international trade.

— IMD World Competitiveness Index: this is one of the most prominent annual reports on the level of competitiveness of 63 leading economies.

— IMD World Digital Competitiveness Ranking: this ranking consists of 63 countries and takes into consideration a country's knowledge needed to understand and introduce new technologies, the tools required to develop digital technology and the ability to exploit digital transformation.

— Ease of Doing Business: published by the World Bank Group it denotes if the regulatory environment is more or less favorable for the starting and operating of a local firm in 190 countries, and includes dealing with construction permits, registering property and accessing electricity.

— IMD World Talent Ranking. this ranking considers countries' ability to attract talent, have superior education at all levels and provide excellent opportunities for career advancement of a person.

— The Global Innovation Index. this ranking is published by the World Intellectual Property Organization with Cornell University's SC Johnson College of Business and INSEAD measures the innovative performance of 127 economies concerned with the role of innovation as a driver of growth in human capital & research, market sophistication, knowledge and technology/creative outputs.

The top 20 countries from each of these indices were selected based on the latest available data. The rankings are only indicative of the status of the countries. In view of the rapid changes taking place in the world economy, it is possible that today's rankings for some countries no longer reflect their level of competitiveness and related business performance. For example, according to the 2018 IMD World Competitiveness ranking, the USA moved from 4th to 1st while Switzerland dropped from 2nd to 5th. The country chapters explain these movements in detail. Of all the countries listed in Table 1, only six of them are ranked in all the indexes (Denmark, Germany, Hong Kong, Norway, Singapore and Sweden). Five other countries, namely Australia, Finland, Netherlands Switzerland and the USA are ranked in 6 indexes. A number of countries have high rankings in some indexes and lower in others due to difficulties in hiring foreign workers, facing complex tariff structures and restricted market access among others.

It is clear that there are common practices adopted by all countries that have contributed to their success. Seven key factors were selected as described below:

PROMOTING PRO-BUSINESS POLICIES

The first would be the critical role of the government in maintaining an open economy, promoting pro-business policies and creating a business environment conducive to economic growth. Economic stability and long-term outlook are key indices for potential investors. This calls for stable governments, relatively stable currencies and regulations that consider changes in the global economy and adapt accordingly. For instance, a Chinese entrepreneur, planning to do business in the US, decided to change his plans due to the threat of a 25% tariff on his products. The entrepreneur said "We need predictable, stable policies, without certainty, nothing can happen". (The New York Times, July 14-15, 2018).

INVESTING IN LIFELONG LEARNING

All top-ranked countries devote substantial amounts of expenditures in education (both second and tertiary). In fact, education becomes a lifelong learning experience due to digital technology advances. In addition, informal learning reflecting the needs of individuals and their working environment is increasing in importance as the world is moving towards a knowledge-based economy. Apprenticeship is another area for the young generation entering the labor market to acquire the technical skills needed in business. Due to globalization and the digital revolution, the demand for traditional

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skills is decreasing, while at the same time the need for new skills will expand expo-nentially. Moreover, the quality of the education system, including the Internet access, the availability of specialized training and in-company skills upgrading contribute to higher performance. Finally, cooperation between universities, research institutions and industry are a key to innovation.

INTEGRATING ARTIFICIAL INTELLIGENCE (AI) IN BUSINESS FUNCTIONS

In the near future, artificial intelligence will transform the way business operates. For instance, the rise of virtual communication, access to detailed up-to-date information and technological innovation, among others, have disrupted the business environment while opening new opportunities for those firms investing and integrating AI in their business systems. Most of the top ranked competitive countries have benefited from AI by transforming and upgrading their business models. The World Digital Competitive-ness Index shows a strong correlation with the World/Global Competitiveness and Tal-ent Indexes, and illustrates the link between them. In other words, being competitive requires enterprises adopting AI in their business operations.

INCREASING EFFICIENCY OF DOING BUSINESS

With the concept of an "enterprise" given much prominence, these economies have moved from concentration on traditional products to more technology-oriented and service-oriented products, with a greater focus on the private sector. This shows a shift from the regular government policymaking processes to a highly business-oriented one with increased efficiency and thus better results. A major condition to competitiveness is the development of new business practices that include shortening the internation-alizing process and lowering the cost of doing business through sophisticated business models, capability to respond rapidly to market changes, and improve forward and backward linkages. Today, being competitive in global markets requires companies to develop a total competitiveness response capacity.

DEVELOPING MODERN INFRASTRUCTURES

Another important aspect is the practice of an effective bureaucracy. Lesser levels of corruption help better implementation of government policies and this leads to an im-proved utilization of the resources, be it natural, human capital or financial. This is pos-sible due to a stable government. Transportation, banking and finance, telecom and the Internet are among the strongest sectors in the top ranked countries and this has helped them to remain competitive in the global economy. Countries not ranked in the top 20 are improving and should not be overlooked. For example, China was ranked

48th in 2013 and is now ranked 40th. At the same time, some countries are losing their rankings. Consequently, not only should the latest rankings be taken into consideration, but also determined whether the trend over the past years is positive or negative. In addition to the rankings, it is essential to consult the individual chapters of target countries to determine their attractiveness for either investments, exporting, a joint venture or whatever the business objective is.

TRANSFORMING TRADITIONAL FUNCTIONS

Finally, the integration of global supply chains in the economies has contributed to the overall performance of the ranked countries. Transport logistics and inventory management benefit from new software systems by increasing productivity and lowering costs. Equally important is the rising value of intangibles in global trade where several countries have taken the lead in developing new hi-tech industries and providing high value services.

All the top-performing countries have also realized the importance of sustainable growth and are continuously moving towards a more environmentally friendly way of life while transforming their economies. Finding alternative sources of energy, reducing air pollution and health care are some of the sectors of prominence contributing to their success in the global economy. Finally, so is integrating digital technologies in every aspect of our lives, including business models, management practices and education.

MAINTAINING HIGH PRODUCTIVITY

All the top ranked countries have low unemployment rates and enterprises enjoy stable relations between the management and the employees as well as with labor unions contributing to fewer work stoppages. Generally, employees in these economies have a high morale and level of productivity. Labor laws are being revised, allowing flexibility in hiring and firing employees. Moreover, the social services provided in these countries like minimum wages, health care and pensions, among others, are all of high quality and these have led to an overall economic stability and a high level of productivity.

Of all the key factors the top performing economies have in common, high productivity is probably the most significant one. Despite high costs of living and high wages, these countries manage to compete successfully in global markets due to the productivity of their labor force. This is mainly the result of a country's pro-business policies, benefitting from efficient government services, accessing a qualified workforce and modern infrastructure, as well as adopting digital technologies.

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Table 1 Top 20 countries under each index

Ranking	World Economic Forum Global Competitiveness	World Economic Forum Global Enabling trade	IMD World Competitiveness	IMD World Digital Competitiveness	World Bank Group Ease of Doing Business	IMD Talent Ranking	WIPO Global Innovation
1	Switzerland	Singapore	USA	USA	New Zealand	Switzerland	Switzerland
2	USA	Netherlands	Hong Kong, China	Singapore	Singapore	Denmark	Netherlands
3	Singapore	Hong Kong, China	Singapore	Sweden	Denmark	Belgium	Sweden
4	Netherlands	Luxembourg	Netherlands	Denmark	Hong Kong, China	Austria	United Kingdom
5	Germany	Sweden	Switzerland	Switzerland	Korea, Rep.	Finland	Singapore
6	Hong Kong, China	Finland	Denmark	Norway	Norway	Netherlands	USA
7	Sweden	Austria	UAE	Finland	United Kingdom	Norway	Finland
8	UK	United Kingdom	Norway	Canada	USA	Germany	Denmark
9	Japan	Germany	Sweden	Netherlands	Sweden	Sweden	Germany
10	Finland	Belgium	Canada	UK	Macedonia	Luxembourg	Ireland
11	Norway	Switzerland	Luxembourg	Hong Kong, China	Taiwan,	Canada	Israel
12	Denmark	Denmark	Ireland	Israel	Estonia	Hong Kong, China	Korea, Rep.
13	New Zealand	France	China	Australia	Finland	Singapore	Japan
14	Canada	Estonia	Qatar	Korea, Rep.	Latvia	Ireland	Hong Kong, China
15	Taiwan	Spain	Germany	Austria	Australia	New Zealand	Luxembourg
16	Israel	Japan	Finland	Taiwan	Georgia	USA	France
17	UAE	Norway	Taiwan	UAE	Germany	Cyprus	China
18	Australia	New Zealand	Austria	Germany	Ireland	Iceland	Canada
19	Luxembourg	Iceland	Australia	New Zealand	Austria	Australia	Norway
20	Belgium	Ireland	UK	Ireland	Iceland	Israel	Australia

Table 2 Parameters used under each index

Global Competitive Index: This index is composed of the following pillars:		
Institutions	Higher Education and Training	Technological readiness
Infrastructure	Goods Market Efficiency	Market Size
Macroeconomic Environment	Labor Market Efficiency	Business Sophistication
Health and Primary Education	Financial market development	

The Global Enabling Trade Index: The parameters considered under this index are:	
Market Access	Infrastructure
Border Administration	Operating Environment

IMD Competitive Index: The main criteria looked at are:	
Economic Performance	Government Efficiency
Business Efficiency	Infrastructure

IMD Digital Competitiveness Ranking. This ranking measures a country's ability to adapt and exploit digital technologies, leading to the transformation of government services and business models and society in general by taking into account the following indicators:		
Knowledge	Technology	Future Readiness

IMD World Talent Ranking. This ranking assets the extent to which countries develop, attract and retain talent by taking into account the following factors:		
Investment and development of home-grown talent	Appeal of the country to attract foreign talent	The availability of skills and competencies in the talent pool

Ease of Doing Business Index: This index takes into consideration the following indicators:			
Getting electricity	Getting credit	Trading across borders	Resolving insolvency
Registering property and dealing with construction permit	Protecting Investors	Enforcing contracts	Paying taxes

Global innovation Index covers:		
Institutions	Infrastructure	Business Sophistication
Human capital and research	Market sophistication	Knowledge and technology outputs Creative outputs

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COST EFFECTIVENESS ASSESSMENT OF FOREST ECOSYSTEM SERVICES FOR WATER BODIES PROTECTION

INTRODUCTION

Forest ecosystems with their great biodiversity, ecological footprint on the environment and material footprint on the economy are source of diverse ecosystem benefits/services (FES) for the society: provisional, supporting, regulating, social and cultural (Nasi et al. 2002, Sing et al. 2015, Mori et al. 2016, Assenov et al. 2016, etc.). According to USEPA[1] the FES are divided into groups, as: ecological (mainly regulative and supporting functions of forests); economic (mainly material); sociocultural (forest as a home of millions of people, strong cultural and spiritual attachments to the forests by people), also ss (a set of services highlights ideas of aesthetics and beauty for residents, within which ecotourism operates, etc.). It should be said that the classification of ecosystem services does not need to be completely unified, because the consideration of individual elements often depends on the geographic area and the purposes of assessment. Not all providing benefits from forests are implemented as services. The services are those benefits that are used by people and for which people pay.

Currently, many publications discuss FES, their mapping, exploitation, valuation, monitoring, modeling and management (Burkhard et al. 2009, 2012; Maes et al. 2012, Muller and Burkhard, 2012, Ninan et al. 2013, Lyubenova et al. 2015ab, 2017; Chikalanov et al. 2016, etc.). FES are in the focus of international, intergovernmental, governmental organizations and platforms (USEPA, EEA[2], MAES[3], JRC[4], WPFES[5], IPBES[6] and

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[1] United State Environmental Protection Agency, US EPA, https://www.epa.gov/aboutepa

[2] European Environmental Agency, EEA https://www.eea.europa.eu/themes/biodiversity/where-we-stand/ecosystem-services-in-the-eu/ecosystem-services-in-the-eu

[3] Maes, J., Teller, A., Erhard, M. et al. 2013. *Mapping and Assessment of Ecosystems and their Services.* An analytical framework for ecosystem assessments under action 5 of the EU biodiversity strategy to 2020. 1st MAES report. Publications office of the European Union, Luxembourg.

[4] Joint Research Centre, JRC, European Commission, http://forest.jrc.ec.europa.eu/activities/forest-ecosystem-services/

[5] Web Portal on Forest Ecosystem Services, http://foresteurope.org/ecosystem-services/ http://www.fao.org/docrep/w7714e/w7714e05.htm#2.1%20categories%20of%20services!

[6] Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, IPBES https://www.ipbes.net/work-programme

others). The multifunctional importance of FES provokes permanent interest and very often conflicts among stakeholders from different social groups — scientists, environmentalists, business representatives, politicians, managers and owners. The conflicts arise between the relative importance of services compared to other factors, such as production values. So, in all countries the institutions and organizations are authorized to manage forest resources regionally and to outline the main services that will be consumed in priority according to the existing legislation and the interests of society.

Despite the ongoing discussions, efforts and legislative constraints, forests continue to be subjected to anthropogenic pressure, reduction of occupation in their areas, decrease in their biodiversity, health status and global decline. The ecological importance of these ecosystems and the reduction of their buffer functions is a prerequisite for strengthening of unfavorable trends in climate change. A Sustainable Development Strategy (Millennium Ecosystem Assessment 2005) is essential to overcome the adverse consequences of the development of science and technology and increasing the needs of growing population on the Earth. The strategy requires estimating the costs of ecosystem services, paying for these services, and returning the part of the cash flow for consumed resources restoration. So nowadays the development of schemes for ecosystem services payment is quite an important issue.

The comparison between various FES is extremely difficult due to the absence of a universally accepted common metric. However, economists have tried to measure various services using economic value that requires strong assumptions. It should be stressed that estimates of the economic value of FES do provide comparative importance of services, especially timber production to non-timber forest products. First, Costanza et al. (1997) estimate the economic value of various services of forests at the global level. Today, many authors work on the economic valuation of FES and payment schemes (de Groot et al. 2012, Farley 2012, Christie and Rayment 2012, Muradian and Rival, 2012 and others).

It is important to mention the current trends in the exploitation of forest resources and their payment. So far, the interests in the provisional benefits of forests is predominant. However, with the development of innovations and new technologies enabling the substitution of natural with synthetic materials, recycling of waste, the widespread use of waste from the wood industry to produce furniture and other goods will gradually lead to the predominance of non-provisional FES importance in the near future. For example, FES for the maintenance of quantity and quality of surface water (Fig. 1) in climate change conditions and against the diffuse pollution from agriculture, landfills, industry, urbanization, etc. are currently discussed. In other words, the use of natural forest ecosystems and forested areas for the surface water purification and for the melioration purposes is quite important in today's reality (Payments for Ecosystem Services). Environmental and economic feasibility of these activities requires appropriate environmental and economic analyzes, developing of appropriate schemes for provided FES payment (PES schemes) and cost effectiveness analyze. Considering the

complex influence of forest ecosystems on water resources (Fig 1), it is assumed that the PES schemes of forest for water will be different and case-specific. It is therefore possible, the algorithm for the cost effectiveness calculation also to require changes for different services. Different authors have worked on the nature and peculiarities of different types of PES schemes (Wunder 2005, Muradian et al. 2010, Rowcroft et al. 2011, Porras et al. 2012, Schomers & Matzdorf 2013, Thompson et al. 2014 and others) as well as on water services schemes for payment (Porras et al. 2012, Martin-Ortega et al. 2013 and others). The basis of all the PES schemes created and considered lies with the calculation of costs and taking into account the effectiveness of the activities carried out in order to achieve the intended objective(s) (Pagiola 2005 and others). According to the World Health organization the Incremental Cost-Effectiveness Ratio (ICER), cost-effectiveness computation in medicine, is defined as:

(1) $$ICER = \frac{(C_1 - C_0)}{(E_1 - E_0)}$$

where C_1 and E_1 are the cost and effect after application of new treatment and C_0 and E_0 are the cost and effect in the control care group (Polinder et al. 2011).

The main aim of the present study is to select appropriate indicators and develop a theoretically grounded algorithm for the cost-effectiveness of FES for surface waters purification from diffuse pollution of agriculture lands.

Figure 1 Complex hydrological services of forest ecosystem
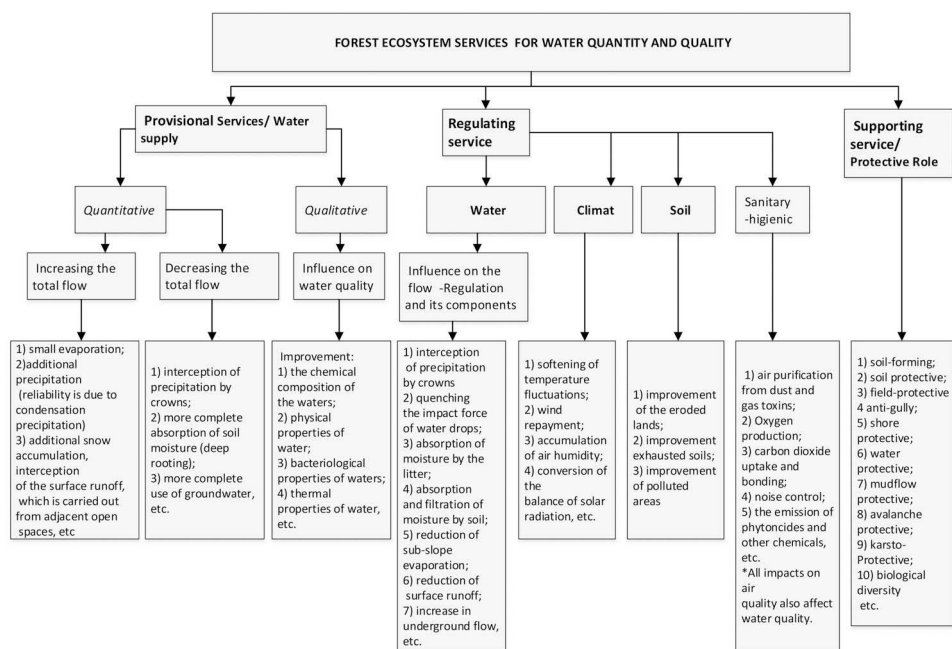
METHODS

The main requirements for the indicator selection are as follows. The indicators for cost-effectiveness (CE) assessment and financial evaluation should fulfill the following conditions: 1) To be with available data for long period of time; 2) To have available scales, or thresholds for indicators values; 3) to be acceptable by the (European) legislation; 4) to present clearly the assessment to the customers, so they are ready to pay for the service improved water quantity and quality; 5) To present clearly the assessment to the stakeholders, so they easily assess activities for water; 6) To be complex in their meaning. By the chosen indicator, many other specific indicators for evaluated service will be evaluated. So, in this way, the simplification of assessments and PES schemes can be achieved. Macro-biological systems as forest ecosystems are very complex with complicated structure (great number of elements, components and relations) and magnificent footprint on the environment and economy. Therefore, the assessment is difficult and often the real results and real picture of all running processes are not obtained. The only one way to model them or their changes is by the complex indicators and key species. The chosen complex indicators for water quantity from the elements of water balance (Table 2) are the runoff coefficient and infiltration.

Table 1 Elements of the water balance in a given territory (Subotin & Digalo 1982).

Water balance elements	Water balance, mm	
Type of Water Catchment	Forest Water catchment	Field water catchment
Water reserves in snow and rainfalls	168	140
Surface runoff	23	98
Infiltration	145	42
Recovery of soil moisture deficiency	19	3
Soil evaporation	9	29
Supply of groundwater	117	10
Cumulative runoff	140	108

The calculation of the surface runoff coefficient is by the formula:

$$(2) \qquad C = \frac{R}{P}$$

where: R is the volume of the runoff in mm; P — the quantity of rainfall in mm (https://www.slideshare.net/shubhamdixit24/rainfall-runoff-analysis-81844361).

The economic evaluation of forest service for infiltration that lead to the water supplies increasing of water to underground water reserves, was done by Bogdanov (2002).

$$(3) \qquad R_B = \frac{r.\Delta c_r}{E_n}$$

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where: Δc_r is the growth of infiltration to underground water caused by forest; r — the cost for m³ water; E_n — norm of bringing (capitalization of the service by the time).

Many factors and other indicators (such as relief — altitude, elevation and exposition, precipitation, soil type, other climatic elements) influence on the runoff coefficient and infiltration. So, the chosen indicators reflect all elements of water balance that allow their usage as complex indicators. For the chosen indicators, there are local data from water monitoring. According to the scaled data, the coefficients can be categorized as low, normal, raised and high. So, the proposed run-off coefficient and infiltration are appropriate for assessment of water quantity.

The indicators for the water quality should reflect mainly the following forest services: purification of surface water from fertilizers and pesticides; protection from sedimentation and the sanitary quality of water. The quantity of nitrates, phosphates and pesticides used by farmers are measured in t.ha^{-1}.y^{-1}, but in water — in mg.l^{-1}. The sedimentation reserves in water are measured in t.ha^{-1}.y^{-1}, but the unresolved substances in water — in mg.l^{-1}. For the pointed main forest services for water quality, the complex indicator — water category of quality — was also selected. According to the Water Directive and the European legislation, there are three categories of water: A1, A2 and A3 and 46 indicators for water quality assessment. For each indicator, there are intervals of values and thresholds concerning different categories presented in table 2.

The selected indicators, five in number, are: Undesolved substances (mg.l^{-1}) — relates with the sedimentation; Nitrates, Phosphates and Pesticides (mg.l^{-1}) related to the water pollution from farming and the level of forest purification and Biological oxygen demand (indicated for dissolved organic matter in mg.l^{-1}) or Coliforms 37°C — total (the existing pathogens in n.l^{-1}) as indicators for sanitary quality.

Table 2 Example for water quality indicators and their thresholds (Water Framework Directive)

Indicator	Unit	Category A1 Recommended value	Category A1 Required value	Category A2 Recommended value	Category A2 Required value	Category A3 Recommended value	Category A3 Required value
Undesolved substances	mg/l HB	25					
Nitrates (**)	mg/l NO$_3$	25	50 (*)		50 (*)		50 (*)
Phosphates (**) (1)	mg/l P$_2$O$_5$	0,4		0,7		0,7	
Pesticides — in general	mg/l		0,001		0,0025		0,005
Biological oxygen demand, BOD5 for 20°C, without nitrification (**)	mg/l O2	<3		<5		<7	

Coliforms 37°C	/100			
— total (**)	ml	50	5000	50 000

(*) In case of unusual weather or specific geographical conditions under Art. 9, para. 1, item 2.
(**) See Art. 9, para. 1, item 4.
(1) Parameter included according to ecological criteria.
A1 — category of waters of excellent quality (Ordinance No. 12/2002 to the Water Act)
A2 — category of good quality water
A3 — category of poor quality water, risk of deterioration and other water sources.

RESULTS AND DISCUSSION

A fundamental concept related with PES schemas is the concept of cost effectiveness.

To present and analyze the cost-effectiveness assessment approaches, six definitions are introduced.

Definition 1: The set of costs is denoted as $C = \{c_i : i = 1...N\}$ where c_i are all possible costs types as Opportunity costs, Construction costs, Management costs, Depreciation and amortization etc.

Definition 2: The measurement of costs is defined as a function $\mu_C : C \rightarrow \mathbf{R}^+$, where $\mathbf{R}^+$ is the set of positive real numbers and μ_C is additive function.

(4) $$\mu_C\!:\!(c_i \, \omega \, c_j) = \mu_C\!:\!(c_i) + \mu_C\!:\!(c_j),$$

where ω is a sum of expenses and $+$ is a numerical sum.

Each concrete cost in a PES scheme is considered as a sum of costs types measurements.

$$\sum_{j=1}^{N_i} \mu_c(c_{ij}),$$

where each c_{ij} cost is a specific cost type.

Each set of concretely chosen costs types can be considered as elements of a $C_{Ni} \subset C$ and $= C_{Ni} = \{c_{ij} : j = 1, N_i\}$.

(5) $$f^{N_i}\!: C_{N_i} = \sum_{j=1}^{N_i} \mu(c_{ij}), \text{ where } C_{N_i} = \{c_{ij} : j = 1, ... N_i\}$$

Definition 3: The set of Indicators is denoted as $I = \{i_k : k = 1...M\}$, where is one of possible indicators types for Phosphates, Nitrates, Sediments, Pesticides, etc.

Definition 4: The measurement of indicators is defined as a function $\mu_I : I \rightarrow U$, where $U \subset R^+$, and U is mg.l^{-1}. The is additive function, which means that:

(6) $$\mu_I(i_k \, \omega \, i_l) = \mu_I(i_k) + \mu_I(i_l),$$

where ω is a sum of indicators and $+$ is a sum of values of their measured mg.l^{-1}.

The measurements of indicators are considered as continuous process within a certain time interval or a series of time intervals. For each time interval and for each indicator a set of measurements will be captured, where each measurement sequence has to be a subject of at least two of the following procedures — the outliers' removal and error filtering, which are outside of the scope of this publication.

Definition 5: Suppose there are N required levels for water quality for an arbitrary indicator i_j. The required value for the highest category is R_1, the next one is R_2, and the lowest one is R_N,

$R_1 < R_2 < ... < R_N$ the effectiveness E is defined, as follows:

$$(7) \qquad E_{i_j}(x) = \begin{cases} \dfrac{R_N}{x} & R_N < x \\[2mm] \dfrac{x + R_{N-1} - 2R_N}{R_{N-1} - R_N} & R_{N-1} < x \leq R_N \\[2mm] 1 + \dfrac{x + R_{N-1} - 2R_N}{R_{N-1} - R_N} & R_{N-2} < x \leq R_{N-1} \\[2mm] \vdots \\[2mm] N - 2 + \dfrac{x + R_1 - 2R_2}{R_1 - R_2} & R_1 \leq x \leq R_2 \\[2mm] N - 1 + \dfrac{R_1}{x} & x \leq R_1 \end{cases}$$

Main characteristics of E(x) are:

a. Contiguous in the whole domain interval. The smallest change in a measurement will lead to change in functional value.

b. Decreasing in the domain interval. This property reflects the requirement that higher measured indicator value leads to lower effectiveness.

c. Linear in the interval $[R_1, R_N]$ and fractionally rational in the rest of domain interval.

d. $\lim_{x \to \infty} E(x) = 0$ and $\lim_{x \to 0} E(x) = \infty$. It can be assumed that practically the value of x varies in finite non-zero bounds.

e. If an indicator has sequence of threshold values $R_1 < R_2 < ... < R_N$, then $E_{ij}(R_K) = N-K+1$. This property indicates that the function has integer values when the measured value of the indicator matches one of the threshold values.

We will consider each concrete effectiveness' sum as a sum of separate effectivenesses.

$\sum_{l=1}^{M_i} E(\mu_I(i_{kl}))$ where each is a specific indicator.

Each set of concretely chosen indicators can be considered as elements of a $I_{Mk} \subset I$ and $I_{Mk} = \{i_{kl} : 1 = 1, ... M_k\}$; $g^{M_k} : = \sum_{l=1}^{M_k} E(\mu_I(i_{kl}))$ where $I_{Mk} = \{i_{kl} : 1 = 1, ... M_k\}$

Definition 6: A water has a quality level $l \in Q$, where Q is the set of all possible water quality levels, according to the set of chosen indicators $I_{Mk} = \{i_{kl} : 1 = 1, ... M_k\}$, if $\forall i_{kl} \in I_{Mk} E(i_{kl}) \geq |Q| -1+1$, where $|Q|$ is the cardinality of Q.

The definition states that to qualify a water for a certain quality level, all selected indicators must match that quality level. As every indicator may have a different role for water quality, the formula (6) can be modified as follows:

$g^{M_k} := \sum_{l=1}^{M_k} w_l E\left(\mu_I(i_{kl})\right)$ where $I_{Mk} = \{i_{kl} : 1 = 1, \dots M_k\}$ and w_l are weights fulfilling the condition $\sum_{l=1}^{M_k} w_l = M$.

The approaches for computation of cost-effectiveness ratio can be considered by the defined formulas for costs and for the effectiveness next.

The proposed rational cost-effectiveness ratio (*RCEF*) for cost-effectiveness calculation is presented in formula 8.

$$(8) \qquad\qquad RCER = \dfrac{\dfrac{C_1}{C_0}}{\dfrac{E_1}{E_0}}$$

where C_1, C_0 are alternative and basic costs, and E_1, E_0 — are alternative and basic effectiveness.

Main issue of *RCER* is that it loses the meaning for following cases $C_0 = 0$, $E_0 = 0$, and

For the formulas (1) and (8) a capitalization approach may be applied when they are used for a specific time period. In such cases, the formulas will be modified as follows:

$$(9) \qquad\qquad ICER^* = \dfrac{ICER}{E_n}$$

$$(10) \qquad\qquad RCER^* = \dfrac{RCER}{E_n},$$

where E_n — norm of bringing (capitalization of the service by the time).

The *ICER* formula has the following disadvantages. If $E_1 = E_0$, the *ICER* loses its sense, because this division is not defined. If $C_0 = C_1$, and $E_1 = E_0$ then *ICER* = 0/0.

Currency issue. As the costs are calculated in local currency, we can end up with different values for the same cost/effectiveness.

Scale issue. If costs are in hundreds (or thousands) of local currency and effectiveness is in partials of one, the changes in costs and effectiveness will be incomparable. Additionally, we can present two examples where *ICER* losses its sense.

Example 1: Assume that $C_0 = 10$, $C_1 = 9$, $E_1 = 11$ and $E_0 = 10$, then *ICER* = -1. Now let $C_0 = 10$, $C_1 = 11$, $E_1 = 9$ and $E_0 = 10$, then *ICER* = -1 again. Therefore, we cannot distinguish the both cases.

Example 2: Assume now that $C_0 = 10$, $C_1 = 11$, so the dividend is 1. Let $E_1 > E_0$. Increasing the value of E_1, the value of will decrease which is a good case. But if $E_1 < E_0$, the negative value for *ICER* will bring, which is less than any positive number and formally we have better *ICER* for worse effectiveness.

RCER fixes the existing problems arising by using *ICER*.

The recommended algorithm for cost-effectiveness estimation for PES schemas is presented below.

Step 1: Selection of all possible costs related with selected PES schema.

Step 2: Selection of all indicator and their measurements relevant to that scheme.

Step 3: Selection of a time period for measurements.

Step 4: Conduction of continuous measurements, applying the outlier's removal and filtering to the measured data.

Step 5: Selection of a single value for each one of selected indicators. It may be average, weighted average, or obtained by any other algorithm.

Step 6: Assessments of cost-effectiveness applying one of formulas.

Step 7: Repetition of steps 4-6 for the next period.

CONCLUSION

The algorithm for cost effectiveness computation focused on forest ecosystem services for water bodies' protection has been developed. The effectiveness is closely related to basic activities as measurement, decision-making and PES schemes creation. For measurement of expenses and effectiveness, the complex indicators and their metrics for water quantity and quality as run-off coefficient, infiltration and category of water are presented.

The formal descriptions of costs and water quality indicators and their measurement mappings have been developed. Additionally, a new original formula for effectiveness of PES schemas for water purification is proposed. Therefore, the comparison between measurements of costs and effectiveness is eligible. Some issues related with traditional incremental cost-effectiveness ratio have been presented. The proposed new rational formula for cost-effectiveness assessments (RCER) fixes the raised issues. The conducted detailed comparison between approaches is illustrated by a web application.

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Lidija FIŠTREK

THE IMAGES OF TEXT — JOZO KLJAKOVIĆ

1. INTRODUCTION

In this paper, I attempted to present the way in which visuality functions within a literary work. The primary focus is placed on the aspect of the imagery of text, on the example of the literary work of Jozo Kljaković. The display of images within a text as an effect of the reception and overall impression of the text by the reader is under the iconic and media experience of the author. In a literary text, the reader takes over the role of the viewer only in the example of *mental images* which are formed in the reader's mind. Images within a literary text can be perceived and imagined in a number of ways. Likewise, they can be written into a text using a narrative strategy or via association. In his work *Slike u tekstu* [Images in a Text] (2013), Krešimir Purgar writes about the relationship between the author and the text and of the way the reader enters the space of the text and in this way continuously switches from their reality into the reality within the text. By such transfer from one reality to another, both realities become active at the same time. Interpreting works of art using a literary text is related to the issues of the image and the widespread hypothesis of the turn towards the image. The dialogue between the reader and the viewer happens in iconic registries, which Purgar (Purgar, 2013, 288) divides through:

1. explicit visual associations which invoke mental images in the reader,
2. a clearly expressed strategy of linking intermedial experiences,
3. pointing to dramatic consequences of the society of spectacle.

I would like to emphasize that in this paper I will focus on the iconic registry of the explicit visual associations which invoke mental images in the reader. In Kljaković's work, the images within the text are almost artistic forms and media that, in this case, encourage the reader to watch. For the discourse analysis of Kljaković's piece "U suvremenom kaosu" [In a Contemporary Chaos], I used theories applied by the leading experts in the field of visual media and culture, as well as the analytical approaches by Krešimir Purgar. The book "U suvremenom kaosu" is interesting in the context of the author's presentation related to the autobiographical part in which he also describes the island of Vis during the Second World War and the resistance movement. The geostrategic significance of the island of Vis has been known for a long time, even since antiquity. Using images in the text of Jozo Kljaković, the reader finds a space for an analysis based on the explication of visual content.

2. VISUAL READING OF A LITERARY WORK

The main characteristic of the image turn is that it is not imposed as a superordinate theoretical concept to an imagined totality of culture and it does not take the centre stage in any renowned discipline in the humanities that deals with images and visual phenomena in the wider sense (Purgar, 2013).

The function of the images can be viewed taking into account multiple factors that may be figurative and symbolic, artistic and entertaining. Regardless of their different functions, all these factors substitute the presentation of a non-present object using *representation.* Gottfried Boehm uses the term *iconic turn* when speaking of the return to images. For Boehm, all the issues within philosophy become language issues, i.e. questions of the linguistic structuring of the imagery. Boehm claims that the world of concepts cannot be detached from its metaphorical, i.e. rhetorical basis. He recognizes the actual basis for the turn towards the image in Ludwig Wittgenstein's and Friedrich Nietzsche's discussions on language (Purgar, 2013, 57). By studying the iconic dimension of literary texts, American scholar W. J. T. Mitchell presents a hypothesis on the *pictorial turn,* which opens some basic questions on the relationship between a literary text and the modern visual media. Mitchell talks of the permeation of the image paradigm into literary studies, where the techniques of communication are exclusively linked by the image, i.e. the image paradigm influences the ways in which we create and read written texts.

Mitchell says: "The visual art iconology invites us to pay special attention to the presence of visual, spatial and pictorial motifs in all literary texts: architecture as a metaphor of literary forms; painting, film and theatre as metaphors of literary representation..." (Mitchell, cited in Purgar 2013, 62). Words and images intertwine much more than their mother media and in such way, they become the object of interest in the intermedial approach to art works and culture. When discussing *mental images,* we have to mention the reciprocity principle which states that the verbal component is an essential part of picturesque descriptions and that the texts themselves evoke a special type of images called mental images. Mitchell's literary iconology is founded on the reciprocity principle. Words and images present a new field of research which forms a separate discipline from art history and that builds upon text science, literary history and linguistics. Words deconstruct the image in order to be reconstructed in a mental image. When talking about literary iconology, I am referring to the issue covered by the images that exist in language or that are shaped by language. Mental and verbal images are invisible and it is difficult to call them images. Krešimir Purgar defines an image as a reflection, a similarity and a copy, while describing a mental image with words such as: dreams, memories, ideas and phantasms. A verbal image would be described with metaphors and descriptions. It is precisely by using mental images that we are able to analyse Kljaković's literary work that encompasses memories and ideas. Jozo Kljaković uses words that deconstruct the image and in a way become co-responsible for the image's meaning.

3. TEXT IN AN IMAGE

It is precisely the relation between the text and the reader that creates the model of a reader who is created together with the text and has as much freedom as the text is willing to allow it. The author, the reader and the text share the same fate through the act of reading. The text adjusts the reader to itself, while the reader has the freedom to re-interpret the meaning of the text over and over again, and by doing so to reconstruct the network of its references. The themes and motifs from the past are repeated and modified from one work to another. The text should be understood as a passage, not as a co-existence of meaning, because "the belief in the originality of a text is an illusion, since it is always constructed from the elements of a past and by itself it presents a type of a baton towards a future text" (Barthes, 2004). Such text does not owe its origin to an author from the past, according to Barthes.

"The intertextual is present in each text because it is only an inter-text of some other text and should not be confused with the origin of a text" (Barthes, 2004).

But what happens to the images within a text? In a way, words become co-responsible for the image's meaning, in this case for the creation of mental images. By using words, we ourselves create meaning and inscribe it into objects and phenomena. Images that are created in language are different from the meaning of images in a generic sense. Mental images that are created by reading a text are connected to the author's memory and the reader's ability of visualization. While reading a literary text, we must pay attention to the descriptive texts which open the world of inner visualisation, one which is close to imagination, memory and fantasy. Memory is coded both visually and verbally.

In his literary work, Jozo Kljaković uses the method of creating images in text that are based in memory. Given the fact that Kljaković is an artist and a painter, the description of space and time in a text comes as natural to him as painting on a canvas. In his literary works, Kljaković leaves room for an analysis of the images in the text based on the explication of visual content.

According to Wilson (as cited by Purgar, 2013, 148), the reader imagines and sees images that correspond to his experience in viewing "real" images and to the imagination horizon in general.

Furthermore, in his essay "Gledanje kroz tekst" [Viewing Through the Text], Purgar gives the example of Niccolo Ammaniti who uses the technique of writing a literary text in which he forces the reader to primarily visualize the mental images from given descriptions. It is precisely via the author's skill of describing situations that can be visually and narratively imagined that the images are formed in the text of Jozo Kljaković. The images in the text of Jozo Kljaković are formed with the same ease while presenting the hidden corners of memory, while describing via language, i.e. via text; or by being painted in a painting. Such mental and artistic images offer the reader and the viewer the joy of visualising experiences.

4. MENTAL IMAGES OF THE ISLAND OF VIS IN THE LITERARY WORK OF JOZO KLJAKOVIĆ

Jozo Kljaković used to be known to the general public exclusively as a painter. When he went from Rome to Argentina in 1947 he began writing and continued doing so for the rest of his life. During his lifetime, he published over 60 articles, essays and polemics, as well as two books issued by his friends. His autobiographical work "U suvremenom kaosu" [In a Contemporary Chaos] was published in Buenos Aires in 1952. The first Croatian issue of this book is a reprint of the original with an added editor's note *"that the purpose of this work is primarily to point to the basic facts from the lives and work of persons mentioned by the author"* (Kljaković, 1992, 387). The whole book is based on the author's impressions and memories related to them. The theoretical analysis of a literary iconology should be viewed using mental images evoked by the literary work. An image usually does not represent itself, but is rather in a relation to the object it represents. This claim can be applied to the images within a literary text. Kljaković's descriptions of the island of Vis during WWII are extremely easy to imagine, both visually and literary. Kljaković presents the description of the island of Vis, which was at the time under the Italian occupation, by using memories from his personal and storytelling experience. The geostrategic importance of the island of Vis has always been present, which is confirmed by historical facts used by Kljaković. As described by Kljaković, at the time of the occupation, Vis way the first point of contact between Italy and Tito's post-war Yugoslavia. Important traffic routes towards Italy and the Allies crossed Vis and it was precisely one of those routes that Kljaković took when he went to Italy, then escaped to Hvar, then to Vis and ended up in Bari. Mediterrannean islands are known for their grapevine, karst and, unfortunately, the poverty of its inhabitants throughout history. A non-fertile land not suited for cultivation, except for grapevine and olives, it did not offer its inhabitants enough security when it came to satisfying their basic needs, as can be read in Jozo Kljaković's text: "As you know, only grapevine grows on Vis!" (Kljaković, 1992, 263.)

The mental image evoked after reading this simple sentence creates the space for visualisation of an island with vineyards, karst, maquis and a fairly modest way of life. By depicting the post-war poverty further in the text, Kljaković writes: "Before my flight to Algiers, I begged a British admiral in Taranto to provide twenty wagons of food and sanitation material for Vis because the only thing I could see was the vast misery facing the inhabitants of Vis. I managed to do this because I promised the admiral we would transfer it to the island ourselves with our ships. This was the first package of help which reached our country from the Allies via the sea... However, in Jajce, when Tito found out that there are regular boats going to Vis almost every night, which I had suggested as the main supply base, our motorized trabaccolos, filled with food, sanitation material and all kinds of weapons and ammunition from the Allies, all paid for and guarded by the Allies, but still without their influence in the slightest, then it was all approved and commended, but, thank God, it was not Poduje. At this time, at the be-

ginning of November, I had already been aligned with real goals of the Partisan movement. But my wife was still on Vis because they would not let her visit me while she was still stick and while I was still gaining independence in managing the naval traffic... via Vis and Hvar they transferred me to the land, to Podgora" (Kljaković, 1992, 263-271). In the part of the paper on the visual reading of a literary work, I stated that the image presents a reflection, a similarity and a copy, and that, among others, it can be a mental or a verbal image, according to Purgar. Mental images are formed out of dreams, memories, ideas and phantasms, while verbal images are formed using metaphors and descriptions. If we read Kljaković's text carefully, mental and verbal images are activated at the same time, based in memory and created by metaphors and descriptions.

