Woman as potential migrants

Vizjak, Maja; Perić, Kaselj; Jurčević, Katica

Mediterranean Issues, Book 4

Katica JURČEVIĆ
Ljiljana KALITERNA LIPOVČAN
Rino MEDIĆ
Ozana RAMLJAK (Eds.)

PRESERVING, EVALUATING AND DEVELOPING THE MEDITERRANEAN

Mediterranean Issues, Book 4

PRESERVING, EVALUATING AND DEVELOPING THE MEDITERRANEAN

The Book consists of selected papers presented at the
4th International Multidisciplinary Scientific
Mediterranean Island Conference MIC – Vis 2022
held at the Island of Vis, Croatia, September 14-17, 2022

Mediterranean Issues, Book 4
PRESERVING, EVALUATING AND DEVELOPING THE MEDITERRANEAN

Katica Jurčević, Ljiljana Kaliterna Lipovčan, Rino Medić, Ozana Ramljak (Eds.)

PUBLISHERS
Institute of Social Sciences Ivo Pilar
VERN' University
Scientific Council for Anthropological Research, Croatian Academy of Sciences and Arts (HAZU)

FOR THE PUBLISHERS
Željko Holjevac, Vlatko Cvrtila, Pavao Rudan

REVIEWERS
Gordana Iličić, PhD, Faculty of Humanities and Social Sciences, University of Mostar, Bosnia and Herzegovina
Milan Puh, PhD, Faculty of Education, University of Sao Paulo, Brazil

LAYOUT & PREPRESS
Zlatko Rebernjak (Forma ultima)

COVER DESIGN
Zlatko Rebrenjak; Photo Nikolina Štefančić

EDITING & PROOFREADING
Natasha Kathleen Ružić, PhD

ISBN 978-953-8404-20-7 (Institute of Social Sciences Ivo Pilar)
ISBN 978-953-8101-12-0 (VERN' University)

CIP catalogue for this book is available
from the National and University Library in Zagreb
under the number 001182164

The book is published with the financial support of
the Ministry of Science and Education of the Republic of Croatia
and the Central State Office for Croats Abroad

PRESERVING, EVALUATING AND DEVELOPING THE MEDITERRANEAN

The Book consists of selected papers presented at the
4th International Multidisciplinary Scientific
Mediterranean Island Conference MIC - Vis 2022
held at the Island of Vis, Croatia, September 14-17, 2022

Zagreb, 2023

Contents

DEMOGRAPHY, GEOGRAPHY, HISTORY, MIGRATION

— OTHER ISSUES —

Preface

With more than 20 countries on three continents and with about 150 million people, the Mediterranean area is a large basin whose wealth lies in the diversity of historical, cultural, natural, sociodemographic, economic points intertwined in a common spleen. It is the space that even today miraculously transforms the spirit of agora of ancient Greece or the forum of the Roman Empire, as it did in the past, giving birth to new ideas, asking new questions, offering new answers. Despite the challenges of the modern age, which bears the burden of various threats, the Mediterranean survives, but it is also important in the academic discussion to permanently raise awareness and reflect on how to preserve, evaluate, and develop the Mediterranean.

This book, as fourth in edition Mediterranean issues, brings together 64 papers written by respectable international authors, presented at the Mediterranean Conference – MIC Vis 2022, organized by VERN' University and the Institute for Social Sciences Ivo Pilar, and held on the Island of Vis on September 14th – 17th 2022. The idea was to give an international, intercultural, and global insight in various areas and issues connected with the Mediterranean, thus it covers a wide range of topics about the position and role of Mediterranean in the modern world, as well as the perspectives of its development, all with the aim of encouraging fresh approaches to the main challenges of the past, present and future Mediterranean, its islands, and other areas.

The Book is organized into two parts: Mediterranean issues and Other issues. Mediterranean issues contain 5 chapters: (1) Arts and Literature, Culture and Tradition; (2) Business and Economics, Sustainable Development; (3) Demography, Geography, History, Migration; (4) Education, Media and Communication; (5) Tourism, Public Services.

Editors

MEDITERRANEAN ISSUES

Nikolas Pfanner: *Canadair*

ARTS AND LITERATURE, CULTURE AND TRADITION

Monika Vodopija: *Jadrija*

Ivana KRTINIĆ
University of Zadar, Croatia

Zlata TOMLJENOVIĆ
University of Rijeka, Faculty of Teacher Education, Croatia

THE ROLE OF THE MEDITERRANEAN SQUARE IN THE PRODUCTION-RECEPTION PROCESS

Abstract

In this paper, the authors analyze the role of space in dramatic production and the communicative role of the Mediterranean square in the totality of the production-reception process. This indispensable element of urban architecture in the Mediterranean appears regularly as a performance site and dramatic space in dramatic performances of the early modern period, especially in comedies. The starting point of this analysis is that the narrative material can serve as a segment in reading the "real code" of the lives of the people of a given period, highlighting the role of space as an equal actor in the full analysis of the production-reception process. The performance space is an essential element of identification and a correlate between the actor and the audience, that is, between production and reception. In the exploration of the space, the Mediterranean square is imposed as a "key" for the reading of the urbanity and mentality of the Mediterranean cities, thus becoming an inevitable dramaturgical and scenographic convention. The square, as a play space, is a kind of psychological diagram in which Mediterranean people recognize the outlines of their own everyday life transformed into dramatic fiction. The square thus forms a reality base that gives legitimacy to the comedy and facilitates communication between the dramatic performance and the audience.

Keywords: *Mediterranean square, production-reception process, contextual analysis, space, Mediterranean urbanism*

INTRODUCTION

The initial thesis of this paper is based on the semiotic assumption that we cannot consider a theatrical performance only as a performance or as a dramatic text performed, but rather it must be considered as a complex combination of text, context and culture (De Marinis 2006, p.20). From a semiotic point of view, a theatrical performance is in fact a specific relationship between the actor and the audience, but also the space and the recipients, which are the focus of this paper. In order to comprehensively approach the analysis of theatrical relations, in this case "comedy-ography", in the early modern period, it is necessary to apply an interdisciplinary approach based on the model of contextual analysis.

While, on the one hand, the theatrical performance manipulates the spectator by means of certain persuasive techniques, on the other hand, the spectator is granted a certain independence in the creation of meaning and it is he who plays the decisive role in the outcome of the play (De Marinis, 2006, pp. 12-13). Such an approach excludes a unitary understanding of a literary work or a theatrical act as a mimetic art form and emphasizes its dialectical nature that creates observations and brings about changes (Jauss, 1978, p. 53). De Marinis warns that we can no longer focus on the text itself or the performance, but on the entire process of production and reception (De Marinis, 2006, p. 21).

Through the contextual analysis, the dramatic space is not only considered as a place of performance, but as an equal actor of the dramatic performance, which carries its own meta-message and with its complex conceptualization opens the space for the "reading" of different value codes. On this track, the need for a turn in the methodological understanding of theatrical art is emphasized by Marco De Marinis, who stresses the need for a pluridisciplinary and even experimental direction in the development of the semiotics of theatrical reception (2006, p. 36), which must be developed on the basis of an interdisciplinary dialog. Following De Marinis' theses, the paper explores the multi-layered role of the Mediterranean space/square as an element of dramatic staging, which is not only a scenic backdrop, but a space of autochthony of performance.

THE SOCIAL DIMENSION OF THE PERFORMANCE SPACE

Theatrical analyzes that take into account the sociological dimension of performance art appeared as early as the late fifties and early sixties of the last century. At the very beginning of such approaches was the original statement made by the French sociologist Georges Gruritch at the symposium Le théâtre et la société (1955), who considered the sociology of theatre as a science in the making, attempting to define the fields and branches of its research. Ten years later, the theatrical researcher Jean Duvignaud followed up on his research and extended the studies on the convergence of social and theatrical phenomena to a macro-sociological level (De Marinis, 2006, pp. 118, 120). Duvignaud is one of the first theatre scholars who paved the way for a transdisciplinary approach to the analysis of theatre history (Lukić, 2010, p. 86). In his work he uses sociological methods, but also insights from anthropology and psychology, and in this way tries to find an answer to the reason for the widespread theatricality and the function of festivals in social life.

As far as the social dimension of space is concerned, for Anne Ubersfeld *the stage is always a symbolisation of socio-cultural spaces* (1982, p. 121). The author emphasises that *the stage space (of the performance) makes it possible to read simultaneously the poetic nature of the text and its relation to history* (Ubersfeld, 1982, p. 137). Mediterranean square is precisely such a space, where the elements of poetics and history come together almost prototypically.

In analysing the performance space of the Mediterranean square in this paper, it is assumed that space is a social and cultural construct that conditions human practise, but also influences human reshaping of the world (Grgas, 2010, p. 55), which indirectly leads to the conclusion that space also plays an important role in the reception of the theatrical act itself. Space in itself anticipates social, ideological and artistic determinants. *The spaces of the urban are analogous to the spaces of the mind: conscious, preconscious, unconscious* (...) (Pile, 1996, p. 243). Every social group striving for its consolidation confirms its legitimacy through space (Brković, 2018). Precisely for this reason, when analyzing the theatrical relationship in context, it is necessary to take into account the social contextualization.

ARCHITECTURAL AND SOCIOLOGICAL DETERMINANTS OF THE MEDITERRANEAN SQUARE THROUGHOUT HISTORY

The spatial dimensions of the Mediterranean, which encompasses three continents (Europe, Africa and Asia), have determined the intertwining of numerous cultures in these areas since ancient times. Since then, cities have developed throughout the Mediterranean, becoming centres of political and social development, vehicles of maritime and commercial activities and, since the end of the Middle Ages, of vivid crafts; wheat, spices, sugar, cotton, salt, silk are traded, and some cities have specialised in the production and export of certain industrial products (e.g., Venice for textiles and glass; Naples for lace, jewellery, silk) (Gulin Zrnić, 2015). Therefore, the Mediterranean is rightly considered the “cradle of civilisation”, the meeting point of the most important social, economic, cultural and artistic exchanges, especially until the discovery of Americas (after which interest gradually turned to colonial areas).

The majority of all important interactions and events in Mediterranean cities throughout history took place precisely in their squares. Mediterranean squares in the 17th century were characterised by certain architectural and sociological factors common to all cities on the eastern Adriatic; the sacred, administrative and public centres of the city were usually located in the squares, which contributed to the fact that they played an important role in both economic and social activities (Raukar, 1996). The polyfunctionality and transculturality of Mediterranean squares resulted in specific cultural and social interactions that shaped multiregional and multicultural identities throughout history. Squares were (and most of them still are) a place of intense encounters and communication between the city's inhabitants as well as their communication with visitors and newcomers - traders, travellers, artists and pilgrims. In the 16th and 17th centuries, the square was a meeting place for commoners and aristocrats, whose coexistence was determined by mutual dependence, because the development of Mediterranean cities depended, among other things, on their rural hinterland, its products and labour, resulting in the economic and human interdependence of their inhabitants with different socio-economic status. These, as well as other Mediterranean codes that characterised the interaction of the inhabitants of a Mediterranean city, are particularly faithfully represented in Držić's work (Gulin Zrnić, 2015).

In any case, the Mediterranean cannot be considered only from the perspective of its geographical and physical dimensions, but should also be understood as a social and cultural phenomenon, which in modern times even becomes one of the most important parameters for defining Croatian culture and its identity, as each Mediterranean region is endowed with specific meanings that later serve for the (self-)identification of people living in these areas (Škrbić Alempijević, 2014).

MEDITERRANEANISM OF THE PERFORMANCE SPACE

When we talk about the Mediterraneanism of space using the example of early modern dramatic performances, we must consider three important socio-cultural factors that, according to Thomas Crump (1979, p. 86), characterise the peculiarities of the Mediterranean. First, anthropological analysis of the Mediterranean must take into account the difference between what the Mediterranean is today and what the Mediterranean was three hundred years ago. Almost every Mediterranean region had a much greater importance in the past than it does today. Another factor is that Mediterranean society has its origins in urbanity, even though the rural component also plays a role; nevertheless, it is urbanity that gives Mediterranean culture a fundamental character. The third factor that Crump highlights is the inevitable cultural fact that a written language has been used in the Mediterranean for more than three thousand years. For the purposes of this analysis, the focus remains on Mediterranean urbanity. The term urban does not only refer to the city, but includes any public space where citizens reside and where public life takes place (Mišetić, 1997, p. 74). These spaces have a special social significance because they determine or prescribe forms of acceptable behaviour in them. In addition to intangible cultural heritage, the clearest and most enduring traces of communication, coexistence and conflict in social communities are found in the particularities of urban planning and architecture woven into the landscape.

The Mediterranean square is not only a representative face of the city, but also becomes a representative space used by the government to underline its role (Friedman, 1992). The spectators who encounter the production can identify with the actors in the plot simply because their roles seem autochthonous and convincing, almost literally transposed from a real life scene. The space validates them, gives them legitimacy. When the play is set in the square itself, as is often the case with comedies in the early modern period, it brings with it a connection to real life even without major intervention in the scenography. The code of social communication and mentality is inscribed in the phenomenology of the Mediterranean square. The realism and clarity of the performance space do not leave much to the imagination but provide a bridge between the performance and the audience. The authors of comedies in the early modern period found a source of creative inspiration in the life of the square.

It is also possible to analyse the square as a space of sacred and profane ceremonialisation, i.e., through various forms of social theatricalisation (Brković, 2018, p. 10). Due to its rich cultural heritage and as a specific prototype of a Mediterranean city, Dubrovnik can be used as an example. In Dubrovnik, the square in front of the Duke's Palace was a gathering place for rulers, citizens, peasants from the surrounding area and foreigners (Foretić, 2008, p. 187). The area of the square and the central street *Place* (market square) is a place of trade, socialising, but also leisure - another important element of the Mediterranean way of life (Ravančić, 2000, p. 62; Stojan, 2007, p. 173). Precisely because of its openness of the space and the lively integration of otherwise stratified social groups, the area of the square imposed itself as a natural setting for the staging of the first theatrical performances in Dubrovnik.

The architectural setting within which the Mediterranean square is located is in itself visual and scenic, and additional significant artistic intervention in the design of the scene when it comes to dramatic performances is often unnecessary. The spectator identifies particularly quickly with the views of the Mediterranean square as the pulsating main artery of the city and the centre of all urban life, and with the characters, whether they appear on the verandas of the noble houses or pass by. In 17th century comedy, the square and the street are public spaces that function according to the principle of the social time, which is also valid in everyday life. They lend themselves to the movement of men, so that even in comedies in the public square male characters are encountered and female characters are maids, street vendors and midwives. Bearers of virtue, i.e., brides for marriage, are indoors, as are wives shouting their monologues from doors and windows.

CONCLUSION

The Mediterranean square is an indispensable characteristic element of every Mediterranean city. Although there are, of course, squares on the continent as well, Mediterranean squares contain a component of specific sociality in addition to their urban planning function. The central square in Mediterranean cities represents the central arena of life, the nucleus and the centre of information (Krtinić, 2020, p.110). Early modern comedians, aware of the multi-layered messages that the choice of the square as a dramatic space entails, usually choose the square as a scenographic solution, but also as a performance venue for their comedies, which are modelled on early modern Italian comedy.

The space of the square reflects the *Mediterranean uzus*, but also the *Mediterranean utopia*, and it is precisely for this reason that the square becomes an inevitable dramaturgical or scenographic convention - from ancient comedy to comedy dell'arte and to the Dubrovnik comedies. In the connection between Mediterranean cities and states, the centuries-old exchange of cultural experiences will play a key role, leaving its lasting mark both in architectural styles and in the social role of the city centre - the Mediterranean square.

The contemporary pluralism of approach to spatial issues, with its beginnings in cultural geography and its flowering in semiotic theories, suggests that this is not only a current "trend" but also indicates an entirely new approach in literary studies and theatrology. By applying contextual analysis and understanding theatre performance as a complete production and reception process, space in theatre analyses is finally given the value it deserves. Placing the performance space at the centre of interest opens the possibility of a whole range of interpretations with the possibility of a transdisciplinary approach.