5. CONCLUSION

In this paper, I have tried to approach a literary work from the perspective of the interdisciplinary field of visual studies. By analysing Krešimir Purgar's book *Slike u tekstu* as well as works of leading scholars in the field of new media and visual studies, such as W. J. T. Mitchell and G. Boehm, I have analysed the way in which we could recognize images in literary works, i.e. the way in which authors approach the topics and structure of their works by enabling the creation of mental images in their readers.

If we take into consideration the fact that mental and verbal images cannot actually be called images because they are invisible, i.e. we cannot consider them relevant because there is no way of proving that this is exactly what we saw while visualizing the text. A mental image cannot be shaped without language, the same way as language cannot convey any other image except a mental image.

The imagery of the text on the example of the literary work of Jozo Kljaković is easily noted by the reader and viewer. With a literary work, the comparable way of viewing can only be the one that takes into account the mental images formed in the reader's mind.

For the experience of viewing images, it is necessary to know what the images desire, claims Mitchell. However, when viewing images in the text by Jozo Kljaković, by describing events from the past using language components, mental images are formed in the text. Jozo Kljaković expertly uses the combination of literature and visual art in his literary work and encourages the reader to view.

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ATTRACTIVENESS OF RENAISSANCE FESTIVAL AS A TOURIST MANIFESTATION IN THE CITY OF KOPRIVNICA (REPUBLIC OF CROATIA)

1. INTRODUCTION

Manifestation tourism is a specific, selective type of tourism. It belongs to cultural tourism with the aim of developing and enchancing cultural, educational and communication segments for tourists and visitors. It also influences and develops scientific and practical aspect of people's lives (Geić, 2011). The Renaissance Festival is one of the most famous (tourist) brands in Koprivnica. It is a historical spectacle that includes late-medieval facts and originality of Koprivnica, Podravina and Croatia. It represents the period of 656 years since Koprivnica became a free royal town. The settlement dates from the 13th century and is mentioned in the lists of Croatian-Hungarian king Andrew II. Arpadovic in 1207, 1209 and 1217. In the 13th century Koprivnica was named after the river Koprivnica. By the Statute of King Ludovik I. Anzuvinac dated 4 November 1356, based on the legal privileges written in Zagreb Gradec, Koprivnica became a free and royal city (Feletar, 1997).

The root of the word Koprivnica comes from the word "kopriva" (which means "nettle"). It is the trademark of the city and is associated with the name of the city, the story, the peculiarity and the differentiation. All these elements are unpretentious, but they transform a simple word into an attractive and unique tourist product to enjoy for the visitors of Koprivnica. The nettle is fully expressed at the Renaissance Festival, since it was used in the past t for the preparation of nettle beer, produced by medieval friars in Renaissance breweries (Labazan, R. n.d.).

The Renaissance festival is 12 years old, and the idea was introduced by the Koprivnica Tourist Board and the festival organizer, Renato Labazan. Every year the festival has a major topic which is associated with all the events at the festival. Another important fact is that it is a festival that has managed to ban single-use plastic from the whole program.

Vukonić and Čavlek (2001) state that a tourist product can be called the common result of a single area supply. This is considered to be the totality of material and non-material elements that belong to the original and derived tourist offer of an area (space). The Renaissance Festival is a tourist product that has offered an original, con-

tentious and quality tourist story for 12 consecutive years, the one that provides its visitors with entertainment, education, relaxation and cuisine. The festival is rich with interesting topics, so in 2012 the process of excavation and processing of iron ore was presented. In 2013 the topic was medieval potting, in 2014 cuisine, in 2015 knight fights, in 2016 medieval music and in 2017 tinsel and elixir. The event lasts for 4 days and brings together more than 1000 costumed participants and about 210 exhibitors who recall the Renaissance times with their products of wood, metal and clay,. Thus, the event has been held for the thirteenth year in a row and has become the largest and the most complex manifestation of this type in this part of Europe (Turistička zajednica grada Koprivnice, n.d.).

The idea for the festival itself was brought up by the tourist community director who had adored history and geography since childhood. When he became the director 14 years ago, he thought about how to turn neglected ramparts into a tourist resource. The first steps in this were the restoration and revitalization of the old crafts, which he undertook to shape a medieval ambient. Two and a half years after he became the director, he started to organize the Renaissance Festival together with his team of collaborators. Besides being the organizer of the festival, director Labazan is also the creator of manifestations, music editor and costume designer. In addition, it can be said that he is also a financial manager because he manages revenues and expenditures. The team consists of three judges who assist in the organization of the festival and who are also responsible for the development of this manifestation. At the lower levels there are another 20 people who are directly involved in the organization of the event.

"The tourist offer is the opposite of tourism demand and is defined as part of the market that appears as a provider of goods and services, i.e. as the quantity of goods and services offered at certain prices in order to satisfy the needs of tourist service users" (Vukonić et al., 2001, 61). The main job of the tourist board is promotion, which is also the simplest job, but for them is a secondary activity. Promotion in tourism is defined as a sum of activities aimed at attracting tourists to a particular destination and their encouragement to buy certain products and services in a tourist destination during their voyage (Vukonić and Čavlek, 2001).

The Renaissance Festival, as well as the Tourist Board of Koprivnica, are promoted through social networks, jumbo posters, radio, television, newspapers, B2 posters, leaflets, catalogs, banners and city lights. The Renaissance Festival is the largest medieval manifestation of Europe by its content, participants and demanding organization itself. The festival has emerged in the city without tradition; there are no castles, stone fortifications or other medieval buildings, so it overtakes similar events in Croatia in all its elements.

It is important to mention that in 2015 and 2016 the festival was included in the top events in the country, according to the Croatian National Tourist Board, along with other large and expensive music festivals and international sports events. Given that

Koprivnica is a city with no fortresses or castles on which the festival could be held, it is said to be a unique project. In its 11 years of existence, thanks to the enthusiasm, imagination and organization of the Koprivnica Tourist Board, the festival has grown into a distinguished manifestation that acquired the status of a *Superbrand* (Superbrands, n.d.) in 2016.

In some ways, the Renaissance festival represents the brand of the town of Koprivnica, and the very name of this tourist product brings up a number of associations, such as the past, medieval music, arches and arrows, lizards and the like. "A brand is considered a bid from a well-known source" (Kotler et al., 2014, 11). Also, a brand is considered the most enduring property of an enterprise, according to Kotler and associates (2014). The authors state that it has to be carefully managed so that they do not lose value. This means that empowering the market value of a brand requires that the brand/product is always moving forward, in the right direction with new offers and ways to present them on the market. On the example of the Renaissance Festival, it can be seen that the organizers invest a lot in this tourist product so that the festival can be held for twelve years in a row.

Table 1 Comparison of arrivals and overnight stays in Koprivnica and its surroundings
(Source: http://www.dzs.hr/)

Year	Arrivals	Nights
2012	6 647	12 838
2013	6 045	8 046
2014	7 049	10 724
2015	9 311	11 540
2016	9 359	18 281

From Table 1 it is evident that the number of arrivals and overnight stays has stayed increasing for 5 years, which is one of the positive elements in the development of Koprivnica. This increase can be attributed to the Renaissance Festival, which has had a larger audience every year, and this greatly contributes to the development of Koprivnica and its surroundings and is considered a positive element in their development. From all of the above it can be concluded that the Renaissance Festival becomes more distinguished every year in Croatia, but also throughout Europe. The proof is that people from the neighboring countries, and even from Slovakia, Poland, the Czech Republic and Austria are increasingly visiting. This is due to the good promoters who also participate in the Renaissance Festival, and come to present their knightly skills and old crafts that prevailed in their regions during the Renaissance period.

2. RESEARCH METHODOLOGY AND RESULTS

The main purpose of this research is to explore the attractiveness of the Renaissance Festival amongst its visitors. This research determines whether tourists visit the city of

Koprivnica and the Renaissance Festival, whether they are familiar with the tourist offer of the city and the festival, what do they find the most appealing at the festival, what are their reasons to visit Koprivnica and the festival, in which accommodation facilities are they staying, whether they consider the Renaissance Festival as the most attractive manifestation in Croatia, what is the average age of visitors, and from which part of Croatia do most of the visitors come

2.1. Methodology and sampling

The research was conducted in the period from 8 to 21 May 2017 via an online survey questionnaire. The survey was filled by 273 respondents. For the purposes of this study, a suitable sample was used. The survey was sent to respondents via Facebook and by email. It consists of 15 questions, some of which are mandatory, and some of which are optional. The questionnaire consists of 4 closed-ended questions and 11 open-ended questions. There are also 3 questions related to the sociodemographic status of respondents which are at the end of the questionnaire. The questionnaire is divided into three parts. The first part consists of filter-questions where respondents are asked whether they have heard about the festival and whether they have visited it. There were 51 respondents who left the survey because they did not visit the festival and are not considered adequate for this research. In the second part of the questionnaire are the questions related to the visitor's reasons for visiting and accommodation, then questions related to the souvenirs, the tourist information about the Renaissance festival, more accurate sources of information and the attractiveness of the manifestation content (knights' games, old trade fair, night attack or overall experience).

Among the issues is the frequency of visits to the Koprivnica-Križevci County, the satisfaction of the respondents with the tourist development of Koprivnica and its surroundings and the county, and the question of attractiveness of the festival in relation to other manifestations. These 3 questions have a linear scale of numbers 1 through 5 so that number 1 indicates that the respondents are not satisfied with the tourist development of the County, Koprivnica and surrounding area, and number 5 indicates that the respondents are extremely satisfied with the development of the area. Concerning the issues of attractiveness of the manifestation in relation to the other, number 1 indicates that the Renaissance Festival is less attractive or less known, and number 5 indicates that it is the most attractive event. One of the questions in the second part of the questionnaire has an open-ended structure where respondents, if they consider the Renaissance Festival to be less attractive, enter another more attractive manifestation than the Festival. The third part of the survey refers to sociodemographic questions about the respondents, their gender, and the place of permanent residence.

2.3. Research results

According to the research results and questionnaire analysis, the Renaissance Festival is one of the most famous festivals with medieval themes in this area of Europe and
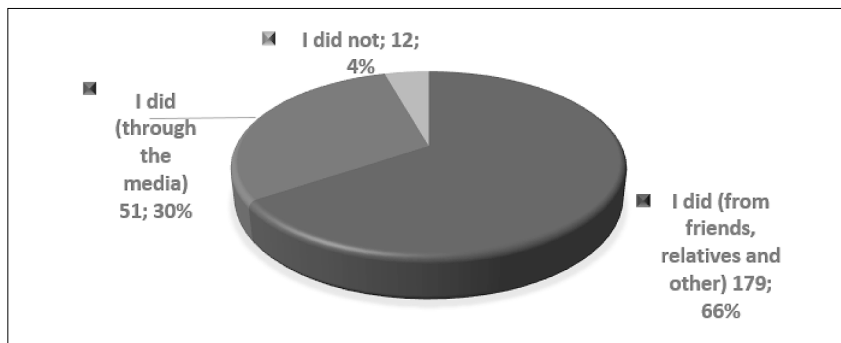
Graph 1 Familiarity of respondents with the existence of the Renaissance Festival
(Source: author's interpretation)
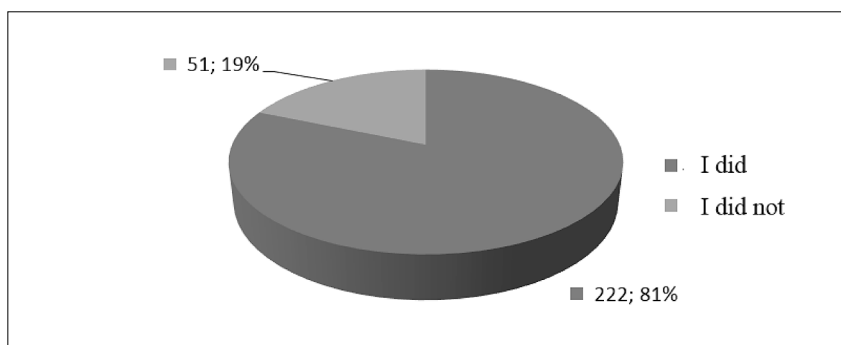
Graph 2 Visitors' attendance at the Renaissance Festival (Source: author's interpretation)

the only such festival in Croatia. From the attached graph (Graph 1) it can be noticed that 273 respondents answered this question and 179 (66%) heard about the festival from their friends, relatives and others, 51 (30%) heard about the festival from the media, and the rest of the respondents — only 12 (4%) did not hear about the festival.

The following graph (Graph 2) shows the level of attendance of visitors at the Renaissance Festival.

The festival's attendance grows every year, seeing that the sources suggest that around 201,000 visitors visited the festival in 2016. The graph shows that 273 respondents answered this question and that 81% of respondents visited the festival, while only 19% never visited the festival. Majority of visitors (82%), came from Koprivnica. Therefore, their reason for visiting the event is its proximity to their homes. There are also cultural reasons that link the theme of the event promoting the development of cultural tourism, and 7% of the respondents come to Koprivnica with that purpose. Other reasons are represented to a lesser extent, as the destination itself does not have a sufficiently developed tourist offer. Koprivnica has not many accommodation facilities to offer to visitors. Therefore, most visitors (54%) use family accommodation as one of the cheapest and best options, while the remaining 46% use unaddressed forms of
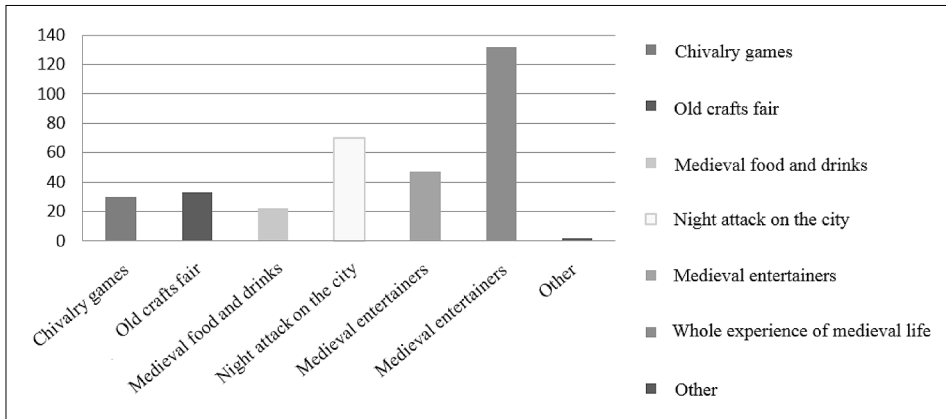
Graph 3 Attractiveness of the Renaissance Festival Content (Source: author's interpretation)

accommodation. In addition to the Renaissance Festival, the city of Koprivnica has numerous other brands, such as the Podravka food factory and bicycle monuments, and offers the possibility to buy souvenirs such as Vegeta, small bicycle replicas and historical postcards showing Koprivnica in the 20th century. During the Renaissance Festival, Koprivnica offers medieval moss and jewelry characteristic for the Middle Ages and made of wood and clay. Thus, 47.7% of the respondents stated that they buy medieval beams while they visit the festival, while 16.2% are buying medieval jewelry. The rest of the respondents stated that they buy postcards (2.7%), local souvenirs (41%) and other souvenirs of Koprivnica (12.6%) when visiting the city.

The Koprivnica Tourist Board manages promotion through various promotion channels, for example through promotional materials, social networks, oral recommendations. The most prominent is geriatric marketing, which is considered the cheapest way of promoting a manifestation. According to Graph 3, it is evident that the majority of respondents were informed about the event through social networks, namely 41.4%, while the rest of the respondents were informed about the manifestation by an oral recommendation (37.4%), through the media (5%), promotional materials (25.2%), and the smallest number of respondents was informed about the event through travel agencies (5%) and other sources of information (0.9%).

The Renaissance Festival offers many attractions for its visitors, but the most attractive content of the festival is the whole experience of medieval life (as per the responses of 59.5% participants). The specific most attractive content of the festival is night attack on the city (31.5% responses), medieval entertainers (21.2% responses), old crafts fair (14.9% responses) and chivalry games (13.5% responses), while the smallest number of respondents selected medieval food and drinks (9.9%) and the rest of the content of the Renaissance Festival (0.9%) as showed on the graph 3.

The following graph (Graph 4) shows satisfaction of the visitors with the development of Koprivnica and its surroundings.
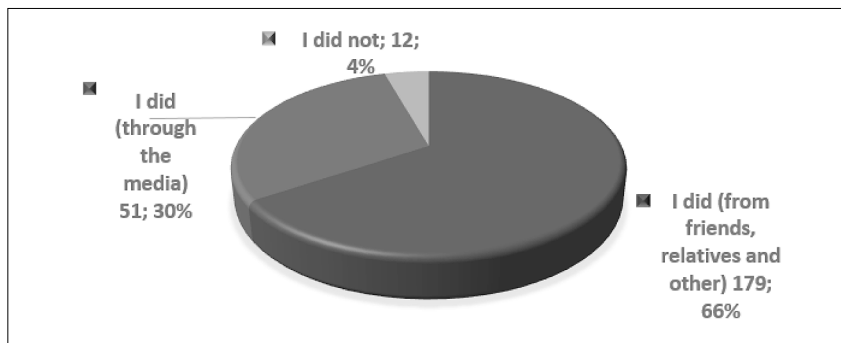
Graph 4 Satisfaction of respondents with the development of Koprivnica and its surroundings
(Source: author's interpretation)
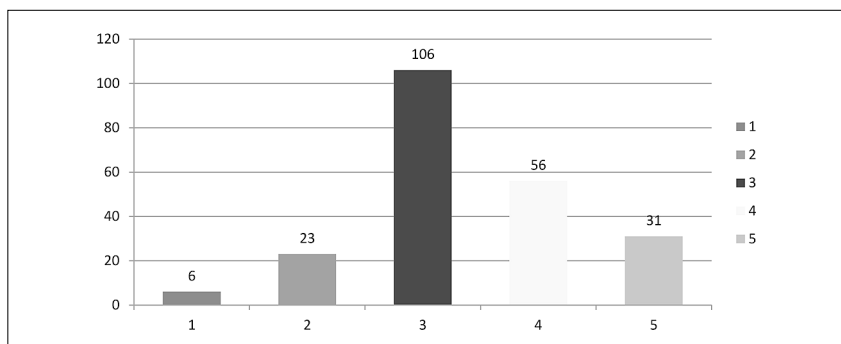
Graph 5 Satisfaction of respondents in the development of the Koprivnica-Križevci County
(Source: author's interpretation)

On the scale from 1 to 5, the highest number of respondents, namely 37.8%, claim that the city and the surrounding area should be rated as 4, while 3.2% of respondents consider Koprivnica to be not at all tourism-oriented, i.e. they are not at all satisfied with its tourist development. Out of the other respondents, 17.6% were very satisfied with the development and rated it 5, while others gave an average rating for the development of the city and its surroundings. Of the total number of respondents, 31 respondents are extremely satisfied with the tourist development of the county, while 6 respondents are not satisfied with its development. The highest number of respondents gave an average rating to the tourist development of the county, while other respondents are satisfied with the tourist development of the county.

From Graph 6, it can be concluded that the Renaissance Festival is one of the most attractive manifestations in Croatia, since most of the respondents rated it 4 and 5.

Table 2 shows the attractiveness of other manifestations in relation to the Renaissance Festival. According to the results, 182 respondents rated the festival as an attractive event in Croatia, while the rest consider the manifestation as less or more attractive than the one mentioned above. From the table it can be seen that manifestations
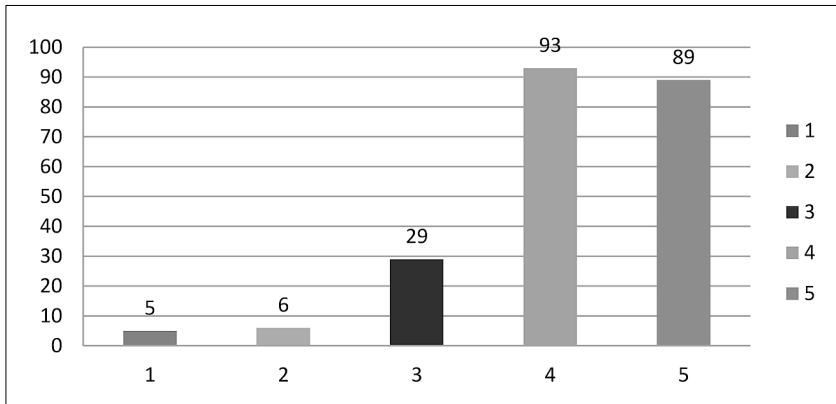
Graph 6 Attractiveness of the Festival in relation to other manifestations in Croatia
(Source: author's interpretation)

such as Križevci Spravišče, Špancirfest and Picokijada are more attractive than the Renaissance Festival, according to the opinion of the respondents. Other manifestations were mentioned, but fewer respondents mentioned them as more attractive.

Table 2 Attractiveness of other manifestations in relation to the Renaissance Festival
(Source: author's interpretation)

The name of the event	Number of the respondents
Križevačko Spravišće	3
Picokijada	3
Špancirfest	3
Days of Open Square in Zagreb	1
Gričevanje in Zagreb	1
Museum Night	1
Cash and Carry in Zagreb	1
Grillfest in Koprivnica	1
Book Night	1
Galovic Autumn in Koprivnica	1
Music Festival	2
Motovun Film Festival	2
Dubrovnik Summer Festival	1
Advent in Zagreb	1
Sinjska alka	1

Regarding the sex of the respondents, women accounted for 84.2%, while men accounted for 15.8%. The questionnaire was filled mostly by a younger age group of 19 to 30 years. This is understandable because the survey was conducted online. It is well-known that younger populations dominate social networks.

Most of the respondents (according to suitable sample) were permanent residents, while the rest of the respondents came from neighboring villages and places near Koprivnica, and several respondents state that they permanently reside in Germany.

2.5. Limitations of the research

The research was carried out on a suitable sample and thus did not cover the entire population of the Renaissance Festival. One of the research limitations was that the research was conducted among the population younger than 35 who use social networks and electronic mail. Social networks are predominantly used by the younger population, and the festival is visited by people of all ages. The largest limitation of the survey was the inclusion of the visitor population only from the northwest of Croatia. It is known that the Renaissance Festival, according to the data from the Tourist Board of Koprivnica, is visited by tourists from different parts of Croatia.

3. CONCLUSION

The Renaissance Festival is one of the most famous manifestations of this type in Croatia, but also outside of its borders. It is ranked among top events in the Republic of Croatia. The proof of this is that in 2016 it was awarded with a Superbrand title in the category of events. In the beginning, the festival was only a mere story of the organizers, but year after year it has eventually become the most famous event in Croatia. The event organizer, who is also the director of the Koprivnica Tourist Board, is responsible for the event. There is also a team of three people who assist in the organization of the festival and who, together with the director, are most valued for the development of such manifestation in this part of Europe. At the lower levels there are another 20 people who are directly involved in the organization of the event. The research has led to a survey on how much the respondents are familiar with the festival. The survey has been conducted and the interpretation of the results shows useful information. The theoretical review of literature emphasizes important segments used in the planning and realization of a manifestation such as the Renaissance Festival. More than 80% of respondents have visited the Renaissance Festival and most of them have a permanent stay in Koprivnica. The respondents state that the most attractive festival content is the overall experience of medieval life. Similarly, most respondents rated the festival as one of the most attractive events in Croatia. Due to the above-mentioned limitations of research it can be concluded that surveys would be of better quality if visitors from whole Croatia were included in the survey. Further research should be carried out to involve respondents throughout Croatia and gain a clearer perspective of the Festival visitors.

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THE DEMAND FOR RUSSIA AS A TOURIST DESTINATION AMONGST CROATIAN TOURISTS

1. INTRODUCTION

Russia is a state situated on the east of Europe and the north of Asia. It is the largest country in the world with diverse natural, geographical and historical characteristics. As one of the most desired tourist destinations, with St. Petersburg selected as the top destination in 2016, Russia is recognized as a country with plenty of natural beauties, architectural, historical and cultural attractions. In order to explore the demand for Russia as a tourist destination amongst Croatian tourists, this research aims to find out Croatian tourists' preferences when choosing tourist attractions, destinations, types of accommodation, selective forms of tourism and reasons to travel to Russia. In spite of the fact that tourism is not one of the major economic sectors in Russia, it is a developing sector. The focus of official authorities on stimulating income tourism to Russia has been obvious in the recent years.

The methodology used in this paper is historical analysis of literature, desk research and synthesis, as well as qualitative research as a method of primary data collection. Primary data is interpreted and described in research results. The contribution of the paper is seen in the analytical approach to demands of Croatian tourists in relations to Russian tourism, as well as through the conducted method of primary data collection from those agencies that are directly involved in creation and sales of tour packages to Russia and influencing the demand for Russia as a tourist destination. In all terms Croatian travel agencies are promoters of Russian tourism but still not supported with promotional tools from Russian national tourist board.

2. LITERATURE REVIEW

The literature review provides theoretical background relevant for the research topic and it is structured to explain the main approach to assessing the demand for Russia as a tourist destination.

2.1. Tourism demand and tourist attractions

A destination must contain certain elements to be attractive to potential tourists and to meet their travel needs. The underlying elements include attractions, services and facilities, accessibility, human resources, image and price. Attractions are the biggest rea-

son for tourists to come to a destination. Popescu (2013) classifies these as natural (beaches, parks, climate, relief, hydrographic elements), cultural (museums, galleries, cultural events) and built attractions (religious buildings, monuments, sports facilities etc.), as well as attractions such as culture, heritage, lifestyle, folklore, customs and more.

The attractiveness of the destination is certainly the top priority because it attracts people looking for vacations, entertainment, recreation, etc. On the other hand, "the attractiveness of a tourist destination reflects the feelings, beliefs and attitudes that an individual has about the possibilities of a destination to meet specific tourist needs" (Dobre et al., 2013, 12). A destination uses its attractions to create its own image, which in fact represents the attitudes, perceptions, experiences, opinions and prejudices that an individual has about a certain geographical area. It is formed on the basis of different notions about a particular tourist destination, and can be seen as a mental image that promotes activities towards specific target groups (Senečić, 2006).

The destination image influences the behavior of tourists because a destination with a stronger, more positive and recognizable image has more chances to be selected as the destination of a trip. It also affects the pleasure of tourists and their intention to visit the destination again (Križman Pavlović, 2008). This section shows the relationship between tourist demand and supply, which depend on each other. On the other hand, there are many characteristics that differ. Thus, Križman Pavlović (2008) lists four fundamental characteristics of tourism demand; mobility, heterogeneity, elasticity and seasonality.

Mobility is a result of the impossibility of storing and indivisibility of tourist services because the services are spent where the tourist resource is located. It is also a consequence of the geographic distance between the outbound market and the receptive markets. For these reasons, tourism demand must move towards tourist offer, which is why very important development of the roads due to the connection of these two markets. On the other hand, the important factor of the demand is the seasonal factor, meaning that a location is at the point of focus at a certain time of the year primarily due to climatic conditions. The heterogeneity or diversity of tourist demand arises because of individual characteristics of tourists, their needs and desires, which is why they behave differently on the market. Dobre et al. (2013) groups these characteristics into four core groups: geographic, demographic, psychological and behaviorist characteristics. Geographical features include the region from which the tourist comes, as well as the density of population and the climate characteristics of the place where the tourist lives. Demographic characteristics include age, gender, size and life cycle of the tourist's family, income, occupation, religion and nationality. Psychological features include belonging to a social class, the way of life and personal preference factors, while behavioral characteristics include knowledge, attitude, the way of usage or a reaction to a tourist product. (Križman Pavlović, 2008)

One of the basic features of tourist demand is also its elasticity, which means that it responds to changes that have occurred in certain dependent factors. We can make

a difference between primary and secondary elasticity. In primary elasticity tourism demand is sensitive to changes in economic categories on which it depends. It is extremely elastic in accordance with the amount of income earned and the price level. Accordingly, tourism demand is increasing or decreasing with respect to personal income. On the other hand, secondary elasticity shows the variability of demand in relation to the changes occurring in the supply sector.

Along with these features, there are also factors of tourist demand which greatly affect tourism demand and consumers decisions. The greatest impact on demand is personal reasons, needs and desires. The rest of a journey is the time when a person is trying to satisfy their needs and desires and interact with people. Tourism demand may have a positive or negative impetus under the influence of society-driven factors. On the other hand, values and norms influence the attitude towards free time and travel. Factors of the environment can be topographic features such as time, landscape and location of residence. Tourism demand is dependent on mobility, urbanization, free time and distance from the place of residence. Economic factors influencing the demand are income, standard of living, time costs, working hours, consumer habits, vacation time, and so on.

A tourist offer has a great impact on tourism demand, because it creates tourist demand by creating attractive forms and travel goals, by providing a wide range of travel packages, by encouraging travel through various channels and by providing the necessary information. Tourist offer is the totality of products offered to tourists on a specific tourist market for a certain time and at a certain price, and is characterized by heterogeneity, staticity, non-elasticity and seasonality (Krizman Pavlovic, 2008).

The non-resale of the bid is due to the existence of fixed bid capacity. So, if, for example, there is a reduction in interest in a particular destination, the offer cannot be reduced proportionally. The seasonal nature of the business creates a problem of insufficient capacity utilization and the immovability of the tourist offer related to the destination, and also contributes to the fact that the offer cannot be changed quickly and easily as is the case with demand. The general tourist infrastructure achieves over-utilization of off-season utilization (Senecic, 2006)

Each object is linked to the area where it was built and the tourist service can be consumed only on that spot, because it is static and non-transferable (Krizman Pavlovic, 2008).

Apart from the fundamental factors influencing the tourist offer, the influence of external factors on the tourism offer should be emphasized, which may be the influence of the state, economic entities, the influence of the environment, economy, society and the impact of demand.

2.2. Travel agencies and their role in influencing tourist demand

Travel agencies are among the intermediaries in the tourist market in order to link the dislocated supply and demand. The authors Pirjevec and Kesar harmonize the concept

of tourist and travel agencies and state that a "travel agency" is a commercial entity that sells its own products to potential customers — a tourist arrangement (group or individual), consisting of a combination of several different types of services of third parties, travel and longer stay of tourists in a particular tourist destination (Perjevec and Kesar, 2002).

From the aforementioned definitions and descriptions of tourist agencies' activities, basic functions of travel agencies are intermediary functions, information and advisory functions, advertising functions and organizational functions. The mediation function is the basic function of travel agencies and the goal is to link the demand to the offer. The travel agency operates on its behalf but on the account of persons whose services and products offer transport, accommodation, other various services to end users. Ultimately, the price of these products is lower than when end users, tourists, individually and individually, obtain products and services from the manufacturer. Apart from mediating the sale of their arrangements, travel agencies often sell and make arrangements for other travel agencies.

The informative-advisory function is also one of the functions of travel agencies and it consists of free tourist information and useful advice from the area of ??travel, hospitality, hotel industry, foreign exchange regulations and regulations on issuing visas, information on entertainment, cultural and other events, historical and other attractions and attractiveness of particular tourist areas and places, etc. (Pirjevec and Kesar, 2002).

For the purpose of advertising, authors Pirjevec and Kesar use the term "promotional function", and this function is closely linked to the information and advisory function. Agencies often use different tourist propaganda materials, newsletters, notices, special information of tourist organizations, schedules and tariffs to give tourists the most complete and useful information (Pirjevec and Kesar, 2002).

In today's tourist market, the organizational function is very important because the travel agency acts as a creator, initiator and travel organizer. With that function in mind, the agency's entrepreneurial venture comes to the fore because in that segment of travel agency organization it works for its name and account. Coming to the market as the initiator and travel organizer, the travel agency directly influences the growth of tourist travel in the world.

2.3. Russia as a tourist destination

Russia is the largest country in the world. It has about 140 million inhabitants. Although more than half of its area is situated in Asia, Russia is ranked among the European countries for a number of reasons. Primarily, the European part of the Russian Federation is considerably more populated and more economically developed than the Asian one. For Croatian prospective tourist Russia is not well-known enough in terms of the opportunities it has for a traveler. Speaking about distractors in the mind of a prospective Croatian tourist, the perceived insufficient level of economic development, as well

as the associations with the political closure that was in force until the end of the Cold War are still in the memory of Croatian customers. A lack of a developed tourist infrastructure, compared to other European countries, is also named by the respondents to be a distractor. The limiting factor in forming a stronger tourism demand in Croatia is also influenced by the climate of the country, which is colder than Croatian in most Russian regions. Due to extremely long and cold winters in northern parts of the country it is often associated with the phrase "Russian winter," which became synonymous with coldness in all parts of the world. Because of this stereotype, most international tourists visit the country in summer, as well as in the end of spring or beginning of autumn.

2.4. Climate and tourist regions

Because of the climatic features, the Russian Federation cannot value all its factors equally. The climate prevents the development of bathing tourism. The coastline of Russia is 17740 km long and has access to 13 Seas. Seaside and bathing tourism has been developed only in the narrow area of the Black Sea coast, near northern Kaliningrad, i.e. the Baltic Sea and Azov Sea. There is a stereotype that Russia is predominantly a lowland full of vast plains, and therefore, because of its relief uniformity, it does not have great attractions. There is not much information about huge differences of landscapes in Russia, including mountains, deep forests, lakes and rivers, whose amount and diversity is among the biggest in the world. Due to the seasonal climate restrictions and limited in distant regions tourist infrastructure, the major focus in incoming tourism was traditionally on easily accessible locations, big cultural centers, cities rich in cultural and historical monuments, cultural institutions and events. There are three major tourist regions usually identified in Russia: the West, Siberia and the Pacific. The West encompasses the European part of Russia, where most of the tourist attractions are and which is also the most developed tourist destination. Tourism is the mostly concentrated in city centers, and international tourists are most attracted to two cities: St. Petersburg and Moscow. St. Petersburg is situated at the bank of the Baltic Sea and is renowned for its rich baroque architecture. The main attraction of St. Petersburg is the Hermitage Museum, one of the largest and most attractive in the world. It is located in the Winter Palace, which served as the residence of the Emperor's family. Near the town are settlements Peterhof and Pushkin, with luxurious summer residences of former Russian emperors. Moscow is the Russian capital and the largest Russian city with more than 10 million inhabitants. It has a large number of cultural and historical monuments, of which the main attraction is the fortress, known throughout the world under the name of the Kremlin. Near Kremlin walls is a spacious Red Square with St. Basil's Cathedral, one of the most attractive sacral buildings in the world, and Lenin's mausoleum. There are also numerous museums, cultural institutions (e.g. the Bolshoi Theater) and various cultural events, especially ballet performances and concerts. In a well-wooded area, weekend tourism has been developed thanks to a large

concentration of holiday homes and recreation houses. The area between St. Peters-burg and Moscow is the historical core of the Russian state, and tourists are attracted by the cities in which they can find well-preserved cultural and historical monuments. Among them is Novgorod, a historic city that served as a cradle of Russian politics and was particularly prominent in the early Middle Ages. To date, numerous cultural and historical monuments have been preserved in Novgorod. Other cities important for tourism development are: Tver, Rostov, Jaroslav, Kostroma, Suzdal, while Vladimir and Bogolyubovo have UNESCO-protected buildings. Since the Cold War ended, an in-creasing tourist visit has been recorded in Kaliningrad, located on the coast of the Bal-tic Sea. Chernivtsi Oblast, as this political-administrative unit is called, has no ground contact with the rest of the Russian state because it is located between Polish and Lith-uanian territories. The city was founded by the German settlers in the 13th century and called Königsberg and by the end of the Second World War it was the main center of East Prussia. It is distinguished by Central European (German) architecture which dif-fers from other Russian cities (Curić, Glamuzina, 2013, 246). Kazan and Sochi, togeth-er with the Altai highlands, are other fast developing Russian tourist destinations, at-tracting growing incoming tourists attention.

2.5. Tourism in Russia

Russian foreign tourism is quite prominent in the world tourism market. Due to the re-cent economic sanctions there are new tendencies that should significantly change the structure of Russian domestic tourism and its influence on foreign tourism. There are several external and internal market and political reasons for this. In Russia, the state encourages the development of domestic tourism through various governmental pro-grams and strategies. Entrepreneurial activities, competition, investment in tourism and tourism infrastructure are also on the rise. In today's Russia there is a change of focus from outbound tourism to domestic tourism. The latter brings additional revenue to Russian regions. The current economic and political situation contributes to this proc-ess. The fall in revenues caused by an economic crisis forces Russian travelers to trav-el less abroad and the number of passengers to domestic destinations is growing. Fac-ing the economic sanctions, Russian state bodies focus more on internal investment and the ways to reduce import costs. More attention has been paid to domestic tourism. In-coming tourism is important for the export of tourist services and creating revenues with more than 20 million foreign tourists annually (Lepeshkin et al., 2016).

The total contribution of travel and tourism to GDP of Russia was 4,434.5 billion rubles in 2017 (4,8% of GDP) and is expected to grow by 3,9% to 4,607.1 billion rubles (4,9% of GDP in 2018.). Tourism is not a major economic activity in Russia and the di-rect contribution of Travel & Tourism to GDP accounted to 1.2% of total GDP in 2017 with the forecast of rising to 1.5% of total GDP in 2028. In 2017 Travel and Tourism di-rectly supported 854,500 jobs in Russia (1.2% of total employment). This is expected to rise by 4.3% in 2018 and by 2.1% to 1,094,000 jobs (1.7% of total employment) in 2028.

At the same time in 2017, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry was 4.5% of total employment. This is expected to rise by 2.9% in 2018 to 3,350,500 jobs and rise by 1.2% to 3,782,000 jobs in 2028 (5.9% of total) (World Travel & Tourism Council: Travel & Tourism Economic Impact, 2018 — March 2018).

2. 6. *Management of tourism sector in Russia*

At the national level, the Ministry of Economics and Develompment is currently responsible for tourism policy, which shows growing importance of tourism in Russia. The Ministry is responsible for suggesting and implementing government policies in multiple areas, including tourism. Accordingly, it is the main administrative and executive body for creating and implementing tourism policy in Russia. Apart from guiding tourism policy, the Ministry also carries out other activities related to the development of certain types of tourism products, and three key tasks can be identified: the development of tourist and recreational products, the improvement of the quality of services and the promotion of tourism products on domestic and foreign markets. The main plan and tourism development strategy is contained in the program of the Russian Federation: Development of Culture and Tourism from 2013 to 2020. The objectives of the program are aligned with the action plans and activities contained in the State Program of the Russian Federation; Development of culture and tourism from 2013-2020, related to the preservation of cultural and historical heritage, creation of more favorable conditions for sustainable development of culture and tourism, improvement of the quality and availability of tourism products and promotion of international recognition. The Ministry operates through the Federal Tourism Agency — Rustourism, whose task is to define a strategy, action plan and investment, coordination and cooperation with regional agencies and departments in planning tourism products, improving service quality, professional training in tourism, research and statistical monitoring of tourism, and implementation of the goals of regional local governments. Rustourism is the fundamental institution responsible for promoting Russia as a tourist destination in the country and abroad. In 2014, the budget of the Federal Tourism Agency (Rustourism) allocated RUB 4.637 (millions) for the implementation of the Federal Target Program — Domestic tourism development in Russia: The Russian Federation 2011-2018, which has three main tasks: the development of tourist and recreational products, improving the quality of services, and promoting tourism products on domestic and foreign markets. Rustourism is a coordinating body whose main task is to identify priority tourism development destinations (e.g. Sochi), improve target market identification, improve tourism formulation in line with consumer interests, create and manage communication technologies, knowledge and innovations to improve competitiveness, development and the implementation of tourism policy and the creation of an integrated tourism security system (OECD, 2016).

3. RESEARCH RESULTS

The subject of this paper is to explore the demand of Croatian tourists for Russia as a tourist destination. Qualitative method is conducted by in-depth semi-structured interviews with 27 major Croatian tour and travel agents. Research results show the profile of travelers, their accommodation and destination preferences within Russia, average expenditure for travel and their satisfaction with the destination. The vast majority of travel agencies offer arrangements for Russia. The majority of them (84.6%) offered multi-day trips to Russia, while the rest (15.4%) have no organized trips to Russia. The most common reason is the crisis, unemployment, few interested parties, and, according to Kompas, Atlas and Bravo agencies, one of the biggest problems is visa — booking for reservations in advance, confirmation of hotels and marinas. The results of qualitative research identifies that the highest travel rate of 45.5% is to Moscow, followed by St. Peterburg 36.4%. In other cities the rate of departure is much smaller, with the exception of Nizhny Novgorod (2018 FIFA World Cup) (9.1%), Kaliningrad (4.5%) and Rostov na Don (4.5%). According to the research results one of the main tourist attractions that most Croatian tourists visit in Russia are the Hermitage Museum (36,4%), the Red Square and Kremlin (31,8%), Peterhof (9,1%), Pushkin (4,5%), the Winter Palace (4,5%) and other sites (13,5%). The vast majority of tourists who stayed in Russia are exceptionally satisfied with the total stay. Duration of stay for 50% of respondents is 3 to 6 days while 25% of them stay for 1 week, 20.8% for less than two weeks, and 4.2% for one day (the reason being the 2018 FIFAWorld Cup). The research also shows that 100% of Croatian tourists stay in hotel accommodation in Russia. Main reasons for traveling to Russia are desire to visit cultural events 54.3%, nature and landscape 17.1%, rest and recreation 11.4%, followed by sports events 11.4% and the rest is for other reasons (such as family visits, jobs, etc).

According to the interviews with agencies, the vast majority of tourists traveling to Russia showed a high or very high degree of satisfaction with the destination. The visitors are particularly pleased with the quality of the planned program, cultural and historical sights, museums, Russian architecture and culture, fountains and hotels, as well as cultural diversity and organization. Visitors are dissatisfied with only few aspects — the supporting tourist infrastructure (escalators, accessibility of attractions), flight time, getting their visas (both the airline ticket and accommodation reservations are required to get a visa). Among other things, the visitors are very satisfied with the tour guides. There were differences between Croatian tourists when it comes to the season of traveling to Russia. Traveling to Russia is most common in spring (81.8%), followed by summer (12.2%), autumn (3.6%), and a lot less common for winter (2.4%). The research also shows that the promotion of Russia as a tourist destination is insufficient in Croatia, as stated by a majority of agencies. In order to evaluate the potential of demand and influence its growth amongst Croatian tourists, the authors asked for suggestions for improvement from tourist and travel agencies. According to their responses, the following recommendations can be given: global promotion, greater engagement of
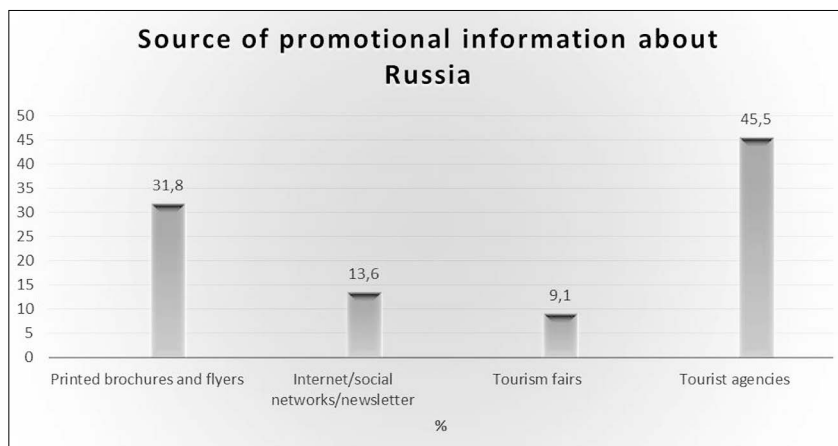
Graph 1 Source of promotional information about Russia as a tourist destination
(Source: author's interpretation)

tourism agencies, expanding travel offers to other parts of non-European Russia, getting to know the culture of Russia, folk customs and costumes, popularizing Russia as was done with Catherine the Great, issuing online visas, lower prices, more promotions via television and jumbo posters, including more airline carriers and flights, local portals and embarking on charter flights as travel began when Croatia Airlines introduced flights.

The Graph 1 shows the most common source of information about Russia as a tourist destination provided to tourists in Croatia.

The tourists receive a majority of promotional information about Russia as a tourist destination directly from Croatian tour agencies (45.5%), followed by printed brochures and flyers, also provided by tour agencies (31.8%) while only 13.6% get the information from internet sources, such as social networks and online newsletters. The information provided at tourist fairs in Croatia is the source of information for only 9.1% of the respondents.

The results of the interviews with agencies indicate that most Croatian tourists choose the tour package which include a ticket, accommodation, excursions and visits to some attractions (54.5%) followed by an airline ticket with excursions (18.2%) and an airline ticket plus accommodation (27.3%). There were significant differences between travel agencies in assessing the procedure for issuing visas for Croatian tourists (speed, efficiency and service satisfaction), with the largest share giving it a rating of 4, i.e. very good (50%), rating 5, i.e. excellent (31.8%), and the lowest score of 3, i.e. good (18,2%).

In the Graph 2 the authors identified the presence of constant demand for Russia as a tourist destination in 43% of Croatian tourist market, while the agencies demand has increased for 38% of them. Only 19% of the agencies claim that the selection of Russia as a tourist destination has decreased.
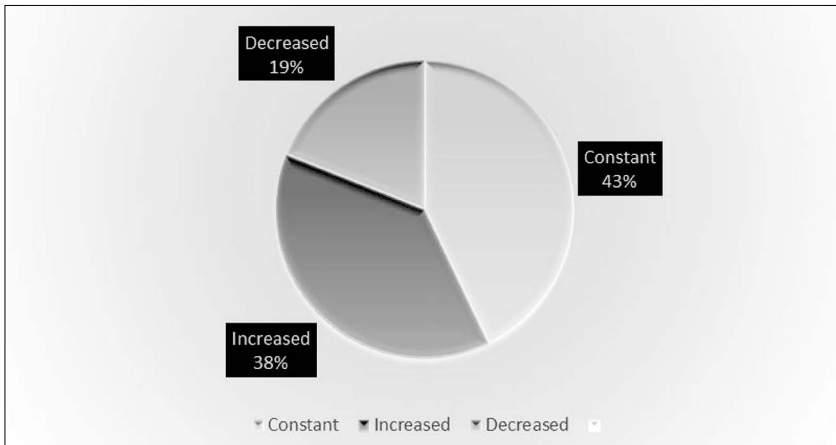
Graph 2 Trends in the selection of Russia as a tourist destination by Croatian tourists
(Source: author's interpretation)

4. CONCLUSION

The results of the research clearly shows that the vast majority of travel agencies in Croatia offer programs and travel packages to Russia due to the demand for such trips by Croatian tourists. The promotional efforts of travel agencies in Croatia contribute to the increased demand for trips to Russia. At the same time the economic crisis, unemployment, and issues related to issuing visas are the reasons that a minority of travel agencies have no organized travel tours to Russia.If they have any inquiries, they manage them with large agencies such as Kompas, Mondo Travel and Integral.

The main research findings indicate that Russia is considered a well-known tourist destination, but there is still a small number of Croatians who have visited Russia. The primary sources of information on Russia are those surveyed in the qualitative research where almost half of them are quoted through travel agencies. Significant deviations were noted in the use of certain sources of information, with 31.8% of the printed materials being printed. Of the formal channels, most tourists use the Internet, social networks, newsletters, and only a small part of them acquire information from tourist fairs in the Republic of Croatia.

Cultural and historical heritage is a primary reason for attracting the majority of tourists traveling with travel agencies. A significant share is motivated by the desire to get acquainted with natural beauty, while the importance of sports events, rest and recreation, and work is lower. The results of the research point to numerous differences (e.g. visiting tourist attractions and destinations). The dominant travel rate is in Moscow and St. Petersburg. In other cities the travel rates are much smaller. Therefore, trips to the cities of Nizhni Novgorod, Kaliningrad and Rostov on Don are not because of Russia, but exceptionally because of the 2018 FIFA World Cup. The main tourist attractions that Croatian tourists mostly visit in Russia are the Hermitage Museum (36.4%),

the Red Square and Kremlin (31.8%), followed by Peterhof, Pushkin and the Winter Palace. Travelers are extremely satisfied with the offer and have given it a high or very high rating. At the same time, main results of the research provide an insight into larger or more frequent issues related to visa issuance, lack of global promotion, high hotel prices. The main results of the survey indicate that the highest travel rate lasts from three to six days, with the exception of the World Cup trips (one day).

According to the research results it can be concluded that the most important role of travel agencies in Croatia is promoting Russia as a tourist destination and their influence is more prominent than that of Russian tourism authorities. Accordingly, the authors recommend, with the goal of increasing the number of Croatian visitors to Russia — the possibility of issuing visas online or abolishing visas, greater involvement of national tourist organizations in promotional activities on the Croatian market, i.e. a more effective promotion — popularizing Russia as done with the Catherine Grand Hotel, lower hotel prices and introducing more flights to Russia. As part of this, increased promotion from Russian authorities and tourism sector could stimulate not only the tourist flow from Croatia to Russia but also contribute to the overall development of incoming tourism to Russia.

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PUBLIC RELATIONS OF CIVIL SOCIETY ORGANIZATIONS IN CROATIA

INTRODUCTION

Non-profit, non-governmental, civil society organizations, religious communities and initiatives of all kinds use strategic communication to achieve their goals. They try to motivate and mobilize their volunteers and sympathizers, influence the media, promote their ideas and values, and through communication strive to change the society. Democratic development, digital communication and civic engagement stress the importance of communication in the public sphere (Castells, 2008, p. 73).

LITERATURE REVIEW

Civil society is often a confusing term imbued with several meanings: normative (as civilized), functional (as democratizing), and a structural (civil society as the third sector) (Viterna et al., 2015). Salamon & Sokolowski (2016) define the third sector as a set of organizational and individual activities that are: 1. private — individual or collective action outside the sphere and control of the government; 2. in public purpose — serve broader community not to generate profit; and 3. free choice — pursued without compulsion. CIVICUS defines civil society as the arena outside the family, the state, and the market, which is created by individual and collective actions, organizations, and institutions to advance shared interests. Civil society encompasses civil society organisations (CSOs) and actions of less formalised groups and individuals (CIVICUS, 2011, p. 8).

In order to differ from states, international institutions and firms, CSOs must be institutionalized, non-profit distributing, self-governing, voluntary and private organizations (Salamon & Sokolowski, 2016). There are many types of CSOs (religious, community-based, philanthropic, expert groups, trade unions etc.) and they often advocate their ideas, provide services and capacity building. They influence authorities and impact the policy-making process by expressing cultural, spiritual, political, social, environmental and ethnical concerns (Salamon et al., 2004). CSOs provide services to the population (welfare services, education, recreation, health, family, humanitarian support, development etc.) and expertise to businesses, governments and international institutions. CSOs also provide capability so that people could take care of themselves (Desse, 2012). WEF (2013) states that the role of CSOs is moving to facilitators, conveners and innovators in tackling societal problems and should no longer be viewed as the "third sector", but the glue that binds public and private activity together to strengthen the common good.

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Grunig & Hunt define PR as the management of communication between an organisation and its publics (1984:6). For CIPR, PR is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is a planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics (CIPR). Andreasen & Kotler (2008) emphasized the importance of public relations for nonprofits and defined two models of their PR: the classic, traditional model centred on institutional image and awareness (public advocacy) model, closer to contemporary public relations that serve to initiate social action.

CSOs must communicate their activities and scope of their work to attract interest of the public and ensure its support and engagement. Feinglass (2005) stresses that PR is the key to survival of nonprofits, essential for raising money, attracting new and retaining existing members, energizing supporters and fulfilling the organization's mission.

Durham (2009) said that earlier nonprofits rarely provided budget or staff for communications, but invested resources in launching programs, and communicated on an ad hoc basis. Increasingly, more nonprofit leaders see the value of marketing, branding, and communications. Nonprofits typically communicate to raise money, to reach audiences for programs and to advocate their ideas. They measure the impact of communications in terms of the ability of communications to support and advance their mission i.e. income, outreach and legislation.

Public relations are about continuous influence, image, reputation building and storytelling. One of its earlier synonyms was media relations, as media became a major component of the public sphere. Through media, CSOs could reach and mobilize people in support of their cause, put pressure on governments and on corporations fearful of voters and consumers' reactions (Castells, 2008). Through the years, PR moved from media relations to direct (online) communication with consumers. PR must listen to consumers and be aware of what they expect and hope for. As people spend more time browsing online than reading and due to content saturation, any (textual) content has to be more condensed, and visual and video messages became more important.

Dimitrov states that communications are the most underestimated topic in the third sector studies. Through new technologies, nonprofits should produce their own publicity so they do not depend on traditional media coverage. Successful NPOs build their communication capital and legitimacy as a reliable and credible news source. Their success depends on empowering organizational communicators or hiring PR professionals, mastering internal communication and online advocacy (Dimitrov, 2008, p. 9). Castells concludes that capacity of social movements to change public mind depends on their ability to shape the debate in the public sphere, and to succeed in it, public relations and communication on social media are crucial (2008, p. 86). To conclude, in-

sights from public relations can assist CSOs in fundraising, activism, motivating staff, strategic communication with stakeholders and use of technology.

RESEARCH OF PUBLIC RELATIONS IN CIVIL SOCIETY ORGANISATIONS IN CROATIA

Systematic research in public relations on CSO communication in Croatia hardly exists. We will present two earlier studies on media relations and on the usage of social media of Croatian CSOs.

Tafra Vlahović (2013) stresses that CSOs' media relations, co-operation with the media, and media support are crucial for CSOs' success, building trust and understanding with stakeholders and public service. The reasons for weak co-operation with the media are lack of knowledge and misinformation of one another, mutual distrust, and insufficient co-operation and communication. CSOs do not include the media in their activities, use project jargon, do not have enough "human interest stories" or media outreach is left to younger inexperienced staff. There is also a lack of money for hiring PR experts; CSOs' activities are often uninteresting to the public or the media; the CSOs lack communication strategies, the unprofessionalism of journalists and the closure of numerous media due to the economic crisis. On the other hand, the media do not understand the corrective role of the CSOs towards the government, their role as agents of change in the democratic process, and they insufficiently follow their work. As a solution, Tafra Vlahović proposes capacity building of CSOs in PR to adopt new knowledge and skills in media relations, awareness raising and advocacy.

Research on Social Media and Civil Society (Doniralica, 2013) showed that Croatian CSOs do not use social media to their full potential. Most organizations use social media, but only half of them are active users. In total, 87% of organizations have profiles on social networks, 91% on Facebook, 28% on Twitter, 14% on LinkedIn and 51% on YouTube. Furthermore, 13% of participating CSOs do not have a website and 19% do not use a mailing list for communication with their users. The most important CSO activities on social networks were awareness raising and public relations for 91% CSOs, promotion of their goals and activities (89%), engagement and retention of supporters (88%), and advocacy (70%), while the least important activites were fundraising and recruitment. Vast majority (97%) of CSOs believe that social media are important for their work, so a lot of their marketing and communication activities are done through social networks; and 10% of CSOs have a person in charge of PR who in parallel maintains social network profiles.

RESEARCH AIM

The aim of this research was to explore the practice of using PR tools among Croatian civil service organisations, the importance and frequency of the used PR tool, communication problems and their educational needs in the field of PR.

The main research questions were to what extent are civil society organisations in Croatia satisfied with their usage of PR and digital communication and what the problems in pursuing PR are.

HYPOTHESES

— H1 — CSO members and employees insufficiently use PR tools in their work
— H2 — CSO members and employees have insufficient knowledge and skills to use PR
— H3 — online PR tools dominate over "traditional" PR tools.

RESEARCH METHOD

The research is based on a quantitative survey among professionals and volunteers of CSOs in Croatia. The research was conducted in April 2018, on a convenience and non-random (purposive) sample of 295 CSOs. The online questionnaire was prepared in the Survey Monkey tool, sent to 2,500 organizations whose e-mail address were listed in the National Registry of Non-Governmental Associations and the response rate was 11,8%. According to their formal status, participants came from 274 associations, 7 non-profit institutions, 6 artistic organizations, 2 foundations, 2 political parties, a religious community, a chamber, a fire brigade and a council of national minorities.

The geographical scope of CSOs activity was: a smaller town — 17% (51 CSOs), a county (wider administrative unit in Croatia) — 22% (65), the City of Zagreb (Capital) — 9% (27), a wider geographical region (Istria, Dalmatia, Slavonia, Middle and Northern Croatia) — 6% (19), the whole country — 23% (68) and Croatia and internationally (wider region) — 22% (65 CSOs).

According to their field of work, 44% of participating organisations deal with children and adolescents, 39% with culture and arts, 31% with education, 28% with healthcare and social welfare, 18% withlaw, civil society and politics, 17% with environmental and animal welfare protection, 16% with international relations, 16% with philanthropy and promotion of volunteering, 14% with sports and recreation, 10% with science and research etc. (More in Table 1)

CSO'S SATISFACTION WITH THEIR PUBLIC VISIBILITY

More than half of the respondents (54%) say that they are satisfied with their public visibility, whilst a third (34%) is not and 13% does not know or are undecided. The most satisfied with their visibility (See Table 1) are the CSOs dealing with technology, technics and hobbies (83%), environmental protection (60%), economy and economic development (60%), sports and recreation (57%) and people with disabilities and special needs (57%). The most dissatisfied with their public visibility are the CSOs dealing with war veterans and war victims (56%), women's rights (48%), sexual and gender minorities (47%), science and research (45%), international activities (43%) and national minorities (40%). The most satisfied with their public visibility are the CSOs acting at the

national level and those in smaller towns; the bigger CSOs acting on the national level are more visible due to their mere size, while those in small towns stand out more in smaller surroundings.

Table 1 CSOs' field of work and their satisfaction with public visibility

CSOs' Field of work	Percentage of sample	Number	Satisfied with public visibility	Dissatisfied with public visibility	Do not know/ undecided
Children and adolescents	44%	129	50%	35%	16%
Culture and Arts	39%	115	48%	39%	13%
Education	31%	91	52%	35%	13%
Health and social protection	28%	82	54%	37%	10%
Law, civil society and politics	18%	53	55%	34%	11%
Environmental protection and animal welfare	17%	50	60%	30%	10%
International activities	16%	47	47%	43%	11%
Philanthropy and promotion of volunteering	16%	46	54%	33%	13%
Sports and recreation	14%	42	57%	33%	10%
Science and research	10%	29	48%	45%	7%
Economy and economic development	9%	25	60%	36%	4%
Women's rights	9%	25	44%	48%	8%
Technology, technics and hobbies	8%	24	83%	17%	0%
National minorities	7%	20	40%	40%	20%
Sexual and gender minorities	5%	15	33%	47%	20%
War veterans and war victims	3%	9	44%	56%	0%
Business & professional associations, trade unions	3%	8	50%	38%	13%
Religion and spirituality	2%	6	50%	17%	33%
Care for people with disabilities and special needs	5%	14	57%	21%	14%
Humanitarian activity	2%	6	50%	33%	17%
Other:	6%	18	67%	22%	11%

Public relations are important for the work and success of almost all organizations — 91% (exceptionally for 56% CSOs and moderately important for 35% moderately important, whereas for 5% CSO PR is of little or no importance and 4% do not know or are undecided). For the majority of CSOs operating at the geographical scope of the whole of Croatia, PR is extremely important for 70% and moderately important for 27%. For CSOs operating internationally (Croatia + wider region), PR is extremely important for 63% and moderately for 30%. For CSOs acting at the national level or on the level

of a larger region (Istria, Dalmatia, Slavonia, Central & Northern Croatia), PR is extremely important for 50% and moderately for 33%. Geographical scope in which the organizations operate therefore has a bearing on the importance of public relations for CSOs.

ADVANTAGES OF PUBLIC RELATIONS FOR CSO'S

The major advantages of public relations for the survey participants are shown in Table 2.

Table 2 Major advantages of public relations for CSOs

Advantages of public relations for CSO's	%
Promotion of their work, raising awareness of their organisation's work and mission	89%
Attracting new members/volunteers and their engagement	59%
Fundraising	58%
Advocating, opening a public debate on an issue and influencing the public opinion	55%
Rapid information dissemination, direct communication and co-operation with the public	52%.
For the creation of a more sensitive and better civil society	47%
In transparency, management and accountability of CSOs	43%
In lobbying and influencing the decision makers	39%
Finding partner organizations in joint projects	36%
For information gathering and research	19%.

In around three quarters of CSOs (72%) organizational leadership is in charge of public relations , in 32% of CSO the one who comes first communicates, in 16% it is the duty of a spokesperson (who have the sole responsibility for communication in 8% of CSOs), in 13% of CSOs the volunteers communicate, in 3% it is self-employed experts or PR consultancies and in 4% of CSOs no one takes care of the PR.

The average grade by which CSO representatives rate their conduct of public relations is good (2.7 on a scale from 1 of 5); 28% evaluate their PR as very good (4) while 20% rate itas inadequate (1) and 20% as sufficient (2). Just 3% of CSOs evaluate their PR as excellent (5) whilst 27% do not know or are undecided. This evaluation points out that the representatives of CSOs are aware of their insufficient usage of PR tools in their work.

Table 3 points out the relations between satisfaction with public visibility, self-assessment of PR and the position of the spokesperson related to the CSOs' geographical scope of activity. CSOs acting at the national level are the most satisfied with their visibility, CSOs acting on a regional level rate their PR the highest, CSOs working both in Croatia and abroad have a spokeperson the most often, and the leadership communicates the most often in the cases of CSOs from small towns and from Zagreb.

Table 3 Satisfaction with public visibility, self-assessment of PR, position of a spokesperson related to CSOs' geographical scope of activity

Geographical scope of CSOs	% of total	Satisfaction with public visibility	Self-assessment of PR	Has spokes-person	Leadership communicates
Town	17%	61%	2,5	6%	80%
County	22%	54%	2,5	9%	66%
City of Zagreb	9%	41%	2,4	22%	80%
Croatian regions*	6%	58%	2,9	0%	74%
Croatia	23%	65%	2,8	15%	74%
Croatia and abroad	22%	40%	2,6	32%	63%

* Istria, Dalmatia, Slavonia, Middle and Northern Croatia

When asked about the frequency of PR tools used, the CSO representatives state that they post on social media on a daily basis, publish web site posts on a weekly basis and issue press releases mostly on a monthly basis. Less often, mainly quarterly they organize diverse events —public actions, debates, lectures and conduct internal communication for their employees/members. Once a year they shoot video stories and publish them online, advocate their ideas/influence decision makers, organize media campaigns and press conferences, edit and publish their printed magazines or bulletins. Conducting a public opinion research (64% never) and writing blog posts (87% never) are performed the least often, as shown in Table 4.

Table 4 Frequency of usage of PR tools

PR tools and actions	Daily	Weekly	Monthly	Quarterly	Once a year	Never	Ponder
Social media posts	41%	31%	13%	6%	2%	6%	4,84
Web site posts	19%	30%	26%	12%	2%	11%	4,19
Issuing press releases	5%	14%	32%	26%	14%	10%	3,43
Organizing events — public actions, debates, lectures	3%	8%	19%	32%	27%	10%	2,98
Conducting internal communication for employees/members	10%	14%	14%	15%	14%	33%	2,9
Shooting video stories and publish them online;	2%	6%	15%	22%	27%	28%	2,5
Advocating their ideas/ lobbyying decision makers	5%	4%	16%	19%	20%	35%	2,49
Organizing media campaigns	1%	2%	3%	17%	31%	47%	1,84
Organizing press conferences	0%	1%	2%	13%	37%	46%	1,76
Writing, editing and publishing their own magazine or bulletin	2%	3%	6%	10%	14%	66%	1,71
Writing blog posts	2%	4%	6%	4%	1%	83%	1,54
Public opinion research	0%	1%	2%	8%	26%	64%	1,49

COOPERATION WITH SELF-EMPLOYED EXPERTS, PR CONSULTANCIES, ADVERTISING AND DIGITAL AGENCIES

In the implementation of its PR, 20% of CSOs use some form of external assistance. 15% of CSOs cooperate with self-employed PR experts (freelancers), PR consultancies are hired by 7% CSOs, full service advertising agency by 3% and digital agencies by 3% CSOs. Although 80% of CSOs do not use an agency or PR experts, 12% of CSOs would like to do it if they had the necessary funds. Self-employed PR experts are hired by 25% of CSOs operating in Croatia and abroad, 18% of those acting on the national level, 15% of CSOs in Zagreb, 8% of those in small towns and 6% at the county level. PR consultancies are hired mostly by CSOs operating at the scope of the entire Croatia at 13%, followed by 6% of those operating in Croatia and abroad, 7% of CSOs in Zagreb and only 1% of those at the national level. Advertising agencies are hired by 5% of CSOs operating at the national level and 8% of CSOs operating in Croatia and abroad. Digital agencies are hired by 3% of CSOs at the country level and wider region, 3% of CSOs operating in counties and 5% of those in the wider regions.

Out of the 13% CSOs that use external agencies, half of them (6,5%) hire the agencies professionally and the same percentage of CSOs (6,5%) gets agency help on a pro bono basis. Table 5 points out that hiring an agency or self-employed PR experts is influenced by the size of an organization and the scope of its activity, as most CSOs that use PR tools are those operating at the national level or at the level of Croatia and abroad and they are the ones that hire external agencies the most.

Table 5 CSOs' cooperation with independent experts, PR, advertising and digital agencies related to their scope of activity and sort of cooperation

Geographical scope of CSO	% in total	Self-employed expert	PR Consultancy	Advertising agency	Digital agency	Hire professionally	Help pro bono
Town	17%	8%	-	-	-	4%	2%
County	22%	6%	1%	1%	3%	2%	0%
City of Zagreb	9%	15%	7%	-		11%	4%
Croatian regions*	6%	-	-	-	5%	-	21%
Croatia	23%	18%	13%	5%	3%	12%	9%
Croatia and abroad	22%	25%	6%	8%	3%	8%	11%

*Istria, Dalmatia, Slavonia, Central and Northern Croatia

COMMUNICATION STRATEGY, BUDGET AND EVALUATION

Only 15% of CSOs have an annual communication strategy whilst 85% do not have it. Similarly, 17% of CSOs have a special communication budget and 83% do not have it. The CSOs that have a communication strategy 25% mostly CSOs operate in Croatia and abroad, 19% operate in Croatia, 16% at large Croatian regions, 15% in Zagreb, 12% at a county level, and 2% at a smaller town level. A communication budget is held by 25%

CSOs operating in Croatia and internationally (25%), 22% of CSOs in Zagreb and 17% of CSOs operating at the national level, 16% of CSOs acting at the level of large regions, 14% of those operating at the county level, and 8% of those at the smaller town level. Unlike with the possession of a communication strategy, it is to be noted that a higher percentage of CSOs in Zagreb and in smaller towns have a special communication budget, which indicates that they are aware of the need for paid promotion and PR (Table 6).

Table 6 Communication strategy, budget and evaluation
related to the scope of CSO work

Geographical scope of CSOs	% of total	No of CSOs	Has a PR strategy	No of CSOs	Has a PR budget	No of CSOs	Evaluate communi-cations	No of CSOs
Town	17%	51	2%	1	8%	4	8%	4
County	22%	65	12%	8	14%	9	20	13
City of Zagreb	9%	27	15%	4	22%	6	19%	5
Croatian regions*	6%	19	16%	3	16%	3	26%	5
Croatia	23%	68	19%	13	17%	11	14%	21
Croatia and abroad	22%	65	25%	16	25%	16	42%	27
Total		295	15%	45	17%	49	25%	75

*Istria, Dalmatia, Slavonia, Central and Northern Croatia

Overall, only 10% of CSOs have both a communication strategy and a special budget designated for its implementation. Of those organizations, 20% professionally hire an external agency, and the same number cooperate (20%) with agencies on a pro bono basis. Other 60% of CSOs with a PR strategy and a PR budget do not use the help of external agencies even though they would like to hire them. Also, only 13% of organizations with a communication strategy cooperate professionally with a PR consultancy, and 18% of CSOs with a PR strategy are assisted by PR consultancies free of charge, and 40% of CSOs with a communication strategy want to hire them. Interestingly, 15% of the total sample of CSOs ha an annual communication strategy, and 2/3 of them do not have a budget dedicated to its implementation. On the other hand, it is unclear how 40% of organizations with a special budget dedicated to PR do not have an annual communications strategy.

We can conclude that organizations that have a communication strategy and a budget dedicated to PR are aware of the importance of PR and the need for hiring or cooperating with specialized communication agencies, but do not have the funds.

The most important communication tools for CSOs are web sites, e-mails, social media and various events (forums, debates, meetings…);their own publications (leaflets, brochures, newsletters...) radio, TV are less important,and the least important is print media (Table 7).

Table 7 Most important PR tools for CSOs

PR Tools	Not important at all	Not important	Do not know or cannot decide	Very important	Most important	Ponder
Web site	2%	1%	4%	21%	71%	4,58
E-mail (personalized)	0%	3%	5%	23%	69%	4,58
Social media, blog posts	2%	2%	6%	16%	73%	4,56
Diverse events — public actions, debates, lectures	1%	2%	10%	28%	60%	4,44
Own print leaflets, bulletin or magazine	4%	7%	9%	31%	49%	4,16
Radio	4%	5%	11%	34%	46%	4,12
TV	6%	7%	10%	28%	48%	4,05
Print (dailies, weekly, monthly magazines)	4%	9%	10%	39%	39%	4

25% CSOs pursue the evaluation of communication activities, 57% do not and 18% respondents do not know. Three quarters of CSOs that have both a PR strategy and a budget to evaluate communication, and 25% do not know. Also, only 55% of organizations that have a special PR budget carry out evaluation of communication activities. The most common evaluation methods for those CSO that evaluate communications are website and social media analytics (55%), followed byconducting a media analysis (45%) and conducting polls or personal surveys at their events (27%). We conclude that evaluation of communications is insufficient and that improvements are possible, at least in the usage of free analytic tools for web sites and social media, which can help CSOs to precisely target specific public and improve its PR.

PROBLEMS IN PUBLIC RELATIONS IMPLEMENTATION

The biggest internal problems in the implementation of PR for CSOs is lack of funds (64%), too much work/lack of time (57%), shortage of personnel (54%), other urgent tasks taking over other priorities (42%) and lack of a PR strategy (39%). For a smaller percentage of CSOs, the problems are a lack of coordination within the organization (14%), inactive leadership (7%) or the unrealistic expectations of the leadership about what can be achieved by communication (7%).

MEDIA RELATIONS

The most important types of media for 75% of CSOs are local media, for 48% regional media, while national media are important for 45% of CSOs. Regarding satisfaction with media relations half (47%) of the CSOs are satisfied with their co-operation, 19% are very satisfied, 19% are dissatisfied, while 15% do not know or are undecided.

The biggest problems in media relations for CSO representatives are the facts that CSO activities are uninteresting to the media (47%), CSO's own inadequate public relations efforts (35%), media sensationalism (33%), media that often report on a small number of the same CSOs (28%); journalists' unfairness (2,2%) and the negative media attitude towards CSOs (5%). Other issues included media's need for "ready to use" information, some local media that charge publication of CSOs' information and influence of local politics on media.

THE MOST IMPORTANT DIGITAL COMMUNICATION TOOLS

The most important digital communication tools for CSOs are Facebook pages, websites, personalized E-mail, YouTube, online newsletters and Instagram, followed by online surveys and petitions, Twitter, mobile apps, LinkedIn and blog posts. Only one organization uses the social network Vimeo and none of the CSOs advertise online or on social media.

Table 8 Most important online communication tools

Online PR Tools	Not important at all	Not important	Do not know or cannot decide	Very important	Most important	Ponder
Web site	1%	1%	5%	29%	63%	4,51
Facebook	2%	1%	5%	14%	77%	4,62
Twitter	27%	17%	25%	16%	14%	2,74
YouTube	11%	11%	20%	35%	23%	3,49
LinkedIn	25%	24%	31%	15%	5%	2,5
Instagram	20%	16%	19%	19%	26%	3,14
Online newsletter	15%	15%	27%	24%	19%	3,17
Personalized e-mail	4%	7%	13%	27%	49%	4,11
Blog	30%	20%	30%	13%	7%	2,46
On line surveys and petitions	17%	17%	28%	25%	13%	2,99
Mobile app	28%	15%	30%	14%	14%	2,7
On line and social media advertising	0%	0%	0%	0%	0%	0

ADVANTAGES OF SOCIAL MEDIA

The biggest advantage of social media for CSOs is the promotion and raising awareness of their work and mission (92%), quick dissemination of information and direct communication with the public (71%), attracting new members/volunteers and their engagement (67%), advocating, opening a public debate on an issue and influencing public opinion (51% (more in Table 9).

Table 9 Advantages of social media for CSOs

Advantages of social media for CSOs	%
Promotion of the CSOs' work, raising awareness of organisation's work and mission	92%
Rapid information dissemination, direct communication and co-operation with the public	71%
Attracting new members/volunteers and their engagement	67%
Advocating, opening a public debate on an issue and influencing public opinion	51%
Creation of a more sensitive and better civil society	48%
Fundraising	45%
Improvement of transparency, management and accountability of CSOs	41%
Finding partner organizations in joint projects	39%
Information gathering and research	33%
Lobbying and influencing the decision makers	30%

The CSO representatives are aware of their insufficient knowledge of public relations and most (60%) participants need general education on public relations, followed by education in fundraising (55%), internet marketing and advertising (47%), marketing and advertising (45%), media relations (43%), content management of social media (43%); media training (33%), public speaking (30%), internal communication (25%), event management (21%) and writing (20%). All of this should help them improve the presentation of their mission and carry out their activities.

DISCUSSION OF RESULTS

Since a third of the CSOs are not satisfied with their visibility in society, rate their PR with 2,7, only 10% of them have both a communication strategy and a communication budget, and 16% have a spokesperson, we can conclude that hypothesis H1 — CSOs insufficiently use PR tools in their work, is confirmed.

Hypothesis H2 — CSOs need PR education, is also confirmed, as 60% of them need general education in public relations, 55% in fundraising and 47% in online marketing and advertising.

CSOs' most important communication tools are web pages, e-mails, social media and various events, and they use them more frequently than traditional PR toolls. Hence the hypothesis H3 — online PR tools are taking over "traditional" PR tools among CSOs, is also confirmed.

This research is one of the few on the topic of CSOs and their public relations in Croatia and it pointed out that CSOs do not use PR sufficiently to their full potential. As Dimitrov (2008, 37) states, communication is the secret weapon of resource-poor nonprofits. The elements for building their communication capacities are research, training and networking. Therefore, this research might raise CSOs' awareness of the importance of public relations in their work. On the other hand, many CSO representatives do not have the knowledge and skills required to implement efficient public re-

lations. Thus this research could help create a variety of specific PR related education models (workshops, seminars etc.) for the civil sector in Croatia. Better implementation of PR ultimately might result in the success of CSOs' work (better communication with their publics, stronger interest of citizens and volunteers for their work, better relationship with media etc.). In the end, better PR of CSOs in the long run might result in the improvement of the whole society.

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IMPACT OF FINANCIAL CRISIS ON BANKING SECTORS IN WESTERN AND EASTERN EUROPEAN COUNTRIES

1. INTRODUCTION

Globalization and interconnectedness of economies and financial systems can cause the transmission of local crises to a global financial crisis (Cartwright, 2004, 18).

These signals point to the need to use regulatory mechanisms that can promptly stimulate the real economy and financial markets, and prevent the negative consequences of such developments.

Regulatory issues are at the forefront of financial theory and practice in the context of financial crisis. In this context, the issue of banking regulation represented by Basel III, as well as its interaction with the banking sector, the financial market and the real economy, is also particularly relevant.

The role of regulation and supervision of the financial system is mainly to limit risks of financial intermediation and financial services.

The primary task of regulation and supervision of banks is to ensure stability on the level of a banking system or internal stability on the level of individual banks.

Ensuring stability of a banking system requires a number of conditions in macroeconomic and microeconomic approaches, business environment of financial institutions in the sense of sustainable economic growth and stability of financial institutions.

The opinions of individual authors on the regulation vary. Some authors see the problem of banks in insufficient regulation; others stated that over-regulation could be a problem.

For example, Stiglitz, J. (Stiglitz, 2010) states that "regulation can greatly contribute to the prevention of negative phenomena, but it may also be that an inadequate form, scope or method of regulation is a source of new crises." Van Hoose raises the question of whether risk-based capital regulation really makes individual banks and the banking system as a whole "safer". Relative growth of "capital cushion" can quickly dissipate if the banks do not respond by not holding the portfolios of risky asset classes or if they do not generate sufficient measures to evaluate the adverse selection or moral hazard. The author defends the idea that banks are portfolio managers, and that this approach gives qualified support for capital regulation.

The interdependence of the development between the real economy and the financial sector needs to be analyzed from a number of perspectives. Individual regula-

tory acts have different specific objectives, but several measures are aimed at greater financial and banking stability and elimination of moral hazard (Freixas & Rochet, 1997, 37).

What is especially important is to look at the pro-cyclicality of regulation and the relationship between the economic cycle and the financial crisis, especially the influence of regulation on the cyclicality of the banking sector and real economy development.

There are many models that focus on predicting financial crises or leading indicators. The financial crises can be predicted, but cannot be avoided; it is only possible to mitigate their impacts on the sectors of economy. The complexes of indicators for prediction of financial crises (for example, composite indicators that can predict the potential of negative economic development /Jakubíková, Tkáčová, Bánciová, 2014/) have a special significance.

According to Van Hoose (Van Hoose, 2007), the primary effect of any system of capital requirements is to change the leverage effect of the bank's portfolio, i.e. the ratio between capital and assets. It is clear that the result will be a change in the asset portfolio of the financial institution. Authors Koehn and Santomero (Koehn, Santomero, 1980) point out that banks with a low aversion to risk had higher capital requirements but also a higher probability of bankruptcy. In that case, it is not possible to reduce the risk by regulation as subject to regulation is not the composition of assets.

We have also been inspired by a research that addresses the relationship between capital and risk decision, behavior of banks, because this is a key link in regulation of capital, as the author points out the differences in behavior of banks according to selected characters. For example, according to Howarth and Quaglie (Howarth and Quaglie, 2013, 115), clients of banks based in the countries that do not use the euro will prefer banks of the euro area. It should be more convenient for countries to join the Bank Union.

The positive impact on capital may be found when the asymmetry of information (Gropp, Heider, 2010) suggests that large banks hold higher capital buffers to offset their increased complexity.

1. BANKING UNION AND THE REGULATION OF BANKS AFTER THE FINANCIAL CRISIS

The creation of the banking union was a response to the financial crisis of 2008. The financial crisis has shown that the previous regulation could not prevent bank failures and that excessive risk had not been adequately covered by capital requirements.

An often discussed problem is a high level of pro-cyclicality of the bank regulation. Pro-cyclicality is defined as the "positive correlation" mechanism by which the financial system can amplify economic fluctuations and eventually worsen financial instability.

Appendix 1 of the document "Addressing pro-cyclicality financial system: a possible framework" sets out possible approaches and solutions in the field of prudential and financial reporting, which can be used to dampen pro-cyclicality of the financial system (BIS, 2008).

Increased capital requirements are associated with the need to create additional income and with the expansion of banks' net interest margins. The growth of bank credits can generate positive externalities for the economy. Expecting these trends, we analyzed the impact of the financial crisis on banks in Western and Eastern European countries.

The banking union emerged as a response to negative phenomena, such as the explosion of public debt in the euro area caused by a massive bail-out of banks through public finances, financial problems in Ireland, Greece, Spain and Cyprus, serious flaws in corporate governance in the banking sector and the attempt of interrupting the negative circuit between banks and governments.

The specific content of the banking union (EC, 2018) has three pillars: 1) the Single Supervisory Mechanism (SSM), the performance of which is entrusted to the European Central Bank (ECB), 2) Single Resolution Mechanism (SRM) and 3) Deposit Guarantee Scheme (DGS).

The ECB, in cooperation with the national supervisors, supervises over 6000 banks in the euro area and in the countries involved in the mechanism on a voluntary basis. Banks' assets are approximately 3 times larger than EU GDP. The role of SRM is to propose a mechanism for the recapitalization of banks in case of their problems. The DGS does not have sufficient support from the member states. These pillars are legally supported by the Single Rulebook.

A recently discussed problem is the duty of banks to create additional reserves to cover losses. The measures proposed by the EBA about the creation of the "eligible liabilities" (referred to as system MREL = Minimum Required Eligible Liabilities) that the banks have to hold. The new proposal foresees that banks will have to increase the amount of eligible liabilities in the form of an additional long-term debt.