References:

Brković, I. (2018). *Političko i sveto. Identitet prostora i prostori identiteta u dubrovačkoj književnosti 17. stoljeća*. Zagreb – Dubrovnik: HAZU, Zavod za povijesne znanosti u Dubrovniku.

Crump, T. (1979). A Replay to J. Boissevain; Towards a Social Anthropology of the Mediterranean. *Current Anthropology*, 20(1), 81-93.

De Marinis, M. (2006). *Razumijevanje kazališta. Obrisi nove teatrologije (Understanding theater. Outlines of new theatrology)*. AGM.

Foretić, M. (2008). *Kazalište u Dubrovniku (Theater in Dubrovnik)*. Hrvatski nakladni centar ITI.

Friedman, D. (1992). Palaces and the street in late-medieval and renaissance Italy. In J. W. R. Whitehand, & P. J. Larkham (Eds.), *Urban Lanndscapes: International Perspectives*, (pp. 69-113). Routledge.

Grgas, S. (2010). Bučno nadire prostor sa svih strana: Geografija u pjesništvu Adriane Škunca (Noisily invading the space from all sides: Geography in the poetry of Adriana Škunac). In T. Vuković (Ed.), *Muzama iza leđa: čitanje hrvatske lirike* (pp. 51-72). Zagrebačka slavistička škola.

Gulin Zrnić, V. (2015). Mediteran (Sredozemlje). In S. Prosperov Novak, M. Tatarin, M. Mataija, & L. Rafolt (Eds.), *Leksikon Marina Držića, mrežno izdanje*. Leksikografski zavod Miroslav Krleža i Dom Marina Držića. https://leksikon.muzej-marindrzic.eu/mediteran-sredozemlje.

Jauss, H. R. (1978). *Estetika recepcije*. Izbor studija. Nolit.

Krtinić, I. (2020). Uloga scenskog prostora u produkcijsko-recepcijskom procesu na primjeru topografske drame i dubrovačke komedije 17. stoljeća (The role of the stage space in the production-reception process on the example of topographical drama and Dubrovnik comedy of the 17th century). *Anafora*, 7(1), 99-120.

Lukić, D. (2010). *Kazalište u svom okruženju. Knjiga 1: Kazališni identiteti (Theater in its environment. book 1: Theatrical identities)*. Leykam International.

Mišetić, A. (1997). Socijalne značajke Rive u životu grada. Primjer Splita (Social features of Riva in the life of the city. Example of Split). *Društvena istraživanja*, 6(1) 27, 71-87.

Pile, S. (1996). *The Body and the City, Space and Subjectivity*. London/New York: Routledge.

Raukar, T. (1996). Srednjovjekovni grad na istočnom Jadranu: prostor i društvo (A medieval city on the Eastern Adriatic: Space and society). *Spomenica Ljube Bobana 1933.–1994.*, 35-48.

Ravančić, G. (2000). Javni prostor i dokolica u kasnosrednjovjekovnom i renesansnom Dubrovniku (Public space and leisure in late medieval and renaissance Dubrovnik). *Anali Dubrovnik*, 38, 53-64.

Stojan, S. (2007). *Slast tartare: Marin Držić u svakodnevici renesansnog Dubrovnika (The taste of tartare: Marin Držić in the everyday life of Renaissance Dubrovnik)*. HAZU, Zavod za povijesne znanosti u Dubrovniku.

Škrbić Alempijević, N. (2014) Zašto trebamo Mediteran? Pozivanje na sredozemni imaginarij u suvremenoj Hrvatskoj (Why do we need the Mediterranean? Reference to the Mediterranean imaginary in contemporary Croatia). In M. Belaj, Z. Čiča, A. Matkovič, T. Porenta, & N. Škrbić Alempijević (Eds.), *Ponovno iscrtavanje granica: transformacije identiteta i redefiniranje kulturnih regija u novim političkim okolnostima / Ponovno izrisovanje meja: transformacije identitet in redefiniranje kulturnih regij v novih političnih okoliščinah* (pp. 27-47). Zagreb - Ljubljana, Hrvatsko etnološko društvo – Slovensko etnološko društvo.

Ubersfeld, A. (1982). *Čitanje pozorišta*. Kultura.

Vanja DERGIĆ
Institute of Social Sciences Ivo Pilar, Croatia

(SUB)CULTURAL PRACTICES OF YOUNG ISLANDERS

Abstract

A set of economic, political, cultural, and social factors dominate the organisation of young people's lives and the question of whether to stay on or leave the islands. Centralisation associated with the development of large cities, especially Dalmatian port cities, often means that higher education and opportunities for further career development are present on the mainland. This results in the demographic aging of the population that remains on the islands due to the departure of the younger population. The issue of the demographic aging of island communities is not only a recent phenomenon. It is part of the global aging process, which is especially prominent in Croatia on the islands.

This research will analyse examples of (sub)cultural practices of young people on the islands in the forms of rock bands and music and art festivals. The previous activities of these groups show us that young people become aware of all the negative aspects of island life quite early, but still show some resistance to leaving due to an understanding of the islands' natural resources. In the case of rock bands whose members have island origins, their songs sometimes touch on what Podgorelec and Klempić Bogadi (2013) define as feelings that dominate the island – referring to separation and isolation. On the other hand, the examples of summer music and art festivals show that these same motifs can contribute to the periodic revitalisation of the Croatian islands.

Keywords: *Young islanders, periodic revitalisation, music and art festivals, rock bands*

One of the main issues dominating the organisation of life among youth on the islands is the issue of whether to stay or move from the island. This is also influenced by economic, cultural, political, and social factors young people encounter. Aside from emphasising the positive side of life on the island, research participants often mentioned the negative side of life in island communities. What all participants in this research share is that they have recognised the potential of their islands and – at least partly – turned the negative aspects into positive ones by organising new activities for island residents (both young and old). Our research participants are involved in rock bands and music and art festivals (either as organisers or volunteers), which serve to revitalise their islands.

ISLAND LIFE AND YOUTH ON THE ISLANDS

While some researchers (Whittow, 1984.; Mayhew & Penny, 1992; Faričić, 2006) offer geographic definitions of islands as a piece of land surrounded by water, Podgorelec and Klempić Bogadi (2013) defined islands as 'small societies' marked by decades of behavioural patterns that had not changed until recently, but which economic and social changes have chronically been avoided in recent years. The specificities of island life are approached through three concepts – insularity, insularism and islandness. The concept of insularity is used to describe the geographic and economic characteristics of an island that simultaneously isolate it from the remainder of the world, while making it an absolute within its own borders. The second concept used to approach the topic of everyday life on the island is the concept of insularism, which relates to the political and geopolitical perspectives, analysing everyday island life with an accent on social organisation and policy implementation. The third concept—islandness—is most often used by sociologists and psychologists who wish to examine the problems of individuals and communities that arise from spatial specificities that influence social, economic, and cultural isolation (Meisterheim, 1991, as cited by Petak, 2001; Podgorelec & Klempić Bogadi, 2013).

Some of the processes that have negatively influenced the demographic and economic development of islands are deagrarianisation and depopulation (Faričić & Magaš, 2004), which emphasise poor demographic outlook, the emigration of the young population, and increasing difficulties with revitalisation as the key problems of island life (Papić, 2022). Research among island communities often shows that, although they are aware of the positive aspects of island life (unpolluted nature, quality of life, peace and quiet), islanders consider the greatest issue to be the emigration of youth, which impacts the socio-psychological mood (Babić, Lajić & Podgorelec, 2004).

There are 50 inhabited islands in Croatia, where a total of 3.1% of Croatia's population lives. Of the total population of the islands, 12.86% are younger than 14 (as compared to 15.23% in all of Croatia), 65.01% are aged 15-64 (as compared to 67.07% in all of Croatia), and 22.13% are 65 or older (as compared to 17.79% in all of Croatia). As compared to Croatia's total population, the age demographics of the islands are unfavourable as the elderly population is higher (22.13% as compared to 17.79% of the total population). This aging of the population as compared to the average is more prominent on islands further from the mainland (Ministry of Regional Development and EU Funds, 2021). Aside from population aging, the analysis in the National Development Plan for Islands 2021-2027 notes issues such as a lack of infrastructure for preschool and early childhood education, a lack of trained employees, poor school equipment, and the frequent travel required of students and teachers, which is made more difficult by poor transport connections with the mainland. Also, partly due to the reasons identified in the National Development Plan for Islands, the scientific community agrees that island revitalisation should become one of the most important issues for Croatian governmental bodies, as it is extremely difficult without a serious state strategy (Petak, 2001; Babić et al., 2004).

METHODOLOGY

The goal of this research is to examine the experience of island youth who were or are active in certain (sub)cultural practices (rock bands and music and art festivals). Seven semi-structured interviews were held with research participants through four thematic units (Introduction; Relationship with the island; Practices – music, art, sport, festivals; Perceptions of the island identity). The participants were selected using the snowball method. The age of research participants ranged from 20 to 35 years, of whom five were male and two were female. The average interview time was 25 minutes. The data collected were qualitatively analysed using NVivo 12.

SEPARATION AND ISOLATION

Our participants are young people who primarily described their experiences as organisers or volunteers at various festivals, or active members of bands from the islands. Their motivations and desire to work on the island to create content not only for the young people who live there, but for the whole community, is clearly apparent through their descriptions of the reasons they decided to participate or get involved in creating this additional content. However, the participants clearly described what Podgorelec and Klempić Bogadi (2013) referred to as feelings that dominate the islands—separation and isolation. In describing these feelings, some mentioned that they are not necessarily bad, emphasising the positive side of distance from the mainland and describing feelings of freedom, a slow tempo, peace and quiet, and safety: "Growing up on the island was great, phenomenal! (…) There were too many advantages, freedom… after all it is an island, you can't go anywhere, you can't get lost" (Jere). Špiro describes winter on the islands as the most abandoned, the quietest, calling it "my kind of peace" (Špiro). He also adds that, although he sometimes finds life on the island boring, he can always find something to do, describing socialising not only with peers but with all members of the community. Describing the feeling of isolation as 'a positive isolation', Toni describes his life in a small island community:

> "In the summer there are a lot of people, but in the winter it's isolated. For me, this is therapy for my soul. You have your olives, your friends, sport… I organised everything for myself to make this isolation good for me. It's a positive isolation" (Toni).

This kind of relationship towards life in an island community is also apparent in Babić, Lajić, Podgorelec (2004), who note post-modern values such as quality of life, environmental protection, and peace and quiet as the main advantages of island life. Examining the satisfaction of islanders with island life, Nakićen and Čuka (2016) found that the majority of respondents are satisfied with island life. They note the natural environment and calmer way of life as the main advantages of island life. Such findings are no exception. Some of the other characteristics of island life noted in research as positive are: low stress, a lack of cares, less violence, more safety for children, proximity to necessary amenities (Babić, 2019).

However, despite the positive elements of island life, a lack of (social and cultural) activities and low job opportunities are often cited as some of the most important drawbacks. Others noted are poorly developed transport connections with the mainland, limited educational possibilities, and a significant economic focus on tourism and the seasonal market, which result in constant dependence and feelings of insecurity (Nakićen & Čuka, 2016; Barada, Marcelić & Zdravković, 2014; Šimunović, 1994; Vukušić, Krnić & Dergić, 2021):

> "It's not developed enough for many young people, and it all stopped at some point. There used to be more people, so maybe that was better. For example, we lack sports facilities, a gym for young people and kids. There is a lack of jobs, so the people who moved to Zagreb would maybe come back if they had some kind of job, or not just a job but also after work entertainment, recreation" (Toni).

Aside from Toni's mention of job opportunities and a lack of entertainment and recreation for (young) people on the island, Šime adds that the fact that more people are leaving the island than are moving to it also influences how young islanders feel. Šime adds that they notice this trend is increasing, thus influencing the lives and activities of those who remain on the islands. This problem has also been described by Babić, Lajić and Podgorelec (2004), who describe it as the greatest drawback to life on the islands, as it creates a depressing socio-psychological atmosphere for those who remain. When describing the negative aspects of island life, research participants describe how certain things one can obtain relatively quickly on the mainland are hard to come by on the islands. In addition to this, one of the most frequently mentioned drawbacks of island life is the change in tempo between the summer and winter, which results in both a change in the people who live there and the activities that are available: "It depends on the person, but right now it's going in a downward direction because there is a big change between winter and summer life on the island. So, I wouldn´t really say that it's great for young people" (Kate). Expanding on the topic of separation and isolation as noted by Podgorelec and Klempić Bogadi (2013), some participants note that these feelings are only present among young people who return to the island after having moved away for schooling or work. The young people who have lived on an island their entire lives have difficulty describing the feeling of isolation: "Young people can't be aware of this (separation and isolation) if they don't get away. But those who have left, they are aware they are isolated" (Kate).

PERIODIC REVITALISATION

Discussing the bands in which they play or the festivals they organise or volunteer for, participants often noted that the creation of content for young people and the island community at large was their most important motivation. Nearly all research participants stated that their motivation to begin organising activities was not to draw tourists; they often even described this as undesirable. They most often emphasise that organising activities for the community was their main motivator and goal. Maro, who organises a festival on the island where he lives, describes this:

> "A friend and I had been talking about it for years and then one year when there was corona and uncertainty, we said 'let's do it!'. So, no matter how it turned out, we kind of did everything ourselves (…) a lot of people got involved and it turned out great and everyone was happy" (Maro).

As Maro describes how much their festival meant to the island community, Toni also describes his experience, in which he was surprised at how the community accepted the idea and pitched in; he hopes that the organising of festivals in the future will create "a vibrant young community". Although they describe positive reactions, some participants also describe encountering criticism from people with an "older way of thinking" (Špiro):

> "A lot of people got involved in the activities. 'I will do this, I will do that!', there were so many young people (…) So I think some of these people will come back to live on the island, and with our will and force, we will do some sustainable projects, business ideas!" (Toni).

> "We got such big support for our festival, we were really surprised. People reacted positively, they were delighted (…) it's not that you always have support. Sometimes you get huge support, but sometimes people don't think it is a great idea, older people who have an older way of thinking…" (Špiro).

The theme of the temporary or seasonal revitalisation of the island community due to festivals was mentioned quite often; some participants explain that this is because the majority of young people who receive their secondary school or university education on the mainland come back to the island after schooling. The majority of our respondents share similar experiences. In the context of coming back to the island, participants emphasise that the end of school obligations and change in their place of residence gave them more free time to dedicate to organising additional activities for the community.

> "We are really very active because we don't study anymore, everyone is working and we don't only think about going out and studying, but we think about what we can do so our life on the island can be even better. And it makes us happy, it's not our job" (Dana).

As opposed to Dana, Marin lives on an island known for its ties to music, well-known musicians, and bands. He thus describes how his island community was fertile ground for a young person who aspired to be a musician. However, he believes the situation with young people today is changing as a result of changes in their habits and ways of spending free time: “Fewer and fewer people are interested in playing in a band because there are more distractions. Young people are not so interested, but we would like to change that” (Marin).

ISLAND IDENTITY

Although much is said of the negative aspects of life in island communities and within a geographically limited space, the young people who participated in our research show a strong feeling of belonging and pride at being a part of the island:

“For me, my island is my home. I am very proud to be an islander” (Kate).

“For me, the island is friendliness and a sense of belonging that you want to share with everyone else. When I talk to my friends, I feel like we are some kind of PR for this place (…) When I think of [the island] everyone is enthusiastic, happy. Everyone has a strong connection with this place” (Maro).

Our research participants share a strong feeling of island identity, which they emphasise as an important characteristic of their life on the island:

“For young people, the island identity is extremely important (…) everyone is more or less connected to the island and tries to come here as often as possible” (Šime).

“Coexistence… It’s mostly love, everyone loves the island and that is what connects us” (Toni).

As many participants had experience living on the mainland for school or work, they often compared the two experiences and the relationship between large urban settlements on the mainland with life in a small island community. These comparisons are mentioned in the context of possibilities to organise activities the participants are involved in—street and music festivals:

“There (in Zagreb) life is fast, there it takes you 100 years to get somewhere, and there are trams, arrangements… and here, everything is so close” (Toni).