The problem may lie in the fact that the banks of Central and Eastern Europe will create the additional resources to a greater extent than banks in Western Europe, as the banks in Eastern Europe do not have the types of liabilities that may be recognized as eligible liabilities, but they have other forms of liabilities (not included in the eligible liabilities).

Differentiation and identification of causes of systemic risk is the key to the choice of the instruments of regulation. Systemic risk is generally associated with two groups of problems: 1) changes in the structure of the balance sheets of individual banks and 2) changes in the structure of the banking and financial system, as the concentration of capital and the emergence of conglomerates (Tarullo, 2014, Ren, 2011).

The main factors of systemic risk are the pro-cyclicality in the credit market and the concentration of risks in interconnected markets (Viñals, 2011).

Despite the extensive research into systemic risk (Galati and Moessner, 2010), the approach to identifying it is not uniform. Partial aspects of systemic risk analysis focus on its manifestation of high volatility in markets, financial contagion, correlated exposures of financial institutions, the emergence of speculative bubbles in the asset market, loss of confidence and negative impacts on the real economy (Bisia et al., 2012).

The ECB has adopted many measures to stimulate credit markets. This paper deals with the question of whether to stimulate markets manifested in the same way in Western European countries compared with CEE countries.

2. METHODOLOGY AND DATA

Panel regression models have been compiled and they show the relationship between gross credits volumes on the one side and common equity, customer deposits, bank deposits, loan impairment charge, fixed assets and personnel expenses on the other side. Panel regression combines cross-sectional data over time. The informative value of it is higher in comparison to linear regression. The data structure is compiled to capture each bank *(i)* at the time *(t)*. The cross-sectional dimension is expressed as *"i"*, which takes values from 1 to *N*, in our case the number of banks (72 banks from Germany and France and 43 banks of Central and Eastern European countries). The used observations were for the period 2000-2013. The advantage of panel regression is in the possibility to get a more accurate estimate of the parameters of a proposed model.

Model Specification

In the first step the panel regression model was used with the data at the individual banks level. The data was "balanced panel", meaning the data for the same time period for each of the same banks without missing values.

The basic model for panel regression is a linear model in shape

$$y_{it} = \alpha_{it} + \beta_{it}^T . x_{it} + u_{it} \tag{1}$$

where:

$i = 1,..., N$ = cross-sectional index,

$t = 1,...,T$ = time index,

u_{it} = random error.

Component α_{it} contains omitted observations, such as some bank characteristics that are not part of explanatory variables.

In practice, two models are used: Fixed Effects Model and Random Effects Model. For the purpose of deciding which model is significant, we will use the Hausman test.

Variables in the first panel regression model:

Total_Assets   = total volume of assets,

Personnel_Expenses   = personnel expenses,

Bank_Deposits   = bank deposits,

Loan_Impairment_Charge   = loan impairment charge,

Fixed_Assets   = fixed assets,

Customer_Deposits = customer deposits,
Common_Equity = common equity, bank capital,
Pretax_Profit = profit before tax,
Net_Interest_Margin = net interest margin.

The second model used was a linear regression model with the quarter data at the banking sector of Eurozone level. The descriptive statistics of the used indicators are in following table.

The linear regression model has the form:

$$y_t = b_0 + b_1 x_1 + b_2 x_2 + \cdots b_k x_k + u_t \tag{2}$$

where:

y_t = *the value of the observed variable*
b_0 = *constant — the absolute member of the regression model*
$b_1 \, b_k$ = *model parameters*
$x_1 \, x_k$ = *explanatory variables*
u_t = *random variable*
n = *number of selection elements, number of observations*

Variables in the first model:

CAPREZ = capital and reserves,
CRED_MFI = microfinance credits,
CRED_TOTAL_EUROZONE = total credit volumes in the Eurozone,
DEBTSEC_GENGOV = debt securities of general government,
DEBTSEC_TOTAL = debt securities total volumes,
EXTERNAL_LIAB = external liabilities,
FIXED_ASSETS =fixed assets.

Table: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CAPREZ	41	1371089	2490001	2041738,80	362763,494
CRED_MFI	41	4598347	6257695	5512193,68	455984,439
CRED_TOTAL_EUROZONE	41	13943974	18599128	17114963,39	1155528,798
DEBTSEC_GENGOV	41	1120106	1851239	1459971,44	233245,168
DEBTSEC_TOTAL	41	3101158	4553054	4054020,46	496777,649
DEPOS_TOTAL	41	12428758	17644085	16152034,56	1413099,605
EXTERNAL_LIAB	41	2748160	4465205	3514984,95	469433,896
FIXED_ASSETS	41	166519	232301	207554,83	15995,589

3. RESULTS AND DISCUSSION

The research is focused on the analysis of whether the stimulation of markets by ECB is manifested in the same way in Western European countries compared with CEE countries.

The analysis includes the banking sectors of Germany and France as the banking sectors of Western Europe and the rest is included into the analysis of the banking sector of Central and Eastern Europe.

The panel regression was done in several alternatives.

The first was the analysis of the whole sample of banks within one set for the period 2008—2012. Then the banks were divided by countries, into German banks, French banks and the banks of CEE countries.

The next step was the comparison of the results in several time periods; banks during the period 2000—2013 and during the period 2008—2013, in order to find out the differences in the period of financial crisis.

Table 1 The results of the panel regression on a set of all banks
(Germany, France and CEE countries) for the time period 2000—2013.
Source: processing using data from BankScope.

Type of Panel Regression Model	Pooling	Fixed	Random
Gross_Loans ~ Total_Assets + Personnel_Expenses + Bank_Deposits + Loan_Impairment_Charge + Fixed_Assets + Customer_Deposits + Common_Equity + Pretax_Profit + Net_Interest_Margin			
(Intercept)	174.505 *** (32.59) (5.34)	174.505 (32.59) (5.34)	262.683574 *** (33.517826) (7.8371)
Total_Assets	-0.008263 (0.046777) (-0.1766)	-0.152142 ** (0.052169) (-2.9164)	-0.114287 * (0.046705) (-2.4470)
Personnel_Expenses	0.134176 ** (0.048870) (2.7456)	0.142133 ** (0.051698) (2.7493)	0.140092 ** (0.047182) (2.9692)
Bank_Deposits	0.091406 . (0.05232) (1.7467)	0.108539 * (0.05107) (2.1251)	0.103132 * (0.047498) (2.1713)
Loan_Impairment_Charge	0.023642 (0.046164) (0.5121)	-0.107518 (0.044387) (-2.4223)	-0.078216 . (0.041439) (-1.8875)
Fixed_Assets	-0.013123 (0.054631) (-0.2402)	0.055752 (0.059587) (0.9356)	0.046538 (0.053792) (0.8651)
Customer_Deposits	-0.034053 (0.042289) (-0.8052)	0.041470 (0.035584) (1.1654)	0.025636 (0.034056) (0.7528)

Common_Equity	0.067220	-0.079089	-0.039375
	(0.054272)	(0.063684)	(0.056059)
	(1.2386)	(-1.2419)	(-0.7024)
Pretax_Profit	0.172035	0.125060	0.125497
	***	**	**
	(0.048614)	(0.046621)	(0.043288)
	(3.5388)	(2.6825)	(2.8991)
Net_Interest_Margin	0.035904	-0.124870	-0.050522
	(0.041081)	.	(0.053996)
	(0.8740)	(0.072281)	(-0.9357)
		(-1.7276)	
R-Squared	0.05192	0.074113	0.053311
F-statistic	1.53204	4.22462	3.72294
p-value	0.14535	2.8063e-05	0.00014541

Hausman Test: data: Y ~ X; chisq = 20.32, df = 9, p-value = 0.01603; alternative hypothesis: one model is inconsistent.

Values in parentheses are std. error and t-value and
*** denotes statistical significance at the 1% level, ** at the 5% level and * at the 10% level.

As first the set of all banks (Western European and Eastern European banks) was analyzed.

Credits creation was in a positive relation with personnel expenses, bank deposits and pretax profit. Credits creation was in negative relation to total assets. Credits decreasing in the situation of increased assets can indicate that the procyclicality in the banking sector measured on the individual banks level was not overcome.

Table 2 The results of the panel regression on a set of all banks
(Germany, France and CEE countries) for the time period 2008—2012.
Source: processing using data from BankScope.

Type of Panel Regression Model	Pooling	Fixed	Random
Model: Gross_Loans ~ Total_Assets + Personnel_Expenses + Bank_Deposits + Loan_Impairment_Charge + Fixed_Assets + Customer_Deposits + Common_Equity + Pretax_Profit + Net_Interest_Margin			
(Intercept)	182.6656518		257.705086
	***		***
	(31.9344848)		(32.69447)
	(5.7200)		(7.8822)
Total_Assets	-0.0098929	-0.161528	-0.117654
		**	*
	(0.0467799)	(0.051648)	(0.04647)
	(-0.2115)	(-3.1275)	(-2.5315)
Personnel_Expenses	0.1332729	0.140126	0.139588
	**	**	**
	(0.0488860)	(0.051702)	(0.04715)
	(2.7262)	(2.7103)	(2.9605)

Bank_Deposits	0.1311388 **	0.071484 .	0.083371 *
	(0.0413614)	(0.041478)	(0.038345)
	(3.1706)	(1.7234)	(2.1742)
Loan_Impairment_Charge	0.0225504	-0.104221 *	-0.077091 .
	(0.0461765)	(0.044333)	(0.041367)
	(0.4884)	(-2.3509)	(-1.8636)
Fixed_Assets	-0.0132772	0.060633	0.046538
	(0.0546551)	(0.059491)	(0.053792)
	(-0.2429)	(1.0192)	(0.8651)
Customer_Deposits	-0.0261653	-0.023568	0.023724
	(0.0418257)	(0.031132)	(0.033906)
	(-0.6256)	(-0.7570)	(0.6997)
Common_Equity	0.067220	-0.079089	-0.039375
	(0.054272)	(0.063684)	(0.056059)
	(1.2386)	(-1.2419)	(-0.7024)
Pretax_Profit	0.1657752 ***	0.149921 ***	0.127436 **
	(0.0483719)	(0.043642)	(0.043169)
	(3.4271)	(3.4352)	(2.9520)
Net_Interest_Margin	0.0346363	-0.021345	-0.050574
	(0.0410870)	(0.062579)	(0.054023)
	(0.8430)	(-0.3411)	(-0.9362)
R-Squared	0.049475	0.065665	0.052611
F-statistic	3.87776	4.62726	4.13718
p-value	0.00018009	5.0271e-05	7.9871e-05

Hausman Test: data: Y ~ X; chisq = 20.32, df = 9, p-value = 0.01603; alternative hypothesis: one model is inconsistent.

Values in parentheses are std. error and t-value and
*** denotes statistical significance at the 1% level, ** at the 5% level and * at the 10% level.

The analysis of the same set of banks during the changed period 2008—2012 has brought similar results in comparison with the period 2000—2013. The positive impact of bank deposits and the negative impact of loan impairment charge on the credits were highlighted.

Table 3 The results of the panel regression on a set of banks in Germany and France for the time period 2008-2012. Source: processing using data from BankScope.

Type of Panel Regression Model	Pooling	Fixed	Random
Model: Gross_Loans ~ Total_Assets + Personnel_Expenses + Bank_Deposits + Loan_Impairment_Charge + Fixed_Assets + Customer_Deposits + Common_Equity + Pretax_Profit + Net_Interest_Margin			
(Intercept)	117.779785 ***		159.15026 ***
	(26.69073)		(28.478771)
	(4.4128)		(5.5884)

Total_Assets	0.018500	-0.125763	-0.0807680
	(0.05191)	.	(0.055297)
	(0.356)	(0.06394)	(-1.4606)
		(-1.9669)	
Personnel_Expenses	0.206085	0.308913	0.2656467
	**	**	***
	(0.06288)	(0.09707)	(0.07625)
	(3.2772)	(3.1823)	(3.4834)
Bank_Deposits	0.019471	0.107217	0.0842960
	(0.05652)	.	(0.054143)
	(0.3444)	(0.05923)	(1.5569)
		(1.8102)	
Loan_Impairment_Charge	0.059450	-0.104649	-0.0642672
	(0.05971)	.	(0.0546281)
	(0.9956)	(0.058885)	(-1.1764)
		(-1.7772)	
Fixed_Assets	-0.058884	0.031168	0.0076692
	(0.065969)	(0.07776)	(0.068438)
	(-0.8926)	(0.4008)	(0.1121)
Customer_Deposits	0.033842	0.083562	0.0768712
	(0.05098)	.	.
	(0.6638)	(0.04827)	(0.045081)
		(1.7309)	(1.7052)
Common_Equity	-0.038510	-0.111633	-0.0939415
	(0.060312)	(0.078843)	(0.066629)
	(-0.6385)	(-1.4159)	(-1.4099)
Pretax_Profit	0.236968	0.144115	0.1592620
	***	*	**
	(0.06328)	(0.060058)	(0.05610)
	(3.7443)	(2.3996)	(2.8385)
Net_Interest_Margin	0.021240	-0.162762	-0.0815557
	(0.05281)	.	(0.0652232)
	(0.4021)	(0.084587)	(-1.2504)
		(-1.9242)	
R-Squared	0.07136	0.089501	0.067762
F-statistic	3.41527	3.48416	3.23054
p-value	0.00046153	0.00040009	0.00084636

Hausman Test: data: Y ~ X; chisq = 20.32, df = 9, p-value = 0.01603;
alternative hypothesis: one model is inconsistent.

Values in parentheses are std. error and t-value and
*** denotes statistical significance at the 1% level, ** at the 5% level and * at the 10% level.

In the observed banks in Germany and France, the gross loans growth did not lead to a capital growth. It may signal that loans were low-risk.

The credits growth was accompanied by the growth of profit.

The growth of assets did not contribute to the credits' growth. On the basis of this, it could be assumed that other groups of assets (securities) contributed to the assets growth more.

In the observed German and French banks, the credits growth and profit growth are significantly positive.

In the observed German and French banks, the capital growth was not accompanied by a credit growth, which shows either that the loan was connected with a low risk, or, in the worst-case scenario, that pro-cyclicality in these banking sectors was present.

Loans have contributed to the profit growth, which can be considered positive, because loans are the most yielding asset. Customer deposits are in a positive relation with the credits growth. The German and French banks have had positive results from deposits during the period of general decline in interest rates.

Table 4 The results of the panel regression on a set of CEE countries banks during the time period 2008—2012.Source: processing using data from BankScope.

Type of Panel Regression Model	Pooling	Between	Fixed	Random
Gross_Loans ~ Total_Assets + Personnel_Expenses + Bank_Deposits + Loan_Impairment_Charge + Fixed_Assets + Customer_Deposits + Common_Equity + Pretax_Profit + Net_Interest_Margin				
(Intercept)	76.124773 ***	110.1031 **	-	97.8471 ***
	(16.5582) (4.5974)	(39.071231 (2.8180)		(16.9426) (5.775)
Total_Assets	76.124773 (16.558218) (4.5974)	0.053081 (0.3476) (0.1527)	-0.1713 . (0.0914) (-1.872)	-0.1691 . (0.0946) (-1.787)
Personnel_Expenses	76.124773 (16.55821) (4.5974)	-0.376280 . (0.18405) (-2.044)	0.06794 (0.05184) (1.3106)	0.0726224 0.0534927 1.3576
Bank_Deposits	0.310172 (0.20217) (1.5342)	1.550332 * (0.6679) (2.3210)	0.05633 (0.1408) (0.3998)	0.0894130 0.1489279 0.6004
Loan_Impairment_Charge	-0.145334 * (0.06765) (-2.1481)	-0.263865 . (0.1470) (-1.795)	-0.1797 ** (0.06520) (-2.757)	-0.1594 * 0.0633384 -2.5172
Fixed_Assets	0.295691 * (0.12295) (2.4049)	0.081632 (0.3563) (0.2291)	0.0742040 (0.09743) (0.7616)	0.1420154 0.0981217 1.4473

Customer_Deposits	-0.130963 . (0.066633) (-1.9654)	-0.562514 * (0.2407) (-2.336)	-0.00935 (0.0448) (-0.208)	-0.0369662 0.0474830 -0.7785
Common_Equity	0.162771 (0.2003) (0.8123)	-0.667489 (0.62205) (-1.0730)	-0.01173 (0.1529) (-0.076)	0.0916669 0.1571501 0.5833
Pretax_Profit	-0.024505 (0.071636) (-0.3421)	0.020192 (0.1517) (0.1331)	0.0289510 (0.06776) (0.4272)	-0.0070923 0.0662062 -0.1071
Net_Interest_Margin	-0.032117 (0.06784) (-0.4734)	0.061240 (0.1244) (0.4922)	0.19935 (0.1590) (1.2535)	-0.0142736 0.0944060 -0.1512
R-Squared F-statistic p-value	0.29142 8.45391 1.5114e-10	0.6419 5.7760 0.000135	0.1134 2.0899 0.03386	0.1085 2.50369 0.01002

Hausman Test: data: Y ~ X; chisq = 20.32, df = 9, p-value = 0.01603; alternative hypothesis: one model is inconsistent.

Values in parentheses are std. error and t-value and
*** denotes statistical significance at the 1% level, ** at the 5% level and * at the 10% level.

Bank deposits are in a positive relation to the gross credits. Customer deposits were in a negative relation to the credit growth. Interbank market has had a positive role in the CEE countries. The loan impairment charge was in a negative relation to the credit growth; this can indicate a significant impairment level.

In the next step we explored another set of data on the banking sector level using the linear regression model. The dependent variable was the total credit volume, the explanatory variables were capital and reserves, microfinance credits, debt securities of general government, and debt securities total volumes, external liabilities and fixed assets. The used stepwise model includes the variables according to the order of their highest significance.

Table 5 The results of linear regression model. Source: processing using data from ECB.

	Unstandardized Coefficients		Standardized Coefficients		Signifi-cance	Model R Square
	B	Std. Error	Beta	t-value		
MODEL 1						0.831
(Constant)	0.962	872833.4		5.815	.000	
DEPOS_TOTAL	0.976	0.054	0.912	13.845	.000	
MODEL 2						0.962
(Constant)	0.976	500494.7		4.010	.000	
DEPOS_TOTAL	1.204	0.048	1.472	25.087	.000	
CAPREZ	-2.125	.0187	0.667	-11.368	.000	

MODEL 3					0.976
(Constant)	1605458.3	414274.8		3.875	.000
DEPOS_TOTAL	0.959	0.066	1.173	14.531	.000
CAPREZ	-1.692	0.178	-0.531	-9.486	.000
FIXED_ASSETS	16.729	3.646	0.232	4.589	.000

The linear regression model has shown, that the most significant variable for the total credit volumes explanation were the total deposits. Total deposits have had the positive impact on credits. Capital and reserves were in a negative relation to the credits growth and fixed assets were in positive relation to the credits growth.

4. CONCLUSIONS

At first we analyzed the complex of all banks (Western European and Eastern European banks).

The gross loans creation has not supported the capital and total assets increasing. Pretax profit has a positive relationship with the creation of gross loans in the Western European countries (Germany and France). It points to the fact that pro-cyclicality of the banks in the dataset for the period 2000—2013 was not overcome. Net profit and bank deposits supported the creation of gross loans.

In the set of banks of Germany and France, the gross loans growth did not lead to a capital growth and the capital growth is accompanied by a fall in profit. The growth of assets contributed to the capital growth. The used model shows that assets and customer deposits contributed to the profit creation.

In the observed German and French banks, the growth of assets has not contributed to the credits growth, and the capital growth was not accompanied by a credit growth. Loans have contributed to the profit growth, which can be considered as positive, because loans are the most yielding asset. Customer deposits and bank deposits are positively related to the profit. There were positive impacts from the deposits holding during the period of a general decline in interest rates.

It points to the fact that pro-cyclicality of the banks in this dataset for the period 2000—2013 was not overcome and that support for anti-cyclicality in the regulation is the right way.

The results of the linear regression model are consistent with the main panel regression results. The panel regression determined a more detailed result in the fact that customer deposits were significant in the countries of Western Europe, and in the Eastern European countries it was bank deposits.

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EVALUATION OF STUDENT COMPETENCES ACQUIRED AND DEVELOPED WHILE PARTICIPATING IN A MOBILITY PROGRAMME

1. INTRODUCTION

Education has always been considered as one of the cornerstones of personal development, successful career, and a happy, social and stable life. Higher education institutions (HEIs) should enhance individual potential of their students and provide them with necessary knowledge, skills and competences that they will need in their future work environment. It is the responsibility of HEIs to develop quality curricula and define the key competence that students will gain for them to be competitive in the future, not only for their domestic labour market, but also for the international labour market. However, it takes a long time to adapt a curriculum and respond to the changing needs in the business sector and fail to anticipate or help shape the careers of tomorrow. The labour market is a dynamic "life form" so HEIs should adapt faster their curriculum, and with it, the competence their students gain at the end of their study. Due to the globalisation and migration process, HEIs have to take into account that knowledge, skills and competences they give their students have to suitable and applicable to the international labour market.

2. COMPETENCE AND INTERNATIONAL CONTEXT

Competences nowadays are essential in the context of education or the business sector. Educational programmes are focused on their development while selection recruitment procedures aim to choose the most competent individuals for the job.

Competences refer to an individual's ability to perform certain tasks adequatlyand efficiently in accordance with the expectations that experts in a particular field have (Kaslow, 2004). In addition to the above definition, there are many others; Kurtz and Bartram (2002) warn that competences should not be defined as something an individual possesses, but as behaviours that manifest themselves, and define them as behavioural repertoires that are instrumental to achieving desired results and outcomes.

Croatian Agency for Science and Higher Education states that term competence represents a dynamic combination of cognitive and metacognitive skills, knowledge and understanding, interpersonal, intellectual and practical skills and ethical values.

Fostering these competences is the object of all educational programmes. Competences are developed in all course units and assessed at different stages of a programme. Some competences are subject-area related (specific to a field of study), while others are generic (common to any degree course). It is normally the case that competence development proceeds in an integrated and cyclical manner throughout a programme.

In 2006, the European Parliament and the Council adopted the Recommendation on Key Competences for Lifelong Learning. It contributed to the development of quality, future-oriented education and training tailored to the needs of European society. The European Commission works with EU countries to strengthen "key competences" — knowledge, skills, and attitudes needed by all for personal fulfilment and development, employability, social inclusion and active citizenship.

These key competences include:
— literacy and languages;
— maths, science and engineering;
— digital competence;
— personal, social and learning competence;
— civic competence;
— entrepreneurship;
— link to another EC website; and
— cultural awareness and expression.

All key competencies are equally important as each of them can contribute to a successful life in a knowledge society.

HEIs around the world recognize the importance of gaining competences through international mobility and therefore have already adapted or are in a constant process of adapting their curriculum to it. To gain international competences and values, the HEIs have decided to take part in different mobility programmes. There are many mobility programmes in which students, professors and staff members can take part and in that way improve and gain new knowledge, skills and competences. Some of the best-known programmes are: Erasmus+, Fulbright Program, CEEPUS, Bilateral International Agreements, AIESEC, DAAD, Free Mover, etc.

In today's educational context, HEIs should be aware of the demands of the labour market. Through the process of globalization, the economy opens in unpredictable ways and opportunities for development of a business company can be enhanced by employing skilled workers. HEIs are aware that they need to constantly adapt and improve their study programmes with lectures, exercise that will provide students with competences for the business sector. This is important for students so that they can stay competitive at the current and the future labour market. Considering the fact that more and more companies are trying to expand their business to the international market, the need for educated staff with international experience is increasing. One of the ways for HEIs to meet this need for student international mobility is to include mobility period in students' study programme. The advantages of international education in today's

globalized world are multiple. The education that includes international dimension through which students get a new skill set and competences provides them with bigger opportunities of being successfully recruited on the global labour market and can lead to building an international business career.

The presence of foreign students in HEIs, home university students undertaking a mobility period at international universities or doing internship in international companies helps all included to understand the needs of the international market and thus helps their development through faster and better adaptability. The experience of internationalization of education suggests that institutions and companies have their own benefits through increased revenue, branding, international exposure and the implementation of practical experience thus strengthening their academic, research and global positions. Countries that support internationalization of education also achieve benefits like better political and diplomatic relations, stimulation of the economy and contributions to interconnectedness and understanding foreign cultures and customs and therefore international workforce.

3. ACADEMIC MOBILITY

Academic mobility programmes provide students with an opportunity to study in a different country and environment experiencing the history and culture of another country. By participating in a mobility programme, students gain a chance to experience different styles of education and work environment. Mobility is not only a positive experience for personal development of an individual but also has an impact on HEIs. Mobility provides students with the opportunity to get new competences, which generally contributes to a better employability of students and development of international cooperation between individuals, HEIs and the business sector.

Student mobility can exist in any educational discipline. To ensure quality mobility, activities a mobility activity offers have to be compatible with the student's degree-related learning and personal development needs.

Students take part in mobility programme either
— as xchange programme students with wide range of actions that include education, research, work placement, international projects etc. Students within these programmes can obtain financial support and recognition of mobility;
— as free mover students who travel to study or work on their own initiative and cover overall costs by themselves; and
— in intensive / short stay education programmes by which students can gain a specific skill set or competence.

As mentioned, there are many international mobility programmes that provide students with the possibility to study abroad at a foreign HEI or in a company to incorporate an international dimension to their university training. The most well-known mobility programmes, for example Erasmus+, CEEPUS, Fulbright, enable participants to achieve mobility in all countries of the world. Students can also benefit by participat-

ing in programmes that are organized by one of the international organizations such as AIESEC, IAESTE, ESN, etc. These organizations provide exchange students and young people with education, work and leadership development, cross-cultural global internships, and volunteer exchange experiences across the globe.

In the report *The Professional Value of ERASMUS Mobility* (Bracht, Engel, Janson, Over, Schomburg, Teichler, 2006), it is stated that employers believe that internationally experienced young graduates have clearly higher competences than those without any international experience. International experience notably seems to reinforce adaptability, initiative, the ability to plan and assertiveness. Additionally, former mobility students rate their competences at time of their graduation as high in many aspects: academic knowledge, foreign languages and various dimensions work attitudes and work styles.

When reviewing various conducted research and studies related to mobility of students, we can conclude that mobile students tend to be in a somewhat better situation than non-mobile students regarding the issues of job search. Most of the research suggests that former mobility students are more likely to be willing to have and international career and are ready to change country of their work in the course of their career. On top of that, most business responders believe that former mobility students are more likely to take over work assignments with visible international components.

4. EVALUATION OF STUDENT COMPETENCES

For the purpose of the work, a survey was carried out on a sample of 50 students that had taken part in mobility programme in selected Mediterranean countries. Students' age ranged from 19 to 29. The sample included 34 (68%) female and 16 (32%) male students. The type of research was a survey with open-ended questions and multiple choices. The survey was conducted in the academic year 2017/18. The countries where students went for their mobility period are presented in Table 1.

Table 1 (Source: Research of authors)

Country	Spain	France	Italy	Portugal	Turkey	Slovenia	Total
Number of participants	16	12	10	6	4	2	50

In terms of the time spent on student exchanges, the results are visible in Table 2.

Table 2 Length of stay on mobility period (in months) (Source: Research of authors)

Length of stay in months	0-3	3-6	6-9	9-12	Total
Number of participants	8	35	5	2	50

Most students take part in mobility in duration of 3-6 months. The reason for that is that students mostly go for faculty/academic exchange mobility for a periodof 1 semester. Duration of mobility for internship is mostly 3 months.

According to the survey, students achieved maximum mobility numbers through the Erasmus+ programme. The reason for that is the fact that the Erasmus+ programme is the most popular programme in Europe. Display of the results on type of mobility is presented in Table 3.

Table 3 Breakdown of participants by mobility programme (Source: Research of authors)

Erasmus+	AIESEC	Bilateral exchange	CEEPUS	Other Programmes
43	5	1	1	0

Tables 4. and 5. show the competences which students acquired during mobility period.

Table 4 Participants' opinion about what they had learned during mobility period
(Source: Research of authors)

Through my stay abroad I learned better how to…:	Improved	Stayed the same	Decreased
Cooperate in teams	79.86%	12.04%	8.10%
Develop an idea and put it into practice	69.91%	26.16%	3.94%
Express myself creatively	76.16%	19.91%	3.94%
Find solutions in difficult or challenging contexts (problem-solving skills)	86.34%	11.57%	2.08%
Plan and carry out my learning independently	85.88%	14.12%	0.00%
Plan and organise tasks and activities	81.71%	16.20%	2.08%
See the value of different cultures	97.92%	2.08%	0.00%
Think logically and draw conclusions (analytical skills)	74.07%	21.99%	3.94%
Use the internet, social media and PCs , e.g. For my studies, work and personal activities	73.61%	26.39%	0.00%

Table 5 Participants' opinion about competences which they had achieved by taking part in student mobility after the mobility period had finished (Source: Research of authors)

After having taken part in mobility activity…:	Improvement	Stay the same	Decrease
I am more able to adapt to and act in new situations	93.98%	6.02%	0.00%
I am more able to cooperate with people from other backgrounds and cultures	93.98%	6.02%	0.00%
I am more able to reach decisions	86.11%	13.89%	0.00%
I am more able to think and analyse information critically	81.94%	18.06%	0.00%
I am more aware of social and political concepts like democracy, justice, equality, citizenship, civil rights	72.22%	23.84%	3.94%
I am more confident and convinced of my abilities	91.90%	8.10%	0.00%
I am more interested in knowing what happens in the world daily	76.16%	21.99%	1.85%
I am more open-minded and curious about new challenges	92.13%	6.02%	1.85%

I am more tolerant towards other persons' values and behaviour	88.43%	7.64%	3.94%
I have increased my sector- or field-specific skills	81.94%	18.06%	0.00%
I intend to participate more actively in social and political life of my community	63.43%	30.79%	5.79%
I know better my strengths and weaknesses	87.73%	12.27%	0.00%

Results show that students estimate the growth and development of their competences during the mobility period from 63% to 94%, depending on the area. It is evident from student's responses that students have mostly made progress in the area of personal development and in the development of competences. Once put in an international environment they had to adapt to new surroundings and new life situations by being open minded. They had to work in multicultural teams and solve new sorts of challenges. Due to the fact they were now learning or working in international environment, they had to adapt their personal values and behaviour so that they could achieve the best possible results. By participating in a mobility programme students become aware of their current strengths and weaknesses in international surroundings. Once put in new surroundings, students realize that they have the possibility to acquire and develop new and current knowledge and skills for their future business career and that is an advantage they want to exploit.

It is evident that in some areas mobility participants have remained at the same level of knowledge and skills, but this is to be expected as the time for mobility period is limited and it is not possible to achieve development of all competences in all areas in a limited period of time. By looking at the results, we can also conclude that some students and their competences stayed on the same level or have even decreased. The reason for that is that students are developing in various fields and do not necessary develop all competences that were examined in the survey.

5. CONCLUSION

The international dimension has become an important part of all study programmes of a HEI. In today's globalized world, HEIs that have mobility programmes incorporated into their study produce more competitive students for labour market. Mobility programmes are assessed positively by all of those that took part in them (students, HEIs and businesses). This is important because all involved can learn during one mobile period — students can acquire new skills and knowledge, new international surrounding, work possibilities etc.; HEIs can faster determine what competences are needed for students' future needs by collaborating with international partner HEIs or companies which can recruit international students. This research shows that most students believe that they benefited from their mobility period and their competences have risen. As previously stated, students believe that they gained new skills and knowledge

that will help them in future business career. By taking part in mobility programmes, students also gain perspective to international dimension and can see what is expected at international labour market and that way can prepare for it.

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COMMUNICATION IN FOREIGN LANGUAGES AND HIGHER EDUCATION CURRICULUM FOR THE STUDY OF TOURISM AND HOSPITALITY INDUSTRY

1. INTRODUCTION

The topic of the paper is the analysis of the Croatian academic discourse on the subject of foreign language learning at higher education institutions with tourism education programmes in the Republic of Croatia and the analysis of all the curricula of the study of tourism and hospitality industry in Croatia. As a member of the EU, the Republic of Croatia has committed itself by signing the Bologna Declaration and by adopting the Standards and Guidelines for Quality Assurance in the European Higher Education Area (AZVO, www.azvo.hr) to a continuous quality development of higher education (Zajednički europski okvir za jezike, 2005). The aforementioned document on the quality of education also includes cross-border cooperation, i.e. student, teaching and non-teaching exchanges between European higher education institutions. One of the key preconditions for mobility is the knowledge of foreign languages. According to all of the above, this paper starts from the assumption that the subject of foreign language learning is a common topic of academic discourse on a higher education level. The subject of the paper is therefore the topic analysis of Croatian academic discourse on the subject of foreign language learning in correlation with tourism studies.

This paper consists of three parts. The first, theoretical, part comprises short explanations of the basic terminology. The central and main part of the paper offers a more detailed description of the research, starting with a methodological explanation and leading to the presentation and discussion about the research results. The paper ends with a conclusion containing a generalised view of the analysis results and guidance for further research.

2. THEORETICAL FRAMEWORK

2.1. The importance of foreign language in the education

According to Sindik & Božinović (2013), the knowledge of foreign languages provides the ability of developing the intercultural competence as a basis for successful commu-

nication in the tourism industry. In this regard, the intercultural competence has a strategic importance without development of an intercultural dialogue. The language policy supported by the Council of Europe promotes teaching and learning of several foreign languages in the European educational context. In accordance with the Common European Framework of Reference for Languages (Zajednički europski okvir za jezike, 2005), it was proposed that EU citizens should be proficient in three European languages, their mother tongue (L1) and two other community languages, to ensure multilingualism as an essential characteristic feature of European identity (Cafuk et. al., 2015).

According to the European Parliament and the European Council, communicating in a foreign language is one of the eight core competencies required for life-long learning in today's knowledge society (KOM 1995; KOM 2003; KOM 2005; KOM 2008). In Croatia, as in other EU countries, there is a lot of discussion about foreign language proficiency, and much can be written on reasons and importance of learning foreign languages (Vilke, 2007). Primary motivating factor for learning foreign languages is most certainly employment.

Investment in quality knowledge, which implies a quality investment in studying foreign languages, certainly means having a quality partner in the job market. The value of foreign language proficiency is priceless, and should as such, be recognizable as early as at the elementary and secondary school level, and later on at the level of institutions of higher education (Knežević & Šenjug Golub, 2015). As an example, in 2012 The Education and Training Agency, in cooperation with the Instituto Italiano di Cultura, the Institut Francais Zagreb, the Cervantes Institute and the Goethe Institute, organized a Conference on multilingualism under the title "Multilingualism: from EU policy to classroom". The conference was dedicated to the educational-political aspects of multilingualism. Encouraging learning a second and even third foreign language in the educational process was proposed as a prerequisite for intercultural dialogue and a successful economic development and market competitiveness (Medved Krajnović & Letica, 2009). Although Croatia by its standards is at the top of the EU, it is still not enough and it is necessary to increase the foreign language teaching curricula in Croatian schools (Mihaljević Djigunović & Bagarić, 2007; Mihaljević Djigunović, 2009).

2.2. Interaction of knowledge and the study of Tourism and Hospitality Industry

The process of integration of the EU Member States is directly related to the development of education at national levels and to cooperation in education at a common, European level (www.study.eu). The key prerequisite for the development of co-operation at the European level of education was to set certain quality frameworks for education, common to all Member States. Accordingly, some documents at the EU level define and strengthen the role of the University in promoting the mobility of citizens of the Union, both for education and for employment purposes (Jelovčić, 2008).

Considering the vast importance of tourism and hospitality industry for the economic prosperity of Croatia and its people, increasingly our hope for the future, hospitality management representatives have to strive to assure customer satisfaction, as the best way to assure profits (Song et al., 2012). At the same time, young people interested in maximizing their chances of being employed in this prosperous, yet highly competitive field have to be adequately trained to succeed in the global hospitality market place. Knowledge of foreign languages is also an important key towards success in tourism, because languages are the basic tool in making guests feel at home. Since the topic of this article is education and tourism, we wanted to investigate the awareness of the importance of foreign languages in relation to Higher Education in the field of Tourism and Hospitality Industry in Croatia. The investigation focused on two areas; first, within academic publishing and second, as a part of curricula.

3. RESEARCH

The purpose of this paper is to explore and describe the representation of articles on the prevalence of foreign languages in the higher education curricula in Croatia and the analysis of studies published in Croatian scientific journals on the relationship between foreign languages and the curriculum of the study of tourism and hospitality industry. Taking into consideration that is crucial for the development of Croatia, foreign languages are supposed to be an important part of the curriculum but also an important part of scientific awareness.

The *research problem* is the connection between the Croatian language policy and tourism needs and its correlation to scientific publishing about this connection. In order to provide answers regarding the problems, we set the following research questions:

1. How is the topic of the connection between the Croatian language policy and tourism needs described in Croatian scientific and professional articles?
2. How are foreign languages included in higher education curricula for the study of tourism and hospitality industry?

In our research we used quantitative methods as follows:

a. qualitative content analysis of higher education curricula for the study of tourism and hospitality industry, available on web sites and
b. qualitative content analysis of scientific and professional articles on the relationship between foreign languages and the curricula of the study of tourism and hospitality industry in Croatia between 2000 and 2018, published between 2005 and 2016 in Croatian journals

3.1. Findings and discussion

The first part of the study shows the prevalence of foreign languages in the higher education curricula. The research of scientific and professional articles published in Croatian journals over the last ten years was carried out by reviewing the following data-

bases: Hrčak and Google Scholar, in the period from 2000 till 2018. The aforementioned databases were used because of their availability to the researchers who have access only to open Internet databases. Therefore, the results are symptomatic and refer to the mentioned databases.

After reading article summaries and the articles themselves, we selected a total of six articles, which are available in an electronic format, as shown in Table 1. An analysis of the content of the articles was conducted according to the following variables: author, whether foreign languages in the higher education curricula are the main or a secondary subject of the article, the journal in which the article was published, the language of the article, article title, article topic and the month and year of publication of the article.

Table 1 Scientific and professional articles published in Croatian journals

Journal/publication	Number of articles	Type of articles	Main/secondary topic
TRANZICIJA /TRANSITION	6	4 scientific	4 main
Acta turistica nova		2 professional	2 secondary
Tourism and hospitality management			
Metodika : časopis za teoriju i praksu metodikâ u predškolskom odgoju, školskoj i visokoškolskoj izobrazbi			
Hrvatski znanstveno stručni skup o menadžmentu u turizmu i sportu			

According to the abovementioned analysis, it can be concluded that the topic of foreign languages in the tourism's curricula is the most relevant for the journals in the field of tourism and education (*Tourism and hospitality management, Metodika)* which is expected because communication in foreign languages is one of the most important competences of the study of Tourism and Hospitality industry. Regarding the language of the articles, four texts are in Croatian, and two articles were published both in Croatian and English. From this analysis it is possible to conclude that no author in the last decade was specialized in the scientific research of the needs of this competence in curricula but also of the importance of the knowledge of foreign language in the field of tourism and hospitality.

The analysed articles indicate the following topic thesis:

1. The proficiency in multiple foreign languages is a basic prerequisite for successful communication in the tourism industry, as well as for mutual understanding among students involved in the exchange programmes at different universities, especially in foreign countries.

2. The students — future managers — must master forms of oral and written communication in at least two foreign languages which are important for their future job. However, what makes this course within the study of tourism stand out from traditional business language courses is the systematic education of students in culture and civilisation with a view to encouraging and developing

openness to other cultures, and preparing them for successful intercultural communication.

3. The importance of the investigation into the extent to which employees in the field of tourism and hospitality industry value the importance of foreign languages, especially the language for specific purposes in their everyday work.

The analysis of the content has pointed out that most of the articles were generally orientated in the field of foreign languages in curricula, which is a sign of still insufficient knowledge regarding the importance of foreign languages in academic education in Croatia. Finally, the research has shown that European language policies towards teaching at least two foreign languages has insignificant impact on the professional and scientific research of the relationship between foreign languages and the curriculum of the study of tourism and hospitality industry in Croatia.

3.2. The current Status of Study of Foreign Languages at Institutions of Higher Education

The goal of the paper was to analyse the current status of learning foreign languages at institutions of higher education in Croatia. To that end, we chose the curricula at the institutions of higher education in Croatia that offer Tourism programmes, and we analysed the syllabus focusing on foreign language instruction. Most institutions of higher education are organized according to the process described per the Bologna Declaration, while for example Faculty of Economics and Business at the University of Zagreb, Faculty of Economics and Business at the University of Split, Rochester Institute of Technology Croatia and Faculty of Tourism and Hospitality Management Opatija/SC Zabok — University of Rijeka offer a 4-year baccalaureate degree.