DISCUSSION

Describing the (sub)cultural activities they organise or participate in on the islands, as well as their experience of island life which motivated their decision to organise additional activities for the community, our participants often displayed strong feelings of belonging to the island community. This relationship, which is present among all participants, is understandable as the majority are young people who moved away from the island for school or work, and then moved back. It is notable that young people most often emphasise an awareness of the existence of positive aspects of island life, as well as the potential the island offers; they also often criticise the sustainability of tourism and insufficient connectedness with the mainland. Although they are all aware of the importance of tourism to their community, they often note that the activities they organise are directed more towards young people (in addition to all others) in the island community, and less so towards tourists who come expressly to visit the festivals. This research shows how our young research participants view the islands as a potential for revitalisation through the organisation of activities that enrich the life of the entire island community and are not directed exclusively at tourists.

References

Babić, D., Lajić, I., & Podgorelec, S. (2004). Otočni izazovi: život na periferiji, odlazak ili revitalizacija otočnog mikrosocijalnog ambijenta (Island challenges: life on the periphery, departure or revitalization of the island's micro-social environment). *Sociologija sela*, 42(165/166), 255-276.

Babić, M. (2019). *Kvaliteta života mladih na otoku Braču (The quality of life of young people on the island of Brač).* (Unpublished Master´s Thesis). Sveučilište u Zadru.

Barada, V., Marcelić, S., & Zdravković, Ž. (2014). Research report (2nd phase – quantitative research) from the project "Promoting the employability of the young population in geographically isolated/distant islands". http://desa-dubrovnik.hr/wp-content/uploads/IZVJESTAJ_anketa_zaposljivost_Barada-Vakanjac.docx

Faričić, J. (2006). *Hrvatski pseudo-otoci* (Croatian pseudo-islands). https://geografija.hr/hrvatski-pseudo-otoci/

Faričić, J., & Magaš, D. (2004). Suvremeni socio-geografski problem malih hrvatskih otoka – primjer otoka Žirja (The contemporary socio-geographical problem of small Croatian islands - the example of the island of Žirje). *Geoadria*, 9(2), 125-158.

Mayhew, S., & Penny, A. (1992). *The concise Oxford dictionary of geography*. Oxford University Press.

Ministry of Regional Development and EU Funds (2021). *National Development Plan for Islands 2021–2027*. Ministry of Regional Development and EU Funds.

Nakićen, J., & Čuka, A. (2016). Demografski razvoj otoka Brača i sklonost otočana iseljavanju (Demographic development of the island of Brač and the tendency of the islanders to emigrate). *Migracijske i etničke teme*. 32(3), 319-251.

Papić, A. (2022). Obrazovna iskustva i aspiracije mladih na otoku- primjer otoka Ugljana (Educational experiences and aspirations of young people on the island - the example of the island of Ugljan). *Socijalna ekologija*, 31(2), 27-53.

Petak, A. (2001). Tema četverobroja: Kako živi narod na hrvatskim otocima? (Theme of issue four: How do the people live on the Croatian islands?). *Sociologija sela*, 39(1-4), 5-14.

Podgorelec, S. & Klempić Bogadi, S. (2013). *Gradovi potopili škoje – promjene u malim otočnim zajednicama (Cities sunk by ships – changes in small island communities).* Institute for Migration and Ethnic and Studies, Zagreb.

Šimunović, I. (1994). Otoci u svjetlu socio-ekonomskih kretanja (Islands in the light of socio-economic trends). *Društvena istraživanja: časopis za opća društvena pitanja*, 3(4-5), 451-466.

Vukušić, D., Krnić, R., & Dergić, V. (2021). Sociological aspects of life on the island – an example of activism through the community platform "Pokret otoka". In K. Jurčević, Lj, Kalitera Lipovčan, R. Medić, & O. Ramljak (Eds.). *Mediterranean impressions¸ concepts¸ stories*, 271-282. Croatian Academy of Sciences and Arts, Scientific Council of Anthropological Research (HAZU), Institute of Social Sciences Ivo Pilar, & VERN Group.

Whittow, J. (1984). *Dictionary of physical geography*. Penguin Books.

Josip JEŽOVITA
Catholic University of Croatia, Croatia
Erik BREZOVEC
University of Zagreb, Faculty of Croatian Studies, Croatia
Nikša DUBRETA
University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture, Croatia

TRUST AND VACCINATION – AN EXAMPLE OF MEDITERRANEAN COUNTRIES

Abstract

This research aims to explore the connection between the proportion of those vaccinated in the Mediterranean countries and the level of trust of their citizens in official social institutions or various social actors. Accordingly, the main goal of the research is to analyze the direction and strength of the correlations between the described entities. The main hypothesis is that countries where more citizens have some levels of trust in the majority of institutions or social actors have a greater degree of inoculation among them. Secondary data from the European value study project and the World Health Organization database were used in the analysis. Data were analyzed using the Clopper-Pearson Exact Method and the Pearson correlation coefficient. The main conclusion of the analysis is that there is a positive, moderate to strong correlation between the share of those who believe in different social institutions or actors present in Medditerian countries and the share of vaccinated people in those countries.

Keywords: *trust, COVID-19, vaccination, social solidarity, Mediterranean*

INTRODUCTION

The COVID-19 pandemic has challenged the basic structural stability of the social world. This pandemic, in all its components, became a strong factor of change in our perception of the social world. It changed the way we understood normal (hence the phrase Ñnew normalì) and with it, we were introduced to a somewhat different stock of knowledge that worked in the interaction of individuals and the structure alike. However, it would be wrong to presume that the COVID-19 pandemic made a 180-degree shift in the social world. It was a strong factor indeed but this factor was hooked on the string of social components that existed. To talk about the new normal means to talk about the old normal that has been adapted to the situation itself. So the old so-called real abstraction of society and social life persisted; the social mechanism that was there before was there in the COVID-19 pandemic, indexed to the situational framework. But COVID-19 did bring challenges to society and with it, certain phenomena became more crucial than others. Certain social systems got more power than others and certain patterns of interaction became more accepted than others. Public health institutions got more power, the nation-state brought back its relevance and meaning, and the concepts like social solidarity, trust, exclusion/inclusion, truth, etc., became more important in the process of comprehending what is happening with society. In other words, during the period pandemic, structural reorganization of society took place.

But yet again, this reorganization did not happen isolated from the past social context. The ways that COVID-19 societies further developed were dependent on the state that society was in before the pandemic outbreak. In our paper, the state that we elaborate on is the state of trust in the moments before the pandemic and how this state is related to the vaccination status today of the Mediterranean countries. Fortunately, just before the pandemic started, European Value Study finished their fieldwork that occurs every 10 years. Due to this, we could use the pre-pandemic trust relations with the vaccination status of the Mediterranean countries. In that sense, the main research aims are to explore the connection between the proportion of those vaccinated in the Mediterranean countries and the level of trust of their citizens in official social institutions or various social actors.

TRUST AND VACCINATION FROM COVID-19

Various research has been dealing with the relationship between trust and vaccination, even before COVID-19. For example, Cadeddu et al (2020) in 2017 investigated the relationship between trust and vaccination in Italy. They concluded that those who do not trust in science in a large percent did not have trust in the scientific community. This was predominantly so for the population that characterized low participation in political and cultural life, being male, older of age, and politically oriented towards the right (Cadeddu et. al., 2020; 6613). Moreover, Myachi et. all. (2020) have found a connection between trust and vaccination status (in the previous 5-year period). Those who had negative attitudes toward the vaccination had also negative attitudes toward the national government and political parties (Myachi et. al, 2020). This all derives from the relational nature of trust which is given/obtained throughout an individual's everyday experiences with the actors with whom the individual would share their trust. So if that experience leans towards negatives, trust will be shaken and therefore stagnate or even regress. To support this claim empirically, Jelnov and Jelnov (2022) have found that countries that had a lower corruption perception, and which are more liberal, experience much higher vaccination rates.

RESEARCH AIM AND HYPOTHESIS

This research aims to explore the connection between the proportions of vaccination in Mediterranean countries and the level of trust of their citizens in official social institutions or various social actors. Accordingly, the main goal of the research is to analyze the direction and strength of the correlations between the described entities. The hypothesis is that countries, where more citizens have some levels of trust in the majority of institutions or social actors, have a greater degree of inoculation among them.

METHODOLOGY

For this paper, we analyzed secondary data from two main sources: the European Values Study (EVS) and the official website of the World Health Organization (WHO). We observed data for eight Mediterranean countries represented in the EVS research: Albania, Bosnia and Herzegovina, Croatia, Italy, Montenegro, Slovenia, France, and Spain. Data for other Mediterranean countries were found on the website of the World Health Organization but not in the EVS survey and were accordingly excluded from the analysis. When analyzed in more detail, EVS research represents international research with history since 1981, and for this paper, data from the last, or the fifth research wave conducted in 2017, were used. In the eight described countries, 12080 respondents were questioned using the survey method and different types of multi-phase probabilistic samples. Data from two questions were analyzed for this paper. The first question concerns the respondents' level of trust in certain institutions, from the Church, through the health system, to social media. Respondents were able to state their level of trust in a total of 18 institutions. The second question concerned the respondents' level of trust in six levels of social actors: from family members to people of other nationalities. Next, using the World Health Organization website as a data source, four types of information were obtained for the countries of interest: (1) the number of newly infected cases of the Covid-19 disease in the period from January 2020 to July 2022; (2) the number of deaths from the Covid-19 disease in the period from January 2020 to July 2022; (3) number of persons vaccinated with at least one dose per 100 population; and (4) number of persons who received a booster or additional dose per 100 population. The Pearson correlation coefficient was used to analyze the relationship between the share of vaccinated people in the observed countries and the share of their citizens who have trust in certain institutions or social actors present in those countries. The questions about the level of trust among respondents were recorded from four to two categories to obtain the share of respondents who have trust in the observed entities compared to those who do not. Also, to be able to generalize the previously described dichotomous data, we used the Clopper-Pearson Exact Method to determine the estimates of the share of trusting citizens (significance level 5%). The statistical program SPSS (V21) was used for the analysis. Apart from the statistical analysis associated with the Clopper-Pearson Exact Method, the other analyzes were not inferential because necessary data was available for all members of the observed Mediterranean countries.

RESULTS

The relationship between the proportion of those who trust in different social actors and different indicators on vaccination

The correlation analysis between the variable about the proportion of those who trust social actors or institutions in observed countries and the number of vaccinated in those countries yielded exciting results. Observing Table 1, moderate positive correlation values can be found between variables that describe a number of persons vaccinated with at least one dose or with a booster dose and variables that represent the proportion of those who trust in 'distant' social actors (variables 6 do 8). For example, countries with higher ratios of those with at least one dose of vaccination have a larger share of citizens who trust in people they met for the first time (r = 0,60), people of another religion (r = 0,55), or people of another nationality (r = 0,58). Finally, it is interesting that the level of vaccination and the share of citizens who trust their family members are negatively correlated ($r_{1\text{-}3}$ = –0,44; $r_{2\text{-}3}$ = –0,36).

Table 1 – Correlation between the proportion of those who trust in different social actors and different indicators on vaccination

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Number of persons vaccinated with at least one dose per 100 population (1)	**1,00**	0,96	-0,44	0,33	0,41	0,47	0,55	0,58
Number of persons who received a booster or additional dose per 100 population (2)		**1,00**	-0,36	0,72	-0,25	0,60	0,46	0,51
Your family (3)			**1,00**	-0,09	-0,45	-0,38	-0,69	-0,72
People in your neighborhood (4)				**1,00**	0,06	0,78	0,28	0,25
People you know personally (5)					**1,00**	0,17	0,40	0,38
People you meet for the first time (6)						**1,00**	0,72	0,76
People of another religion (7)							**1,00**	0,98
People of another nationality (8)								**1,00**

The relationship between the the proportion of those who trust in different social institutions and different indicators on vaccination

Observing the correlations between the share of vaccinated people in individual countries and the share of citizens who in those countries have a high or very high level of trust in public social institutions, several interesting results can be made. First of all, there is a very weak or negative correlation between the share of vaccinated people in observed countries and the share of their citizens who trust institutions of the Church, the European Union, the United Nations, or social media (Tables 1.1 and 1.2). These results mean that countries with a higher proportion of vaccinated people have lower shares of their citizens who on some level trust in the mentioned institutions or that the relationship between them is very weak. On the contrary, there is a moderate to high positive correlation between vaccination and trust in all other institutions. In other words, countries with higher shares of citizens who believe in public institutions also have higher shares of vaccinated people. Secondly, if we observe the institutions which are on some level trusted by citizens in countries with a higher level of vaccination, the first places are occupied by the following: the press, the police, the health system, and environmental organizations (correlation values of 0,7 or more in all combinations of variables) (Tables 1.1 and 1.2).

Table 1.1 – Correlation between the level of trust in institutions and different indicators on vaccination

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Number of persons vaccinated with at least one dose per 100 population (1)	**1,00**	0,96	-0,48	0,48	0,61	0,72	0,41	0,76	0,51	0,58	0,70
Number of persons who received a booster or additional dose per 100 population (2)		**1,00**	0,07	0,51	0,73	0,72	0,89	0,88	0,93	0,61	0,63
Church (3)			**1,00**	0,17	-0,67	-0,32	0,13	-0,33	0,27	0,03	-0,29
Armed forces (4)				**1,00**	0,01	0,07	0,40	0,56	0,27	0,54	0,43
Education system (5)					**1,00**	0,74	0,57	0,73	0,40	0,41	0,67
The press (6)						**1,00**	0,53	0,77	0,67	0,48	0,68
Trade unions (7)							**1,00**	0,57	0,86	0,72	0,70
The police (8)								**1,00**	0,47	0,55	0,71
Parliament (9)									**1,00**	0,72	0,65
Civil service (10)										**1,00**	0,92
Social security system (11)											**1,00**

Table 1.2 – Correlation between the level of trust in institutions and different indicators on vaccination

	(1)	(2)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
Number of persons vaccinated with at least one dose per 100 population (1)	**1,00**	0,96	-0,18	0,04	0,75	0,65	0,52	0,87	-0,01	0,17	0,17
Number of persons who received a booster or additional dose per 100 population (2)		**1,00**	-0,11	0,13	0,82	0,84	0,95	0,93	0,78	0,88	0,15
European Union (12)			**1,00**	0,88	0,09	0,27	0,01	-0,19	0,37	0,34	0,41
United Nations Organization (13)				**1,00**	0,23	0,42	0,21	-0,03	0,26	0,41	0,32
Health care system (14)					**1,00**	0,90	0,68	0,90	0,13	0,34	-0,04
Justice system (15)						**1,00**	0,81	0,82	0,48	0,71	0,06
Major companies (16)							**1,00**	0,79	0,45	0,65	0,06
Environmental organizations (17)								**1,00**	0,16	0,35	-0,01
Political parties (18)									**1,00**	0,88	0,48
Government (19)										**1,00**	0,18
Social media (20)											**1,00**

The presented results confirm the hypothesis of this research, according to which there is a positive correlation between the share of vaccinated people in Mediterranean countries and the share of citizens who believe in the majority of institutions or social actors present in those countries.

DISCUSSION AND CONCLUSION

The main goal of this paper was to explore the connection between the proportions of vaccinated in Mediterranean countries and the proportions of their citizens who trust in official social institutions or various social actors. The main note in that sense is that the data for trust relations were taken before the pre-covid period from the project European Value Study 2017/2018. We conclude that there is a moderate to high positive correlation between the proportions of those who trusted institutions in 2018 and vaccination frequency in Mediterranean countries today. That goes along with our approach to trust as a relational phenomenon that can not be deduced to a certain period of time – no matter how influential on social life this period can be (even the COVID-19 pandemic). So, degrees of trust in 2018 could have already indicated how the relation towards the vaccination process would unfold itself. Trust changes, and it has changed during the period of COVID-19. Most of all this change is due to the individual, immediate experiences which were proven to be one of the bigger predictors of institutional trust in the COVID-19 period in Croatia (Bovan et al, 2022).