The following institutions of higher education were covered in this thesis: ASPIRA-University College in— Zagreb & Split, Edward Barnays University College Zagreb, Libertas International University in Zagreb & Dubrovnik, VERN — University of Applied Sciences in Zagreb, RIT — Rochester Institute of Technology Croatia in Zagreb & Dubrovnik, the Polytechnic in Šibenik, Virovitica College, the Polytechnic of Međimurje in Čakovec, Faculty of Tourism and Hospitality Management in Opatija/SC Zabok — University of Rijeka, Faculty of Economics and Business at the University of Zagreb, Faculty of Economics and Business at the University of Split, the University of Dubrovnik.

We can conclude/see that foreign language is mostly a required course and is part of the 1st and 2nd year curriculum, and, at some institutions of higher education, even 3rd year curriculum. In some institutions of higher education (e.g. ASPIRA — University College), a third foreign language is offered already in the 2nd year of study, which continues through the 3rd year of study, as seen in Table 2.

Table 2 Institution of higher education and the foreign language status

Study	Language/Semester	Hours and ECTS
ASPIRA — University College — Zagreb & Split		
• Undergraduate Professional Study programme of International Hospitality and Tourism Management • Undergraduate Gastronomy study	1st SEM: BE1 1, BAS GER / BAS ITAL 1 2nd SEM: BE 2, BAS GER / BAS ITAL 2 3rd SEM BE 3 as BFL 1, BFL2 4th SEM BE 4, BFL 2 5th & 6th SEM BFL as an elective course	No Information available on the Internet web sites
International University of Rijeka/Faculty of Tourism and Hospitality Management (FTHM) Opatija/SC Zabok (only part-time study)		

• 1. undergraduate University Study Management in Tourism (4 years)
• 2. Undergraduate University Study Management in Hospitality (4 years)
• 2. Graduate Study
— Tourism marketing
— Tourism Management
— Hospitality Management
— Sustainable Tourism Development
• 3. Postgraduate doctoral and specialist studies
	1st SEM: EFL
	2nd SEM: EFL, BAS GFL, IFL
	3rd SEM: EFL, GFL, IFL
	4th SEM: FSL, ESL,GSL, ISL
	5th SEM: ESL A2, FSL A2, GSL A2, ISL A2
	    — Health tourism — elective
	    — Français gastronomique
	6th SEM: IFL A1/A2, GFL A1/A2, FSL A1/A2
	— elective
	1st SEM
	— English for Academic Purposes-elective/
	  is not held every academic year
	— no foreign languages
		30 hours and 3 ECTS per semester

This is commendable and shows the importance of continued foreign language instruction. Another excellent example is the Faculty of Tourism and Hospitality Management Opatija/SC Zabok. The students there study their first foreign language at B1 level in the 2nd and 3rd semester while they also study a second foreign language in the 4th and 5th semester at the A1/A2 level. In the 6th semester, students are offered a third foreign language as an elective course and a major requirement course in three foreign languages (Croatia as a tourist destination; Kroatien als Tourismusdestination; La Croazia come destinatione turistica). In the 7th and 8th semester students are offered a major elective course in three languages (Business communication in Tourism; Communi-

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1 Due to the spatial constraints we will use abbreviation for the title of a college course. As a help in the formation of abbreviation we used the web site https://www.allacronyms.com/basic/ abbreviated and the List of abbreviations used by the International Association of Teachers of English as a Foreign Language (IATEFL). According to this, we used abbreviation as follows:
SEM for Semester;
BE for Business English, BAS GER for Basic German, BAS ITA for Basic Italian, BF for Basic French EFL for English as foreign language; GFL for German as foreign language, IFL for Italian as foreign language, ESL — English as a Second Language, GSL for German as a Second Language, ISL for Italian as a second Language, BFL for Business foreign language, FFL for French as a foreign language, FSL for French as a Second Language.

cazione professionale peri il settore turistico; Geschäftskommunikation im Tourismus — 7th semester, and Patrimoine culturel Croate; Kulturhistorisches Erbe Kroatiens; Cultural and historical heritage of Croatia; Patrimonio storico-culturale della Croazia- 8th semester). As a tourist destination, not only does Croatia showcase its cultural heritage, but successful communication in the tourism industry is also expected. As a result, it is extremely important and commendable to be able to offer continued technical foreign language education to future employees in tourism. In Table 3 you can see information about Libertas International University and VERN' University of Applied Sciences.

Table 3 Institution of higher education and the foreign language status

Study	Language/Semester	Hours and ECTS
Libertas, International University Zagreb & Dubrovnik		
• 1.Undergraduate professional Study programme Tourism and Hotel Management	*1st, 2nd, 3rd SEM: GFT*, German for Tourism *4th SEM:* no language *5th SEM:* English for Tourism Management; German for Tourism Management *6th SEM: Module Tourism, Moduel Hospitality, Module Restaurant Management and Gastronomy*	60 hours and 3 ECTS per semester
• 2.Graduate professional Study programme Tourism an Hotel Management	*1st SEM:* Cultures in the Language of Tourism — English, Cultures in the Language of Tourism — German *2nd SEM:* Cultures in the Language of Tourism — English, Cultures in the Language of Tourism — German *3rd SEM:* Language of Tourism through Media — English, Language of Tourism through Media — German	
VERN, University of Applied Sciences Zagreb		
• 1. Undergraduate professional study Tourism and Hotel Management • 2. Graduate professional study Sustainable development management	*1st, 2nd, 3rd, 4th SEM:* English in tourism & hospitality; GSL, ISL— facultative *5th SEM:* Hotel management: ESL — Tourism management: ESL *6th SEM:* no language	

Libertas International University Zagreb & Dubrovnik and VERN' University of Applied Sciences are examples of continuous inclusion of two foreign languages as a part of non-foreign language major curricula for a baccalaureate degree. At Libertas International University, a foreign language in the technical field of expertise is offered in the 6th semester as follows: Restaurant Management and Gastronomy — English or German for Restaurant Management, Hospitality — English or German for Hospitality Management, Tourism — English or German for Tourism Management. As part of the graduate professional study programme Tourism and Hotel Management, students can choose as an elective course "Cultures in the Language of Tourism" — English or German in the 1st and 2nd semester, and "Languages of Tourism through Media" — English or German in the 3rd semester. This definitively shows that great importance is given to the study of profession-focused foreign language within Tourism degree curricula.

Foreign languages are mandatory courses throughout all three years of undergraduate professional study at certain institutions of higher education, on the Polytechnic in Šibenik and Virovitica College, as shown in Table 4.

Table 4 Institution of higher education and the foreign language status

Study	Language/Semester	Hours and ECTS
Polytechnic Šibenik		
• Undergraduate professional study Tourism Management	*1st, 2nd, 3rd, 4th SEM: BE, Business German, Italian* *5th & 6th SEM: no foreign language*	30 hours and 3 ECTS per semester
Visoka škola za menadžment u turizmu i informatici Virovitica		
• Undergraduate professional study Management — Rural Tourism Management	*1st, 2nd, 3rd, 4th, 5th, 6th SEM: EFL, GFL — required*	45 hours and 2 ECTS per semester 90 hours and 4 ECTS per semester 60 hours and xx ECTS per semester
Polytechnic of Međimurje in Čakovec		
• Undergraduate professional study Management of Tourism and Sports (full- and part-time study)	*1st, 2nd SEM:BE, Business German — required/ elective* *3rd/ 4th/5th SEM: no foreign language* I — required/ elective	60 hours and xx ECTS per semester

Two languages are offered at Virovitica College (English and German), whereas three foreign languages are offered at the Polytechnic in Šibenik. From the table above it is clear that there is an obligation to study a foreign language during undergraduate studies, but in some cases only during the first and second semester, which is insufficient (Polytechnic of Međimurje in Čakovec). We can see what an interesting choice the Management of Tourism and Sports study has made regarding foreign languages. Namely, no foreign language is offered in the 3rd, 4th and 5th semester, although the Republic of Croatia is an important tourist destination, and a country where sport plays a big role, and athletes have the role of ambassadors all over the world.

Table 5 Institution of higher education and the foreign language status

Study	Language/Semester	Hours and ECTS
RIT, Rochester Institute of Technology Croatia, Zagreb & Dubrovnik		
• Undergraduate professional study (4years) Hospitality and Tourism Management	*1st, 2nd SEM: basic academic English* *3rd, 4th SEM: BAS GER, BAS ITA, basic Spanish, Russian, BF* *5th, 6th SEM: intermediate 1+2*	6 ECTS

• Tourist Destination Management and Marketing undergraduate study programme	*1st, 2nd SEM:* BE, 2nd, 3rd foreign language — required/ facultative *3rd, 4th SEM:* English in Tourism 1+2 — second foreign language 3	30 hours and 4 ECTS per semester

As we can see in table 5, Rochester Institution of Technology shows us the importance of having a choice to study foreign languages. We would like to mention the possibility of learning the Russian language (VERN' students can also choose Russian as an elective foreign language). This shows us that the selection of foreign languages, given the needs of the labour market, should also be extended to foreign languages that are not so popular, but in today's world of globalization and multiculturalism certainly provide greater opportunities in terms of personal satisfaction, career and the expansion of one's horizons.

Table 6 Institution of higher education and the foreign language status

Study	Language/Semester	Hours and ECTS
Faculty of Economics and Business University Zagreb		
•Undergraduate integrated Study Business Economy — Study Programme Tourism • Undergraduate Professional Study — programme Tourism • Undergraduate University Study in English (BDiP) • Graduated Professional Study	*3rd, 4th and 5th year:* BE in Tourism 1st, 2nd, 3rd year: — *BE, Business in German 1,2,3 — obligatory* *— BE or German 1, 2, 3* — advanced English I, II — Business Chinese I, II BE I, II BGER I, BGER II — *Academic skills in English* — *BE in Tourism* — *English in Tourism*	4 ECTS
Faculty of Economics and Business University Split		
• Undergraduate University Study —Tourism • Undergraduate professional Study- Tourism business • Graduate University Study Tourism & Hospitality	— *BE 1.-4.* — *Business ITA 1.-4.* — *Business GER*	
University Dubrovnik		
• Undergraduate Professional Study Business Economy — Study Course Tourism • Graduate Study Business Economy — Study Course Tourism	*1st SEM:* BE, GER / ITAL/SPAIN/FR — elective *2nd SEM:* BE, GER / ITAL/SPAIN — elective *3rd year:* BE, GER / ITAL/SPAIN/FR — elective	30 hours and 2,5 ECTS per semester

The analysis of foreign language study at institutions of higher education we have chosen (Table 2-6) shows us that the English language is the most frequently chosen either as a required course or as an elective one. German, Italian and French are chosen next, and in this exact order. Additionally, Spanish and Russian can be chosen as electives, and even Chinese can be chosen at Faculty of Economics and Business at the University of Zagreb. Curriculum analysis at multiple institutions of higher education in Croatia shows that institutions offer at least one foreign language which is typically chosen in the first semester. We can definitely conclude that the status of foreign language study is in total satisfactory. However, in the current climate of internationalization, general social change and supply and demand in the job market, foreign language education should be further motivated. One possibility is to increase the number of ECTS points for the foreign language courses and to require two foreign languages (out of four offered) in the curriculum. This recommendation would motivate students to study foreign languages which would, in turn, aid in their future careers.

As it relates to graduate studies, a foreign language is offered at almost all institutions of higher education. It could be assumed that the awareness of importance of continued study of foreign languages should be instilled into students during undergraduate and graduate study, and that means continued learning of foreign languages throughout each year of the study programme.

4. CONCLUSION

It is evident that in the field of tourism and hospitality, beside the communicative language ability, it is also extremely important to develop intercultural competence, or the ability of successful communication between members of different cultures. In the process of learning a new language it is important to be aware of its cultural aspect(s) because the knowledge of other cultures helps learners to learn a certain language and to assess the cultural values of that language (Ellis, 2005; Williams and Burden, 1999, Luka, 2007). In order to develop intercultural competence, students should not only learn a foreign language, but such process should also include intercultural training and intercultural exchange of ideas. It is evident that the knowledge and the skills acquired in this learning process will highly contribute to the development of tourism and hospitality services in general.

We could conclude that our results show the presence of foreign languages within the curricula, but inadequate presence in the Croatian academic publications. We believe that a larger presentation of this topic in scientific articles would contribute to the development of a debate on Croatian language policy. The conclusion of the paper is that the language policy of the Republic of Croatia should be systematised, and that the implementation of both the choice and order of learning certain foreign languages should be conducted in an argued and planned analysis.

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KEY SECTORS IN THE CROATIAN ECONOMY: AN INPUT-OUTPUT APPROACH

INTRODUCTION

Input-output analysis, a method of quantitative macroeconomic analysis, analyses structural relations among productive sectors of the national economy over a given period (ten Raa, 2005). Input-output analysis quantifies direct, indirect and induced effects of a certain productive sector on the national economy. It is mostly used to estimate the effects of final demand for goods or services produced by a certain economic sector on the level of national economy in terms of the most important economic indicators of success and competitiveness of the national economy, i.e. in terms of output, gross value added (GVA) and employment. The indicators that determine those effects are called multipliers (Miller & Blair, 2009).

The productive sectors with the greatest contribution to the growth and development of other productive sectors, and thus the economy as a whole, are considered key sectors. The identification of key sectors of the national economy enables the assessment of the role of the individual productive sector in its capacity to induce the growth of the overall economy's output, which through cross-sectoral relations stimulate the production of other sectors. The value of the multiplier is a significant factor influencing the classification of the individual sector into a group of key sectors of the national economy. In addition, determination of key sectors is also based on the weight of the individual sector in the national economy. Multipliers are expressed in relative terms as the ratio between total and direct effects. From the point of view of the national economy more significant indicator of the effects is in the absolute terms, i.e. as the total value of the output or gross value added induced by a specific sector. High indirect effects for some sectors whose production is not sufficiently developed and which do not have significant weight in the national economy limits their overall contribution and prevents the classification of these sectors into key sectors. Other sectors may have lower multiplier effects, but due to their high share in the economy, they can, in absolute terms, contribute more to the overall growth of production and employment. Therefore, in identification of the key sectors in the national economy, multiplier effects are weighted with the relative importance of productive sectors.

The contribution of this paper is the identification of key sectors of the Croatian economy based on the backward and forward weighted effects on the production of other sectors.

This paper is organized as follows. The introduction is followed by an overview of the literature of key sectors of the national economy. Section 3 describes the research methodology and data sources used in this research. Section 4 presents the empirical results of the backward and forward effects of the Croatian productive sectors. Finally, in the conclusion, final remarks are provided.

LITERATURE REVIEW

The identification of key sectors of the national economy may be based on various economic and econometric methods. The concept of a key sector in economic literature was developed by Rasmussen (1956) and Hirschman (1958). Those studies provided methodology for the identification of economic sectors inducing the most significant backward and forward effects on the rest of the economy. Concepts of key sectors, linkages and structural change were further developed by Sonis, Guilhoto, Hewings & Martins (1995), McGilvray (1977) and Sonis, Hewings & Guo (2000). An overview of relevant research indicates that input-output analysis is the most common approach in the field of key sector identification. Papers dealing with the empirical identification of key sectors of national economies in a recent period are given below.

In the paper by the European Commission (2007), the key sector analysis for the EU economy was carried out in terms of output, employment and income based on the input-output table for 2000. The sectors of construction; wholesale trade and commission trade, excluding motor vehicles and motorcycles; recreational, cultural and sporting activities and sector retail trade, excluding motor vehicles and motorcycles were identified as the key sectors in terms of output, employment and income, with more or less spread effects. The sectors of sale, maintenance and repair of motor vehicles and motorcycles; retail sale services of automotive fuel and the hotel and restaurant services were identified as key sectors with regards to employment. The sector of other business activities was detected as a key sector only in terms of gross value added.

For the Croatian economy, key sectors identification was for the first time conducted in the paper by Botric (2013) and was based on the input-output table for 2004. Identified sectors with significant backward linkages were electricity, construction and food processing, while sectors with forward linkages were related to food production and tobacco processing. Except of the above-mentioned sectors, service sectors and untradeable sectors stand out as other important sectors. The results of the analysis indicate that sectors which do not have strong export performance are sectors with stronger linkages to other sectors of the Croatian.

Based on the unweighted Rassmussen approach, Tounsi, Ezzahid, Alaoui & Nihou (2012) performed a classification of productive sectors for the Moroccan economy. The sectors that had the most important backward linkage index were the sector of food

and tobacco industries and the sector of other manufacturing industries (excluding petroleum refining). Sectors that had the most important forward linkage index were the sector of refined petroleum and other energy products, the sector of agriculture, forestry, hunting, and exploitation and the sector of mechanical, metallurgical and electrical industry. By using the input-output analysis, Oralhan, Altay Topcu, & Sümerli Sarıgül (2016) determined the key sectors for the Turkish economy for 2011. The following sectors were recognized as the key ones: textiles and textile products, chemicals and chemical products, basic metals and fabricated metal, electricity, gas and water supply, other supporting and auxiliary transport activities and activities of travel agencies. Based on the structural input-output analysis of the inter-sectoral linkages and main activity clusters, sectors related to the production of tradable goods and services were identified as key sectors for Greek economy (Tsekeris, 2017).

RESEARCH METHODOLOGY AND DATA SOURCES

In its basic form, the input-output model represents a system of linear equations that in detail show the relationship between different activities in the national economy. Each equation shows the distribution of the production of a certain activity to intermediate consumption and final use of the total economy. The input-output model provides information on the cost structure in the productive process of each activity. The identification of key sectors of the national economy is based on the standard input-output model. More on input-output methodology can be found in Miller & Blair (2009) and Mikulić (2018). Further in this chapter basic facts and formulas are given based on the input-output methodology that enables key sectors identification.

The identification of key sectors of national economy is based on the analysis of the demand channel and supply channel. The demand channel analysis starts from the effects of a certain productive sector on the activity of other productive sectors involved in the value added chain of that sector through the demand of intermediate products (backward linkages). The increase of the sector j production requires more input from other producers, and through demand, increase of sector j products indirectly increases the production of all sectors involved in the production chain of that particular sector. On the other side, the increase of the sector j output implies an additional production for intermediate consumption of other productive sectors.

The term forward linkages is used in literature for cross-sectoral linkages through the deliveries of goods and services that sector j supplies to other productive sectors, i.e. the cross-sectoral linkages through the supply channel. By increasing the production of the sector producing goods and services for which quantity of available products represent a constraining factor for the growth of other sector production, the production possibilities of the overall economy increase. Different definitions, advantages and limitations of certain cross-sectoral dependence indicators are shown in McGilvray (1977) and Hewings (1982). The combination of the demand and supply approach

gives a more complete and complex view of the importance of individual sectors for the national economy.

Backward effects are usually measured by Leontief inverse

$$L = (I - A^D)^{-1}$$

where A^D represents a square n-by-n matrix of domestic technical coefficients a_{ij}^D which are defined as the ratio of the product from sector i that is required by sector j in order to produce one unit of its product. I is the n-by-n identity matrix (n is number of observed productive sectors).

Element a_{ij} of the matrix L represents the total direct and indirect output of sector i per unit value of final demand for products produced by sector j. Type I output multiplier, defined as $\sum_{i=1}^{n} \alpha_{ij}$, represents the intensity of bckward inter-sectoral integration of sector j related to bith direct and indirect requirements for intermediates incorporated in sector j output.

Forward linkages are determined by Ghosh inverse

$$G = (I - B)^{-1}$$

where B is a square n-by-n matrix of direct-output coefficients that represent the distribution of outputs of sector i across sectors j that purchase interindustry inputs from sector i. Matrix I is the n-by-n identity matrix. Element g_{ij} of matrix G represent the total value of production that comes about in sector j per unit of primary input in sector i (Augustinovics, 1970), while Ghosh multiplier, defined as $\sum_{j=1}^{n} g_{ij}$, represents forward direct and indirect cross-sectoral linkages of sector i.

In addition to the multiplicative effects in terms of output, the contribution of a particular sector should also reflect its relative importance in the national economy, enabled by the weighting of said multiplicative effects. For key sectors identification in terms of output in the model that analyses the demand effect Weighted Leontief inverse

$$L_w = (I - A^D)^{-1} \cdot \text{diag}(f) = L \cdot \text{diag}(f)$$

is used, where L is Leontief inverse. Elements of the column vector f represent the share of the certain sector in total final deliveries. Weighted Ghosh inverse

$$G_w = (I - B)^{-1} \cdot \text{diag}(g) = G \cdot \text{diag}(g)$$

is used for the identification of key sectors in terms of output in the model that analysis the supply effect. Weights for key sectors identification in terms of output in the supply model are calculated as a share of the gross value added of certain sector in total gross value added and shown in row vector g.

If b_{ij} denotes the element of matrix L_w or G_w, weighted multiplier of sector j equals to $b_j = \sum_{i=1}^{n} b_{ij}$. To define the key sector the normalized multiplier

$$b_j^N = \frac{\sum_{i=1}^{n} b_{ij}}{\sum_{j=1}^{n} b_j} n, j = 1, \dots, n$$

is used. The value of this indicator above 1 indicates that a certain sector has above-average multiplicative effects, i.e. the observed sector is the key sector. Lower level of

normalized multiplier indicates less importance of observed sector for the national economy.

The weighted values of output effects more realistically reflect the importance of each sector to the national economy. However, the obtained results do not provide the information whether the effects are evenly distributed across other productive sectors or are concentrated on only a few sectors with the most powerful cross-sectoral relationships. For the purpose of assessing the dispersion effects on other sectors, it is useful to use the Pearson coefficient variation defined as the ratio of the standard deviation of the cross-sectoral influence and the average value. Lower values of this indicator point to a wide dispersion effects, i.e. the effects on many different sectors, while higher values indicate the concentration of effects on only one or several sectors. Dispersion of effects for a sector j is calculated according to the following formula

$$c_j = \frac{\sqrt{\frac{\sum_{i=1}^{n}(b_{ij} - \bar{b}_j)^2}{n}}}{\sum_{i=1}^{n} b_{ij}}, j = 1, \ldots, n$$

As in the case of a normalized multiplier, the dispersion rating is based on the normalized dispersion indicator

$$c_j^N = \frac{c_j}{\sum_{j=1}^{n} c_j}, j = 1, \ldots, n$$

The value of the normalized dispersion indicator greater than 1 indicates that sector has a narrow dispersion of indirect effects, i.e. indirect effects are concentrated on a limited number of sectors. The lower value of this indicator suggests that sector has a more balanced impact on other sectors of the national economy, whose activity indirectly induces positive effects for a range of other sectors.

The main data source for the Croatian key sectors identification was the Croatian symmetric input-output table for the domestic production for the year 2013 (Mikulić, 2018), where the entire Croatian economy is separated into 64 mutually exclusive productive sectors. Codes and descriptions of all 64 productive sectors are given in Table A1 in Appendix.

RESULTS

The weighting of the Leontief and Ghosh matrices according to the methodology presented in the previous section and the expression of the effects in normalized values allows the identification of key sectors of the national economy. Additionally, it is useful to exclude direct effects from the analysis and construct an indicator that only describes indirect effects (total effects estimated by Leontief inverse minus direct effects). In the case of sectors with a high share in gross added value or final deliveries, the total weighted indicator will indicate high values which are not the consequence of intensity of cross-sectoral relations, but are exclusively related to the direct effects related to a particular sector. Therefore, in Table 1, key sectors that induce the growth of

other productive sectors by their demand are determined only on the basis of indirect effects.

Table 1 Normalized indirect effects of a certain sector of the Croatian economy based on the weighted backward effect on the other sectors production

Normalized indirect effects	Sector code
0-0.099	B, C18,C29, H53, K66, M74-M75, N77, N78, N80-N82, S95, T
0.1-0.299	A02, A03, C17, C22, C24, C26, E36, J58, J59-J60, J62-J63, M69-M70, M73
0.3-0.499	C13-C32, E37-E39, H51, H52, L68B, L68A, M71, M72, N79, Q87-Q88, R90-R92, R93, S94, S96
0.5-0.699	C13-C15, C16, C19, C20, C21, C23, C25, C27, C30, G45, H50
0.7-0.999	C28, C33, K64, K65, P85
1-	A01, C10-C12, D53, F, G46, G47, H49, I, J61, O84, Q86

According to the weighted backward effect indicator, i.e. the indirectly induced output in the sectors involved in the entire value added chain of a particular sector, the following sectors have been identified as the key sectors of the Croatian economy, ranked according to the values of normalized indirect effects greater than 1 from highest to lowest:

— F Constructions
— C10-C12 Food products, beverages and tobacco products
— G46 Wholesale trade services, except for motor vehicles and motorcycles
— O84 Public administration and defence services; compulsory social security services
— G47 Retail trade services, except for motor vehicles and motorcycles
— I Accommodation and food services
— D35 Electricity, gas, steam and air-conditioning
— H49 Land transport services and transport services via pipelines
— Q86 Human health services
— A01 Products of agriculture, hunting and related services
— J61 Telecommunications services

The above activities, combined with multiplicative effects and their significance in terms of final deliveries, have the most pronounced impact on the overall production growth of other sectors. According to the values of a normalized dispersion indicator, most key sectors have an impact on a broad set of other activities, except for agriculture, health care, food and beverage and telecommunications, whose growth indirectly promotes only a limited set of other sectors. The indirect effects of agriculture are concentrated in several sectors that supply intermediate inputs used in agricultural production, such as seeds, animal feed, chemical products for the treatment of agricultural surfaces, energy sources for agricultural machinery and veterinary services. The effects of food and beverage are concentrated on food products, drinks and energy used

in accommodation facilities. Health services have the highest impact on the sectors that produce medications, orthopaedic supplies and energy supplies used in healthcare facilities. Telecommunication services have a significant intra-sectoral exchange of services (payment of services between telecommunications operators) and most affect the construction sector in the area of infrastructure maintenance, repair and installation of machinery and equipment and energy.

From Table A1 in Appendix it can be seen that the effects dispersion indicator is in principle higher in sectors that produce physical goods in relation to service sectors. Production processes in the manufacturing industry are more complex and require a combination of a broader set of intermediate goods and services, and the multiplier effects are widespread, i.e. the total gross value chain is deeper. Technological processes in the service sector are simpler, a small set of intermediate products is used, and multiplier effects are concentrated on a narrow set of activities, i.e. the value added chain is relatively "shallow" and the spread of indirect effects is limited to only a few rounds of spreading effects.

Key sectors can be determined according to the forward effects intensity. by using the same methodological approach of the normalized indirect effects, but applied to the analysis of the goods and services supply effects of a particular sector to other productive sectors. The key sector identification on the supply side is based on a combination of multipliers from the Ghosh model and the gross value added weights of individual sectors. Key sectors identification, as in the backward effects approach, is based on the indicator of normalized indirect effects. Direct effects that could label some sectors thekey ones because of their high share in total gross value added at the level of the whole economy are excluded by this approach if low intensity of their indirect impacts is taken into consideration.

Table 2 Normalized indirect effects of a certain sector of the Croatian economy based on the weighted forward effect on the production of other sectors

Normalized indirect effects	Sector code
0-0.599	A03, C13-C15, C26, C28, C30, G47, H50, I, L68A, M72, O84, P85, Q86, Q87-Q88, R90-R92, R93, S96, T
0.6-0.999	A02, C10-C12, C21, C25, C27, C29, C31-C32, C33, E36, E37-E39, F, G46, H51, J58, K65, N79, S94
1-	A01, B, C16, C17, C18, C19, C20, C22, C23, C24, D35, G45, H49, H52, H53, J59-J60, J61, J62-J63, K64, K66, L68B, M69-M70, M71, M73, M74-M75, N77, N78, N80-N82, S95

According to the indicator measuring the importance of the production of a certain sector, from the point of view related to the supply of intermediate inputs used by other sectors, the normalized indirect effects values above 1 have been recorded in the following sectors ranked from highest to lowest:

— B Mining and quarrying

— M74-M75 Other professional, scientific and technical services; veterinary services
— S95 Repair services of computers and personal and household goods
— N77 Rental and leasing services
— C18 Printing and recording services
— M71 Architectural and engineering services; technical testing and analysis services
— M69-M70 Legal and accounting services; services of head offices; management consulting services
— N80-N82 Security and investigation services; services to buildings and landscape; office administrative, office support and other business support services
— M73 Advertising and market research services
— N78 Employment services
— H53 Postal and courier services
— C23 Other non-metallic mineral products
— C17 Paper and paper products
— H52 Warehousing and support services for transportation
— L68B Real estate services (excluding imputed rent)
— D35 Electricity, gas, steam and air-conditioning
— J62-J63 Computer programming, consultancy and related services; information services
— C22 Rubber and plastics products
— A01 Products of agriculture, hunting and related services
— C20 Chemicals and chemical products
— J59-J60 Motion picture, video and television programme production services, sound recording and music publishing; programming and broadcasting services
— G45 Wholesale and retail trade,repair services of motor vehicles and motorcycles
— C24 Base metals
— K64 Financial services, except insurance and pension funding
— J61 Telecommunications services
— C19 Coke and refined petroleum products
— K66 Services auxiliary to financial services and insurance services
— H49 Land transport services and transport services via pipelines
— C16 Wood and of products of wood and cork, except furniture; articles of straw and plaiting materials

The above sectors mainly produce goods and services intended for intermediate consumption and their offer is significant for the production of the total economy. In some sectors (such as the production of agricultural products or the production of non-metallic mineral products), the standard deviation index of indirect effects per sector is

high, indicating the concentration of effects to only a few other sectors. In the case of agriculture, there is a significant concentration of deliveries to the food production sector, while non-metallic mineral products are mostly used as inputs in the construction sector. The standard deviation index of indirect effects is the lowest for the chemical production sector, which indicates the importance of this input for a whole range of activities.

The synthesis of the key sectors features on the demand and supply side, the synthetic classification of key sectors of the national economy can be summarized by Table 3 and Figure 1.

Table 3 Synthetic classification of key sectors of the Croatian economy based on the combination of backward and forward effects

		Significant forward effects		Weak forward effects	
		Wide spreading	Concentrated effects	Wide spreading	Concentrated effects
Significant backward effects	Wide spreading	D35, J61	H49		C10-C12, G46
	Concentrated effects		A01		F, G47, I, O84, P85, Q86
Weak backward effects	Wide spreading	B, C16, C17, C18, C19, C20, C22, C24, C31-C32 J59-J60, K66, M73	C23	C25, C26, C27, C28, C29, C33, H50, H51, J58, K65, N79, S94, A02, A03, C13-C15, E36, E37-E39, M72, C21, C30, R93, L68A, Q87-Q88, R90-R92, S96, T	
	Concentrated effects	G45, H52, H53, J62-J63, L68B, M69-M70, M71, M74-M75, N77, N78, N80-N82, S95	K64		

Four productive sectors were identified as the key sectors of the Croatian economy according to both criteria — the multiplicative effect on the production of sectors in their production chain and their significant supply of intermediate goods and services to other sectors. The electricity and telecommunications services sectors, which have significant indirect effects and a widespread dispersion across the entire economy, are identified as the most important sectors. Land transportation and plant and products of agriculture also have significant indirect effects both by backward and forward criterion, but with effects concentrated to the limited number of other sectors.
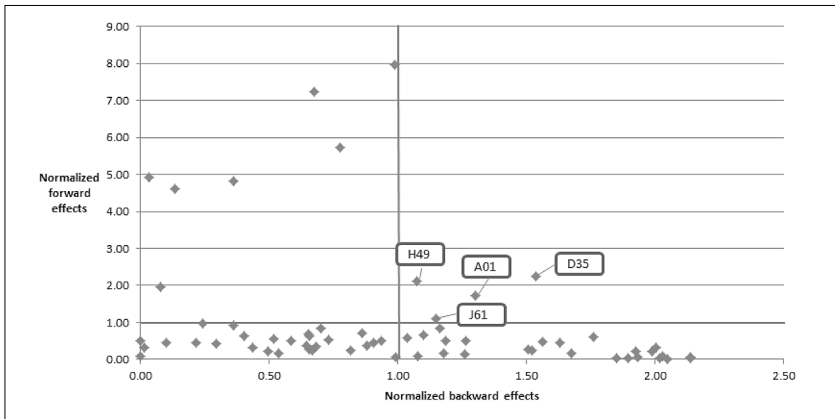
Figure 1 Key sectors of the Croatian economy as a combination of backward and forward effects

CONCLUSION

Productive sectors that induce production of other productive sectors through cross-sectoral relations are considered the key sectors for the national economy. Based on the backward and forward effects, four productive sectors were identified as the key sectors of the Croatian economy. These are the sectors: D35 — Electricity, gas, steam and air-conditioning and J61 — Telecommunications services. They, apart from their high indirect effects both on the demand and supply side, also have a widespread effect across the entire economy. Sectors H49 — Land transport services and transport services via pipelines and A01 — Products of agriculture, hunting and related services also have high indirect effects under both criteria, but thiose effects are concentrated on a smaller number of other sectors. This classification does not mean that other productive sectors are not significant. Each of the other sectors also has some multiplicative effects on the rest of the economy, but its linkage to the rest of the economy is of lower intensity or has a low share in final deliveries, affecting their ranking according to weighted indirect effects indicator. Key sectors identification can serve policy makers in the development of economic strategies that will not only stimulate the production growth of certain productive sectors, but also to induce spillover effects over the entire economy.

APPENDIX

Table A1 Sector codes and descriptions, values of normalized indirect and dispersion effects

		Backward effect		Forward effect	
Sector code	Sector description	Normalized indirect effect	Dispersion effect	Normalized indirect effect	Dispersion effect
CPA_A01	Products of agriculture, hunting and related services	1.717	1.099	1.304	1.294
CPA_A02	Products of forestry, logging and related services	0.257	1.193	0.656	0.836
CPA_A03	Fish and other fishing products; aquaculture products; support services to fishing	0.216	1.169	0.496	0.926
CPA_B	Mining and quarrying	0.069	0.964	2.137	0.688
CPA_C10-C12	Food products, beverages and tobacco products	7.246	0.806	0.675	1.665
CPA_C13-C15	Textiles, wearing apparel and leather products	0.547	1.019	0.519	0.879
CPA_C16	Wood and of products of wood and cork, except furniture	0.583	0.728	1.038	0.751
CPA_C17	Paper and paper products	0.158	0.826	1.677	0.676
CPA_C18	Printing and recording services	0.034	0.880	2.020	0.700
CPA_C19	Coke and refined petroleum products	0.671	1.070	1.099	0.793
CPA_C20	Chemicals and chemical products	0.500	0.699	1.265	0.567
CPA_C21	Basic pharmaceutical products and pharmaceutical preparations	0.519	1.034	0.730	1.097
CPA_C22	Rubber and plastics products	0.264	0.854	1.506	0.672
CPA_C23	Other non-metallic mineral products	0.603	0.866	1.761	1.144
CPA_C24	Base metals	0.160	0.785	1.178	0.701
CPA_C25	Fabricated metal products, except machinery and equipment	0.686	0.848	0.652	0.760
CPA_C26	Computer, electronic and optical products	0.176	0.830	0.536	0.592
CPA_C27	Electrical equipment	0.642	0.809	0.657	0.813
CPA_C28	Machinery and equipment n.e.c.	0.931	0.826	0.362	0.954
CPA_C29	Motor vehicles, trailers and semi-trailers	0.050	0.752	0.994	0.642
CPA_C30	Other transport equipment	0.640	0.866	0.402	1.063
CPA_C31_C32	Furniture; other manufactured goods	0.461	0.841	0.905	0.688
CPA_C33	Repair and installation services of machinery and equipment	0.704	0.839	0.862	0.638
CPA_D35	Electricity, gas, steam and air-conditioning	2.251	0.940	1.539	1.127
CPA_E36	Natural water; water treatment and supply services	0.234	1.134	0.669	0.702
CPA_E37-E39	Sewerage; waste collection, treatment and disposal activities; materials recovery	0.495	1.067	0.937	0.757
CPA_F	Constructions and construction works	7.963	0.976	0.987	1.820

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CPA_G45	Wholesale and retail trade and repair services of motor vehicles and motorcycles	0.505	1.047	1.187	0.758
CPA_G46	Wholesale trade services, except of motor vehicles and motorcycles	5.720	0.971	0.776	1.683
CPA_G47	Retail trade services, except of motor vehicles and motorcycles	4.817	0.967	0.363	1.755
CPA_H49	Land transport services and transport services via pipelines	2.126	0.947	1.074	1.159
CPA_H50	Water transport services	0.512	0.867	0.584	0.698
CPA_H51	Air transport services	0.368	0.577	0.646	0.590
CPA_H52	Warehousing and support services for transportation	0.445	1.006	1.629	0.811
CPA_H53	Postal and courier services	0.032	1.277	1.850	0.582
CPA_I	Accommodation and food services	4.616	1.026	0.134	1.906
CPA_J58	Publishing services	0.238	0.831	0.816	0.619
CPA_J59_J60	Motion picture, video and television programme production services	0.144	0.967	1.261	0.618
CPA_J61	Telecommunications services	1.105	1.098	1.148	1.068
CPA_J62_J63	Computer programming, consultancy and related services; information services	0.242	1.092	1.523	0.627
CPA_K64	Financial services, except insurance and pension funding	0.835	1.275	1.166	1.281
CPA_K65	Insurance, reinsurance and pension funding services, except compulsory social security	0.848	0.852	0.700	0.774
CPA_K66	Services auxiliary to financial services and insurance services	0.094	1.059	1.077	0.577
CPA_L68B	Real estate services (excluding imputed rent)	0.474	1.142	1.562	0.854
CPA_L68A	Imputed rents of owner-occupied dwellings	0.495	1.461	0.000	2.022
CPA_M69_M70	Legal and accounting services; services of head offices	0.214	1.179	1.989	0.755
CPA_M71	Architectural and engineering services; technical testing and analysis services	0.319	1.134	2.004	0.816
CPA_M72	Scientific research and development services	0.329	1.153	0.436	0.860
CPA_M73	Advertising and market research services	0.226	0.706	1.925	0.662
CPA_M74_M75	Other professional, scientific and technical services; veterinary services	0.025	1.020	2.137	0.646
CPA_N77	Rental and leasing services	0.089	1.138	2.030	0.636
CPA_N78	Employment services	0.023	1.242	1.895	0.706
CPA_N79	Travel agency, tour operator and other reservation services and related services	0.349	1.082	0.684	0.830
CPA_N80-N82	Security and investigation services; services to buildings and landscape	0.062	1.165	1.933	0.604

CPA_O84	Public administration and defence services; compulsory social security services	4.937	0.998	0.032	1.997
CPA_P85	Education services	0.961	1.365	0.244	1.835
CPA_Q86	Human health services	1.968	1.194	0.077	1.953
CPA_Q87_Q88	Social work services	0.318	1.196	0.014	1.928
CPA_R90-R92	Creative, arts and entertainment services; library and other cultural services	0.448	1.186	0.218	1.330
CPA_R93	Sporting services and amusement and recreation services	0.444	0.909	0.099	1.290
CPA_S94	Services furnished by membership organisations	0.371	0.813	0.882	0.615
CPA_S95	Repair services of computers and personal and household goods	0.018	1.070	2.048	1.041
CPA_S96	Other personal services	0.417	1.170	0.293	1.148
CPA_T	Services of households as employers	0.092	1.098	0.000	2.022

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Anton PETRIČEVIĆ

AN IMPACT OF EMIGRATION AND NEGATIVE DEMOGRAPHIC TRENDS ON THE CROATIAN LABOR MARKET

1. INTRODUCTION

We are faced with mass emigration of the population from the Republic of Croatia. During the migration movements in the previous year, according to data from the Croatian Bureau of Statistics, 47,352 inhabitants emigrated from the Republic of Croatia, while 15,553 people immigrated to the Republic of Croatia. This represents a negative migration balance and does not give security and optimism to the population. It is visible from the available data that there are 50.9% of Croatian citizens and 49.1 foreigners among the immigrants to Croatia, while among emigrants there are 95.8% of Croatian citizens. What is worrying is that most of the emigrants from Croatia are men in the working age population. Mostly old people stay in Croatia and the senility of the total population of Croatia is increasingly becoming a problem. The average age or average age of the population is unsatisfactory.

If, under the term migration, we mean the spatial movement of a person from their previous place of residence to a new place of residence with the intent to stay there permanently, then the current demographic image does not promise much.

Whether the migration is external or internal, there are some parts of Croatia such as Vukovar-Srijem and Osijek-Baranja counties with negative migration saldo at -5,665 in Vukovar-Srijem County and -5,460 persons in Osijek-Baranja County.

The City of Zagreb has the biggest positive migration saldo of 1003 persons.

Eastern Croatia is massively abandoned by qualified young people and highly educated people. The question is: why?

According to their statements, the main reasons are the inability to find work in the Republic of Croatia, precarious forms of work, low wages, financial instability, better living standards in other EU countries, as well as better training and valorisation of the work done so far.

2. INTERNATIONAL MIGRATION OF CROATIAN POPULATION

From Table no. 1 it is evident that 2008 was the last year in which we had a positive migration balance when it comes to external migration. After that, we have had a negative migration balance that has gradually increased to reach 31,799 inhabitants who left the Republic of Croatia in 2017 with a tendency of further growth.

Table 1 International migration of population of the Republic of Croatia
(Croatian Bureau of Statistics, First release, Zagreb, July 20, 2018, Nunber: 7.1.2.)

	Immigrants	Emigrants	Net migration
2008	14 541	7 488	7 053
2009	8 468	9 940	-1 472
2010	4 985	9 860	-4 875
2011*	8 534	12 699	-4 165
2012*	8 959	12 877	-3 918
2013*	10 378	15 262	-4 884
2014*	10 638	20 858	-10 220
2015*	11 706	29 651	-17 945
2016*	13 985	36 436	-22 451
2017*	15 553	47 352	-31 799

* In order to harmonise the international migration statistics with international standards and the acquis communautaire, since 2011 data have been processed according to a new methodology.

In 2014, given the situation in the country related to the difficulty of meeting the minimum living conditions and basic needs of the population, there was a sudden increase in emigration, which has been increasing every year, and almost nothing has been done so far to stop this wave. The question is: who has the interests and benefits from mass emigration of the contingent of a working and educated population? Are four years of mass emigration of entire families not enough to realize that this is a social and national disaster of the Croatian people? One question remains: For how long can this continue? What is more important than to realize that this is a very important, and at the same time a very dangerous wave that has affected the country?

3. CURRENT DEMOGRAPHIC PICTURE OF THE REPUBLIC CROATIA

There are still educated people that need a chance to show how they will stop emigration, start the economy, and rebuild the demographic picture of the Republic of Croatia.

Croatia is, in demographic sense, covered in black and only in smaller parts that are like the oasis in the desert or the isolated enclaves shows some kind of vitality. Still, all this concerns only a few: "It is as if idealistic belief in the value of identity in the Croatian modernity doesn't exist". (Sterc, 2017)

We can read newspaper articles saying that even the few people who work have never been in worse situation in terms of labour rights. Workers are forced to work overtime and face daily contract cancellations. A fixed-term employment contract has become a rule, not an exception, as it was before, and when a fixed-term contract expires,it is not extended. In a local newspaper Glas Slavonije (Voice of Slavonia) on October 24th, an article titled "55.3% of women lost their jobs because of motherhood"
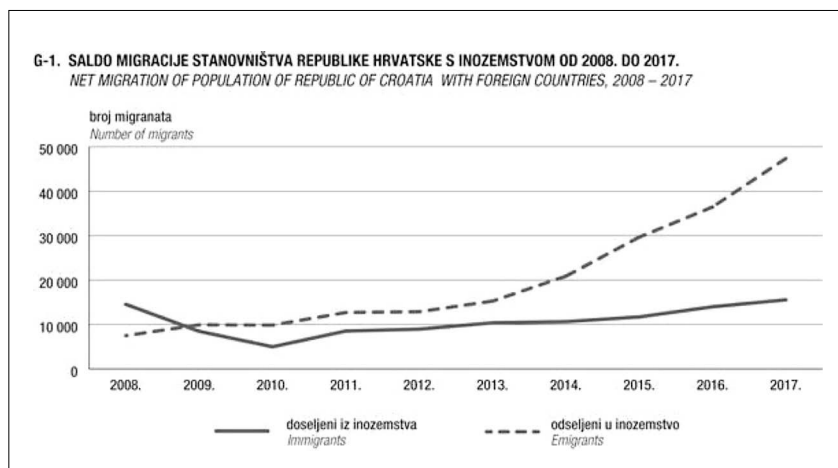
Chart 1 (Croatian Bureau of Statistics — First release, Zagreb, July 20, 2018. Number: 7.1.2.)

was published. These data refer to the entire territory of the Republic of Croatia and are based on a research carried out under the EU project titled "Towards real equality between men and women: harmonization of professional and family life." This is a daunting fact, as the Gender Equality Ombudswoman of the Republic of Croatia said. This is another terrible blow to the demographic picture of the Republic of Croatia.

According to the available data from the Croatian Bureau of Statistics for 2017, more working-age men than women left Croatia. The following table shows that working-age men aged 20-44 are leaving most frequently.

Table 2 International migration of population, by age and sex, 2017
(Croatian Bureau of Statistics, Priopćenje — First release, Zagreb, July 20, 2018, Number: 7)

Age	Immigrants			Emigrants		
	Total	Men	Women	Total	Men	Women
Total	15,553	9,819	5,734	47,352	26,214	21,138
0 — 4	363	187	176	1,867	927	940
5 — 9	335	158	177	2,777	1,449	1,328
10 — 14	273	153	120	2,183	1,113	1,070
15 — 19	665	412	253	2,001	1,072	929
20 — 24	1,799	1,156	643	4,450	2,393	2,057
25 — 29	2,000	1,213	787	6,667	3,565	3,102
30 — 34	1,841	1,228	613	6,286	3,642	2,644
35 — 39	1,536	1,063	473	5,333	3,203	2,130
40 — 44	1,294	899	395	4,144	2,415	1,729
45 — 49	1,140	792	348	3,601	2,080	1,521
50 — 54	1,079	748	331	2,794	1,599	1,195

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55 — 59	846	516	330	1,719	996	723
60 — 64	807	419	388	1,221	611	610
65 — 69	737	441	296	1,023	518	505
70 — 74	358	216	142	655	342	313
75 and more	480	218	262	631	289	342

Table 3 shows which countries they are moving in order to find better living conditions, or better said, in order to survive, forced to leave their families behind.

It is clear from the table that Germany is the most common choice for Croatian citizens with 28,972 of them having emigrated there in 2017. After Germany, the following countries are also common: Austria with 2706 Croatian citizens who emigrated there and Ireland with 2676 Croatian citizens. Majority of the immigration to the Republic of Croatia is from non-EU countries (from Bosnia and Herzegovina and Serbia) and from EU countries that is Germany there are 2973 people who immigrated to Croatia.

We still do not have the complete data about the emigrant population in the Republic of Croatia. The situation is even worse than the one shown in the available data, because part of the emigratnt population was not registered with the competent authorities (e.g. the Croatian Employment Service), so that the number of displaced population of the Republic of Croatia is considerably higher.

The emigration of highly qualified people has been part of everyday life of the Republic of Croatia after the country entered the EU. Since 2013 highly educated people put their knowledge at the disposal of foreign countries where they can prove themselves, show their worth and feel more accomplished.

"Back in 1991, Croatia had a population of 4 784 265 inhabitants, 4 499 049 of which in the country, and 285 216 abroad. According to the results of the 2001 population census, the number of inhabitants decreased to 4,437,460 or by 7%, compared to 1991. Of this number, 4,200,340 were permanent residents of Croatia, while 226,151 lived abroad. It should be noted that in the 1990s, for the first time in its history, Croatia had a negative natural increase in population. Puljiz, V.[1] (Bežovan, G., Matković, T., Šućur, Z., Zrinščak, S.), 2008: 177.

From the available data published by the Croatian Bureau of Statistics, it is evident that in 2008, 10 thousand more citizen died than there were born. All this, but also to a large extent the war that happened on the territory of the country, caused a decline in the number of Croatian citizens, and after a couple of years of mass emigration, the numbers became alarming.

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[1] Negative rates of natural growth in the 1990s ranged from 0.3. in 1996 and 1.5 in 1999 and in 2000. After that, negative rates increased, so they amounted to 1.9 in 2001, 2.4 in 2002—2002, in 2003 to 2.9, in 2004 and 2005 to -2.1, and in 2006 to 2.0 (Croatian Bureau of Statistics, 2008: 95).

Table 3 International migration by country of origin/destination and citizenship, 2017
(Croatian Bureau of Statistics, Priopćenje — First release, Zagreb, July 20, 2018, Number: 7)

	Immigrants				Emigrants				Country of origin/destination
	Total	Croatian citizens	Foreigners	Unknown	Total	Croatian citizens	Foreigners	Unknown	
	15,553	7,911	7,636	6	47,352	45,367	1,977	8	Total
	13,599	7,329	6,268	2	45,432	43,878	1,551	3	Europe
	5,860	3,825	2,033	2	39,071	38,432	638	1	European Union
	545	426	117	2	2,706	2,684	22	-	Austria
	55	34	21	-	215	209	6	-	Belgium
	75	22	53	-	137	124	13	-	Czech Republic
	56	36	20	-	152	146	6	-	Denmark
	105	45	60	-	245	194	51	-	France
	124	109	15	-	2,676	2,675	1	-	Ireland
	534	256	278	-	794	662	132	-	Italy
	19	18	1	-	96	96	-	-	Luxembourg
	94	14	80	-	157	114	43	-	Hungary
	82	42	40	-	231	223	7	1	Netherlands
	2,973	2,517	456	-	29,053	28,972	81	-	Germany
	66	9	57	-	61	44	17	-	Poland
	46	5	41	-	38	5	33	-	Romania
	56	8	48	-	106	86	20	-	Slovakia
	622	118	504	-	717	618	99	-	Slovenia
	39	14	25	-	114	99	15	-	Spain
	120	69	51	-	802	786	16	-	Sweden
	159	71	88	-	639	614	25	-	United Kingdom

Immigrants				Emigrants				Country of origin/destination
Total	Croatian citizens	Foreigners	Unknown	Total	Croatian citizens	Foreigners	Unknown	
7,739	3,504	4,235	-	6,361	5,446	913	2	Other European countries
4,949	2,225	2,724	-	2,758	2,328	430	-	Bosnia and Herzegovina
68	24	44	-	68	47	21	-	Montenegro
248	41	207	-	85	23	62	-	Kosovo
238	47	191	-	115	55	60	-	Macedonia, FYR
53	22	31	-	347	344	3	-	Norway
144	20	124	-	78	25	53	-	Russian Federation
1,272	736	536	-	2,049	1,868	179	2	Serbia
423	372	51	-	702	687	15	-	Switzerland
168	-	168	-	76	3	73	-	Ukraine
419	115	304	-	505	350	155	-	Asia
87	25	62	-	71	44	27	-	Africa
424	281	143	-	757	683	74	-	North and Central America
132	104	28	-	373	354	19	-	Canada
273	172	101	-	357	310	47	-	USA
109	44	65	-	29	15	14	-	South America
150	115	35	-	260	255	5	-	Oceania
135	104	31	-	226	222	4	-	Australia
765	2	759	4	298	142	151	5	Unknown

4. WHAT CAN BE DONE NOW
TO STOP THE EMIGRATION TREND?

Croatia is a rich country, a country with very beautiful sea, plenty of quality water, unprocessed rich land and a land of worthy and honest people as well as a safe environment.

Problems such as mass emigration, unemployment, economic downturn should be stopped. How to do it? Through the measures of the government and the president, of course.

However, we have to go back to 2006 when in her work "Why unemployment is still so high in Central and Eastern Europe" Alena Nesporova from Poland said: "the perception of Western investors of weak legal protection of property rights in many transition economies, especially in the countries of the Commonwealth of Independent States, was the main reason for the slow inflow of foreign direct investment in these countries, despite the possibility of achieving high profits" (Nesporova, 2006, p. 279).

In 1971, academician Alica Wertheimer-Baletić warned of the future depopulation of Croatia and the problems arising from the decline in birth rate and negative migration balance.

Her new book helps us understand where we are and what is happening to our country, said the reviewer Stjepan Šterc, who said that the work of academician Wertheimer-Baletić was the peak of demographic science in Croatia. Half a century ago she announced that, if nothing changes, Croatia would lack labor force.

Academician Wertheimer-Baletić emphasized that the very things she pointed out in the seventies are happening right now — today, due to mass emigration, there is a lack of workforce in Croatia. Anđelko Akrap and Ivan Čipin in their work "Croatia in European Demographic Contrasts: An Analysis of Fertility" published in 2012 in the book *Croatia in the European Union: how to go further?* say: "Actual European demographic trends and projected mid-term and long-term changes show that the expected changes in demographic structures will be, for most European countries, critical development factors. Therefore, most European countries do not leave spontaneous development demographic trends, but try to direct them, with more or less success, to different public policies, in the desirable direction" — Akrap, A., Čipin, I. (2012, p. 233).

5. SUGGESTION OF DEMOGRAPHIC MEASURES

Young people who decide to leave the country are angry that only demographers are talking about the difficult situation in Croatia, and politicians are not concerned enough with this very important issue. A whole spectrum of measures for young people is needed, as well as a more complex view of their current and future life. By that, they certainly do not only think of safer jobs, but also about family policy measures (establishment of kindergartens, public and non-formal education, social protection and health care). They complain about tax repression, parafiscal charges, large and compli-

cated public administration and legal uncertainty. We are faced with the fact that the institutions of the Republic of Croatia are being remarked negatively and as inefficient in the eyes of foreign investors who would start their work and open new jobs. Most politicians have not recognized the burning problem in time. And when they do recognize it, they are in disagreement with each other in solving it, and time is not our friend in this situation.

What is being publicly pointed out in the media is:
— the complex administrative procedure to start your own business
— unpredictable regulatory frame
— labour taxation
— lack of adequate workforce.

These are limiting factors and they require complex and faster reforms.

When one of the limiting factors is the lack of adequate workforce, we have to seriously wonder where our valuable and competent workforce has left. Someone is guilty of it. We are still not doing anything. The professional public is silent, politicians disagree and blame each other, and buses filled with educated and valuable people leave to never return.

The government has tried acting by presenting nine employment measures. The measures were used by about 45,000 people. These were just immediate measures that did not stop the wave of young people leaving. Self-employment as the most popular measure did not yield the expected results.

Self-employment was used by more than 7,000 unemployed people who faced problems related to the repressive taxation system (state budgeting required 2,000.00 kn of taxes for a wage of 4,000.00 kn), the impossibility of placing the product to the market, the inability to collect the payment for goods. It is clear that measures do not have give the expected results in their first year, but if we take into account the time lag since their introduction, their implementation has not shown any breakthroughs.

What is systematically opposed is the insufficient connection between the labour market and the education system means that enrollment should be allowed to focus on the education of persons with defective occupations where possible following a professional orientation.

The demographic question in the Republic of Croatia should be understood as a burning issue and should be tried to solve it adequately.

Still, departure of a working active population does not stop.

To stop the trend of mass emigration of the population from the Republic of Croatia and begin the process of revitalizing the demographic image of the Republic of Croatia, new and urgent demographic measures are needed.

We must not allow, as the Croatian president emphasised, people of Croatia to search for a decent life in Germany and Ireland. The president has proposed four sets of measures for revitalization and demographic renewal. These measures are:
1. Economic measures

2. Measures addressing the issue of citizens with frozen bank accounts
3. Measures of family policy
4. Measures of immigration.

Indeed, revitalization of the economy is a key measure. But as mentioned before, it is inevitable to carry out a tax reform. The repressive tax system, fiscal policy, and the inertia of public administration destroy businesses before they even open. Each system states ineffective public administration as a negative element. Analyzing the reform of the Croatian public administration in a wider context, I. Koprić (2008) highlights the problem of orientation, that is, it is obvious... "weak public administration capacity to shape and maintain quality long-term public policy" (Koprić, 2008: 51).

Within the framework of the first economic measure, the president proposed to reduce the cost of labour and business for employers and thus increase the net salary of employees.

For public administration, she pointed out that professionals should be placed on certain jobs, there should be no employment on the grounds of family relations, friendship, affiliation to a particular party, and participation in various lobbies, or something that is not related to excellence in the job for which one is competing. A thorough public administration reform is needed for the administration to be a citizen service center rather than a repressive apparatus.

In the implementation of measures addressing the issues of citizens with frozen bank accounts there are many situations to be considered. Firstly, enforcement proceedings should be brought back to the jurisdiction of courts to avoid paying for the proceedings to notaries and FINA.

When it comes to family policy, the emphasis is on encouraging births and increased remuneration during maternity and parental leave, as well as better entitlement to receive child allowance.

The group of Bežovan, Šućur and Zrinščak, give guidelines regarding family policy measures in the book Social Policy Systems, where in the distant year of 2000 they say that they can fundamentally distinguish the three instruments through which the state helps families.

The first instrument is money (various family benefits). Another instrument is family services (care and support). The third instrument is time made available to the employed family members (leaves) which strives to reconcile professional and family responsibilities. (Puljiz, in Bežovan, G., Šućur, Z., Zrinščak, S., 2000: 177.)

Five years later the same authors point to the Council Recommendation (then the European Community) and say: "This Recommendation focuses on family policy, and suggests improving the provision of the most vulnerable families, supporting the maintenance of children, encouraging women's reintegration into the labour market after raising children, and enabling a successful reconciliation of family and professional responsibilities. In recent years, the focus of European family policy has been to harmonize family and external employment commitments. This is the consequence of the in-

creasingly widespread belief that employing women and equal care of both parents for the family today is the most acceptable model for most families. This implies a more ambitious policy of supporting families with young children, or creating a "family friendly environment" (Puljiz, V. in Bežovan, G., Šućur, Z., Zrinščak, S., 2005: p. 349.)

And the last president's measure refers to the immigration of any Croatians who return to their homeland but also to other immigrants in order to create a platform for turning the demographic trends.

This Strategy should be adopted by February 2019. This is a serious job that needs to be accessed responsibly and systematically.

6. DETAILS OF CONDUCTING FAMILY POLICY AND EMPLOYMENT THROUGH A SHORTER HISTORY

If we look at the events of 1938 in France after World War I, we will see the following: "Over the years, the system of family add-ons has expanded and improved. The 'Law Decree' further promotes family policy driven by the fear of decline in the birth rate. Even then, work, family and homeland meant a pillar of social organization." (Puljiz, 1997: 79)

If we look further, in 2006 professor Zrinščak in his work "Social policy in the context of rooting social transformation of post-communist countries" highlighted the following: "Although the area of labor and employment has undergone numerous and radical transformations, the story of it has not yet ended. The problems of self-employment, entrepreneurship, active policies and labor market flexibility are still the issues all post-communist countries face and will face." (Zrinščak, S., 2006: 206)

So, from 2006 until 2018, this issue in our area has only begun to be solved. We are slow and inert. Certainly, we have to change if it is not too late.

7. CONCLUSION

Demographic problems in the Republic of Croatia are great and the establishment of the independent Ministry of Demography is a necessity.

It is necessary for the new ministry to respect the measures of the president and the government in their integrity and complexity as well as opinions of the professional public in dealing with demographic issues.

But as transitional solutions until measures are taken, it would be necessary to stop the people from leaving the country in any way we can:

— To revive the economy and then open up new jobs, either through self-employment measures of the domestic population, or by means of foreign investors

— Reduce to a minimum the repressive tax policy

— Distribute quality land to the unemployed to produce healthy food

— Reduce the import of poor quality food

— Use EU projects more

— Implement a housing policy reform

— Allow young entrepreneurs who have completed their education and are full of knowledge and creative ideas to start their own business with the help of EU Structural Funds.

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Anett RÁCZ, Gergő ZILIZI

VIRTUAL REALITY AIDED HISTORICAL EXHIBITION AND MONUMENT RECONSTRUCTION

ABOUT THE APPLICATION IN GENERAL

The aim of this project was to develop a VR aided tourist and educational application that draws the attention of users with its spectacular scene and realistic VR experience. The quality of the visualization is the key component when we want to attract attention. A VR application requires enormous technological effort for its smooth running and good quality. An important part of this project was optimizing the computational power without damaging the quality. So, the program can run on any computer that meets the requirements of Oculus Rift.

Our program, named "Vis comes true", is a virtual tour on the island of Vis. It introduces four of the cultural and touristic attractions of the site. Further places can be added to the program easily.

TOURISTIC PURPOSES

VR makes it possible to see the now damaged monuments in their original condition and VR applications allow us to enter buildings that are closed to the public because of renovation or conservation. These applications may motivate people to visit the places they saw in VR earlier.

An interactive VR tourist application, such as our program, provides much more than a regular printed brochure. It is more spectacular, informative and entertaining. Using the concept of interactive learning, users can acquire information easier than from a printed flyer. It can have a larger impact on users and make them become potential visitors.

We mainly focus on the younger generation. Experiments show that they accommodate to the virtual reality easier and that motion sickness (Hettinger & Riccio, 1992) rarely occurs among them. This program is not suitable for people who feel dizzy, or experience headache or stomach problems because of the VR headset.

SCENES OF THE VIRTUAL TOUR

As we have never been to Vis before, we chose to implement the attractions based on touristic websites. Considering the reviews, historical data and popularity, we selected the following four attractions to be included in the virtual tour.

Figure 1 Navigation board in the first scene

VERN' Island School — MIC-Vis

As our program was presented in the MIC — Mediterranean Islands Conference, which was held in the building of VERN' Island School, we decided to start the virtual tour from there.

Currently the program includes a navigation board and a technologically simple environment. Stepping into the VR may be confusing and strange for people who have never tried it before. So we decided to start the tour at a simple site with less motion possibilities, with a sea view and a familiar street view. As an introduction into VR, users can practice how to use the motion controller, the navigation board and how to navigate and move in the virtual environment.

St. Nicholas Monastery — Komiža

After a player gets acquainted with the controls of the program, they can continue the tour. Second station is the St. Nicholas Monastery in Komiža. Modelling this building and its site in VR was quite a challenge.

We tried to achieve the highest possible level of detail when it comes to the model of the building itself. This location is open from one side, but we placed some trees and close objects in larger number than in the real world to cover up the far surroundings of the church. That way we can get some performance that we can use to increase the detail on the structure.

At this point we inserted an eye-catching attraction. Users can see and read about a centuries-long tradition in which locals burn a boat in front of the church to pay respect to their patron saint.

Cave tour — Blue Cave, Green Cave

There are two famous caves near the island of Vis, both with unique natural phenomena. The Green Cave is situated in the south-western part of the island of Ravnik. The

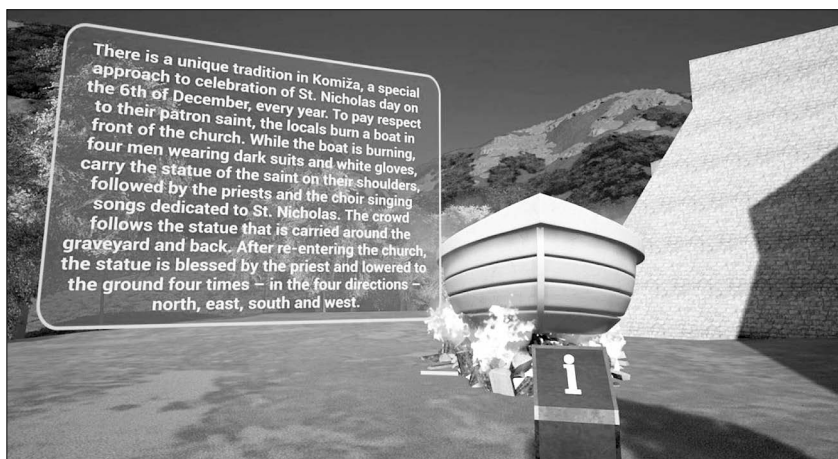**Figure 2** Model of St. Nicholas Monastery in Komiža

Figure 3 Animation of the centuries-long ritual of boat-burning

cave gets its distinct green colour from the green algae that grow on its ceiling and walls, and whose colour is reflected in the see below. The Blue Cave is 5 nautical miles away from the town of Komiža. The whole cave, its walls and the see, are gleaming with a unique silver-blue light. Those light effects are caused by sunrays that reach the cave through a small crack in the ceiling. The interior of the cave and the sea inside are illuminated by an indescribable silver-blue light. The incredible light effects are caused by the rays of the sun passing into a small crack in the ceiling of the cave.

In this scene, players are in a virtual boat while calm music is playing in the background. Here we limited the interactions because of the moving vehicle. This can feel strange and a combination of this unusual movement with interactions can easily cause motion sickness. Therefore we focused on viewing pleasure and relaxation.

Figure 4 Cave tour

Figure 5 Model of the Chapel of the Holy Spirit

Chapel of the Holy Spirit — Hum Mount

When searching information about the island of Vis the sunset over Komiža, viewed from mount Hum and from the Chapel of The Holy Spirit is definitely one of the first attractions you will find. We decided to implement this in the virtual tour. The breathtaking sunset and moonrise over Komiža Bay became the final scene of our tour, with relaxing ambient music playing in the background.

Based on some travel photos and Google street view snapshots we built the virtual model of the chapel and the surrounding area.

From this site you can see a large part of the island, so it was challenging to achieve acceptable performance in VR. In order to build a convincing landscape, we modelled a lot of plants, rocks, and other environmental objects, and then we filled up

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Figure 6 Comparison of reality and virtual reality

the landscape with those models. We used LODs (Level Of Details) to minimize the necessary computation power. In short, we programmed these models to appear in different qualities depending on the distance from the user. Because the chapel itself is not that big, we did not have to compromise the quality of the building's model.

ABOUT THE TECHNOLOGICAL DETAILS OF THE APPLICATION

We modelled the locations based on the gathered reference images. We had to pay special attention to keeping the complexity of the 3D models low in order to get better performance in VR. Except the main attractions, each model and their environment had LODs, i.e. different versions with varying complexity.

In the program we set up the models to appear with high LOD when they are closer to the user. The LODs get lower when they get further away from the user.

If the LOD is realised correctly, users cannot observe that the models of the further objects have lower quality. By using this trick, the necessary computational requirement can be reduced a lot, because the overall number of vertices in the scene is greatly reduced; especially in the cases where we had to use a lot of models to fill up the landscape.

3D applications with big and detailed landscapes are graphically demanding, even in cases of regular applications. In case of VR, it is even harder to keep the hardware requirements low without compromising the visual fidelity.
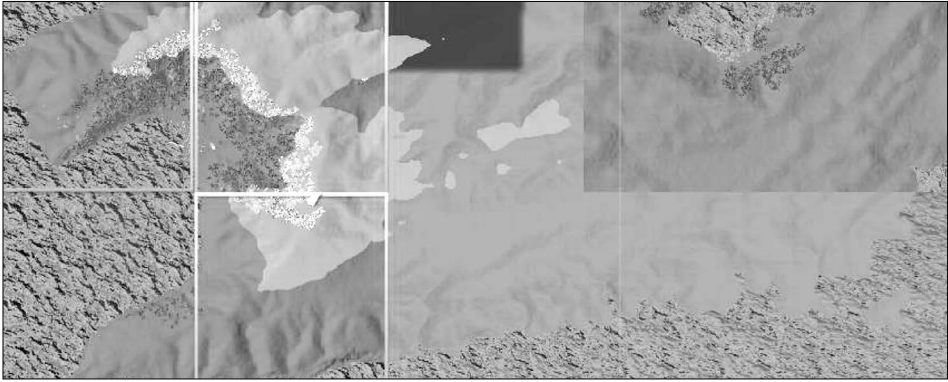
Figure 7 Tiled landscape

Creating such a huge landscape by hand would be nearly impossible, so we had to find another approach.

In the digital archive of NASA we found a freely available heightmap of the Earth's surface, which was captured during the 2000 SRTM (Space Radar Topography Mission). By using a tool called World Machine and Unreal Engine we generated the digital representation of the island, based on the height maps.

By using this technique we were able to make a perfect virtual copy of the real landscape.

To make realising a VR application of this scale possible, we divided the landscape into smaller tiles.

We configured the application to display only the necessary (i.e. actually seen by the user) tiles of the landscape at each location. Because of the limitations of commercially available computers, we never display the entire island, as it would be nearly impossible in VR with the intended 90 frames per second.

EXPERIMENTAL RESULTS

The aim of this application was to call the attention and provide an informative and spectacular tour of a touristic attraction. Our application can motivate users more than a regular brochure to make a real visit to the places that were introduced in the virtual tour. It also makes it possible to take a look at the natural and cultural heritage of Vis for users all around the world.

We presented our application at the MIC-Vis conference, mainly for attendants who had previous experience with the mentioned scenes. Their opinion was that the application can give a true sense of the size and the atmosphere of the places. They found it very realistic.

We provided the chance to try the application at another event in Hungary, at the University of Debrecen. The program was tested by people who had never been to Vis before. We asked for reviews and asked users whether they would like to visit the is-

land. We found that, while experiencing this interactive virtual environment, users became more curious about additional information and interesting stories.

The tour had a deep impact on both group of users. They found the application very attractive and spectacular. To achieve this, we had to ensure the appropriate visual quality with sustainable computational requirement. That is why we paid a lot of attention to performance optimization.

We are considering implementing further scenes in this tour, and also plan to develop other similar virtual tours in cooperation with tourism experts.

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Mariusz SAMORAJ

CULTURE AND TRADITION AS A SOURCE IN REGIONAL EDUCATION IN CHOSEN PARTS OF POLAND

INTRODUCTION

The aim of the article is to point diagnosis about roots of our civilization in crisis and find educational solutions in the area of regional, local, and intercultural education, education for community with the care of Planet Earth as Our Common Home. The article is an attempt to describe regional and intercultural education, the contemporary landscape of Kurpie regional culture, but also a presentation of the culture-forming activities of the Kurpiowski Society "Strzelc"; of the Folk Group "Carniacy", led by local animators as well as numerous multi-generational Kurpie families.

The basic inspiration for the article is an analysis of contemporary problems in our global civilisation which is currently in a crisis. I found support for thinking about the ecological, social, moral and educational problems of our time, in consumerist society, in the Encyclical of the Holy Father Francis titled "Laudato Si': On care of our common Home" (Francis, 2015).

Hypothesis: In addition to natural heritage, historical, artistic, cultural and educational heritage of the world is also under threat. An attempt to emerge from the impasse is the idea of the revival of humanity and humanistic values through regional and intercultural education, as well as socio-political and "cultural ecology" and ecumenism, which is postulated by the Holy Father Francis in His Encyclical "Laudato Si'. For the sake of the common home".

Pope Francis, referring to the earlier Encyclicals of Pope John Paul II, states: "All care and striving to improve the world requires profound changes in lifestyles, consumption and production models, and the established structures of power on which society is based today. The true development of man's moral character and full respect for the human person should also be directed towards the natural world and take into account the nature of every being and their interconnectedness in an orderly system" (Francis 2015, p. 7). What is needed is world citizenship and concern for the common Land of the Homeland, which is emphasized by M. C. Nusbaum in her work "In care of humanity" (M. C. Nusbaum 2008, p. 122).

Contemporary consumerist society is not conducive to such a renewal of the human civilization and "integral ecology". This issue is discussed by Peter Sloterdijk in the book *The Critic of a Cynical Mind.* German philosopher, describing moral problems of

our time in consumerist civilization and Cynical Mind: both older and younger generations (Peter Sloterdijk, 2008).

Cynical consumerist civilization is also described by Georg Ritzer in his book *Mc Donaldization of Society*. (Georg Ritzer, 1997)

Great educational reports by UNESCO are important inspirations for societies of educational systems of educators and social reformers. It is worth to mention some activities on a global scale, such as the Decade of Cultural Development in 1988—1997, and the report by the World Commission on Culture and Development and Javier Perez de Cuellar, titled "Our Creative Diversity". I. Wojnar draws attention to the three links from the report "... our, i. e. emphasizing the community, this third identity of people; creative, i. e. co-shaped by people living in the world, by the human factor, which is at the basis of all development tendencies, the driving force and fundamental; finally, diversity, which refers to identity" (Wojnar, 2000, p. 107) The pedagogical way to implement the demands of the report is through regional and intercultural education.

Regional education, local, environmental education are all activities that convey knowledge about the "private homeland" and shape ties with it, as J. Nikitorowicz writes, "with the world of primary rooting". It introduces people to each other, shaping the ability of coexistence, cooperation and continuous involvement in a small homeland, at the same time ensuring cultural continuity of the group through equipping it with knowledge, sensitization to universal values based on local ties (Nikitorowicz 2009, p. 502).

Regional education is connected with landscape, architecture, monuments of spiritual and material culture, dialect (local), folklore legends, folk art, local heroes (significant people) and events, contacts between people, intergenerational message, customs of the community, contact with nature, etc." (Nikitorowicz, 2009, p. 502, 503).

The vision of local education is complemented by intercultural education based on a dialogue between emphatic cultures, the process of development of multicultural society, a society that creates the citizens of the Earth. J. Nikitorowicz treats intercultural education as: "all processes of formal and informal education influencing the shaping of principles and attitudes of open interaction between representatives of different cultures, as a result of which they acquire the ability to resolve conflicts in a dialogical way and make peaceful coexistence a reality" (Nikitorowicz, 2009, p. 502).

A dialogue between cultures, regional education and intercultural education are the basis for shaping the humanistic development of citizens of the Earth and the culture of peace.

METHODS

The research material was collected through the use of cyclic ethnographic research, using a bundle of methods, including diagnostic survey, narrative interviews, biographical method, analysis of documents and visual ethnography. All these methods were in

use during the observations of folk activities of local community over about 20 years of my research.

Data analysis — description: thanks to local activity, e.g. a school of folk musicians, a new perspective of survival and development of traditional culture, and at the same time local development, was created. The created cultural landscape reveals the spokespeople of regional education and presents the "ritual year in Kurpie", taking into account various dimensions of cultural expression concerning folk art, dance, traditional songs, craftsmanship, rituals and visual arts, ritual spectacles, celebrations of holidays in an unusual folklore setting in various Kurpie communities.

MORAL PROBLEMS OF OUR TIME IN CONSUMERIST SOCIETY

Contemporary era of cynicism is in contrast to education inspired by ancient philosophy of Diogenes — "kynismus" and its interpretation by Peter Sloterdijk included in the book *The Critic of a Cynical Mind*. The kynical and cynical attitudes were recognized by the German philosopher Peter Sloterdijk. Contemporary pedagogy and various areas of education require dedicated attitude of teachers and animators of culture and social activities. What is extremely important is educating the young intellectual elite in the country, especially in the regional perspective. Young educationalists, organizers responsible for the regional education, have to face cynical consumerist society. They need to develop creative and culture creative abilities. There have been many successful activities in the area of cultural development and regional education such as the "Little homeland — tradition for the future" event. It showed that it is possible for young people to be mature enough to understand traditional values and to transfer them into the future. Shaping intellectual elite of the country requires independent, nonconformist attitudes which are aware of contemporary threats/risks of civilization, such as the spirituality crisis or consumerism described in "Consumed: How Markets Corrupt Children, Infantilize Adults and Swallow Citizens Whole" by B. R. Barber. An example of such nature of shaping results from the new interpretation of cynicism can be found in *The Critique of Cynical Reason* by Peter Sloterdijk. According to him, contemporary cynicism is destructive; he understands cynicism as false consciousness and values the original, thought provoking kynical attitude which rejects falsehood. Today it is difficult to find such an attitude, as most people have been tamed by the power of knowledge and the world is full of cynics, blended in with the crowd of conformists, who believe that 'to be is to remain in the labour market". They feel it's better not to stand out, better to be no-one than an outsider. Present-day cynics are the product of mass media and large cities. They tend to hide their fears in order to remain on the surface of a specific life standard. Grass-roots attempts to change the society (typical for the sixties) failed. For this reason, we need another social change inspired by the kynic attitude so that the "world becomes a place of truth." (Samoraj, 2009)

Cynical consumption civilization is widely described by Georg Ritzer in his book *McDonaldization of Society*. Products of McWorld, baubles and fashion distract us from

our basic senses, culture and our own roots. Thinking about relationships between humans from the level of loyalty to their own culture is made harder by intrusive marketing of media providing pop cultural products which are replacing family cultural landscape because loyalty is viewed as a social handicap, degradation. "Tame places" are disappearing and so are the values of "home culture", regional; urbanization of "little homelands" is often coming under to trashy models of so-called modernity. "Home warmth", the basis of safety and power, disappears and inter-generational transmission of inheritance fades or is made much harder. That is why humanistic education, modern pedagogy of culture might include effective social interventions in order for young generations not to lose contact with the cultural values of "past times". Schools, environmental education, councils, cultural institutions and associations which have legal fixing or play some sort of a role in the regional syllabus — part of Regional Education — cultural Heritage in regions play an important role. The purpose of regional education is an expansion of local culture, creating conditions for a dialogue between young generations and cultural heritage, forming pride of history, culture, art and tradition of the little homeland. Encounters of children and young people with the "past times" should have attractive forms rather than tedious exhibits in museums and should be based on adventures, legends, fabulousness, narration in various art media stimulating imagination, creative and cognitive activities organized around traditional values. An interesting example of these types of activities are initiatives of regional museums or heritage parks where presentations of folk cultures, folk groups, regional bands, craft workshops for children and young people connected with tasting regional dishes and dancing workshop are taking place. (Samoraj, 2009)

THE FUTURE IS IN OUR HANDS

I. Wojnar, arising discussion meetings held every year on the theme of "Areas of humanistic concern":

"The quality of man seems to be endangered by their disturbing 'mediocrity' of the Burning Truth and the question of the sense of humanistic 'being human' in the times of their 'destructive and cruel self-alienation' [...]". (Wojnar, 2016)

The world can, on the one hand, be exemplified by barbaric and bloody terrorist attacks, and on the other hand, by isolation from immigrants, reduction of solidarity reflexes, crisis of community, steering towards a "closed society". Tolerance and dialogue in culturally diverse environments require new social and political strategies, because the policy for multiculturalism in Europe ended in tragic events — a series of terrorist attacks in France, Belgium, UK; the Manchester attack at Ariana Grande's concert on 22 May 2017, with at least 22 dead and 59 injured, which is an inhumanity to the young generation of Europeans and at the same time the tragic dimension of the barbarity of our time and the threat to the democratic governance of societies, not only in Europe, which is in a crisis, but also throughout the world. The exploitation of children for assassination purposes is horrifying. On August 2016 the Islamic state threw the so-called

"caliphate puppies" into the battle. The problem of child soldiers is the most tragic manifestation of the crisis of humanity in our times. Today's wars and terrorist attacks involved 300,000 children between the ages of 7 and 17. This is an example of the permanent enslavement of the world by terrorism.

The bomber, aged only 12, blew himself up at a Kurdish wedding killing 51 people, 22 of whom were children, the youngest being three months old. We have to stop the tragic dimension of the barbarity and start building a culture of peace in the minds of people. An important inspiration in shaping a culture of peace in the world through education and dialogue of cultures is the UNESCO report under the direction of Javier Perez de Cuellar, titled "Our creative Diversity" (1996). It is worth recalling the appeals of Pope John Paul II and Pope Francis on care of our common home. On October 27 1986 The Holy Father John Paul II organized a "prayer" meeting of all religions in the famous Franciscan basilica of Assisi. Representatives of 130 religions were invited to a joint "prayer" for peace. The Holy Father Francis continues the ecumenical meetings of John Paul II. He also expresses concern for the Earth in his encyclical "On care of our common Home".

To continue thoughts on the care of our common home, J. Nikitorowicz postulates educational activities aimed at the development of an open identity in a situation of multiculturalism and multicultural society, where active citizenship in a situation of liberalism should be promoted from the individual, family, local and parish, regional, national, state, continental and global perspective.

We build intercultural identity against the passivity of separatism and closed identity and against ethnocentrism thanks to personal identity of "I", social acceptance and acceptance of "Us", awareness of belonging to many "Us", thanks to integration, through recognition of cultural models, dialogue and negotiation, cooperation and interaction, in the perspective of high self-esteem, a sense of value, dignity, in the perspective of multiculturalism. We build it against ethnocentrism, megalomania, nationalism, cultural conflicts, etc. (Nikitorowicz 2009, p. 390).

CONSUMERISM

McDonaldization of Society by Georg Ritzer

Products of McWorld, baubles, and fashion distract us from our basic senses, culture and our own roots. Thinking about relationships between humans from the level of loyalty to their own culture is made harder by intrusive marketing of media providing pop cultural products which are replacing family cultural landscape because loyalty is viewed as a social handicap, a degradation. "Tame places" are disappearing so as values of "home culture", regional; urbanization of "little homelands" is often coming under to trashy models of so-called modernity. "Home warmth", the basis of safety and power disappears; inter-generational transmission of inheritance fades or is made much harder. That is why humanistic education, modern pedagogy of culture might include

effective social intervention in order for young generations not to lose contact with the cultural values of "past times". Schools, environmental education, councils, cultural institutions and associations which have legal fixing or play some sort of a role in the regional syllabus — part of regional education — cultural heritage in regions play an important role. The purpose of regional education is an expansion of local culture, creating conditions for a dialogue between young generations and cultural heritage, forming pride in history, culture, art and tradition of the little homeland. Encounters of children and young people with "past times" should have attractive forms rather than tedious exhibits in museums and should be connected with adventure, legends, fabulousness, narration in various art media stimulating imagination, creative and cognitive activities organized around traditional values. An interesting example of these types of activities are initiatives of regional museums or heritage parks where presentations of folk cultures, folk groups, regional bands and craft workshops for children and young people together with tasting regional dishes and dancing workshop are taking place (Samoraj, 2009).