But, of greater importance for this analysis is a very high correlation between institutional trust and vaccination frequency with the second dosage, especially in the matter of trust in Major companies (r=0,95). Moreover, we have found that institutional trust that people held before the pandemic is a stronger predictor for the second dosage vaccination than the first one. That all goes along with the moral panic (Cohen, 1972) about vaccination that has been produced among certain sections of societies during the vaccination period and was aimed at generating fear of vaccines and distrust towards the pharmaceutical industry, national governments, the health sector, etc. This panic would have been more effective if people did not trust institutions in the first place (before the pandemic) – especially those on which this panic has been oriented. Our research has also confirmed the results of the previous research that indicated the connection between trust and vaccination status (Myachi et al, 2020).

Altogether, when we address the main goal of our research we can see trust as a relational, processual phenomenon that can not be deduced to one particular period alone. It should be investigated throughout a certain amount of time and in the social world. Also, it is important to give the phenomena of trust the significance it deserves. Vaccination against COVID-19 has been largely debated in the public sphere from the point of view of various experts but it seems like a social sphere of phenomena has been put to the side. In that matter, including sociological analysis of collective action/reaction to the vaccination process means widening the fieldwork and insights of public health. It is social life, everyday life that creates the meaning and acceptance/refusal. It is about the ways that the social world reacts to certain policies and holders of agency and not the other way around.

References

Bovan, K., & Baketa, N. (2022). Stabilnost i/ili promjene? Povjerenje u institucije u Hrvatskoj od 1999. do 2020 (Stability and/or change? Trust in institutions in Croatia from 1999 to 2020). *Revija za sociologiju*, *52*(1), 31-60.

Cadeddu, C., Daugbjerg, S., Ricciardi, W., & Rosano, A. (2020). Beliefs towards vaccination and trust in the scientific community in Italy. *Vaccine 38*. 6609-6617.

Cohen, S. (1972). *Folk Devils and Moral Panics*. Routledge Classics.

EVS (2022): European Values Study 2017: Integrated Dataset (EVS2017). GESIS Data Archive, Cologne. ZA7500 Data file Version 5.0.0, doi:10.4232/1.13897

Jelnov, P. & Jelnov, A. (2022). Vaccination policy and trust. *Economic Modelling*, 108. 105773.

Min J (2020) Does social trust slow down or speed up the transmission of COVID-19? *PLOS ONE* 15(12): e0244273.

Miyachi, T., Takita, M., Senoo, Y., & Yamamoto, K. (2020). Lower trust in national government links to no history of vaccination. Lancet (London, England), 395(10217), 31–32.

World Health Organization (2022 a) WHO Coronavirus (COVID-19) Dashboard. https://covid19.who.int/data.

World Health Organization (2022 b). https://covid19.who.int/region/euro/country/es (19 July 2022)

World Health Organization (2022 c). https://covid19.who.int/region/euro/country/es

World Health Organization (2022 d). https://covid19.who.int/region/euro/country/es

Brigita MILOŠ
University of Rijeka, Faculty of Humanities and Social Sciences, Croatia
Mirela HOLY
VERN' University, Croatia

CLOSE TO NOTHING: GENDER AND UTOPIA IN BARETIĆ'S NOVEL *OSMI POVJERENIK* (*THE EIGHTH COMMISSIONER*)

Abstract

By building up the plot on the fictional island of Trećić, Renato Baretić, in his novel "Osmi povjerenik" (The Eighth Commissioner), creates the narrative space of the utopian remote island. Utopian quality transforms into "dystopia" if the novel is read in a gender-conscious key. This article focus on the gender-sensitive reading of the novel, highlighting elements of the narrative in which gender stereotyping reshapes the utopian landscape.

Keywords: *Baretić, gender, island, narrative, utopia*

INTRODUCTION

In view of the geographically distinct place in which it has arisen and developed, Croatian literature has been marked by a so-called insularity, an orientation towards the theme or archetype of the island as specific location. In this context, with his novel entitled *The Eighth Commissioner*, Renato Baretić joins a lengthy series of authors who have used the location of the island as a creative source. The novel was published in 2003 and attracted the attention of the domestic reading public as well as literary critics. Miljenko Jergović – comparing the book and its film adaptation – asserts that everything in *The Eighth Commissioner* was "well-adjusted and affected, attractive and precisely written, with measure and feeling, but then – as soon as the book came out – Baretić's problems began. First from the readers, especially the professional ones: they believed that the author had written an escapist, new age fitness story about Croatia, land of a thousand islands, from which it is necessary to escape civilisation and flee to Trećić, that is to say Vis or Lastovo, and dedicate oneself to a healthy life." (Jergović, 2018). Jergović's allusion to the reception of the novel and film as being distinct from the trend-setting that simply calls for a migration to some allegedly simple way of life, points the way to a reading of this novel in a key that weighs down and clouds the idyllic "island possibility", and which might open cracks in the "utopian" Trećić.

Jergović's allusion or instructions on the desirability of reader/critic detachment from quick and illusory lessons on the need for implementation of all of new age aims opens up the possibility, to the readers, of disappointment. Tomislav Zagoda discusses readers' disappointment, and asks what would be the outline "of a model transitional reader on the basis of a pragmatic analysis of Renato Baretić's novel *The Eighth Commissioner*" (Zagoda, 2009). His conclusion about what characteristics would describe a reader of Baretić's debut is this: "the tendency to read without resistance, a preference for light reading, modest competence and register of knowledge, decoding the sense of literary texts by reference to social reality, the absolute domination of synchrony over diachrony and material substance over spiritual as well as the use of literature for therapeutic aims of escape from the disappointing field of social reality." (Zagoda, 2009).

The great majority of the attitudes cited tend towards what are traditionally understood to be female reading practices or capabilities. Such a line of thinking is reinforced in particular by the syntagma "the strategy of liberal sentimentalism" (Zagoda, 2009), but also by the headings of light reading, escapism and by mention of limited literary competences. Furthermore, what seems to particularly perplex this author is the overall devaluation of reader capacity. The characteristics traditionally ascribed to female readers are now spreading to the average reader, and this could (or should) also include men. In addition, Zagoda writes that Baretić's novel should be read in a way that detects the dimensions of difference of gendered novelistic figurations, more exactly of the generic determinant "woman". Zagoda floats a psychoanalytic reading of Baretić's novel as a theoretical model with which one could get a deep insight into the specifics of his female novelistic characters who "are all in turn either prostitutes, semimutes or nuns…" (Zagoda, 2009). In this paper we read and interpret Baretić's literary creations in the context of an already envisioned utopian idea, but with gender on the agenda.

METHODOLOGICAL APPROACH: FOCUSING ON GENDER AND UTOPIA

The utopian aspect that Krešimir Nemec describes in his article "Croatian Insular Prose" presents Baretić's "utopia" as a kind of post-hoc utopia: a type of insight reached by new experience and comparative analysis of the life on the island of Trećić with life on the mainland. The qualities such as simplicity or benevolence that the protagonist Siniša Mesnjak encounters in various situations on the island, as well as the way of life that has nothing of the hurried rhythm of greed, the dash for power and money plus the realisations of the completely different ambitions of the non-island world, will strike Mesnjak as authentic and without social artifice or poses. In this way Trećić will appear to the self-aware and reborn hero "as the true alternative to the world of tumult, profit, lies, careers and political intrigues" (Nemec, 2006, p. 28), to the hero that is constitutive (fateful) knowledge. The island, good enough as it is, has no need for change. Therefore, the hero must experience change, and must find his place in new surroundings. Any utopia, it is worth mentioning, is precisely organised.

The island organisation is one of the basic planks of the narrative, based on some principles that do not apply just to islands, and might become more visible, were an intellectual experiment conducted regarding how this prose would appear were its principal characters female. Experiments of this kind, however effective they may be, may appear as a rather faded attempt at "second-wave" feminist engagement. Therefore, following Lizbeth Goodman, the term gender in this text will be understood as "social and cultural categories in which stereotypes of "feminine" and "masculine" behaviour are encouraged that exist in our positions and beliefs" (Goodman, 1996, p. vii). Therefore, the main analytical standpoints in the following paragraphs are gender theory and feminist literary criticism.

ANALYSIS

The first novelistic character whom we will analyse is Željka. Her description is given by the omniscient narrator, and focused through the protagonist, who describes her as "his accumulator of surplus energy" (Baretić, 2016, p. 1). That surplus refers above all to the hero's sexual energy, and "sometimes she would sense that she was only that to him, nothing more, and at the same time that was not easy for her" (Baretić, 2016, p. 1). As Mesnjak's political party colleague, Željka is charged with "taking care" of the errant young politician until he sets out for his punishment trip to Trećić. Paragraphs of the omniscient narrator, this time focused through Željka, depict the discrepancy in mutual understanding between the two.

"Željka lay on her back and looked at the ceiling. She tried to remember the title of that film or series in which a couple make love, and the male is constantly asking the female to tell him something. She cannot, she does not feel like it, she wants to do the deed while she is here, naked and sweaty, but he insists. And when he repeats his wish for the five hundredth time, she snaps back "Nice ceiling you have!", and the man comes. Just the voice is the trigger for him. Siniša had come a good half an hour earlier. Now he was catching his breath and looking at the ceiling. But he was not silent, quiet like Željka, but talking, talking, talking" (Baretić, 2016, p. 7). After the hero's extended monologue, he asks for Željka's opinion, and she readily answers: "Nice ceiling you have!" (Baretić, 201, p. 8)

Željka's "care for another" does not have the stereotypical female features of devotion and unselfishness, but rather something of a more formal and practical nature. On the other hand, the protagonist, separated from his old life, often thinks about his sometime "accumulator" in other contexts and senses. He wants Željka as an interlocutor, or as person who will help him cope with his situation. Save for Željka's eventual arrival on the island there is nothing going on that this hero imagined or wanted. She does not subjugate her own ascent of the career ladder to the sentimental challenge. After her short visit to the island (now in the capacity of the Prime Minister's assistant), Željka states: "That email of yours was nice, really… If I could, I would come this very day and ravish you in front of all your old people and Bosnians in the middle of the village…How soon will you come back? I'd love to work with you again, seriously" (Baretić, 2016, p. 190).

The quote uses the marked word "ravish", and with deliberate emphasis on the sexual craving or intensity which this female character would like to direct towards the novel's protagonist. Also, in the quoted paragraphs about the ceiling, the sexual act through Željka's eyes is performed by "male" and "female", not man and woman. The coarseness of Željka's intimate statements do not place her in the traditional frame of sentimental womanhood. At the same time, the representation of Željka's sexuality is by no means a display of pleasure. Željka uses sex as a weapon for the elementary allayment of her own body's sexual drive as well as for the achievement of career aims. To that extent, Željka is, essentially, a conventionally conceived ancillary female character, deprived in two ways: she has neither authority over her own desire, nor over her own actions.

At first sight it seems that the female character diametrically opposed to Željka is that of Zehra: Horny Pixie, Juliana or Tami. Her naming is completely arbitrary, even to herself. Zehra is a hairdresser by training, by occupation a sex worker and by chance and misfortune has ended up on Trećić alongside her professional and sometime intimate partner. The two are living on the island to protect themselves from the revenge of the Italian mafia, and Zehra in particular exists in a kind of domestic prison, for her own sake. The novel's protagonist finds her in this kind of caricature of domesticity and enchanted by the pornographic film work of hers that he has seen just before their meeting. Zehra/Pixie's honest enjoyment of sex, and her physical smallness, to which the hero experiences attraction, is the trigger for their erotic episode. However, the tiny build of Zehra's body masks its own inherent paradox. Namely, the size of Pixie's vagina is such that it corresponds, in Kama Sutra terms, to that of an elephant, while the hero's genitals are only those of a horse, and alongside Zehra's exceptional erotic energy, the hero's desire for the erotic encounter deflates relatively quickly. The paradoxes continue: the very easily aroused sex worker actually achieves sexual satisfaction exceptionally rarely, and when she gets angry because of the hero's limited sexual endurance she politely apologises for the "flaw" of her body: "I'm sorry darling (…) You saw it for yourself: a female elephant and a half…You know what someone said to me while I was still in Bosnia, while I was still a girl? As if I were, he said, sticking a hot dog in a bus" (Baretić, 2016, p. 92).

The novelistic exaggeration of Pixie's vagina returns the crime of unaccomplished female pleasure to the woman, while at the same time exculpating the male (inadequate genitals). Baretić's desired "readable" effect in the described short coupling of gender discrepancy and tension evokes the necessary capacity in the domain of "writable": that the inadequate size of the government commissioner's penis to satisfy a professional would be practically equivalent to one of the questions which Sandra Gilbert and Susan Gubar dealt with (Gilbert & Gubar 2020), and has to do with the "pen" of creation, as a metaphorical penis. And both "pen" and penis sometimes simply do not achieve. Besides, Zehra as an (erotically) powerful female literary figure, causing discomfort with her damp, warm and luxuriant (bodily) cavities, is traditionally tamed by marriage (another way of resolving problems that may arise in fertile, damp caves that may contain other beings is slaughter, similar to that which Tonino Smeraldić senior has performed upon the monk seals). Still, the idyllically wrought marriage plan fails, because of Tonino's unexpected death, and Zehra leaves the island. Zehra's character depicts the literary fate of the foreigner wherever she appears; she who finds no social place with ease except that which is always on the margins.

Like Zehra, Muona is an immigrant, but not a foreigner, as she married one of the islanders. She is the holder of exceptional knowledge and skills in mastering natural (and supernatural) substances, which she uses for the benefit of the community. As Zehra is the prototypical whore with a heart of gold, Muona corresponds to the prototype of good witch. The conception of Muona as an Aboriginal woman calls for an intersectional reading, referring to the exoticisation of members of an Australian ethnic group. The exoticisation of Muona is obviously a strategy of creating strangeness and a miraculous character, attributed with special powers. The stereotypical conceptual place that the Aboriginal female character has in the novel also plays the card of semantic invocation of semi-mystical, pre-modern (or new age) ontological cultural concepts manifested in Muona's medical and pharmacological, and equally (para)psychological abilities, in particular prescience and eventual prevention of some diseases and conditions. It is worth noting that on an island on which the inhabitants are people of the third age of life, this sort of ability is more than welcome, and, in the narrative sense, with such a character one of the key problems of the utopian community is resolved: the problem of healthcare and concern about sickness and death. Usually, this aspect is part of a state's social politics, often very expensive, and guided by capital and market forces. To this extent, Muona is the ideal solution for solving social care issues because, through the nature of her being, she has knowledge that is special and necessary. Therefore, in the character of Muona embodies ideal social politics: worry about life, death and health in womanly hands for whom it is a "natural" task, so "natural" that it is not necessary to be formalised in any way (trained or paid for as, for example, the position of lighthouse keeper is).

Finally, the most prominent helping role in the novel is played by Tonino Smeraldić junior. The character of Tonino is explicitly associated in an intertextual form alongside the axis of Sancho Panza and Virgil and shares characteristics with every sidekick character. The combination of assistant, servant, host, translator, interlocutor and companion, Tonino junior fulfils a fundamental purpose in what Ron Buchanan describes as "aiding the reader's acceptance of the main character" (Buchanan, 2003, p. 20). And this he completely achieves, yielding even his personal utopian position to the eighth commissioner. Tonino devotedly cares for his father, as well as the lighthouse keeper; Tonino is distinguished by personal tragedy leading from an unhappy romantic relationship with a high-school teacher, genitals of epic dimensions, epilepsy, unbelievable goodwill and neighbourliness towards the new commissioner and everyone he meets, a kind of sympathetic naivety and, especially, by the version of the Croatian language he uses, and which he has mastered from domestic weekly and monthly publications. Tonino is thus mainly conceptualised by language, which is formalised and stylistically most often inadequate for the context in which he finds himself in the narrative. The pseudo-conversational idiom of Siniša Masnjak, a kind of *lingua franca* of Zagreb and metropolitan denizens, as well as the phonetically written discourse of the two Bosnians, appear as a measure of acceptable and easily understood communicational style on the one hand, while the Trećić dialect, on the other, presents sharp cliffs of threatening (reading) incomprehension. In as much, Tonino's linguistic constructions and choices come even more pointedly towards expression as artificial, like a persistent and vain attempt at entry to the speaking position of the subject, and they are constantly marked by mistakes, distortions and caricatures. No wonder, then, that Tonino junior ends his life – literally – biting his tongue and smothering himself. The phrase "bite your tongue" implies regret for speaking. The symbolic impact of Tonino's novelistic death throws a long shadow on his endeavour to master language and on the discovery of his place in the elementary communicational resources of the world beyond his island. But Tonino is unsubscribed from the language he uses, he does not exist in it and he does not cope: the subjectivity (legitimacy) for which he hopes does not arrive, and Tonino remains the Other from language and the Other in language. A similar fate of linguistic incomprehensibility is attributed to women and is in that aspect effective in the description of Tonino's character as ancillary, weakened and "feminised". Tonino's (re)actions, which demasculinise him, are located in the stereotypical spectrum of the so-called "female characteristic" of care and attention as well as in language which renders him indiscernible, other and weak.