Regional education in Kurpie

Due to globalization processes — unification of culture and the expansion of pop culture — art and regional culture are disappearing. There are regions in Poland that have lost their traditional cultural landscape, but there are also unusual "islands of traditional and local culture". This is what Kurpie Culture is like.

It is important to quote the definition of Regional Education: "Regional education (local education) — environmental education, all activities transferring knowledge about the 'private homeland' and shaping bonds with it, with the world of primary rootedness. It reaches out to man, shaping the ability of coexistence, cooperation and continuous involvement in the 'little homeland', at the same time ensuring the cultural continuity of the group by equipping it with knowledge. The aim is to raise awareness of universal values on the basis of local ties. The contents of regional education are related to landscape, architecture, monuments of spiritual and material culture, dialects, folklore, legends, folk art, history, local heroes (significant people) and events, people-to-people contacts, intergenerational message, community customs and contact with nature" (J. Nikitorowicz, 2009).

Regional education in Kurpie is an example of creating an educational environment from the perspective of valuable life. In 1991 Witold Kuczyński from Czarnia re-created the "Kurpie Shooter" Association, which has existed since 1935. He cultivated the folk traditions of Kurpie in his family and organized folk choir groups and a children folk dancing group "Carniacy" in the primary school where he was a teacher. "Carniacy" and the folk choir groups made a lot of concerts and presentations of folk Kurpie style wedding ceremony in folk dresses. In the last ten years they did hundreds of concerts, not only in the Kurpie Region but also some big presentations of their heritage in Warsaw in a well-known "Polish Theatre". Witold is the director of the Gym-

nasium in Czarnia Commune and has also been the teacher of folk classes for last 10 years. He is currently running a folk-rock group with Gymnasium students called "The Band of Father Zeno", which is very popular in the region. Modern music creations with students are the way to encourage young Kurpie generations to cultivate tradition. Witold Kuczyński is an extremely active social worker in the Czarnia Commune and plays the culture creation role in the Kurpie Little Homeland. The spokespeople for the transmission of cultural heritage, the continuation of Kurpie culture and regional education are: traditional Kurpie families, folk artists, educational activists, cultural animators, priests, The Kurpie Association, people active in the Kurpie Society "Shooter" and in the Folklore Group "Carniacy", currently consisting of about 67 people. The idea of saving traditional local culture from oblivion, spreading the tradition and also creating a "new tradition" were realized, among others, thanks to the School of Folk Musicians and Brother Zeno's Band and the cultural activity of the band "Carniacy". Education in Kurpie is specific Pedagogy of Place. (Samoraj, 2016)

K. Kossak-Główczewski is currently proposing to turn to the critical pedagogy of place. He claims that the category determining educational activity is not multiculturalism, but place. He refers to two determinants described by A. Greenwood: decolonization and reinhabitation. "Reinhabitation means a process that is deeply rooted in ecology, learning to live anew (to live "good" ecologically and socially in a place that has been damaged by previous human activity). Decolonization, as a complement to reinhabitation, involves learning to identify the damage done in a given place and to act against its negative effects." (Kossak-Główczewski 2015, pp. 27-28)

RESULTS

20 years of field research has shown that Kurpie's little homeland presents exemplary activities for regional education, and the prospects for local development are promising. Methods of local development, activation of citizens and specific regional education should be disseminated throughout Poland as well as in other countries. They should create better development prospects for "small cultural islands" and regions for the continuation of their tradition of development and entering into dialogue with other cultures, so that local development will result in the global development of the human society in the sense of sustainable development, ecological actions, saving nature and health of the inhabitants, humanisation of life, fruitful education of younger generation in the light of human values, culture of peace and prosperous life of all regions of our planet.

Discussion: decolonisation and re-habitation, as well as the development of intercultural identity, are prerequisites for the sustainable development of world regions.

Intercultural identity, as J. Nikitorowicz writes, is: "the creative effort of the subject, alleviating tensions and contradictions between fixed, inherited, resulting from social anchoring in the family and local community, with identification with individuals and significant groups, symbols and indigenous values, and variable elements acquired

and resulting from interaction of experiences of participation in culture and social structures, in the world of the market, assimilated and recognised values, as well as humanistic and normative-legal attitudes" (Nikitorowicz 2009, p. 517).

Elements of shaping intercultural identity include the described activities of regional animators and educators, artistic families, folklore groups and regional associations in the Kurpie region, which I described in this article.

CONCLUSION

I propose that an inter-subject path containing the content of regional and intercultural education be introduced into the current basis of the general education programme.

It should serve to educate the community, bring cultures and people closer together, shape identities linked to cultural roots and provide an educational starting point for developing the capacity to move beyond cultural borders to intercultural identities.

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PRE-SERVICE TEACHERS' CONCERNS ABOUT MULTIGRADE TEACHING

UNDERSTANDING MULTIGRADE TEACHING

Classroom communities are made up of children with numerous individual differences when it comes to affective factors in the process of learning (Pavičić Takač & Varga, 2011), but when demographic features are taken into account, the general rule of thumb is to group them in the most homogenous way possible. This especially refers to their age, which is linked to the abilities necessary for acquisition of the prescribed curriculum. In that way monograde classes are formed, i.e. classes in which a single teacher teaches a single grade at any given time (Berry & Little, 2006).

There is another possibility to form classes which is contrasted to the previously described way of forming classes and it refers to heterogeneous grouping which results in multigrade classes. Such classes are also known as mixed-year, combination classes, vertical grouping, family grouping, composite classes, split classes, double-graded classes or unitary schools (Berry & Little, 2006). Simply put, a multigrade class is a class where two or more different grade levels study in one classroom with one teacher (Wolff & Garcia; and Cohen; as cited in Adepoju, 2009). No matter what they are called, such classes require multigrade teaching, denoting a situation in which one teacher is simultaneously responsible for two or more grades.

Most common combinations include two classes, but there are sometimes three or even four classes working in a single classroom with just one teacher. Lučić & Matijević (2004) recommend a classroom community consisting of less able (first or second graders) and more able students (third or four graders) so that a smoother switch between direct and indirect teaching can be organised. This means that children with more developed abilities, for example in reading or writing, can do tasks with minimal teacher's assistance (indirect teaching), while the children with a lower level of ability (younger grade) get more of the teacher's attention and support (direct teaching).

A multigrade class is most commonly formed out of socio-economic necessity. There has been a decreasing number of primary school students in Croatia over a longer period of time. According to Matić Roško (2017), due to depopulation and a decreasing number of new-born children, Croatia has lost around 46 500 students in the last decade, which equals the size of a smaller town. This has affected primarily schools in rural areas and islands. Even though in such circumstances the number of students per class can be even smaller than the prescribed minimum, in order to prevent per-

manent closing of schools, many island schools, especially on islands with smaller population, turn to multigrade teaching.

And this is not just a Croatian phenomenon. Barbetta, Sorrenti and Turati (2018) report that in the rest of Europe there are many areas that are generally characterised by low population density, deprivation, and abandonment by younger generations, where schools are likely to be the only institution left to revitalize those areas, and thus multigrade teaching is introduced. Islands are perceived by Adepoju (2009) as areas that require special attention when it comes to promotion of equality of educational opportunities. By introducing multigrade teaching in schools on islands, many children gain access to education that would be less accessible if the schools were closed. In addition, it brings the school closer to a community by bringing prosperity. Multigrade teaching is therefore sometimes introduced as the only viable school provision, as observed by Croft (2006). It is not surprising then that the number of multigrade classes is increasing worldwide (Khazaei et al., 2016).

Nevertheless, their reputation remains rather negative among all stake-holders. An earlier study by Walsh (1989) detects negative attitudes of teachers, parents and students towards multigrade teaching, especially when it comes to the overall quality of teaching and educational effectiveness. Being the ones generally considered accountable for precisely those classroom features (quality of teaching and educational effectiveness), teachers seem to be well aware of many shortcomings of multigrade classes and therefore reluctant to work in them. Due to the general unpopularity of multigrade teaching, teachers perceive it to be the second-best option or a temporary career option, as they tend to seek transfer to larger schools with monograde classes nearer to urban centres (Birch and Lally, as cited in Little, 2001).

Despite the fact that numerous authors report on positive features of multigrade teaching (e.g. Barbetta et al. 2018; Lueven & Ronning, 2016), supported by the on-going trend of introducing multigrade teaching as a pedagogical choice in the developed countries where it does not represent the socio-economic necessity (Little, 2001), the potential negative effects continue to raise suspicion and cause concerns among experts. The most common teachers' concerns refer to below average academic achievements of students in multigrade classes, which is a consequence of the limited time for teaching, and disruption of classroom activities by students of other grades (Khazaei et al., 2016).

TEACHERS IN MULTIGRADE CLASSROOM

It is a well-known fact that teachers play a significant role in any classroom, but their significance is even more prominent in a multigrade classroom. A meta-analytical study based on the bench-marking comparison made in 25 countries worldwide once again confirms that the quality of teaching is the key factor in understanding why some education systems are more successful than others, and the quality of teaching greatly depends on teacher competence (Palekčić, 2008).

There are some universal competences that all teachers should have in common regardless of the school profile or setting of their employment. Those refer to four major groups: subject-related competence, social competence, methodological competence, and self-competence (Frey, 2004). In other words, all teachers should share deep understanding of their subject, their own role in the classroom and children's development. Apart from these mutual characteristics, and taking into account that the education system in Croatia consists of several levels (pre-school education, primary school, secondary school, higher education and further professional development.), each level requires teachers with a differentiated set of competences suitable for that particular stage of personal development (Primary and Secondary School Education Act, 2018).

In order to comprehend the significance that teachers bear in the process of multigrade teaching, one should take a step back so that the context of a specific education system can be taken into account. As is evident from the National Curriculum Framework (2011), the primary school education in Croatia comprises of two distinct parts: for the first four years (6/7-10/11-year-old) children are being educated by a single teacher who teaches all subjects (with a few exceptions regarding Religious Education and foreign language/s/), and after that (11/12-14/15 years of age) they are taught each subject by a different teacher. The professional profile of those teachers that children meet at the beginning of their schooling and the teachers they meet later is very different. The former must complete educational programmes that focus on child development and teaching approaches, where the latter focus on the subject matter of the scientific discipline they are interested in during their initial education and afterwards they specialise in education by completing a few courses on teaching.

Education of primary school teachers who are employed in the first cycle has undergone numerous reforms in the last periods. According to Hrvatić and Piršl (2007), until the mid-nineteenth century it was enough for teachers to know the subject without any pedagogical or didactic background whatsoever and it was not required to have knowledge of teaching strategies. Sometimes the only competence that separated them from the students was basic literacy (Peko et al., 2014). Initially, teacher education was organised in form of evening classes lasting for two weeks, which was eventually extended to a month, then to two, three, six and nine months, then to a year and finally to two years. It laid the foundation for the first teacher schools that evolved into colleges and universities nowadays. The duration of teacher education has continuously been prolonged over time (Mijatović, 2005).

In Croatia, university teacher education lasts for five years (master's degree) and it has the following features (Hrvatić & Piršl, 2007): the focus is on academic knowledge, as well as on its transformation in real-life classroom situations; there is a certain flexibility in terms of modules and elective courses; it is open to innovations and implementation of contemporary pedagogical notions leading towards professionalization and life-long learning. To sum up, without a master's degree in education, one cannot be employed in the primary classroom, and with such extensive education pre-service

teachers are expected to meet successfully any professional challenge that comes their way. Teaching a multigrade classroom presents one of those challenges, especially when they possess some negative preconceptions, as exhibited by the teachers participating in earlier studies.

RESEARCH AIM

We were interested in finding out what concerns our students, as future teachers, have regarding multigrade teaching in Croatia. More precisely, the aim was to find answers to the following research questions:

— What are prospective teachers' main concerns about multigrade teaching?
— What are prospective teachers least concerned about when it comes to multigrade teaching?

The following research tasks stem from these questions: constructing a list of possible concerns; designing a questionnaire, conducting a survey among students, analysing the data, ranking the most frequent concerns and ranking the least frequent concerns.

METHODOLOGY

In order to complete those tasks a questionnaire was constructed and distributed among student population. It consisted of three parts containing a list of items describing multigrade teaching in terms of a) working conditions, b) organisation of instruction and c) effects that such teaching has on student achievement. Next to the items was a 5-point Likert-type scale so that students could estimate their level of concern (1 meaning "This statement does not worry me at all" and 5 meaning "This statement worries me extremely").

The questionnaire was filled in by 158 students of the Faculty of Education (University of Osijek) who were being educated for teaching jobs in primary schools. The participants were in the 3rd (N=71), 4th (N=47) and 5th year of study (N=40). The gender ratio is greatly in favour of female students (N_f=142; N_m=16), since they are traditionally enrolled at the Faculty in greater numbers. Younger students were not included in the study due to the fact that have not yet participated in a fieldtrip during which a rural school is visited, teaching observed and discussed with the teacher and their mentor.

RESULTS AND DISCUSSION

Since the aim was to discover the most frequently chosen items describing concerns about multigrade teaching, as well as the least frequently chosen ones, the items are ranked and the results are presented in the following tables.

There were only nine items that a majority of students find to be the source of concern, and those are ranked in Table 1. It is evident that students' concerns mostly

refer to the category of classroom organisation (7 out of 9 items fall into that category). The ranking is based on the number of students choosing the highest value on the Likert scale next to each item (in this case, 4=it worries me a lot) describing the intensity of their concern. Mode value (frequency) is presented instead of the measure of average mean value, which might distort the real image of students' priority choice.

Table 1 The most frequent concerns of prospective teachers regarding multigrade teaching

Intensity	Rank	Item	Mode (f)	%
	1	It is difficult for a teacher to schedule parallel programs	59	37.3
	2	It is hard for a teacher to organise the switch between direct and indirect instruction.	57	36.0
It worries me a lot	3	Textbooks are inadequate for MG teaching.	53	33.5
	4*	It takes a teacher twice as long to do lesson planning.	52	32.9
	5	Husband/wife cannot find a job on the island, and children cannot continue their education.	51	32.3
	6	Teacher lacks time to do everything planned.	50	31.6
	7	Professional development is inaccessible for island teachers.	48	30.4
	8	There is not enough ready-made educational materials.	47	29.7
	9	Teachers are not educated enough for MG teaching.	41	25.9

The greatest number of students (N=59) worry about the scheduling of parallel programs and teachers' efforts to make multigrade timetables. Nevertheless, if the number of students who claim that they are extremely concerned (value 5 on the scale) about the fact that is takes double the amount of time to plan lessons for multigrade classes (N=51) is added to the number of students (N=52) who worry about it slightly less (value 4 on the scale), it turns out that the majority of students are concerned with the extended lesson planning.

In addition to the category of classroom organisation, students also worry about the working conditions for themselves in the isolated areas such as islands (Rank 5 = lack of professional development opportunities) and living conditions for members of their families (Rank 7=long distance from the spouse's working place or the children's school). This category depends on infrastructural investments and developments in each community and cannot be improved by the efforts invested by teachers.

If we focus on the concerns that can be aided by teachers themselves, then the ranking suggests that the majority of pre-service teachers express the greatest concern about the perceived multiplied efforts in the multigrade environment and the lack of teaching resources in terms of ready-made materials and textbooks, which again increases the teachers' efforts. Insufficient time to plan and manage classroom activities, as well as the lack of instructional materials are also the most noted barriers to multigrade teaching in previous studies (e.g. Khazaei et. al., 2016; Cueto, 2015; Karci, 2011;

Adepoju, 2009, Mulryan-Kyne, 2004). Such findings suggest that pre-service teachers share concerns commonly expressed by in-service teachers.

Unlike teachers with greater experience in (multigrade) teaching, pre-service teachers also express fear that their initial education, even though it lasts for at least five years, is inadequate and does not equip them with the necessary competences. Mulryan-Kyne (2007) confirms students' beliefs as she recognises that many teaching skills need to be given a specific multigrade emphasis in the context of preparation. Combined with a deeper understanding of multigrade teaching and gained experience, teachers' attitudes towards multigrade teaching tend to take a positive turn.

The absence of items describing the third category included in the questionnaire from the table shows that students do not worry a lot about those multigrade features concerning teaching efficacy translated into student achievement. On the contrary, items describing the results of the teaching process can be found on the list of the least frequent concerns.

Table 2 also suggests that a majority of students express the smallest amount of concern regarding the category of teaching efficacy (5 out of 6 items), with only one item falling (final item) into the category of classroom organisation.

Table 2 The least frequent student concerns about multigrade teaching

Intensity	Rank	Item	Mode (f)	%
It does not worry me at all	1	Students are losing out because they must share a teacher.	60	37.9
	2	Students lack discipline.	52	32.9
	3	Students with learning difficulties are neglected.	42	26.6
It worries me a little	4	Students are not focused on theirs but parallel tasks.	51	32.3
	5	Younger students are a distraction to older ones.	45	28.5
	6	Teacher must meet the same goals as in monograde class.	37	23.4

This means that, unlike the findings of the previous studies conducted with the in-service teachers, the majority of pre-service teachers who participated in this study are not convinced that multigrade teaching has a negative effect on the students' schooling experience. This is especially the case with the split teacher attention, student focus and disciplined behaviour. More precisely, they are not at all worried that pupils do not receive enough teacher's attention, as suggested by Mulryan-Kyne (2016) reporting on teachers' fear that, due to the insufficient time that a teacher has, the quality of teaching and learning can be compromised. According to the same study, 39% of teachers think that children are losing out in multigrade classes, especially the older children, since the younger ones present a major distraction for them. Such distractions between groups of different age are also something that does not worry the greatest number of pre-service teachers a lot (Rank 5). They are even less concerned that the needs of students with learning difficulties are being neglected in a multigrade classroom, even though such children demand more of the teacher's time and attention, which is

contradictory to the most commonly reported disadvantages of multigrade teaching listed by Khazaei et al. (2016).

The remaining items ranked refer to student discipline (Rank 2) and focus (Rank 4). These drawbacks of multigrade teaching are described by Silveira, Enumo & Batista (2014) as common features of schooling in rural areas which increase the level of stress in teachers. Disciplinary problems are also reported by teachers in studies by Mulryan-Kyne (2004) and Khazaei et al. (2016). Contrary to that, pre-service teachers concurred with the teachers claiming that problems with discipline and focus are not integral parts of multigrade teaching and can be overcome by teacher competence.

CONCLUSIONS

As the number of children in primary school decreases, the number of multigrade classes increases. It is therefore important to understand the functioning of multigrade instruction and the specific role that a teacher has in it. The previous research has shown that teachers have many concerns regarding multigrade teaching and are subsequently reluctant to accept such employment. That is why this study aims to explore the concerns expressed by pre-service teachers regarding possible employment in multigrade classes.

The data obtained from the 3rd, 4th and 5th year students suggest that the greatest number of them is worried about how they would perform in such setting, regarding inadequate competences, insufficient time and resources to manage a class successfully. Generally speaking, they think they would have to work twice as much compared to teachers in monograde classes. They also worry that professional development for them might be inaccessible in rural or island areas, as well as job/schooling opportunities for other family members. Compared to previous findings, they share these concerns with their in-service colleagues. On the other hand, unlike some teachers, as previously reported, they do not worry that students might not receive high quality education through multigrade teaching or that they might not meet the same goals as children in monograde classes.

Pre-service teachers' concerns call for appropriate institutional answer in order to make them more open to a potential teaching experience in multigrade classes. The obtained results could be used to (re)design educational programmes (either formal or informal) that would provide greater support to young teachers who enter their profession by teaching multigrade classes. Although this paper provides an overview of student-teachers concerns regarding multigrade teaching, it represents just one step toward the improved teacher education, and thus further research on the topic is encouraged.

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THE ROLE OF PERCEPTION OF SUSTAINABILITY AS A COMPETITIVE DIMENSION OF A TOURIST OFFER

1. INTRODUCTION

Sustainable development in tourism represents a development orientation which creates a synergy between development and the social environment with the aim of producing a much larger economical effect by using natural resources more rationally and with an adequate protection of cultural and historical sights and other destination features, as well as the protection of the social environment. This concept of sustainable development in tourism was supported in 1987 through a United Nations' resolution and was additionally established on other conferences on the same topic. The spatial unity of sustainable tourist destinations encompasses all elements of cultural-historical and natural heritage on the tourist destination area and it represents the base of immobile elements of heritage, morphology and architecture of the built environment, and rooted and protected destination resources.

2. TOURISM SEEKS AUTHENTICITY

Tourism is powered by interests or demand generators. Not all tourist interests have an equal potential for creating a demand. Thus it is important to know the place of every attraction in the hierarchy of consumers' perception. Primary attractions attract tourists who want to see a specific resource and have certain knowledge beforehand. The quality of the interpretation and presentation will be different than with an attraction of a lower order. Secondary attractions will, however, lure different types of tourists, those who are looking for an easier experience which will be a welcome addition to their travel.

Tourism today is based on a mosaic of sites, traditions, art forms, celebrations and experiences which portray a nation and its people, reflecting diversity and their character. Tourism includes different experiences or the contact of distinct intensity with a unique social structure, heritage and with a special character of place (Blackwell, 1997, Schweitzer, 1999). The authenticity of a tourist destination partially depends on the individual knowledge and the reference frame of an individual — the consumer in tourism. Although they are searching for authenticity, many know very little about a destination and destination values.

3. THE BASIC SET-UPS UND SOURCES OF COMPETITIVE ADVANTAGES

Setting up competitive advantages and maintaining them at a tourist destination level demands a systemic examination of the uniqueness of comparative advantages that secure a long-term appeal with the desired market segments. Sources of competitive advantages can be grouped into five basic groups: human potentials, natural resources, knowledge, capital and infrastructure. As we are speaking of tourism, it is necessary to point out both historical and cultural resources and expand the category of infrastructure to include the superstructure. The number, quality and expenses of the human potential are of crucial importance for setting up competitive advantages as well as being their source.

A tourist destination that has preserved and high-quality natural resources is a basic source of competitive advantages and a precondition for developing tourism. Uniqueness and diversity of natural richness such as the sea, mountains, rivers, lakes and canyons, as well as the accessibility of those resources to the tourist customers, present the basic reasons for choosing tourist destinations. The climate and the position in regards to the important emissive markets and destination size also comprise the destination wealth as well as serve as a source of competitiveness.

Investing is one of the preconditions for developing tourism superstructure. Capital investments depend on the willingness of investors to invest in financial resources, which is to say that they have to show confidence and belief in the profitability of their investment and the return of the invested capital. Infrastructure means secondary and additional capacities, equipment, systems and processes necessary for a destination existence. Then there is the system of health care, services and public service. State and public companies are usually responsible for the quality of infrastructure. On the other hand, superstructure represents the capacities that rely on the infrastructure and are mainly built for tourist activity. Their primary purpose is satisfying the needs and desires of the consumers in tourism (hotels, camps, restaurants, theme parks, sports terrains etc.).

When it comes to the cultural-historical resources, they can appear in physical form (archaeological sites, cultural monuments, architecture, works of art, museums) as well as in the form of intangible heritage that includes: tradition, language, customs, music, way of life, community values, hospitality etc. For a tourist destination it is important to preserve the resources (both renewable and non-renewable) that the competitive position is built upon. In order to achieve that goal, strategies are employed and they are based on human resource education, protection of natural heritage, expanding knowledge and creating domestic sources of knowledge, investment and capital growth, building and maintaining infrastructure and tourism superstructure, as well as protecting historical and cultural heritage. The basic difference between a comparative and a competitive advantage of a tourist destination is that the comparative advantage refers to the available resources within a destination, while the competitive advan-

tage reflects the ability of a destination to use its resources through a longer period of time effectively. This is to say that attracting tourist consumers is a way to increase the prosperity and the overall well-being of the destination. Through the aspiration to achieve competitive advantage, a tourist destination chooses the way it will use its comparative advantages. In other words, the tourist destination chooses a way in which it will engage and use its available wealth as a source of its own competitive advantages.

4. THE CHOICE OF FEATURES OF A SUSTAINABLE TOURIST DESTINATION FOR CREATING DESTINATION VALUES

By observing a sustainable tourist destination from a territorial aspect, as well as from the aspect of the offer carrier, and keeping in mind that it is the consumer in tourism who makes the choice of various elements (that make the integrated tourism product), it is necessary to choose the features that are of priceless importance and that play an important role of strategic choice in creating destination values when creating an integrated tourism product. The sustainability of a tourist destination is based on incorporating available recognisable destination values in a destination offer. Identity can be defined in various ways, but all definitions are identical when it comes to identity being a feeling an individual (or a group) has about themselves and about what they represent in their environment. Differences based on identity in tourist practice represent the basis of understanding the complexities of destination values and the choice of features that will be incorporated in an integrated tourism product. The process of creating destination values and the choice of them when creating an integrated destination product is a complex and an in-depth overview of the destination with the goal of truly understanding and synergically incorporating history, culture, landscape uniqueness, the way of life and tradition. The whole strategy of choosing features of a sustainable tourist destination should be balanced with the historical and natural platform of the destination, because otherwise sustainability becomes questionable.

Starting from the assumptions above, an integrated tourism product is not an appropriate way to create the destination values that are not credible or those that are not systematically managed. The order of importance of the individual features of uniqueness of a sustainable tourist destination with the aim of creating destination values depends on the comparative advantages of the tourist destination, but might be the following:

— Destination attractiveness — landscape, climate, hydrography, flora, fauna, cultural-historical heritage, events, customs etc.
— Destination availability — proximity to emotive tourism markets, price levels and acceptable travel expenses;
— Tourist destination conditions of staying — the availability of staying capacity; sport, recreational , fun and other content;
— Cultural and social uniqueness;
— Attitude of the local population;

— Infrastructure;

— Shopping.

However, sustainable tourist destinations aim for a different identity that consumers in tourism perceive when choosing. From the perspective of sustainability the following features are important:

— The potential of traditional culinary offer based on eco-products;

— Autochthonous local customs:

— Destination potential for developing selected forms of tourism, for instance, health tourism, rural tourism, sport tourism etc.;

— Specific traditional activities and lifestyle, for instance, the fishing tradition of a destination, the farming tradition of a destination etc.

Sustainable tourist development of a destination means proportional involvement of tourist resources in the tourist offer. For this reason, the creation of an integrated tourism product means good cooperation and coordination of all interested parties, which should not only be interested in their partial product geared towards the tourism market.

5. COMPETITIVENESS OF TOURIST DESTINATIONS

The term competitiveness on the country level was first introduced by Porter (1990). His model of competitiveness is based on diamond competitiveness on the national economy level and it serves as a the basis for most destination competitiveness models. It is possible to connect destination competitiveness with its ability to deliver a tourism experience that provides greater satisfaction to tourism consumers than what other destinations offer (Vengesayi, 2003:637) and in those aspects that are of importance to tourism consumers (Dwyer and Kim, 2003:369). That is why there are two different perspectives (Buhalis, according to Vengesayi, 2003:641) — the perspective of consumers in tourism, that have destination appeal and the perspective of destinations themselves as the focus of their decisions, and they seek to ensure the conditions for achieving good results by boosting competitiveness.

The key dimensions in destination competitiveness are defined by a large number of authors (Lee and King, 2009:243-257). Tourist destination competitiveness is determined by factors specific to tourism and by a broader spectrum of factors affecting tourist service providers (Enright and Newton, 2005:339-350). One of the more important components of sustainable competitiveness is the protection of the surroundings and destination values. Hassan (2000) considers that the lack of commitment to the preservation of the environment can seriously endanger the survival of the destination on the tourist market and that this commitment is one of the key determinants of competitiveness. Sustainable competitiveness requires a balance between tourism development and destination protection (nature, cultural-historical values, traditional cultural values, biological diversity). Even though the question of environmental protection is signifi-

cant for the overall competitiveness of individual states in a way that it can lead to the introduction of innovations, which can further boost competitiveness (Porter and van der Linde, 1995a:122, 1995b:174), it has a special meaning in tourism because of the quality of natural and cultural surroundings, which are one of the key elements in the tourist experience. That is why this kind of a tourism product and its mode of consumption require that the competitiveness of tourist destinations, along with elements of competitive advantage, also take into account the fundamental elements of comparative advantage (Crouch and Ritchie, 1999:138). Crouch and Ritchie (1999:137-157) deal with nature and structure of competitiveness in tourist destinations. Given that they try to cover all relevant factors of competitiveness their conceptual model carries the name "integral model of destination competitiveness". In literature, destination competitiveness is viewed from other, different or narrower, aspects, for example from the aspect of price competitiveness (Dwyer, Forsyth and Rao, 2000:9-22; Dwyer, Mistilis, Forsyth and Rao 2001:123; Dwyer, Forsyth and Rao, 2002:328) or from the aspect of demand (Kozak and Rimmington, 1999:273-283; Faulkner, Oppermann and Fredline, 1999:126).

The model of competitive advantages implemented in a sustainable tourist destination is the increase of tourist consumption and financial results at the level of a sustainable tourist destination. It does not necessarily mean an increase in the number of arrivals and overnight stays, but an increase of the quality of a tourist offer for an acceptable number of consumers in tourism on the tourist destination level, with the insurance of ecological, socio-cultural and economic sustainability.

The model of competitive advantage of sustainable tourist destinations explicitly points to the level of socio-economic development with special attention to the quality of life of the local population. The competitive advantage of sustainable tourist destinations lies in the fact that experience, that is, the experience of consumers in tourism is the fundamental product. The goal of consumer travel in tourism for each individual is the realization of the desired or expected experience. Experience in tourism is a key product and it is the reason that competitiveness in tourism is based on the level of tourist destinations. Of course, competition exists between partial tourism products, but this type of competition arises and is dependent on the choice of consumers in tourism in relation to alternative tourist destinations when choosing the destination. Achieving competitive advantages and maintaining it on the tourist destination levels requires a systematic examination of the uniqueness of comparative advantages that ensure a long-term attractiveness to selected market segments. The sources of competitive advantages can be grouped into five core groups: human resources, natural resources, knowledge, capital and infrastructure. The development of tourism in a destination depends on the available tourist resources to a great extent. Human resources need to be added to the knowledge resource without which the management of tourism resources is not possible today. A tourist destination that possesses high-quality and preserved natural resources possesses a fundamental source of competitive advantages and a prerequisite for the development of tourism.

6. SUSTAINABLE DEVELOPMENT ON THE LEVEL OF TOURIST DESTINATIONS

When it comes to long-term planning of the preservation and protection of destination values, it is primarily important to identify and estimate the destination values ??and ways of their use. Each tourist destination has its own meaning and importance in the consciousness of consumers in tourism and as such is placed into different social and cultural contexts.

Considerations about sustainability also include questions about the allowed measure and type of use, without endangering the intrinsic values that are being protected (Marquis-Kyle and Walker 1992, Pearson ND Sullivan 1995, ICOMOS 1994, Silva 1994, Cantacuzine 1995). Such deliberations apply to the material and nonmaterial values of tourist destinations. Sensitive localities demand careful management regardless of their tourist potential. In some cases, an essential managing task will be a visit ban or a strict limit on the number of visitors in order to preserve and protect the value.

7. RESEARCH AND RESEARCH FINDINGS

The methodology that is used for conceptualising a sustainable tourist destination as well as competiveness, as basic components of development and sustaining and that a customer in tourism perceives in the sense of its recognisable values and effect analysis in the sense of the satisfaction of the customer in tourism and creating a basis for making a decision about allocating and reallocating in the domain of a policy of an integrated tourist product. Based on the results of a qualitative research, a preliminary questionnaire was made and it contained questions about the performance of the six main components through which the integrated tourist product differ, that is to say, how the tourist destinations differ (i. tourist content offer, ii. the process of selection and reservation, iii. stay in an airport, sea port, at the travel organiser, iv. Stay and experience at a sustainable tourist destination, v. the quality of relationship between the tourists and tourist workers, and vi. the prices of partial tourist products), all in all, with 72 formed indicators of the components of expected and experienced destination value, or 144 units. An empirical research was conducted on a pattern of 1000 respondents, tourists. The applied pattern has the features of an appropriate and homogenous pattern, as it was made of tourists in respect to their choices of tourist destinations. After processing, the results of the survey have clearly shown which hypotheses can be made. The hypotheses of this paper are as follows:

H1: The perception of sustainability is an important factor when choosing a tourist offer.

With the aim of reviewing the hypothesis the following research units were chosen:
— Richness, beauty and diversity of the tourist destination landscape;
— The wealth of material and non-material heritage;

— Overall, the environmental balance is positive
— Overall, I got the impression that the visited tourist destination takes care of its heritage and the environmental standards

For the first two research units there is an almost absolute concurrence in the positive acceptance of these units. The third unit was accepted positively by 95.2% of the respondents. The fourth one was positively accepted by 97.2% of the respondents. *Thus the hypothesis H1 is accepted.*

H2: The importance of the cultural offer and natural resources is indivisible and equal.

With the aim of reviewing this hypothesis the following research units were chosen:
— I have got the impression that in the chosen tourist destination cultural material and nonmaterial heritage is being taken care of;
— I have got the impression that in the chosen tourist destination ecological standards are respected;
— The cultural historical heritage is important for me in order to evaluate the quality of the tourist destination;
— Ecologically clean and tidy destination leaves me with an impression of reliability and professionalism which influences my trust and positive perception of the destination;
— An ecologically clean, fun tourist destination filled with different contents affects my perception about its quality

The first above listed unit was accepted with a positive concurrence of 94.8%; the second unit was accepted with 97.2%. The units that connect cultural, ecological and other contents were accepted as follows: the unit regarding the cultural heritage with 91.7%, the unit regarding the ecological cleanliness and tidiness as well as the impression of reliability and professionalism with 92.6%, the unit regarding the other content with 98.4%. *Thus the hypothesis H2 is accepted.*

H3: A quality perception is impossible without insuring a quality experience for the integrated tourist product user.

With the aim of reviewing this hypothesis the following research units were chosen:
— A low quality and ecologically unbalanced destination decreases the destination's reputation and my trust;
— Overall, the image of the tourist destination can be described as very positive;
— Overall, the country where the tourist destination is located has been described as very positive;
— All in all, I have got the impression that the visited tourist destination takes care of its heritage and respects the ecological standards;

The unit reviewing the lack of quality and ecological balance shows us, with a score of 100%, that the stated lack diminishes the reputation of the destination. The

overall image definitively needs further research as 10% of the respondents didn't mark it as very positive, but 90% of the respondents consider it very positive, which might mean a positive view on this unit. The unit that reviews the relationship of the country and the tourist destination is highly interesting. In our case (Croatia) 89.8% of the respondents (i.e., nearly 90%) consider this relationship positive. The impression about whether the tourist destination takes care of its heritage and the ecological standards was marked as positive by 94.6% of the respondents before visiting the destination, and after the visit it was marked positive by 89.7% of the respondents. The 4.9% fall in the positive mark after the visit points to a need for further research in order to discover the reasons of this dissatisfaction. However, the overall high score allows us to accept this unit as positive in regards to the set hypothesis. *Thus the H3 hypothesis is accepted.*

H4: Knowledge is crucial when ensuring a quality experience.

With the aim of reviewing the above mentioned hypothesis the following research units were chosen:
— Local population has a high education level and is extremely hospitable;
— I have got the impression that in the chosen tourist destination the cultural material and non-material heritage is being taken care of
— I have got the impression that in the chosen tourist destination the ecological standards are respected
— An ecologically clean and tidy destination leaves an image of dependability and professionalism that effects my trust and positive perception of the destination

Three out of four listed units were also used in H2 because they contain a phenomenon of knowledge. They require continuous evaluation alongside the unit regarding the relationship of the local population and the level of education. A positive attitude about the level of education of the local population is expressed by as much as 89.8% of the respondents, which points to this being the cause of the high percentage of the other units. *Thus the hypothesis H4 is accepted.*

H5: Knowledge must be recognised in the approach, behaviour and relation of the local population towards the user of the integrated tourist product.

With the aim of reviewing the hypothesis the following research units were chosen:
— A friendly local population lives in the tourist destination;
— Everybody (businesses and the local population) acts ethically;
— The local population had an open, positive and friendly attitude accompanied by a smile towards me
— The local population were always willing to offer information and help in resolving any problem

This hypothesis can be seen as a sort of research provocation, if the segment of knowledge and enlightenment had a positive reflection on the segment of local popu-

lation that would be obvious in the results of the above mentioned units. Unfortunately, here we can notice serious declines between the expectation and experience, as follows:

— With the first unit the decline is from 91.9% before visiting the destination to 57% after visiting the destination

— With the second unit the decline is from the absolute 100% to 83.8%

The last two units should continue the trend, but the trend changes. It is without a doubt that the reasons must be explored:

— With the third unit we have a positive move from 87.3% to 97.6%

— With the last unit a small positive movement from 76.5 to 79% is noticeable. This dichotomy of results is illogical at first glance, but it is precisely the results that show in the sense of negative proof that the lack of necessary modes of behaviour by the local population points to a need to work on their education and enlightenment. *Through the method of negative proof the hypothesis H5 is accepted* considering that through it one has proven the relation of knowledge and behaviour of the local population when delivering the integrated tourist product.

8. CONCLUSION

By observing a sustainable tourist destination from the territorial aspect as well as from the aspect of an offer carrier, whilst keeping in mind that it is the consumer in tourism that makes the choice of different elements (which together make the integrated tourist product), it is necessary to choose the features that are of priceless importance and that play an important role in the strategic choice when creating destination values and an integrated tourist product. The sustainability of a tourist destination is based on incorporating recognisable and available destination values into a destination offer. Those resources are an exact identity. Management and tourist valorisation are the basis of creating destination values, but they are also the basis of creating a tourist destination identity on the global tourism market. Identity can be defined in different ways, but all definitions are unanimous in the identity being a feeling a consumer (or a group) has about themselves and about what they represent in the environment.

Identity can also be interpreted as a product of self-awareness about the fact that all entities have certain characteristics by which they differentiate one from another. In tourism, differences based on identity represent the basis of understanding the complexities of destination values and the choice of the features that will be incorporated in the integrated tourism product. The process of creating destination values and the choice when creating the integrated tourist product is a complex and in-depth overview of the destination with the aim of truly understanding and synergically incorporating history, culture, landscape uniqueness, ways of life and tradition. The totality of strategy of choosing features of a sustainable tourist destination must be appropriately balanced with the natural and historical platform of the destination, otherwise the sus-

tainability becomes questionable. Starting with the aforementioned assumptions, it is not appropriate to develop an integrated tourist product on destination values that are not credible or that were not systematically managed. Therefore, it can be concluded that a creative and competitive tourist destination is created as a reflection of its values. This research undoubtedly points to the fact that sustainability as a competitive dimension is not possible without affirmation, realisation and the practical activity of the human dimension.

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Zuzanna WOJCIECHOWSKA

FUNCTIONS OF EDUCATION IN THE PERSPECTIVE OF EXPERIENCING CHANGES IN THE PROFESSIONAL LIFE BY GENERATIONS OF 30+ AND 60+

The term *change* currently plays a special role, due to the prevalence of this phenomenon. The contemporary world is full of tensions, and its characteristic features are variability, uncertainty, fragmentation and mosaic structure. Everyday lives of common members of western societies are now characterized by rapid changes in all areas. Those changes relate to the institutional dimensions of functioning of individuals in communities as well as scientific knowledge — which has never been seen so critically and with such a lack of trust as at present — intimacy, personal relationships, everyday life, work and education.

The postmodern times are called liquid (Bauman 2007), uncertain (Beck 2002), unpredictable (Giddens 2002), and are sometimes named the *culture of rush* (Bauman 2007, Kargul 2013). The basic feature of the present times is the acceptance of diversity and intensive changes, as well as the characteristic way of thinking, which can be described as partial and hypothetical. Intensive changes are also very characteristic for the professional field. Contemporary people experience many changes in their professional lives because human work changes intensively due to technological development and social transitions. According to all of this, issues connected to lifelong learning from the perspective of experiencing changes in professional life appeared among my interests. I was also interested in the difference between two generations — young adults (30+), who have been on the labor market relatively shortly and generation of 60+ — people who have already experienced many years of work and are preparing for retirement. Especially interesting for me was also the subject of functions which education can fulfill in the situation of experiencing changes in professional life and the process of transformative learning caused by the change.