FINAL REMARKS

Baretić's novel offers a utopian haven in a way that somehow organises its constituent parts. Focused on destiny and the psychological or moral renaissance of the protagonist, the novel presents a feasible or satisfactory world that is based on almost the same gender asymmetrical binaries as in the world from which the hero comes. Indeed, some of the parts of that dichotomy have become even sharper in the island context. The utopian, in other words, remains dystopian for all who in 'a reasonably good world' cannot count on being anything other than reproductive material of that world.

References

Baretić, R. (2016). *Osmi povjerenik* (*The eighth commissioner*). Zagreb: Algoritam.

Buchanan, R. (2003). "Side by side": The role of the sidekick. *Studies in Popular Culture*, *26*(1), 15-26. http://www.jstor.org/stable/23414984

Goodman, L. (1996). Introduction: Gender as an approach to literature. In L. Goodmam (ED.), *Literature and gender*. (pp. vii-xiv). Rutledge, The Open University

Jergović, M. (2018, February 3). Da je kulture, ovaj bi film vidjelo pola milijuna ljudi. *Subotnja matineja.* Retrieved from https://www.jergovic.com/subotnja-matineja/da-je-kulture-ovaj-bi-film-vidjelo-pola-milijuna-ljudi/

Nemec, K. (2006). Hrvatska inzularna proza (Croatian insular prose). *Hum* (1), 9-29.

Gilbert, S. M. & Gubar, S. (2020). *The Madwomen in the Attic: The Women Writer and the Nineteenth-Century Literary Imagination*. Yale University Press

Zagoda, T. (2009). Model razočaranog čitatelja (Model of the disappointed reader). (Pragmatička analiza Baretićevog romana Osmi povjerenik). *Kolo* (5-6). Retrieved from https://www.matica.hr/kolo/312/model-razocaranog-citatelja-20639/

Ozana RAMLJAK
VERN' University, Croatia

Neven HITREC
VERN' University, Croatia

ŠOLJAN'S LITERARY AND FILM MEDITERRANEAN

Abstract

Antun Šoljan (1932-1993), Croatian poet, prose writer, playwright, columnist, and translator, left a significant literary work that not only permanently marked Croatian literature but also indelibly and timelessly enrolled in Croatian and European cultural space. This paper examines Šoljan's identity code, based on the novels *A Brief Excursion* (1965) and *Luka* (1974), an identity code closely related to the Mediterranean, and travel as an essential part of this code is marked as a process without an optimistic end. Traveling through the Mediterranean is a search for meaning and encountering nonsense, a search for oneself and others in which one gives up on others and does not necessarily find oneself. Cultural, social, philosophical, existentialist, identity patterns, group and individual identities, consent and disapproval, betrayals, spiritual and social castrations, departures and returns, wanderings, doom, and loneliness are being questioned, because "there is never anything in the end". The Mediterranean is offered here as a framework in which the identity of man and time is shaped in social, artistic, political, and worldview contexts, and the callous beauty and power of the sea, the permanence of the Mediterranean flora, the inexorability of stone, the lies of politics, political instability, are intertwined in Šoljan's novels in a forever contemporary way. Considering the fact that these novels were a creative stimulus for generationally and worldwide distinct film directors to direct two films that are stylistically and conceptually very different – *Luka* (1992), director Tomislav Radić, and *A Brief Excursion* (2017), director Igor Bezinović. This paper also examines how these two Croatian directors approach Šoljan's literary templates and creatively transpose Šoljan's atmosphere and dramaturgical motives into audio-visual works. We also examine the way in which Šoljan's vision of the Mediterranean as an identifier of Croatian social, cultural, and political relations presented and authorially shaped in another medium.

Keywords: Šoljan, Radić, Bezinović, literature, film, the Mediterranean, identity code, adaptation

INTRODUCTION

Croatian poet, prose writer, playwright, columnist, and translator Antun Šoljan[1] is perhaps the most versatile Croatian writer of the second half of the 20th century. His legacy

[1] Šoljan, Antun (Belgrade, 1932. – Zagreb, 1993.), poet, storyteller, playwright, novelist, literary critic, essayist, columnist, translator, editor of anthologies, editor of three significant literary magazines in the 1950s and 1960s (*Medutim*, *Književnik*, *Krugovi*). A member of the literary

is a significant literary work that not only permanently marked Croatian literature but also indelibly and timelessly enrolled in Croatian and European cultural space.

Šoljan's identity code was closely related to the Mediterranean, and travel as an essential part of this code is marked as a process without an optimistic end. Traveling through the Mediterranean is a search for meaning and encountering nonsense, a search for oneself and others in which one gives up on others and does not necessarily find oneself. Cultural, social, philosophical, existentialist, identity patterns, group and individual identities, consent and disapproval, betrayals, spiritual and social castrations, departures and returns, wanderings, doom, and loneliness are being questioned, because "there is never anything in the end". In that Mediterranean framework, the identity of man and time is shaped in social, artistic, political, and worldview contexts, and the callous beauty and power of the sea, the permanence of the Mediterranean flora, the inexorability of stone, are intertwined with the ideological burden, the lies of politics and political instability, as well as political immorality.

In this paper, the focus is on two Šoljan novels, *A Brief Excursion* (1965) and *Luka* (1974), as well as the fact that these novels were the creative stimulus for two generationally and worldwide-wise distant film directors to direct two films that are stylistically and conceptually very different – *Luka* (1992), directed by Tomislav Radić[2], and *A Brief Excursion* (2017), directed by Igor Bezinović[3]. Radić and Bezinović creatively transpose Šoljan's atmosphere and dramaturgical motives into audio-visual works, they interpreted, presented and authorially shaped Šoljan's vision of the Mediterranean as

generation of "circles" gathered around the magazine *Krugovi*. His literary oeuvre is characterized by irony, the topos of the youthful "clappy", in places escapism, then social and moral preoccupations and engagement, primarily in his dramatic work, and critics describe him as an "existentialist writer" and a "utopian", primarily because of his belief in the power of literature. More important works: stories *Special Envoys*, 1957; *Ten short stories for my generation*, 1966; *Gazelles and other songs*; 1970; novels *Traitor*, 1961; *A Brief Excursion*, 1965; *Luka*, 1974; *Other people on the moon*, 1978 and others. (Šoljan, Antun. *Proleksis enciklopedija online*, Leksikografski zavod Miroslav Krleža, https://proleksis.lzmk.hr/48088/, visited 10. 12. 2022.)

[2] Tomislav Radić, Croatian theater and film director (Zagreb, 1940 – Zagreb, 2015). From 1964, he directed in Zagreb theaters (Držić, Euripides, Shakespeare, Brecht, Ibsen, Mrozek, etc.), staged R. Queneau's Stylistic Exercises, the longest-running play of the Croatian theater. As a director of feature films, he produced several prominent works of Croatian cinematography (the first film, *Živa istina*, 1972; *Timon*, 1973; *Luka*, 1992; *What Iva Shot on October 21¸ 2003*, 2005; *Kotlovina*, 2011). The latter two films won the Great Golden Arena for the best film at the Film Festival in Pula. Radić was also the editor-in-chief of the Drama Program of Croatian Radio and Television, and the author of several television documentaries and films. (*Proleksis enciklopedija*, https://proleksis.lzmk.hr/138337/, visited 10. 12. 2022.)

[3] Igor Bezinović (Rijeka, 1983), film director. He directed *Blokada* (2012), Veruda (2015), *A Brief Excursion* (2017), awarded with the Great Golden Arena, and *Kartoline* (2019), awarded with the Oktavijan award, as well as a number of short films of various types and lengths.

an identifier of Croatian social, cultural, and political relations within their own author's poetics.

ŠOLJAN'S MEDITERRANEAN

There are many definitions of the Mediterranean; the Mediterranean is a multi-coded cultural space. A space of lush vegetation and life, but also of passion, accumulation of history and culture forms that overlap, build on each other, which are dead monuments of human turmoil. Therefore, the Mediterranean – as a mythical place, a place of legends, stories, traditions – remembers the past better than other regions in which the remains of the past have disappeared. But, apart from the signs of the Mediterranean, such as the open sea, sun, olives and wine, there is also violence, suffering and evil (Czerwiński, 2019, p.85). Do we really, as Camus said, deal with "the smell of destitution and abandonment, a smell that is virginal and strong" (Lunić, 2015, p.70) since there is a significant level of hopeless loneliness? Or is it just "the belief that there is something more essential, greater, crucial, philosophical reflections, meditativeness, observation of phenomena from the outside, and experiencing from within" (Šipić, 2007, p. 60) veiled into the devotion to inner self and reflection, reflections of the purpose of the existence, some kind of search for meaning that is passing by while we travel to nowhere?

That is Šoljan's Mediterranean atmosphere and that is the space in which ideology appears as an intruder, a deviation, an ugliness, as something almost unnatural, like a shackle on a body that should be free. Šoljan developed his criticism of dominant ideology, he rejected it as a pathless path or a callous playing with man and space, with identity itself. He created his own poetical world within several subjects, so his "themes revolve mainly around three areas: personal vitalism, nature and politics understood as an unpleasant force that satirizes the undeniable libertarian inclination of the individual" (Stamać, 2005, p. 9).

FROM THE NOVELS TOWARD FILMS – *A BRIEF EXCURSION* AND *LUKA*

Two of Soljan's novels, A Brief Excursion (1965), allegorical existential prose, and Luka (1974), that also brings existential dilemma within the themes of socio-ecological and political manipulations, both immersed in the Mediterranean atmosphere, were inspirational as a weft for two feature films. Tomislav Radić directed the 1992 feature film Luka, and Igor Bezinović directed the 2017 film A Brief Excursion. These films were created in significantly different socio-political times and relationships, shot a quarter of a century apart, completely different in style, conception and performance, as different as the personalities of the directors who made them.

Tomislav Radić, perhaps the most important modernist in Croatian cinematography, directed *Luka* during the Homeland War and the disintegration of Yugoslavia. Quite surprisingly, after successful, dramaturgically, and audio-visually playful and fresh pseudo-documentary films from the 70s, in *Luka* he decides for a pure, classic narrative approach, conveying Šoljan's novel into the film medium almost literally from the beginning to the end. Radić finds it important to tell the story precisely, often giving priority to the criticism of the fallen Yugoslav socialist regime, to the detriment of the development of characters and dramatic situations. There is no genre, dramaturgical or audio-visual experimentation in *Luka*, and the socio-politically subversive connotations lose their sharpness since the film was created at a time when communism had already fallen. But one can feel a new historical moment. Radić finally got the chance through Šoljan's words to fearlessly criticize the system in which he lived until then, and which pushed him to the margins and into alternative film[4].

In 1974, when the novel *Luka* was written, it was a brave act in unsecure times. Šoljan's resignation to the Yugoslav one-party system, which under the slogan of "building a new, better Man and Society" is doing exactly the opposite – unscrupulously destroys tradition and culture, destroys human relationships and lives, is difficult and painfully precise. The tanker port construction project is aggressively changing the idyllic Mediterranean area, excavators are demolishing an old fishing village, houses, cemeteries, medieval chapels, the natives are forced to leave or morally drown in the sea of compromise, all in the name of the Port of the Future.

The main character, engineer Slobodan Despot, starts building the ferry port from ideals, as perhaps the last chance to do something creative, pure, and lasting in his life. However, as the construction of the port progresses, he slowly sinks into the quicksand of politics, corruption, alcohol, love relationships, and moral relativization. He begins to make unpredictable life moves in an attempt to prove to himself and others that he still has his human integrity, that he is the ruler of his actions and his being; that he is his own master.

In the novel, Šoljan describes with undisguised respect that small Mediterranean place, Murvica, a place that seems to be frozen in time, located at the end of a shallow bay, with the storm-furrowed karst slopes behind it. Everything here is somehow intimate and genuinely human, the church and the town square as well as the old taverns, narrow streets and the small quay. It could also be said that everything is preserved and decaying, but indigenous and dignified in its existence.

[4] Radić said in an interwiew: "So, nineteen years have passed since I didn't make a film because what I sent to fundings was always rejected. After nineteen years, I received money for a film based on Šoljan's novel *Luka*." (Tomislav Radić, *Matica bi trebala osnovati televiziju* in Vijenac, no. 460, dated October 20, 2011, visited December 17, 2022)

However, that magic, that atmosphere of a small coastal village is not present in Radić's film to the extent that it is in the novel. In the film, apart from the opening and closing, there are almost no wide shots. The camera of the famous Croatian cinematographer Tomislav Pinter remains in narrower lenses, maximum medium shots, in static shots or following the actors with slow movements and drives, limiting, for example, to a narrower shot of a few tables in the exterior that evoke the atmosphere of the main village square, which we never see in its entirety. Thus, the film remains quite visually deprived in description of the place and its special Mediterranean atmosphere. The question arises whether this is primarily a consequence of the author's choice or the producer's necessity?[5]

The film was shot in Omišalj on the island of Krk, in the northern Adriatic. A wide and picturesque selection of coastal and island locations in central and southern Dalmatia either unavailable or unsafe due to the war, and certainly complicated and expensive to access. Production and scenography limitations are very visible, and they directly affect the visual strength of the whole, the direction itself, framing and mise-en-scène.

The producer's and director's challenge was how to convincingly visually convey the destruction of the Mediterranean Sea bay, the demolition of a picturesque village and the transformation of everything untouched into a construction site full of dust, machines and construction materials. The large breakwater, a symbol of the new port and the new time, is the central spatial landmark in the novel and a fixation that the engineer Despot dreams of, as he sleeps and wakes. In the film, it's just a quarry by the sea, and the more production-demanding scenes of the demolition of old stone buildings and, for example, medieval chapels, were edited in such a way that the picture stops when the demolition actions begin. In accordance with the historical moment and his personal and political views, Radić insists on the motive of the political and moral rot of the former system, and the film ends very fatalistically, leaving the spiritually and physically devastated main character alone on the beach by the sea.

Twenty-five years after film *Luka* and two years after Radić's death, Croatian director Igor Bezinović accepted the film adaptation of probably Šoljan's most famous prose work, the novel *A Brief Excursion*. It was his first feature film, until then he was known for his documentaries and political activism or, as he says, "aspirations for col-

[5] Radić recalls: ". And so, instead of a documentary about the war, in the middle of the war, I filmed "Luka" in Omišlj. I remember every day of filming by the news coming from the battlefield. One day, Šoljan called me on the phone - laughing, he says: They are shooting at me. Shrapnel flew onto my table. It was when Banski dvori were bombed...Clearly, neither the audience nor the critics saw the film. We had the premiere when all the cinemas were practically closed. No one dared to go to the cinema because the bells were falling." (ibid.)

lective forms of resistance".[6] The stubbornness and enormous energy of the historical moment of Croatia in the 1990s, which surrounded Radić while he was shooting his film, gave way to existential problems, loss of perspective, social injustices, and an ineffective new state in which more and more young people do not see their future. Like Šoljan's heroes, literally and metaphysically lost in the vastness of Istria in search of mystical church frescoes, they are wandering in the search for the meaning.

The same feelings of Šoljan's and Radić's intellectual resignation, insecurity, self-destruction that pervade *Luka* are also present in Bezinović's *A Brief Excursion*. However, the film concepts of these two films are completely different. In contrast to Radić's strictly narrative *Luka*, which strives for precise psychological profiling of characters and drama, *A Brief Excursion* leans towards the meditative and philosophical, it has strong allegorical and surreal elements, and the characters are meant more as functions. It has a hybrid documentary-feature character, without a specific definition of film genre, with noticeable improvisations within fairly strictly defined scenes. It is more faithful to Šoljan's spirit, style and motives than to the sequence of events described in the novel.

Bezinović modernizes Šoljan's group of young people wandering in search for frescoes – now they are young intellectuals who came to get drunk and party on the hill of the old town of Motovun. Through hedonism, alcohol, sex, partying until the morning, card-playing and intellectual conversations, often witty and intelligent, they want to prove to themselves and to others that they are alive, important and themselves. When charismatic Roko persuades them to get up early and go to the abandoned town of Gradina to see the best medieval church frescoes in the area, a small group of seven people starts the journey moving by the force of inertia. They don't know why they are going, but they have no reason to refuse to go. Their journey through central Istria soon turns into a kind of magical journey. Gradina doesn't exist on any map, a brief excursion is getting longer and more demanding by any further step. Roko's silent leadership is full of wanderings, detours, mistakes. The "excursionists" begin to doubt the goal, everyone finds their own reason for leaving the group, because the situation becomes too demanding for their capacities. A short excursion requires an engagement that our heroes are not ready for. They remain in emphatically surreal, almost mythical situations, bewitched by mysterious women in an abandoned village, remain drunk of Istrian black Teran in some tavern, remain dancing with bell ringers dressed in sheepskins on a mountain top.

[6] Igor Bezinović, Kratki izlet je eksces u hrvatskoj kinematografiji on https://www.civilnodrustvo.hr/igor-bezinovic-kratki-izlet-je-eksces-u-hrvatskoj-kinematografiji/, visited December 17. 2022.

In one of the most impressive scenes of the film, which differs in style and content from Šoljan's template, Roko and the narrator look at the medieval wall frescoes illuminated by burning matches. From the darkness emerges and into the darkness returns *Danse macabre*, a masterpiece by the painter Vincent from Kastav on the walls of the church in the Istrian town of Beram. But that's just a trick, a game of imagination, a wish. They look at the bare walls, lose themselves in the darkness of the ivy-covered ruins of the neglected Gradina.

In contrast to *Luka*, which is limited in terms of scenography and space, Bezinović's film is visually much more interesting. It takes us from the fortified town of Motovun through the wild landscapes of central Istria, abandoned villages and hidden lakes, along dusty dirt roads, dense forests, mountain plateaus, to the epilogue shot in the town of Rovinj. The camera is alive and fluid, sometimes it follows the path of our heroes in long sweeps, sometimes it freely dances around them, often opposed to the extreme wide shots that contextualize people lost in nature, in a lush space steeped in the history and cultural heritage.

Bezinović kept Šoljan's unreliable narrator as a voice-over and ended the film story by following Šoljan's narrative concept, which sees the end in the starting point. Yet, his end is a bit more optimistic, the search is to be continued, formed in a different time - his film had no need to inscribe dissident coded messages into its own texture. Unlike the film, the novel was created in a situation of resistance to the then dominant ideology, repressive political system and eligible literature. Šoljans' allegoric code was read in the former state as a serious political problem and pathless path, a road to nowhere in a socialist mirror that was not looking good.[7]

Although, Šoljan said:

> … when I wrote it, I didn't consciously have in mind some kind of political announcement, no allegorical picture of our generational path, yet less about 'our road to socialism' which ends nowhere… I was just a storyteller with certain landscape in front of me. That ravaged landscape, connected to my private, currently not the most optimistic mood, perhaps created the atmosphere of the novel A Brief Excursion… (Šoljan, 1990: 60).

CONCLUSION

Antun Šoljan left a significant literary work that not only permanently marked Croatian literature but also indelibly and timelessly enrolled in Croatian and European cultural space. His novels *A Brief Excursion* and *Luka*, shaped that specific identity code of his

[7] Some critics have concluded that the trip that failed refers to the "Yugoslav road to socialism" (Pavličić, 2013, 94), the impossibility of establishing a community was read as the impossibility of establishing Yugoslavian society (Milanja, 2010, 3-17), etc.

work, which is closely related to the Mediterranean, and traveling through the Mediterranean is a search for meaning, a search for oneself and others that often ends without an optimistic end. Cultural, social, philosophical, existentialist, spatial, political, identity patterns, were decades later an incentive for film directors Tomislav Radić and Igor Bezinović to make films from different historical and artistic positions. Intelligent characters who feel that they can do more and better, but they lack something in their search for meaning, in circumstances determined by time and space, were shaped in three different times and by three different artistic personalities in an authentic way that is still open for a new reading.

References

Bezinović, I. (2017, August 7). Kratki izlet je eksces u hrvatskoj kinematografiji https://www.civilnodrustvo.hr/igor-bezinovic-kratki-izlet-je-eksces-u-hrvatskoj-kinematografiji/, 17. 12. 2022.

Czerwiński, M. (2019). Putovanje na jug. Šoljanove varijacije, *Nova Istra*, 2, 85-94.

Lunić, A. (2015). Između književnosti i filozofije: egzistencijalizam mediteranskog kruga. Albert Camus i Antun Šoljan. *Filozofska istraživanja*, 35(1), 67-87.

Milanja, C. (2010) Šoljanov Kratki izlet. *Republika*. 66, 3-17.

Pavličić, P. (2013) *Moderna Alegorija*. Zagreb: Matica Hrvatska.

Proleksis enciklopedija, https://proleksis.lzmk.hr/138337/ , 10. 12. 2022.

Radić, T. (2011, October 20) Matica bi trebala osnovati televiziju. *Vijenac* (460). https://www.matica.hr/vijenac/460/matica-bi-trebala-osnovati-televiziju-290/, 17. 12. 2022.

Stamać, A.(2005) *Zapravo Šoljan*. Zagreb: Društvo hrvatskih književnika.

Šipić, I. (2007) *Mediteran povratak u utrobu*. Split: Naklada Bošković.

Šoljan, A. (1990) Kratka povijest Kratkog izleta. , 7(8), 59-65.

Sanja STANIĆ
University of Split, Faculty of Humanities and Social Sciences, Croatia
Radmila JOZIĆ
University of Split, Faculty of Humanities and Social Sciences, Croatia

AN INSIGHT INTO CHILDHOOD IN THE PAST – THE EXAMPLE OF THE ISLAND OF VRGADA

Abstract

Contemporary sociology approaches childhood as being socially constructed. It is a period in which children live their lives, and it is related, but not determined by, physical maturation, cultural beliefs about age, and institutional age grading. Childhood is socially constructed and understood contextually. Childhood in earlier periods has been less researched in Croatian sociology. The main objective was to gain insight into childhood in a specific social, historical and spatial context. An in-depth interview method was used. The narrative was provided by a woman participant, born in 1937 on the island of Vrgada. The results revealed social, communal and family life as a childhood context. Childhood was dominated by work combined with play. Religion played an important role in the community as well as in children's lives. In aspects of nutrition and clothing, childhood was characterized by modesty and tradition. Children enjoyed a vivid social life. Childhood was shaped by a wider social and economic context as well as spatial isolation and local conditions.

Keywords: *Childhood, island, in depth interview, work, play*

INTRODUCTION

Contemporary theoretical approaches, together with empirical research in pedagogy, sociology, psychology, anthropology, ethnography, and other related sciences, interpret childhood as a social construct (Jurčević Lozančić, 2018, p. 11). Social constructionism is a "theoretical perspective that explores the ways in which 'reality' is negotiated in everyday life through people's interactions and through sets of discourses" (James & James according to Norozi & Moen, 2016, p. 75). Childhood is a socially constructed period in which children live their lives. Social construction is related to, but not determined by, physical maturation, cultural beliefs about age, and institutional age grading. Childhood is part of society such as social class and age groups. In this sense, children are members of their childhoods (Corsaro, 2005). Similarly, Jenks emphasizes childhood as socially constructed and understood contextually. Childhood does not exist in a finite and identifiable form (2009, p. 105, p. 93). The plural is important in this perspective because it held that childhood can be constructed in diverse and shifting ways (Jenks, 2005). Due to economic, cultural, demographic and social change as well as changes in the family structure, the social construction of childhood implies the plurality of childhood as the diversity of situations and circumstances in which childhood is experienced. Social constructionism seeks to understand how children and childhood knowledge is constructed, by whom, why and most substantially what purpose it would serve (Norozi & Moen, 2016, p. 75). Childhood is a permanent structural form that never disappears even though its members change continuously, and its nature and conception vary historically. As a structural form, childhood is interrelated with other structural categories, such as social class, gender, and age groups. Changes in social structural arrangements such as gender, occupation, work, and social class reflect children's lives (Corsaro, 2005, p. 3). Childhood is a historical form. The new history of childhood considers children influential actors in past societies and focuses on the collective actions of children with adults and with each other (Corsaro, 2005, p. 62).

Childhood in earlier periods has been less researched in Croatian sociology. Our scientific interest was to gain insight into childhood in a specific historical, social, and spatial context: what it was like to be a child on the island of Vrgada in the middle of the 20th century. The objective was to research childhood as a social construct shaped by macro (society) and micro (local) contexts.

In the middle of the 1950s, several processes took place in former Yugoslavia. The rebuilding of the country after WW2 was almost finished, and strong economic development was in progress. The growth of the economy was stronger in developed parts of the country and urban centers, while traditional activities continued to exist in rural areas and islands. The islands remain even more isolated than rural areas. Self-governing socialism based on social ownership was established and consolidated. The Catholic Church, which traditionally had a strong influence on the population, was considered one of the most dangerous opponents (Šarić, 2011, p. 360).

METHODOLOGY

With the main objective of discovery, an in-depth interview method was used. This qualitative research technique involves conducting intensive individual interviews. The method is useful when a researcher wants to obtain detailed information about a person's thoughts and behaviors or to explore new issues in depth (Boyce & Neale, 2006). It can also be called a teller-focused interview. According to Hyden, teller-focused interviews take place within a 60-minute time frame and at a location of the interviewee's own choice. The teller-focused interview resembles unstructured interviewing in that it is opened with questions such as 'Can you tell me what happened? (2013, p 795).

The interview topic was "Children's everyday life on the island of Vrgada, in the middle of 20 century".[1] Research questions explored different aspects of everyday life as living conditions, family life, work, play, nutrition, education, clothing, and social life. The narrative was provided by a participant, women, born in 1937 on the island of Vrgada.[2] The participant lived in a household with her parents, siblings and grandmother. She completed four grades of primary school. The family's material status was good. They lived on fishing and agriculture. The family lived harmoniously. She spent her childhood and youth on the island.

RESULTS

Work and play

In the middle of the 20th century, work marked the daily life of children on the island. The children helped in the family work, in the house and on the farm. Children were expected to respect and obey: "What mother and father said, we had to do". Jobs performed by children were determined by sex and age. The girls helped with household chores and shared their mother's "work": "We knitted, helped our mother, combed wool..." From the age of ten, the children worked in the fields: "we went to the fields with our mother and father. Father walked first, we followed him." The role of the father was important in the family and upbringing of the children, whose respect he enjoyed. The teller recalls with nostalgia how the children were hardworking, and the fields, olive groves, and vineyards were cultivated.

Among the children's jobs was helping with livestock: "We took the sheep to the pasture, looked after them." Whenever they could, the children combined work with play: "During the summer, the sheep grazed by the sea and we played and swam". Combining work with socializing and playing contributed to easier receiving and performing tasks.

Play as activity separated from work existed in nonworking days and holidays. Children played in the yards and open spaces of the village: "We played in the streets. There were five or six children in each house. We danced ... in the evening we played hide and seek".

The children had few toys. Purchased toys were very rare, while parents and children themselves more often made them from available materials: "We made dolls from old clothes... sewed a dress, scarf and underwear." The boys made balls from old socks and toys from wood.

[1] Vrgada is small island in Adriatic sea with 239 inhabitants.

[2] Respondent was informed about the interview objectives. Anonymity was guaranteed. Informed consent was obtained. The interview was audio recorded and transcribed in original speaking form. The data were analyzed qualitatively. The original statements were adapted to the English language.

Nutrition

The teller's family-owned large areas of land where they worked hard, growing cereals and vegetables. The household was the producer of the majority of the food. Cereals were often represented in the diet, vegetables were consumed daily. We had plenty of vegetables: chard, cabbage, lettuce, peas, beans. Beans were cooked with pasta. Boiled in water and eaten with a small amount of oil and salt.

Although the family raised livestock, meat was rarely consumed, mostly on Sundays and holidays: "There was no meat. We raised pigs, sheep, goats." Fish was often on the family's menu. What was left over after selling, was left for the family's meals: "My father fished... After selling he brought some fish home. We ate that fish for lunch or dinner."

The role of women in the household, among other jobs, was to make food. They made cheese, pasta, baked bread. Very few groceries were bought: "There was nothing to buy. Mother kneaded the dough, made pasta, lasagna, gnocchi." The teller remembers a dish called *tarci* – a simple dish made from flour, water, salt and olive oil. The dough was boiled in hot water and eaten with milk or fish.

The diet consisted of fruits that grew on the island, mostly figs, which were eaten in the summer and dried for the winter. Sweet dishes were rarely consumed because of lack of ingredients. For the holidays, traditional Dalmatian desserts were made: "Mother made donuts and pastry, there were no cakes." In general, the diet can be described as traditional, simple, and humble.

When talking about food, an interesting memory that stems from the time of WW2, when there was a shortage of food and there was famine. The island was under the occupation of the Italian army. In contrast to the usual negative perception as occupiers, the teller has fond memories of the Italian soldiers: "The soldiers called us: Children, come! Then, they gave us something to eat or candy."

Clothing

Although the community was small and lived modestly, they were very careful about dressing. There were clothes that were worn every day and better ones that were worn on holidays and Sundays. Special attention was given to dressing when going to Mass, which was an important aspect of the community's social life. The girls were carefully combed and nicely dressed.

Clothes were made at home and rarely bought. Sewing and knitting were understood as women's skills, which they acquired as girls: "We knitted socks and sweaters, sewed clothes. We sewed even bathing suits."

Women maintained clothes and shoes. Washing, ironing, and mending were their jobs. They prepared clothes and shoes for the male members of the family: "Men wore trousers and a white shirt. The trousers were always ironed. Shoes were polished by women." The clothes were inherited from older family members. The attitude toward worn-out clothes illustrates the sustainability of the community: "Old clothes were not thrown away. There were used to make carpets."

The teller remarked that the clothes of her childhood were nicer than today's: "What young people wear now were work clothes for us."

Education and religion

On the island, the children attended four grades of primary school. Schooling on the island was a mitigating circumstance for families because they could count on child labor. Four years of schooling was considered sufficient for girls, while boys left the island and continued their education.

The teller's memories of schooling and her teacher are positive: "Marija... She was from Karlovac. She arrived in 1941, stayed through the war and got married. Maria was good." Unlike the teacher, the memories of the priest, who taught religious education, are not positive: "don Remo was from Brač. If the children did not learn, he punished them."

Although the socialist government tried to suppress religiosity, religion played an important role in the community and the upbringing of children. Religious habits were adopted by children from a young age in families, where prayers were daily: "...in our house, in the evening before meals, we made the sign of the cross. We prayed. When we got up in the morning, we prayed." Families regularly celebrated religious holidays.

Social life

Island families were numerous, with many children. Several generations lived in the same household. All members of the community knew each other. Since there was no electricity on the island, the locals socialized around candles and kerosene lamps. Social life was more intense on Sundays and holidays when there was no work. The children also attended the gatherings. Such a social environment had a significant impact on growing up as well as shaping the children's personality: "In the evenings, we laughed and sang. Mother, grandmother, sisters and I knitted. The neighbours came and we sang."

Friendships were important to the children: "I had a lot of friends... Marija, Blaža. There was no television, there was nothing, but we had a great time. We went swimming in the summer." Children socialized with the same gender, which was determined by traditional and religious views: "Girls were always on one side, and boys were on the other. At school, everyone would be on their side. The same was in the church."