RESEARCH METHODOLOGY

The research material was collected between December 2015 and October 2016. The research was carried out using methods characteristic for qualitative research and had the character of biographical research. During the analysis and interpretation of the research results, I used the theoretical framework determined by the interpretive paradigm (Malewski 2001). The use of a qualitative research strategy enabled me to reach

the perspective of individual interpretations of the narrators. The subject of my research was a change in professional life seen from a biographical perspective. The impact of professional change on individual (re)constructions of their biography has been considered by taking into account a broader context — both individual — related to the biography of narrators, as well as subjective and socio-cultural.

Among my interests were also the differences (or lack of them) between the representatives of two generations in selected ways of (re)constructing their own biography in the situation of professional change. The first group were young adults (30+), who relatively the labor market recently entered and have been active in the field of professional life for only a few years.The second group were people in late adulthood (60+) who have most of their working life behind them already and look at it from the perspective of people who are leaving the labor market soon. The age criterion was used to follow the transformations which happened in the approach to professional change over the last 30 years, related to the change of the political system in Poland, its economy, functioning of the labor market and education, as well as a different perspective on learning of adults.

26 narrators took part in the research project (13 young adults and 13 people in late adulthood). The sampling procedure was purposive sampling — this type of selection of respondents ensured diversity within a group of people who were homogenous in terms of the level of education and place of residence (Warsaw), thanks to which it was possible to grasp the variability and diversity of the phenomenon during study. The research was conducted using the narrative interview method. The respondents were asked to tell about the process of their professional and educational life, with particular emphasis on changes occurring in the professional area. In order to understand changes in work life and their impact on individual biographical (re)constructions, there was need to recognize a broader context. For that reason I needed to gain detailed knowledge about many different areas of individual biographies, so during the study I divided the stories about narrators' lives into the following categories: career planning, the course of professional life, the consequences of changes in professional life, coping with change, self-esteem of narrator.

During the analysis, I used the bricolage technique. Assumptions characteristic for bricolage technique refers to mixed technical discourses when the researcher freely moves between different analytical techniques (Kvale 2012). Thanks to this eclectic form of data analyzing, I was able to combine together various techniques. Analytical techniques I used were:

— Dividing narrations into homogeneous and consistent segments (*narrative passages*),
— Analysis of each segment (*narrative passage*) and attributing codes to fragments of narration (coding procedure allowed me to categorize data segments by using short titles),
— Creating professional changes typology based on repeated codes,

— Recording patterns and schemes for coping with change,
— Grouping (which is the analytical basis for selecting functions of education in life of generation of 30+ and 60+)
— Making contrasts / comparisons
— Building metaphors (metaphor means understanding one thing with the help of another, which makes it possible to highlight new aspects of the phenomenon being studied).

As a result of the analysis, I created the reconstruction of narrators' reality, although it should be remembered that the collected stories do not reproduce the previous reality, but explain it from specific points of view (Silverman 2016). Because of that they seem to be the most valuable and full of meanings. The narrators decided how detailed their narration was, what kind of descriptions they add to their story, which argumentation they include, and how intimate they want their narration to be.

The research results show mainly the issues essential for Warsaw population (for instance the political and economic transformation in 1989 in Poland has had a significant influence on some differences between the two age groups — 30+ and 60+), but the subject can be seen in a much wider perspective, as nowadays we all experience very intensive changes in our professional lives.

TYPES OF CHANGES IN THE PROFESSIONAL LIFE OF NARRATORS

The first category differentiating the changes appearing in the narratives of the respondents was its *source*. The analysis of the collected research material allowed me to identify three main reasons for the occurrence of changes in professional life of the narrators. I pointed out:
— changes caused by *personal decision* of the respondents,
— changes caused by *external events* in the narrator's life (influence of significant others, transformations in family life, illness, fortuitous events),
— changes caused by *external historical and social events* (large scale of events, changes affecting the whole society or large social groups), having a direct impact on individual life.

Narrator's own decision was a frequent source of professional changes experienced by members of the 30+ age group. The assumption on realizing person's own needs at work, as well as concentrating on the job that is consistent with the interests of the narrator is a characteristic for the representatives of the generation of 30+ in Warsaw. In the narratives of young adults, professional work was not treated pragmatically and utilitarian as a source of income. According to the respondents, work should be a type of activity, and the office (or other place of doing work) a place where they could fulfill their dreams and develop. Professionally active young adults confirmed the huge importance of work, which they felt was the most important area of their lives. The decision to change a profession or a place of work was something treated by the

representatives of this age group as natural — if the work did not contribute to their development, self-fulfillment, or did not suit their passions — it was not a type of activity to which they wanted to devote their time and commitment. The interviewees emphasized that working for a long period of time in one place is a waste of time for them, "standing in one place" or even recession. Narrators belonging to the generation of 30+ treated their self-fulfillment as their most important life obligation.

People from the generation of 60+ perceived this issue differently, especially women. Among the men from this group,statements appeared related to the need of self-realization, while women who I talked to, firstly emphasized the issues of household duties, especially taking care of children, as their domain. Speaking about work, they noticed that they could have achieved more, but often they did not think it was necessary or even appropriate.

The causes of differences between these two age groups can probably be found in the changing patterns of contemporary biographies. The pattern of professional biography defined by three phases — the phase of preparation for professional life, the phase of professional activity and the resting phase (and therefore the school-work-retirement formula), currently does not exist (Hurrelmann 1994, Hajduk 2001, Malewski 2001). Young adults, who are forced by the conditions of contemporary society to look for new patterns to design their own professional biographies, do not have such a high level of trust towards social institutions, workplaces or the version of life proposed by the society. Narrators belonging to the generation of 60+ saw their professional life in a linear way — from the beginning of the first job until the moment of retirement, with possible interruptions for raising children (in the cases of women). Having once chosen a specific career path, they agreed with its inevitability, predictability and were not surprised by its course. Frequent changes of work, not only as a place of employment, but even changes in the professional branch, transformations related to work, its character, scopes, and even complete changes of the profession for them are an obvious necessity that is a result of the duty of self-fulfillment. The most important thing is fulfilling one's own needs and realizing individual plans in terms of duty and even compulsion.

The second reason for changes in the professional life of the respondents were random events not always dependent on the will of the narrators and often external to them. The most frequent events were transformations in family life. Marriage, and in particular having children, were events that strongly affected the area of professional life of the respondents. These transformations, however, had a different character in case of women and men, because among women they were associated with the reduction of time devoted to professional work, while among men, with its intensification (especially in generation of 60+; in younger group of respondents, this effect was not so clear).

Except becoming a parent, the external changes in narrators' professional lives were caused by other people in the workplace and outside, as well as decisions made

by them. Narrators regardless of gender pointed the situations that resulted in a change in their professional life, and which were the result of decisions and actions of other people, mostly superiors or family members. While the effect of changes initiated by the respondents was often assessed positively, in the case of external changes which were caused by the actions of other people or events, narrators assessed the changes most often negatively. Another source of change in professional lives of respondents, which was not the result of their individual decisions, was illness. The experience of disease was associated with the necessity to stop working for some time. The respondents who had survived a serious illness talked about it as "stopping" their working life for a moment. They called this period in their professional biography "living in the waiting room".

The third source of changes in narrators' biographies were historical and social transformations that had an impact on their individual lives. In case of group 60+ one of the most crucial events was the political transformation in 1989, which people from the generation of 60+ experienced during their professional life. Many of my interlocutors pointed to the events of the year 1989 as a breakthrough that opened new options in their work, made them able to take advantage of the opportunities offered by the free market, where every business project or idea was something new. Many companies that emerged or began to develop in the transformation period in Poland have achieved success because there was a surplus of demand over supply, and many services appeared in Poland as completely new. Most of the narrators from the age group of 60+ indicated a change in the political and economic system as a source of changes in their own professional life.

Among the changes that the age group of 30+ experienced together with their entire generation or with the whole society, young adults pointed to some technological changes, but not directly in the context of facilitations related to the use of new technologies, but rather their impact on interpersonal relationships and the content of everyday life. The historical experience in their opinion, common for the entire generation, was the creation of social media, including Facebook. Contemporary thirty-year-olds admit that social networks have influenced their communication, way of building relationships and spending free time, as well as doing work.

Three sources of professional changes that are characterized above paint a picture of genesis diversity of transformations in professional life. Considering the category of intensity of changes in professional life, I have found its two types (on the basis of the analysis of the research material):

— *An abrupt (sudden) change* — caused by an unexpected turn in the biography of an individual, the emergence of new opportunities or the disappearance of opportunities that were available earlier;

— *Slow change* — long-lasting, processual.

Slow change creates an opportunity for preparation, reflection, planning or adaptation process. Sudden changes did not create such an opportunity. Abrupt changes

were often significant turning points in the professional biography of the respondents. Most of my interlocutors perceived sudden changes as better than slow ones, because they brought an exciting "freshness" and intense experiences to the professional area of life. The characteristic feature of slow changes is their long duration. The process of transformation from the initial state to the final stage takes a lot of time in the subjective perspective of life of an individual person. Slow change can be seen rather as a process than a single event.

Another category, enabling a more detailed characterization of the change phenomenon, is its duration. Based on the types of changes, appearing in the narratives of the respondents, I distinguished:

— *Periodic change* — lasting only for a specified period, after which all elements of the biographical structure were returning to the previous state;

— *Constant change* — for which the effects of transformations are permanent and the professional situation of the specific person does not return to its previous state;

— *A recurrent (boomerang) change* — the essence of which is a certain repetition in the biography of a particular person. Its characteristic feature is the occurrence of repeating biographical sequences in professional life, connected with repeatedly doing the same kinds of actions in new situations, bringing a similar effect each time.

The periodic change is related to the disruption of current biographical structure of the professional area and its end is precisely determined in time. The reason for this change are events related to, for example, a break or an interruption in the work and are perceived by people as temporary, transient. An example of a periodic change is a departure from a place of residence and a temporary change in work connected with it.

In contrast to periodic changes, permanent changes are associated with permanent transformation of one state into another, with no possibility or prospect of returning to the previous state. There are more permanent changes than periodic ones in biographical constructions. Professional life has a processual character, so most of the stages of this process do not repeat after completion. A feature characteristic for the permanent change is that person who experiences such transformation needs to adapt to new conditions.

The third kind of change in professional life, related to its duration, is a boomerang (recurrent) change. Its essence is the repeatability in the biographical structure of a particular person. A man experiencing a boomerang change has a tendency to repeat a certain behavioral pattern that brings a similar effect each time. The change is recurrent in the biography of such person as a boomerang, which once rejected, returns to the starting point, to the person who threw it out. The main reason for a boomerang change is using an inefficient adaptive strategy by the person.

Another category that I took into account when characterizing the phenomenon of change was its scope. I found:

— *Total change* — a complete change in the professional branch, scope and subject of the activity;

— *Partial change* — transformations occurring within one enterprise, changes in its structure and structure of positions;

— *Micro-change* — changing the scope and type of activities within one workplace and one position.

A total change is a change of the largest scope, because it involves a transformation of all elements of the professional biography. In cases of such transformation, a person changes completely their professional branch, starts working in a new, unknown field, makes a complete change to another position.

A partial change, in contrast to a total change, concerns only selected elements of professional life, a specific area. Such change may involve transformations taking place in an enterprise or institution. Partial change is a kind of change which people can adapt to more easily. Because not all elements of working life change at the same time, person has the opportunity to focus on those aspects that actually become different.

Considering the scope of professional changes, I noticed a third kind of transformation — a micro-change. This is a variation of a partial change, but its characteristic feature is a small range of impact. A micro-change refers to the transformation of the scope or type of activity within one workplace and one post. It may be related to changes in interpersonal relations in the workplace which affect its quality and character. Micro-change is therefore a change that occurs in the dimension of a single human biography.

In conclusion, the phenomenon of change in professional life has been characterized above by its potential sources and by the categories of intensity, time and scope. A better understanding and knowledge about the types of changes experienced by people in the professional life can be an inspiration for adult theoreticians and practitioners to undertake further research into this phenomenon, as well as to design activities related to ways of coping with change.

FUNCTIONS OF EDUCATION IN THE SITUATION OF EXPERIENCING CHANGES IN PROFESSIONAL LIFE BY GENERATIONS 30+ AND 60+

Taking into account the analysis of research material, I specified six functions (stratification, adaptation, insurance, creating one's own image, entertainment and therapeutic function), which education appeared to fulfill in lives of narrators belonging to the age group of 30+ and five functions (stratification, insurance, adaptation, therapeutic function and social activation) that occurred in lives of respondents in late adulthood
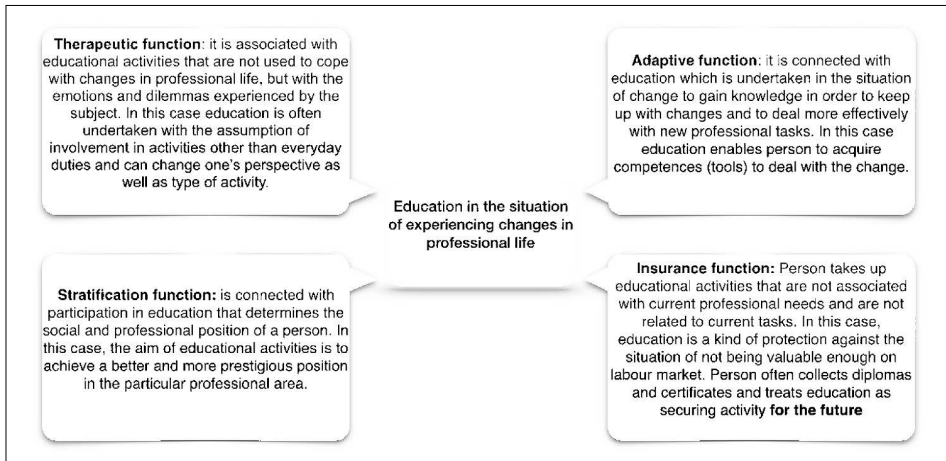
Diagram 1 Functions of education in the situation of experiencing changes in professional life
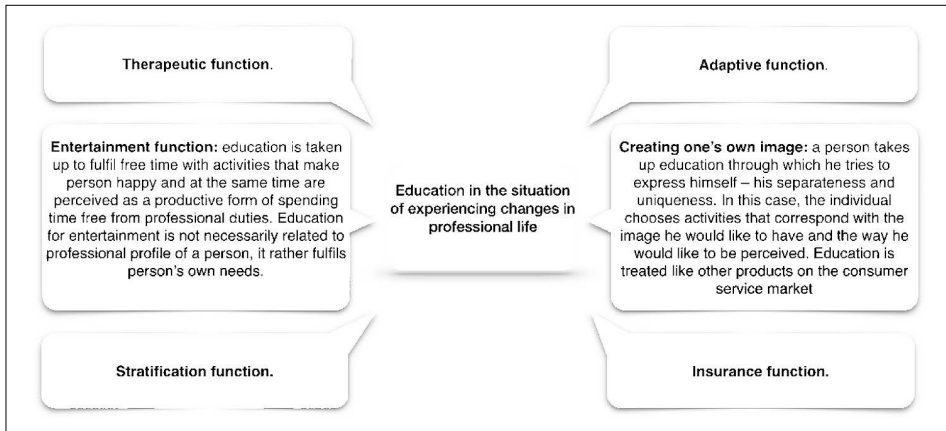

Diagram 2 Functions of education in the situation of experiencing changes in professional life that appeared additionally in narratives of age group 30+
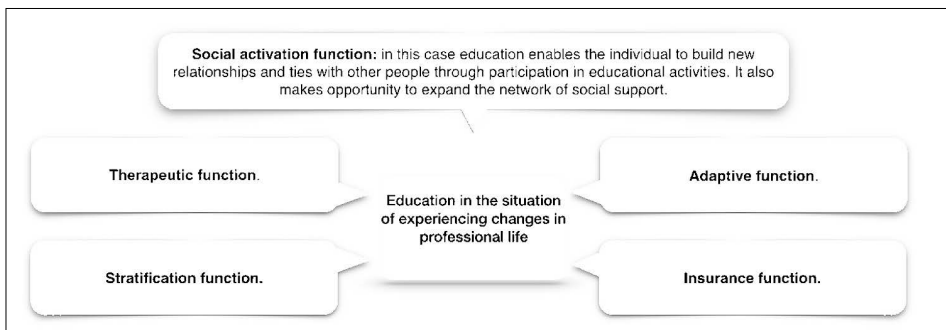

Diagram 3 Functions of education in the situation of experiencing changes in professional life that appeared additionally in narratives of age group 60+

after experiencing changes in their professional life. All of these functions are characterized in two diagrams above.

The difference in the approach to educational activities undertaken in the situation of change between the generation of 30+ and 60+ is visible. People belonging to the group of young adults treat taking up educational activities as their duty, necessity and an integral element of professional life as well as life in general. The idea of lifelong learning does not seem to be unknown to this age group, but rather strongly internalized, probably during the socialization process. In the case of people from the age group of 60+, education undertaken in the situation of change is not perceived as an obvious action. Educational activities probably seem more characteristic for different a stage of life and in some way inappropriate or not very useful for people in late adulthood to people from this age group. This is most likely associated with dynamically changing patterns of life — people from generation of 60+ participated in the process of socialization when the pattern of a linear biography, divided into three main stages (school-work-retirement) was still a widely available and well known model. People belonging to the generation of 30+ grew up in the years of intense social and technological changes in Poland that were related to the change of available patterns of life and the evanescence of linear biographies. Therefore, it can be assumed that educational activities are not treated by the age group of 30+ as an adequate activity only for people of adolescent age, but rather as necessity for every member of the contemporary, dynamically developing and extremely variable society.

TRANSFORMATIVE LEARNING IN THE PERSPECTIVE OF EXPERIENCING CHANGES IN PROFESSIONAL LIFE

The assumptions, beliefs and fears that a person has gained during their life can affect the unreflective reproduction of acquired and internalized patterns of behavior. Change (for instance in professional life) allows to break this internalized pattern and (re)construct a biography in a reflective way. It also allows to look critically at current activities and views and to reject the dysfunctional frame of reference[1]. The essence of Jack Mezirow's theory is a specific way of learning by adults which results in change in one's vision of the world and opinion about themself. By analyzing the collected narratives, I noticed that professional change can be a factor leading to such transformation and breaking down the established patterns of behavior. It can allow person to free themself from the previously internalized structures of functioning and make them

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[1] One of the most important concepts in the J. Mezirow's theory is the *frame of reference*, which means a culturally established scheme, which person uses to evaluate events, actions and other people's behavior occurring in his life. The frame of reference is therefore a kind of cognitive, emotional and motivational filter through which individual interprets the world around (Mezirow 2009).

look for more adequate, consistent, fit to reality, but also harmonized with their feelings, needs and values ways of acting.

Transformative learning leads to the transformation from a non-reflexive or dysfunctional frame of reference into a new, functional and supportive one, so as a result a person can find a better way to understand the world around them and their own needs, as well as perceive their potential. This is possible by experiencing new things (which obviously happens when someone experiences changes in their life), because each experience has a meaning to a person, and if they cannot understand new experiences by referring them to already established frame of reference, they can ignore them or transform his frame of reference into a new/transformed frame (by changing mental habits or points of view).

To notice the influence of change on the individual's learning, we should follow the learning process according to the scheme proposed by J. Mezirow. The first stage of transformative learning — which essence is changing the previous, inadequate for some reasons frame of reference (known as *reframing*) — is a critical reflection about internalized assumptions. Such reflection is connected with analysis, concerning views possessed by the subject, ways of acting and acquired attitudes. A person, who realizes that his beliefs are inadequate to the surrounding reality, begins to think about the accuracy (truthfulness) of acquired knowledge. By comparing possessed beliefs to the experienced situations, a person begins to notice inconsistencies in previously accepted ways of thinking and interpreting reality. What turned out, after analyzing collected research material, was that critical reflection about one's way of looking at the world may become the cause of subsequent changes in the way the subject thinks and acts. Narrators admitted, that changes in their professional life were causing reflection and consideration of their ways of thinking and internalized assumptions. Reflection about person's own convictions, at the same time leads to the awareness that his beliefs were not fully (or not at all) accurate. The critical reflection that appeared at this stage was the basis, allowing people to change their own way of thinking and acting. It was the first stage of the process known as *reframing*. Starting the process of changing the frame of reference is most often associated with the appearance of a certain disorienting dilemma. This process is associated with the observation of both their own lives and the lives of other people, their behaviors and attitudes.

The second stage of transformative learning, according to the scheme proposed by J. Mezirow, is *discourse*. This stage is an internal dialogue of a person, in which they estimate their own ways of reasoning as well other people. At this stage of transformative learning, it can be seen that the disorienting dilemma which led to a critical reflection about one's own beliefs, then triggers a dialectical discourse that confirms the best, reflective judgment. Person uses both rational premises and intuitively accepted assumptions to transform their viewpoints and mental habits.

The last third stage of transformative learning is *action*. It may be connected with taking up new activity or abandoning any action done previously. The activity is, of

course, the result of the previous discourse, conducted by the subject in an internal dialogue, and may be connected with searching — trying a few options before a person chooses specific one. After the new actions are taken, an individual begins to reconstruct their life in accordance with the new assumptions — they are trying to adapt different areas of life to the new frame of reference. Taking actions that are consistent with the conclusion emerging from the inner dialogue is the culmination of the process of transformative learning. A person builds competence and self-confidence in new roles, they undertake various activities aimed at changing the current pattern of behavior, caused by inadequate interpretations made previously.

While analyzing the collected narratives I followed the scheme proposed by J. Mezirow. What is interesting, it appeared that most of the narrators went through the process of transformative learning after experiencing changes in their professional life. I pointed out the stages of transformative learning process which could be really well seen in narratives from generation of 30+. Narrators from generation of 60+ were also going through the process of reframing, but they seemed not to be fully aware of their inner dialogue. They were a little bit less reflective, which was surprising, because I expected quite different results, taking into account their much wider life experience. There is probably such clear awareness about person's own reflections among the 30+ age group because they were raised after political and economic transformations which were also connected with socio-cultural changes in Poland. Especially in big cities, such as Warsaw (where all of the narrators were living), people tend to change their attitude from focusing on collective interests to be more focused on individual ones.

CONCLUSION

This paper is concerned with issues connected to the construction and reconstruction of one's own biography by women and men in the perspective of their professional experience. I decided to explore this phenomenon through an individual, biographical perspective, by using narrative interviews. The main purpose of this research was studying the phenomenon of change in professional life considering sources of changes, types of changes experienced by narrators in their professional life, stages of change process in women and men (aged 30+ and 60+) their biographies and also the meaning of education in professional biography construction and reconstruction. Another crucial issue were functions which education may fulfill during experiencing changes in professional area. It appeared that in a situation of change education may fulfill various functions. There were some differences in some areas between the generation of 30 + (therapeutic function, adaptive function, stratification function, insurance function, entertainment function and creating one's own image function) and the generation of 60+ (therapeutic function, adaptive function, stratification function, insurance function, social activation function). Nowadays, because of the acceleration of pace of human life, there is an unprecedented accumulation of changes in a relatively short life span of an individual. Contemporary people are forced to constantly cope with changes and

find ways to adapt to new conditions. Sometimes this may cause confusion and constant lack of adequacy of beliefs to the actual situation in the surrounding world. It can be assumed that a contemporary person must have a more flexible frame of reference — one that will allow them to make frequent changes and modifications. All this would mean that contemporary people must participate in an uninterrupted process of transformative learning in order to be able to act effectively in the surrounding reality.

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Livija Žumer: *Kornat*

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Zlatko HODAK has held the position of chairman of the board of Narodne novine, a joint-stock company from Zagreb, since August 2017. He has thirty-four years of work experience in economics, with twenty-nine years in managerial positions. He has carried out the following activities in his career: management of a joint stock company, creation of a business and society development policy and work on development projects. He is a PhD in the field of economics and has the status of senior lecturer at business colleges in Croatia. He is author of over twenty professional and scientific papers in the field of management, marketing and finance. He has participated and lectured in a dozen professional-scientific international conferences in the field of entrepreneurship, management and marketing.

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Mario MIKULAN was born on March 11, 1967 and lives in Varaždin, Croatia. He is married and is blessed with two children. Medical education: School of Medicine, University of Zagreb, Croatia 1986-1991, specialisation in psychiatry, 1994—1998. He has wide experience in personal psychoanalysis, group analysis, gestalt psychotherapy (two postgraduate studies and numerous trainings). He is the director of the clinic Poliklinika Živa, Croatia and is the head of the Department of Psychiatry and Psychotherapy and works as a psychiatrist and psychotherapist. He has a special interest in the field of ecology and the field of personal development — natural, emotional and spiritual.

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Stana ODAK KRASIĆ graduated from the Faculty of Political Sciences in Zagreb in 2006 and obtained a master's degree in journalism. She is currently in the last year of her PhD studies at the Faculty of Philosophy in Mostar. Stana has been the head of the Public Relations and Media Studies programme at VERN' University of Applied Sciences since December 2013. She is now vice-dean forstudy programmes at VERN'. She also teaches the courses Introduction to Communication, Ethics, Communication and Corporate Social Responsibility and Public Relations in Sport and Tourism. She has participated in many conferences, symposia, round tables and professional trainings.

Jasmina OVČAR, master engineer of architecture and urbanism, twenty-five years of experience in architectural design as managing designer as well as building supervisor, manages privately-held businesses. She has worked at the Polytechnic of Međimurje in Čakovec since 2014. Her areas of interest include architecture and urbanism with a view to sustainable development. Jasmina is a senior lecturer course holder for Architecture Construction and Design, Urban Planning and Design, Sustainable Architecture, Technical Documentation and Regulations. Her professional papers are in the field of sustainability of architecture but in the context of the interdisciplinary and multidisciplinary fields of tourism, medicine, geography, economics and ethnology.

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atian language. Together with her students, she has published several children's books. She is the editor-in-chief of the journal *Life and School*.

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Marina PERIĆ KASELJ (Sinj, 1973) graduated from the Faculty of Humanities and Social Sciences, University of Zagreb, Department of Sociology. She obtained a MSc at the University of Zagreb, Faculty of Political Science, in comparative politics. She earned a PhD from the Faculty of Humanities and Social Sciences, University of Zagreb, Department of Ethnology and Cultural Anthropology. Marina is the author of forty scientific papers, two professional books and twenty research papers and is a reviewer and evaluator of various professional and scientific programs and projects. She has participated in various radio and television programs and has written articles in professional publications, magazines and newspapers with the purpose of popularising science on the topic of immigration.

Ivan PERKOV was born in 1989 in Split. He obtained a master's degree in sociology at the Faculty of Humanities and Social Sciences in Zagreb, where he currently attends doctoral studies. He is also studying at the postgraduate study of Organization and Management at the Faculty of Economics. He is engaged in editorial work on the topics of science and higher education at the Croatian university newspaper Universitas. Since 2017 he works at the Department of Sociology of Croatian Studies as a teaching assistant in the field of sociology. Areas of his scientific and professional interest are urban sociology, sociology of risk and sociology of education.

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Marko PILIĆ, mag. forens., was born in 1989 in Split. In 2016, he earned a master's degree in forensic science, specialising in crime scene investigation. On February 1, 2018, he became an employee of the University of Split, Department of Forensic Sciences, where he is working as an assistant at the Department for Security and National Security. His scientific fields of interest include international relations and security; in March 2018, he enrolled in the postgraduate doctoral study International Relations, organized by the University of Zadar and Libertas International University. He is the author / co-author of several papers in the field of criminal law, information technology and security published in recognized international journals.

Diana PLANTIĆ TADIĆ, PhD, has worked at VERN' University of Applied Sciences for more than 18 years as a marketing and quality management professor, quality manager and auditor. Diana has conducted research projects for members of the VERN' Market Research Center, which she founded in 2013 and has been managing it since then. She is currently a board member of the M-Sphere Conference, a member of the Croatian Association for Self-Regulation of Market Communications and the Croatian Quality Managers Society as well as a professional associate at the Croatian Agency for Science and Higherer Education.

Mateja POPOVIĆ was born in Zagreb and graduated from Baltazar Adam Krčelić high school. She has work experience in the areas of public relations, marketing and production on projects such as the international exhibition Be Creative in Paris, Wines of Croatia in New York, the Jewish Film Festival, the Scientific Picnic, the Adriatic Games, the 2011 ISPA (International Society for Performing Arts) conference in New York — Art of Collaboration, and many others. At the end of 2018, she became a lecturer at Baltazar Polytechnic in the scientific field of social sciences and the field of economics. She was an assistant, and later a lecturer for courses in communication and marketing.

Željka PRIMORAC, PhD, is an associate professor at the Faculty of Law at the University of Split and graduated in law at the same Faculty in 2003. She completed a post-graduate course in Maritime Law and Law of the Sea (Faculty of Law, University of Split) and received a master's degree in 2008 (thesis title: "Life Insurance with Specific Regard to Seamen"). Željka earned her doctorate in 2011 (doctoral thesis title: "Maritime Compulsory Insurance") and has been an associate professor since 2017. She is the author and co-author of over thirty scientific papers. Željka is a member of the Croatian Association of Maritime Law, Croatian Transport Law Association and a full member of the Croatian Academy of Legal Science.

Darija PRŠA has thirteen years of experience in the field of finances and accounting. She worked for the Croatian Financial Services Supervisory Agency and the Raiffeisen Mandatory and Voluntary Pension Funds Management Company where she held the position of back office manager. She has published a number of scientific and professional papers and actively participated in several international scientific conferences. Darija is a senior lecturer at VERN' University of Applied Sciences, Department of Finances, Accounting and Law where she is a course leader for five courses and teaches eight courses. The main focus of her research is in the field of business finances and capital markets.

Anett RÁCZ graduated in informatics at the University of Debrecen, Faculty of Informatics and earned her PhD in 2012 in informatics. She works at the University of Debrecen, Faculty of Informatics as an assistant professor. Her main research areas are computational optimi-

zation, virtual reality and decision theory. She has mentored many talented students, and she is participating in two scientific projects concerning smart city topics and talent management in informatics. The projects are co-financed by the Hungarian Government, the European Union and the European Social Fund.

Marta RAČIĆ was born in 1960 in Hrvatska Kostajnica. She she earned her bachelor's degree in pedagogy at the Faculty of Humanities and Social Sciences at the University of Zagreb in 1986. She continued her studies at the same faculty and obtained a degree in Italian Language and Literature and Ethnology in 1989. Marta defended her doctoral thesis titled "Revitalisation of Molise Croatian Identity" at the Faculty of Humanities and Social Sciences, University of Zagreb, in 2018. She is a member of the Croatian Ethnological Society and Matica Hrvatska (Croatian Heritage Foundation).

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Stanko RIHTAR is a psychologist and expert advisor at the Institute of Social Sciences Ivo Pilar and lecturer at the Croatian Catholic University in Zagreb. His topics of interest include social and political psychology, public opinion research and methodology of social sciences. Stanko regularly participates in various empirical research projects (over fifty so far, mostly interdisciplinary) and has published more than one hundred papers (scientific papers, book chapters, congress participation abstracts or research reports).

Majda RUBIĆ is a senior advisor in the Directorate for Islands at the Ministry of Regional Development and EU Funds. She received a law degree from the University of Split, and she obtained a Master of Science in European Law degree from the University of Zagreb in 2011. She is the author of a book about the Committee of the Regions of the EU and two text books about culture. She has also published various works in the area of law in accordance with EU acts. She is the editor and initiator for the reprint of the encyclopedia titled *Our Islands in the Adriatic* (1952) by Ivo Rubić.

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Matea SABLJAK is a prospective teacher in her final year of studies at the Faculty of Education, University of Osijek, Croatia. She was appointed a student demonstrator for the courses Educational Psychology and Science Teaching Methods II. Matea organised and led a workshop for primary school students during the 10th Psychology Week in Osijek. She also assisted with the organisation of the 8th International Conference Children and Languages Today, held at the Faculty of Education in Osijek. She is looking forward to working as a primary school teacher while continuing her education in a postgraduate programme.

Antonio SAMMARTINO was born in 1961 in Mundimitro, a Croatian village in the Italian province Molise. He is a geodesist who has taken up writing as well as working as an activist for the Molise-Croatian minority community. He is founder and president of the Agostina Piccoli Foundation whose goal is to preserve the Molise-Croatian language and cultural heritage. Antonio is also the editor of the bilingual magazine *Riča živa/Živa riječ* as well as the author or editor of many publications, including the *Dictionary of Molise-Croatian Speech in Mundimitro* and the *Molise-Croatian Language Grammar*. He is a member of the Croatian Writers' Association — Zagreb.

Mariusz SAMORAJ, PhD**,** has been a lecturer at the Faculty of Pedagogy at the University of Warsaw, Department of Aesthetic Education and Culture Studies, since October 1, 1981. He earned a doctorate in humanities and pedagogy after completing a postgraduate program in art. He is also a ceramics instructor and an appointed teacher. His research interests are theory of aesthetic education, art and media education, transmission of cultural heritage, intercultural and regional education, socio-cultural and artistic animation, early education and child art development. He was also a guest lecturer in the Erasmus programme at Kunstuniversitat Linz in Austria in 2011 and 2015.

Melita SEČAN completed professional study programs in Čakovec. After receiving her pre-graduate degree, she completed the specialist professional graduate study program Management of Tourism and Sports in 2017. In that same year, she published her first scientific work in *Oeconomicus*, a scientific journal of economics and social sciences, titled "Marketing of Health Tourism in the Function of the Tourist Season Extension". She has been employed since 2018 as an external associate at the Polytechnic of Međimurje in Čakovec at the Department of Tourism and Sports Management.

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Damir ŠKARO, PhD, was born on November 2, 1959 in Zagreb. As an athlete, he was part of three Olympic games (Moscow '80, Los Angeles '84, Seoul '88). After his professional athletic career, he devoted himself to science. Damir graduated from the Faculty of Economics in Zagreb in 1994, and in 1997, he earned his master's degree with the thesis titled "Applying Marketing Conception in Politics". In 2009, he successfully finished his PhD with the "Managing the Financial System of the Olympic Games". He is the author of four scientific books: *Marketing in Politics of the 21st century*, *Great People in Croatian Sport*, *Olym-*

pic Games Management, Sport in the Time of Globalization (Sport and Capital).

Branka ŠUPUT graduated from the Faculty of Humanities and Social Sciences at Zagreb University in 1985 with a BA degree in English Language and Literature and Russian Language and Literature. She has been a lecturer at VERN' University of Applied Sciences since 2001, where she teaches English at Entrepreneurship Economics, Tourism and Hotel Management and Public Relations and Media Studies. In 1985 she started teaching at the Center for Foreign Languages in Zagreb, followed by Zagreb University — Faculty of Economics and Octopus Language School. She has attended international conferences as well as Pilgrims and International House teacher-training courses in Canterbury and London, UK.

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Michael URSINUS was born in Kiel, Northern Germany. He completed his undergraduate studies at Hamburg University (1972—80). He researched the Ottoman archives in Skopje and Istanbul (1977—78), resulting in a doctoral dissertation on Ottoman-induced regional reforms around Manastir/Bitola under Sultan Mahmud II. Michael was an assistant professor at Munich University 1981—84 and then a lecturer at the Centre for Byzantine, Ottoman and Modern Greek Studies, 1984—89, in Birmingham, UK. He was an associate professor in Islamic Studies and Turcology at Freiburg from 1989 to 1992. From 1992 until his retirement early in 2016, he was a full professor in Islamic and Ottoman studies at Heidelberg University (Seminar für Sprachen und Kulturen des Vorderen Orients). He was an honorary research fellow (Birmingham) and president of CIÉPO (Comité International des Études des Pré-Ottomanes et Ottomanes) 2008—2018.

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Pavao VRANEŠEVIĆ was born in 1991 in Zagreb. In 2015, he completed an undergraduate study programme, which was conducted entirely in English, at the Faculty of Economics and Business in Zagreb and earned a bachelor's degree in business. Shortly afterwards, in 2017, he obtained a master's degree in business economics, with a specialisation in marketing at the same faculty. From November 2016 until December 2017, he worked at the film production company Interfilm. In April 2018, he got a job at the Zagreb Tourist Board where he still works today. He has volunteered and participated in several international conferences and is fluent in English, Spanish and Russian.

Ana VRKLJAN MURAJ has considerable work experience in business planning and in creation and implementation of marketing activities, gained in both the private and public sector. In the private sector, her main tasks were to coordinate between procurement, sales, marketing, field commercial representatives and the finance department. She also monitored the contracts on the construction of vessels and overhaul of ships through all phases as well as contracted commercial conditions, bank guarantees, letters of credit, payment dynamics, rights and obligations from contracts with partners. After joining the state agency, she gained additional experience in ways of communication and models of cooperation between the public and private sectors with the aim of developing business processes and improving the investment environment.

Milica VUČKOVIĆ is a research and teaching assistant at the Faculty of Political Science, University of Zagreb. She holds an MA in political science from the Central European University and an MA in journalism from the Faculty of Political Science in Zagreb. She is currently in her final year of PhD studies at the Faculty of Social Sciences in Ljubljana at the Department of Communication, specialising in online political communication. She is a teaching assistant at the Faculty of Political Science for the courses Cyberpolitics, Media and the Public, Social Media. Milica has authored scholarly articles in the area of new media and strategic communication.

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Iva VUNARIĆ, mag. pol., graduated from the Faculty of Political Science, University of Zagreb. After earning her master's degree, she started working at Algebra University College where she currently holds the position of teacher education coordinator. Her interests are multidisciplinary; she is interested in communication and ethics, knowledge management and politics of higher education, with a special focus on quality assurance.

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Gergő ZILIZI is a computer science BSc student at the Faculty of Informatics, University of Debrecen, Hungary. He has been interested in computer graphics and 3D modeling for more than ten years. His interest turned towards virtual reality in 2014 when he built his first homemade VR headset from scrap parts. Since then he has developed various applications for different VR platforms. He is also interested in robotics, and he took part in the software development of a data acquisition system for CERN, Switzerland. He is a member of the Talent Management Program at the University of Debrecen.

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Institute of Social Sciences Ivo Pilar is a public scientific institution that was founded within the University of Zagreb on November 26th, 1991 by the decision of the University Assembly. Its areas and fields of scientific research are: a) social sciences (psychology, sociology, demography, education and rehabilitation sciences, political sciences, economics, information and communication sciences), b) humanities (history, theology, philosophy, ethnology and anthropology, religion science, philology) and c) interdisciplinary scientific areas (cognitive sciences, geography, gender studies). The Institute's head office is in Zagreb, but the Institute also has 7 regional centres (Pula, Gospić, Split, Dubrovnik, Varaždin, Osijek, and Vukovar). Ivo Pilar Institute has so far taken part in more than 330 research projects, of which 60 international projects. Among the international projects, the most prominent projects are those financed by the European Union, like "MYPLACE — Memory, Youth, Political Legacy And Civic Engagement", and "MYWEB — Measuring Youth Wellbeing", which are financed under the 7th framework programme. Also, the Institute has collaborated with other international institutions, like UNICEF, ERSTE Foundation, and Open Society Foundation. Since its foundation the Institute has published over 120 books, including 50 collections, 33 studies, and 40 special editions, such as monographs.

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The outcomes of the conference held in Vis in September 2018 are voluminous and highly insightful. The coming together of such an array of specialists from different fields make the proceedings rich from both the academic and governance point of view. While academics can build on these studies, those in charge of policy can use the data in their decision making and take the opportunity to ponder on the underlying pleading for sustainability. The compendium provides anyone interested in Mediterranean history with a valuable tool. It should instigate other organisations and academic institutions in other Mediterranean countries to collaborate, share in the research and test methodologies developed in these works on their territories and regions. Only through such interaction can what Braudel called "unsuspected store"… mines of the purest historical gold' be tapped into, explored and rendered as tools in our common quest for a sustainable Mediterranean living.

Charles J. Farrugia, PhD, University of Malta

The interdisciplinary approach to the choice of themes has contributed to the deliberation, understanding and direction of development of the Mediterranean region as an area of intertwined cultural, scientific, artistic and political forces. The presentation of scientific knowledge, expert accounts and recommendations given in the articles on the traditional components, tourism development guidelines and sustainable development of certain regions extensively displayed in this book are particularly thought-provoking because they encourage reflection on how to sustainably develop and live in the Mediterranean region. I therefore believe this book is of particular social significance to the wider community.

Mirjana Miličević , PhD, University of Mostar

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ISBN 978-953-7964-77-1 (Institute Pilar)

9 789537 964771

ISBN 978-953-8101-04-5 (Vern' University)

9 789538 101045

PRICE 160 HRK