Conclusion

Childhood can be defined as the period of life during which a human being is considered a child, as well as the cultural, social and economic characteristics of that period (Frones, 2004, p. 113). Using the in-depth interview method, we discovered a specific childhood that existed in a specific social and temporal space, shaped by social circumstances and local context. The teller's narrative enabled the insight into childhood as a social construct, as a specific structural and cultural component of society (Prout & James, 2004, p.52).

Like childhoods in other areas in the observed period (Margetić, 2009; Mataija, 2011), childhood on the Vrgada was marked by work. Children accepted work as a given reality and an obligation. Their attitude toward work was a result of family relationships and parental authority. In the period of life which is today characterized by play, combining work with play and socializing was a mechanism that made it easier to accept and perform tasks. Gender and age significantly determined childhood. Girls and boys had different positions, duties and jobs in the family, belonged to different peer groups and had separate social lives. Differences were also evident in education. While girls acquired the minimum, boys continued their education by going to urban areas. Along with work, an integral part of childhood was play. Similar to other research (Kunac, 2007; Margetić, 2009; Mataija, 2011), games took place in open, public areas. Toys were rare, and games were collective, which opened the possibility for the inclusion of a larger number of participants (Margetić, 2009). Although it was a turbulent period of political change, religion played a strong role in the lives of the community and children. The Catholic Church was an integrative factor in rural communities (Županov, 2001). Social life was closely connected with holidays and religious festivals. In addition to being spiritual, religious life also has a social significance and gives a sense of belonging to the community (Margetić, 2009, p. 137).

Although there is a possibility that the teller's memories are influenced by nostalgia, her statements confirm childhood as a happy period of life. Happy childhoods in modest conditions, marked by work, play and togetherness, have been recorded in earlier research (Nikolić, 2016, Hajdić, 2017).

As our results show, in a modernizing, socialist country existed spatially isolated community that lives modestly, in harmony with tradition and nature. It could be said that local conditions and social environment determined childhood. Similar childhood existed in different rural areas of that time (Leček, 2011), which confirms the universality of this type of childhood. However, in the same period in the developed urban areas of former Yugoslavia existed quite different "golden cage" childhoods (Marijanović-Shane, 2018). So, if we look at the broader spatial scope, the plurality of childhood could also be confirmed.

References

Boyce, C., & Neale, P. (2006). Conducting in-depth interviews: A guide for designing and conducting in-depth interviews for evaluation input. *Pathfinder International Tool Series, Monitoring and Evaluation-2*. Retrieved from http://www.pathfind.org/site/DocServer/m_e_tool_series_indepth_interviews.pdf?docID=6301.

Corsaro, W. A. (2005). The Sociology of Childhood. (2nd ed.). Pine Forge Press/Sage Publications Co.

Frones, I. (2004). Dimenzije detinjstva (Dimensions of childhood). In S. Tomanović (Ed.), Sociologija detinjstva (Sociology of Childhood) (pp. 110-132). Beograd: Zavod za udžbenike i nastavna sredstva.

Hajdić, I. (2017). Lijepu priču s Mljeta, o svojim prijateljima i djetinjstvu, donosi Ivica Hajdić (Ivica Hajdić brings a nice story from Mljet, about his friends and childhood). Dubrovnik net. Retrieved from http://old.dubrovniknet.hr/novost.php?id=57330#.Yk2GKNvP3IX.

Hydén, M. (2014). The teller-focused interview: Interviewing as a relational practice. Qualitative Social Work, 13(6), 795-812. doi:10.1177/1473325013506247.

Jurčević Lozančić, A. (2018). New paradigms of understanding a child, quality of childhood and childhood institutionalization. Život i škola: časopis za teoriju i praksu odgoja i obrazovanja, 64 (1), 11-17. doi:10.32903/zs.64.1.1.

Jenks, C. (2005). *Childhood*. Routledge.

Jenks, C. (2009). Constructing childhood sociologically, In M. J. Kehily (Ed.), *An introduction to childhood studies* (pp. 93-111). Open University Press.

Kunac, A. (2007). *Stare igre u Makarskoj i Primorju. Makarska: Gradski Muzej Makarska.(Old games in Makarska and Primorje. Makarska: Makarska City Museum)*

Leček, S. (1997). "Nismo meli vremena za igrati se......" - Djetinjstvo na selu (1918–1941) (We didn't have time to play..." - Childhood in the countryside (1918–1941). *Radovi Zavoda za hrvatsku povijest Filozofskoga fakulteta Sveučilišta u Zagrebu, 30*(1), 209-244. Retrieved from https://hrcak.srce.hr/40049.

Margetić, M. (2009). Dječje igre na otvorenom i blagdansko darivanje djece u Istri (Outdoor children's games and holiday gifts for children in Istria). *Etnološka istraživanja,* (14), 133-144. Retrieved from https://hrcak.srce.hr/44179.

Marjanovic-Shane, A. (2018). The Golden cage: Growing up in the Socialist Yugoslavia. *Dialogic Pedagogy: An International Online Journal, 6.* https://doi.org/10.5195/dpj.2018.241.

Mataija, T. (2011). Osviještena baština igre i igračke. Rijeka: Pomorski i povijesni muzej Hrvatskog primorja Rijeka. (Conscious heritage of games and toys. Rijeka: Maritime and Historical Museum of the Croatian Coast Rijeka). Retrieved from http://ppmhp.hr/dokumenti/ebooks/IGRA/igra-katalog-web.pdf.

Nikolić, M. (2016). Djetinjstvo u socijalizmu, pioniri i Maja: prilog proučavanja djetinjstva djevojčica u socijalizmu metodom oralne historije. (Childhood in socialism, pioneers and the Maya: Contribution to the study of girls' childhood in socialism using the oral history method). *Pro tempore,* (10-11), 69-84. Available at https://hrcak.srce.hr/185233.

Norozi, S.A. & Moen, T. (2016). Childhood as a social construction. *Journal of Educational and Social Research, 6*, 75-75. https://doi.org/10.5901/jesr.2016.v6n2p75.

Prout, A.& James, A. (2004). Nova paradigma za sociologiju detinjstva? Poreklo. Obećanje i problemi (A new paradigm for the sociology of childhood? Origin. promise and problems). In S.

Tomanović (Ed.), *Sociologija detinjstva* (Sociology of Childhood) (pp. 51-76). Beograd: Zavod za udžbenike i nastavna sredstva.

Šarić, T. (2015). Pregled života mladih na dalmatinskim otocima Hvaru, Braču, Korčuli i Visu kroz utjecaj i rad omladinskih organizacija u razdoblju 1945.–1954. (An overview of the life of young people on the Dalmatian islands of Hvar, Brač, Korčula and Vis through the influence and work of youth organizations in the period 1945–1954). Radovi Zavoda za povijesne znanosti HAZU u Zadru, 57, 359-387. Retrieved from https://hrcak.srce.hr/148948.

Županov, J. (2001). Tradicionalno društvo i njegova (sub)kultura: Šolta – idealna jedinica: pristup istraživanju tradicionalnog otočnog društva. (Traditional society and its (sub)culture: Šolta – ideal unit: an approach to the research of traditional island society). *Sociologija i prostor, 39*(1/4 (151/154)), 169-188. Retrieved from https://hrcak.srce.hr/100347.

Ines SUČIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Marina MAGLIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Tomislav PAVLOVIĆ
Institute of Social Sciences Ivo Pilar, Croatia

SOURCES OF POLITICAL TRUST IN MEDITERRANEAN COUNTRIES AT THE NATIONAL AND SUPRANATIONAL (EU) LEVEL

Abstract

The importance of political trust has been recognized for centuries since countries' social harmony, economic efficacy, and democracy are built upon it. However, the strength, sources, and manifestations of political trust are still not fully understood, especially when considering the interplay between trust at the national and supranational (European) levels. Utilizing the European Social Survey data (round ESS9), we set to explore the levels of interpersonal and political trust across Mediterranean countries, focusing on institutional and political efficacy and procedural justice as determinants of political trust in the national political system, national criminal justice system, and the EU political system. Our results show that Mediterranean citizens generally expressed higher levels of interpersonal trust than political trust (except for Albania, Cyprus and Montenegro), with the highest levels of interpersonal trust not exceeding the moderate level. Trust in the European Parliament was the highest among the evaluated political institutions in all countries. Across all observed countries, procedural justice and institutional efficacy proved to be the most consistent and strongest predictors of trust in the investigated political institutions. Overall, the predictors explained a higher proportion of trust in the national political system than trust in the EU political system.

Keywords: *Political trust, Mediterranean, European Union, procedural justice, efficacy*

Supported by the Croatian Science Foundation as part of the Young Researchers' Career Development Project - Training of Doctoral Students (DOK-01-2018), a project financed by the European Union from the European Social Fund (ESF)

INTRODUCTION

Countries' social harmony, economic efficacy, and modern democracy are built upon political trust. Namely, political trust is an indicator of the connection between citizens and the social system, which helps to sustain and justify social and political institutions and arrangements (Van der Meer, 2010). However, since 2008, Europe has faced a series of political and economic crises, threats of the European Union (EU) dissolution, and the implementation of austerity policies in several countries (Dotti Sani & Magistro, 2016). One of the consequences was a sharp and lasting decline in political trust, especially among Mediterranean countries that struggled the most with the crisis (Armingeon & Guthmann, 2014; Dotti Sani & Magistro, 2016).

The dynamics of European integration and the persistence of Euroscepticism, particularly in light of the debates over the perceived deficit of EU democracy (Føllesdal & Hix, 2006), give importance to the research on correlates and interplay between trust attitudes at the national and supranational (European) level (e.g., Armingeon & Ceka, 2014; Arnold Sapir, & Zapryanova, 2012; Harteveld, Meer, & Vries, 2013; Muñoz, 2017), especially among countries most harshly affected by the economic recession (Foster & Frieden, 2017).

Research generally shows the interrelation between (supra)national trust attitudes, and that the direction of the relationship is from the national to the supranational (EU) institutions (Armingeon & Guthmann, 2014; Harteveld, Meer, & Vries, 2013; Muñoz, 2017), pointing out that attitudes towards EU democracy cannot be studied in isolation from attitudes towards national democratic institutions.

Trust attitudes are influenced by a wide range of individual, socioeconomic and contextual factors, some of which are examined within this study. Political trust is found to be strongly related to perceptions of performance, accountability, impartiality, and corruption (Van der Meer & Dekker, 2011). Thus, procedural justice and political and institutional efficacy likely determine political trust (Van der Meer, 2017). Citizens trust levels are affected by their evaluation of the economic and/or political performance of politicians and institutions (Williams, 1985). Moreover, regime support and perceived legitimacy depend on the fairness and responsiveness of (democratic) procedures that match a person's interest (Dahl, 1989). The potential influence of sociodemographic characteristics, as well as more predisposing determinants of trust attitudes such as political orientation, interest in politics and level of interpersonal trust, are also considered. While the impact of age on interpersonal and political trust has been found to be positive (Halman & Luijkx, 2006), studies focusing on the impact of gender (Halman & Luijkx, 2006) and education (Arnold, Sapir, & Zapryanova, 2012; Van der Meer, 2010) are less conclusive, producing mixed results. Political trust is closely related to interpersonal trust but also political variables, especially political interest, and orientation (Newton & Norris, 2000; Rothstein & Stolle, 2008). Interpersonal or general trust tends to function as a prerequisite for people to trust political institutions (Zmerli & Newton, 2016). Individuals identifying with far-right ideologies tend to be less trusting of national and European governments (Foster & Frieden, 2017). Additionally, personal interest in politics could result in higher distrust since scepticism about specific politicians and disagreement with policies can motivate people to engage in politics (Hibbing &

Theiss-Morse, 2002), but also in higher trust since engagement in politics could be a product of more favourable attitudes towards the areas of the interest (Catterberg & Moreno, 2006).

AIMS

Given the multilevel nature of the EU and attempting to explore further sources of political trust at the national and EU levels, our aims were:

1) to explore the levels of social and political trust across Mediterranean countries;

2) to explore determinants (institutional and political efficacy and procedural justice) of political trust across Mediterranean countries.

We hypothesized that levels of interpersonal and political trust across Mediterranean countries would vary and would be relatively low. Moreover, procedural justice, political and institutional efficacy were expected to significantly contribute to explaining political trust at (supra)national levels after controlling for sociodemographic variables (e.g., Arnold, Sapir, & Zapryanova, 2012; Sani & Magistro, 2016; Van der Meer, 2017).

METHODS

Participants

European Social Survey (European Social Survey Round 9 Data, 2018) data were used to address the study aims. Using face-to-face interviews, ESS collects data on attitudes, beliefs, and behaviours on representative samples (for individuals aged 15+) from more than 30 European countries. Data from round 9 were collected between 2018 and 2020. In this study, we analysed the data from Mediterranean countries: Cyprus, Croatia, France, Italy, Montenegro, Portugal, Slovenia, and Spain. The average participant was 50 years old (M_{age} = 50.3, SD_{age} = 17.93), and the sample consisted of slightly more women than men (48.4% men).

Measures

All the composite scores were formed as means of corresponding items. Higher scores indicated higher levels of the measured construct.

Trust in the national political system was measured as a composite of three items (trust in politicians, the national parliament, and political parties) (ω = .90). Trust in the EU political system was operationalized as trust in the European parliament. Trust in the criminal justice system was operationalized as a composite of items measuring trust in the police and criminal justice system (r = .57). Participants provided responses on a 0-10 scale for all three trust measures.

Procedural justice was operationalized as a composite consisting of five items (ω = .81). Participants estimated the extent to which: 1) they had a fair chance to participate in politics, 2) the government considered the interests of all citizens, 3) the political decisions were transparent, 4) people had a say in what government did, and 5) people could influence politics. Political efficacy was operationalized as a composite consisting of items measuring the perceived ability to take an active role in a political group and confidence in one's own ability to participate in politics (r = .67). Institutional efficacy was operationalized as a composite of satisfaction with the economy, health services, and education (ω = .69). Procedural justice, political and institutional efficacy were assessed on a 1–5 scale.

Additionally, multiple control factors were included in the analyses, i.e., gender (male or female), age (years), education (years spent in the educational system), political orientation (a scale ranging from 0 – left to 10 – right), interpersonal trust (a scale ranging from 0 –"you cannot be too careful" to 10 – "most people can be trusted"), and personal interest in politics (a scale from 1 – "not at all interested" to 4 – "very interested").

RESULTS

Overall, participants exhibited low-to-moderate trust in the national criminal justice system, national political system, and the EU political system. Citizens expressed higher trust in the EU political system than the national political system across countries (r = .63). Among participating countries, political trust was lowest in Croatia. Interpersonal trust, personal interest in politics, political efficacy and institutional efficacy were also rated low to moderate.

Across countries, procedural justice, interpersonal trust, and institutional efficacy were positively correlated with our three criteria, while personal interest in politics was positively correlated with trust in the national political system. However, other bivariate relationships differed across countries or were not significant in the majority of countries (age, gender, political orientation) (see Figures 2-4).

With the inclusion of control variables, procedural justice, political efficacy, and institutional efficacy explained the highest amount of trust in the case of the national political system (from 35% to 68% of the variance across countries) and the lowest amount in the case of the EU political system (from 20% to 43% variance across countries). Among participating countries, political trust was best explained in Montenegro.

Across all observed countries (see Figures 2-4), procedural justice and institutional efficacy proved to be the most consistent and robust predictors of trust in the national political and criminal justice system and the EU political system.

DISCUSSION

Citizens of Mediterranean countries exhibited low-to-moderate trust in the national criminal justice system and low-to-moderate political trust at the national and European level.

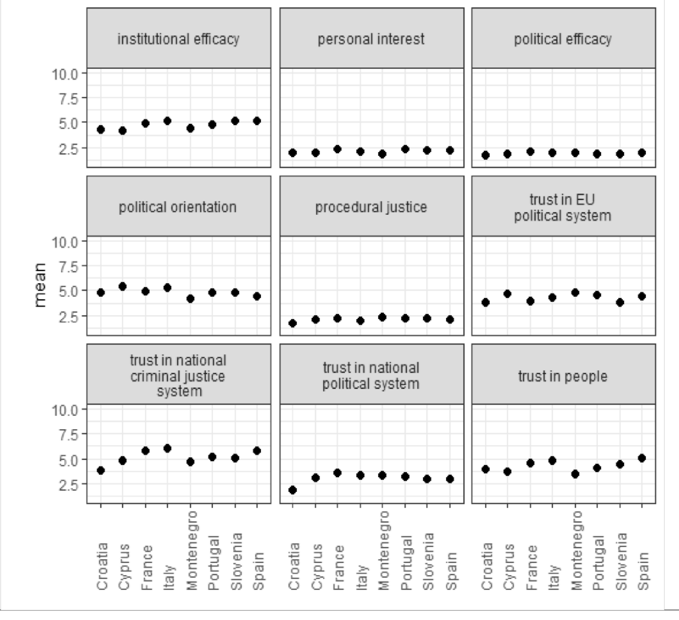


Figure 1 – Average scores of the study focal variables

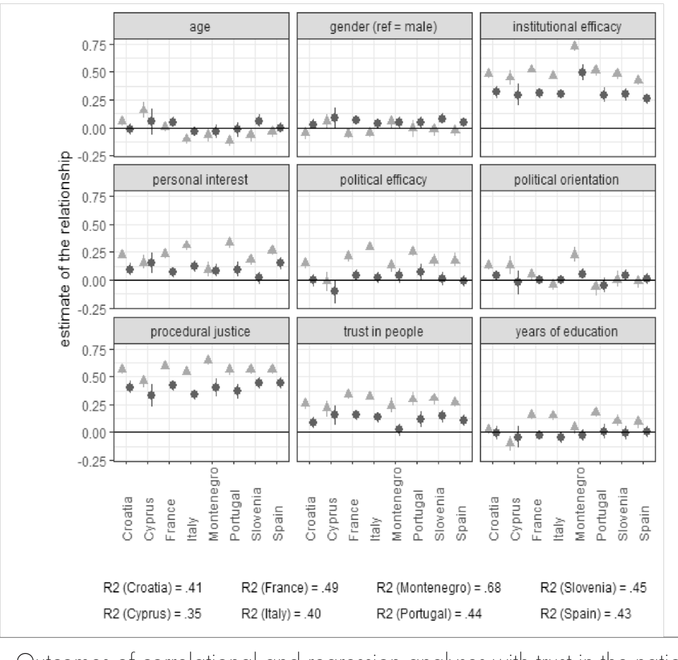


Figure 2 – Outcomes of correlational and regression analyses with trust in the national political system as the criterion. (*Figures 2-4: Triangles denote bivariate correlations, while circles denote betas. Lines denote confidence intervals*).

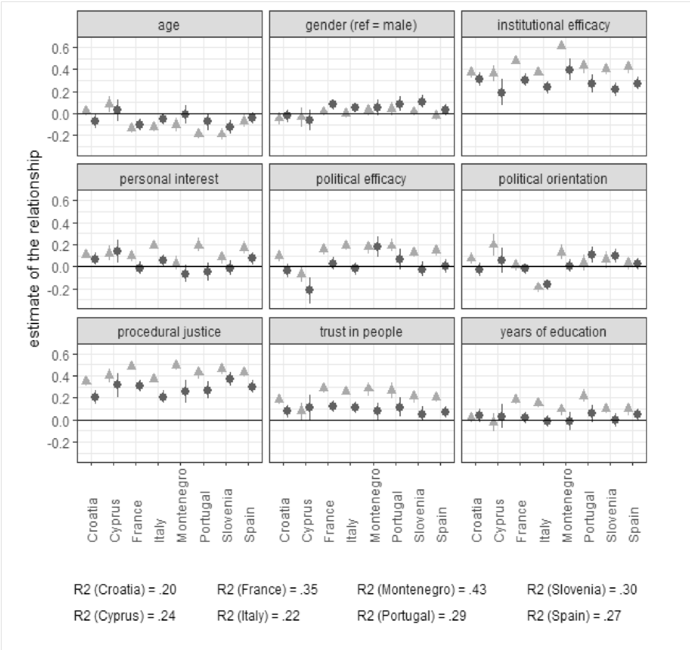


Figure 3 – Outcomes of correlational and regression analyses with trust in the European political system as the criterion

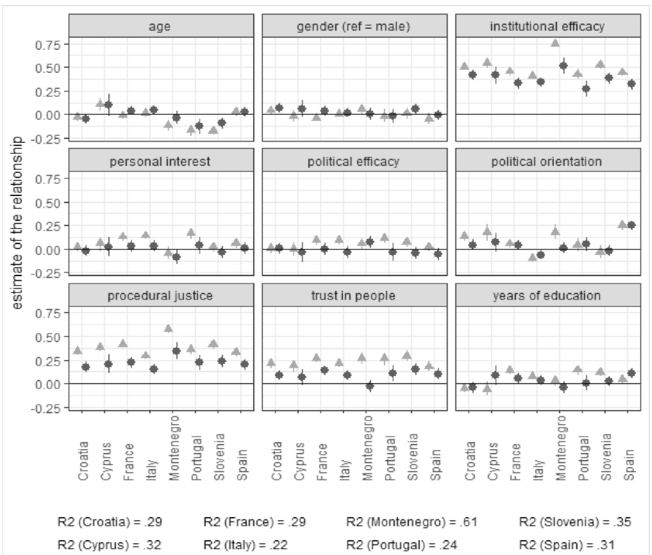


Figure 4 – Outcomes of correlational and regression analyses with trust in the national criminal justice system as the criterion

These findings are in line with previous studies, in which relatively low levels of political trust were found in the former communist countries (e.g., Croatia, Slovenia) and in democracies that were hit especially hard by the recession and the subsequent austerity policies (e.g., Portugal, Italy, Cyprus, Spain, Greece) (Van der Meer, 2017). Low levels of political trust in post-communist countries are usually attributed to: 1) socialization into authoritarian regimes that produced prolonged discouragement from political participation and non-critical attitudes toward political elites (Horvat & Evans, 2011); 2) experiencing high levels of corruption, bad governance, abuse of power and discriminatory practices by political elites (Fortin, 2012), and 3) their limited economic development that discourages them from full political participation (Jahn & Kuitto, 2011). Low levels of political trust in Southern European Mediterranean countries could be at least partly attributed to their suffering from prolonged consequences of economic crises. The imposed severity of EU crisis mitigation interventions and national institutions inadequacy contributed to the continuation of the crisis and feelings of blame, disappointment, and mistrust in political institutions (Armingeon & Guthman, 2014; Torcal, 2014). Among Croats, a low level of political trust has existed for 20 years, indicating a continuous decline in national political (representative) institutions over time. This could be related to the citizens alienation from institutions of representative democracy and their problematic functioning (Bovan & Baketa, 2022).

Across Mediterranean countries, there is a certain congruence between political trust at national and European level. This indicates that national political trust serves as a benchmark in determining trust in EU institutions, compensating for relatively low levels of information regarding the functioning of supranational institutions (e.g., Rohrschneider, 2002; Armingeon & Ceka, 2014) and that there are spill-over effects of diffuse support from the national to the EU level (Ares, Ceka, & Kriesi, 2017; Torcal & Christmann, 2019).

Nevertheless, citizens across Mediterranean countries place higher trust in the EU political system than in the national political system. When perceiving the national political system as incompetent or inefficient, one could expect that EU institutions could compensate for the shortcomings of national institutions (Sánchez-Cuenca, 2000; Ilonszki, 2009). Additionally, this could be attributed to the operationalization of the measure of political trust at national level which encompasses the trust in political institutions (e.g., national parliament) and evaluations of politicians and political parties. Catterberg & Moreno (2005) and van der Meer (2017) suggested that the operationalization of trust in government based on questions about political actors may make the concept more sensitive to government performance, which is usually perceived as very low.

Our results confirmed that implementing institutions (e.g., police) are trusted more than institutions of representative democracy (e.g., parliament) (Grönlund & Setälä, 2012). Furthermore, personal interest in politics is positively correlated with trust in the national political system, indicating that people who hold favourable views about the areas of their interest are likely to be more politically engaged and have higher political trust (Arnold., Sapir, & Zapryanova, 2012; Catterberg & Moreno, 2006).

Across all Mediterranean countries, procedural justice and institutional efficacy proved to be the most consistent and strongest predictors of trust in the national political and criminal justice system and the EU political system. These results are in line with the premise that a crucial determinant of political trust is the capability of institutions to be responsive to citizens' demands along with institutional quality (e.g., bureaucratic quality, level of corruption) (Armingeon & Guthmann, 2014; Van der Meer, 2010; Torcal, 2014). Namely, citizens are affected by the outcomes of interactions with decision-makers, and fairness of the process affects citizens willingness to accept decisions and trust politics nationally and supranationally (Grimes, 2016). Put differently, the "capacity and effectiveness of bureaucracies, the structure and design of constitutional and electoral systems, and/or the level of national policy autonomy" thus predispose citizens' views on (supra)national representative democracy and national implementing institutions (Rothstein & Teorell, 2008; p. 9).

CONCLUSION

Altogether, the outcomes of our study highlight the relevance of the performance of institutions (institutional efficacy and procedural justice) and interpersonal trust explain a substantial portion of the variation in trust in national and supranational institutions across Mediterranean countries, which confirms their relevance in the development of harmonious societies.

Overall, the results of our study emphasize the relevance of institutional performance (institutional efficacy and procedural justice) and interpersonal trust in explaining a substantial amount of variation in trust in national and supranational institutions across Mediterranean countries, affirming their importance in the development of harmonious societies.

References

Ares, M., Ceka, B., & Kriesi, H. (2017). Diffuse support for the European Union: Spillover effects of the politicization of the European integration process at the domestic level. *Journal of European Public Policy, 24*(8), 1091-1115. http://dx.doi.org/10.1080/13501763.2016.1191525

Armingeon, K., & Ceka, B. (2014). The loss of trust in the European Union during the great recession since 2007: The role of heuristics from the national political system. *European Union Politics*, *15*(1), 82-107. https://doi.org/10.1177/1465116513495595

Armingeon, K. & Guthmann, K. (2014). Democracy in crisis? The declining support for national democracy in European countries, 2007–2011. *European Journal of Political Research*, *53*(3), 423-442. https://doi.org/10.1111/1475-6765.12046

Arnold, C., Sapir, E. V. & Zapryanova, G. (2012). *Trust in the institutions of the European Union: A cross-country examination* (L. Beaudonnet & D. Di Mauro, Eds.) Beyond Euro-skepticism: Understanding attitudes towards the EU. European Integration online Papers (EIoP), Special Mini-Issue 2, vol. 16, article 8. Available online at: http://eiop.or.at/eiop/texte/2012-008a.htm.

Bovan, K., & Baketa, N. (2022). Stabilnost i/ili promjene? Povjerenje u institucije u Hrvatskoj od 1999. do 2020. (Stability and/or change? Trust in institutions in Croatia from 1999 to 2020). *Revija za sociologiju¸ 52*(1), 30-60. https://doi.org/10.5613/rzs.52.1.0315

Catterberg, G. & Moreno, A. (2006). The individual bases of political trust: Trends in new and established democracies. *International journal of public opinion research*, *18*(1), 31-48. https://doi.org/10.1093/ijpor/edh081

Dahl, R. (1989). *Democracy and its Critics.* New Haven: Yale University Press. https://doi.org/10.7146/politica.v23i1.69317

ESS Round 9: European Social Survey Round 9 Data (2018). *Data file edition 3.1. Sikh - Norwegian Agency for Shared Services in Education and Research*, Norway – Data Archive and distributor of ESS data for ESS ERIC. https://www.europeansocialsurvey.org/data/conditions_of_use.html

Føllesdal, A., & Hix, S. (2006). Why there is a democratic deficit in the EU: A response to Majone and Moravcsik. *Journal of Common Market Studies*, *44*(3), 533-562. https://doi.org/10.1111/j.1468-5965.2006.00650.x

Fortin, J. (2012). Is there a necessary condition for democracy? The role of state capacity in postcommunist countries. *Comparative political studies*, *45*(7), 903-930. https://doi.org/10.1177/0010414011428587

Foster, C. & Frieden, J. (2017). Crisis of trust: Socio-economic determinants of Europeans' confidence in government. *European Union Politics*, *18*(4), 511-535. https://doi.org/10.1177/1465116517723499

Grimes, M. (2017). Procedural fairness and political trust. In S. Zmerli & T. W. G. Van der Meer (Eds.), *Handbook on political trust* (pp. 256-269). Edward Elgar Publishing. https://doi.org/10.4337/9781782545118.00027

Grönlund, K. & Setälä, M. (2012). In honest officials we trust: Institutional confidence in Europe. *The American Review of Public Administration*, *42*(5), 523-542. https://doi.org/10.1177/0275074011412946

Halman, L. & Luijkx, R. (2006). Social capital in contemporary Europe: evidence from the European Social Survey. *Portuguese journal of social science*, *5*(1), 65-90. https://doi.org/10.1386/pjss.5.1.65/1

Harteveld, E., Meer, T. V. D., & Vries, C. E. D. (2013). In Europe we trust? Exploring three logics of trust in the European Union. *European Union Politics*, *14*(4), 542-565. https://doi.org/10.1177/1465116513491018

Hibbing, J. R., & Theiss-Morse, E. (2002). *Stealth democracy: Americans' beliefs about how government should work*. Cambridge University Press. https://doi.org/10.1017/cbo9780511613722

Horvat, P. & Evans, G. (2011). Age, inequality, and reactions to marketization in post-communist Central and Eastern Europe. *European Sociological Review*, *27*(6), 708-727. https://doi.org/10.1093/esr/jcq033

Ilonszki, G. (2009). National discontent and EU support in Central and Eastern Europe. *Europe-Asia studies*, *61*(6), 1041-1057. https://doi.org/10.1080/09668130903063591

Jahn, D. & Kuitto, K. (2011). Taking stock of policy performance in Central and Eastern Europe: Policy outcomes between policy reform, transitional pressure and international influence. *European Journal of Political Research*, *50*(6), 719-748. https://doi.org/10.1111/j.1475-6765.2010.01981.x

Muñoz, J. (2017). Political trust and multilevel government. In S. Zmerli & T. Van der Meer (Eds.), *Handbook on political trust* (pp. 69-88). Edward Elgar Publishing. https://doi.org/10.4337/9781782545118.00015

Newton, K. & Norris, P. (2000). Confidence in Public Institutions: Faith, Culture, or Performance?. In S. Pharr & R. D. Putnam (Eds.), *Disaffected Democracies: What's Troubling the Trilateral Countries*? (pp. 52-73). Princeton University Press. https://doi.org/10.1515/9780691186849-007

Rohrschneider, R. (2002). The democracy deficit and mass support for an EU-wide government. *American Journal of Political Science*, 463-475. https://doi.org/10.2307/3088389

Rothstein, B. & Stolle, D. (2008). Political institutions and generalized trust. In D. Castiglione, J.W. van Deth, & G. Wolleb (Eds.), *The handbook of social capital* (pp. 273-302). Oxford University Press. https://doi.org/10.5129/001041508x12911362383354

Rothstein, B. O., & Teorell, J. A. (2008). What is quality of government? A theory of impartial government institutions. *Governance*, *21*(2), 165-190. https://doi.org/10.1111/j.1468-0491.2008.00391.x

Sánchez-Cuenca, I. (2000). The political basis of support for European integration. *European Union Politics*, *1*(2), 147-171. https://doi.org/10.1177/1465116500001002001

Dotti Sani, G. M. & Magistro, B. (2016). Increasingly unequal? The economic crisis, social inequalities and trust in the European Parliament in 20 European countries. *European Journal of Political Research*, *55*(2), 246-264. https://doi.org/10.1111/1475-6765.12126

Torcal, M. (2014). The decline of political trust in Spain and Portugal: economic performance or political responsiveness? *American behavioral scientist*, *58*(12), 1542-1567. https://doi.org/10.1177/0002764214534662

Torcal, M. & Christmann, P. (2019). Congruence, national context and trust in European institutions. *Journal of European Public Policy*, *26*(12), 1779-1798. https://doi.org/10.1080/13501763.2018.1551922

Van der Meer, T. & Dekker, P. (2011). Trustworthy states, trusting citizens? A multilevel study into objective and subjective determinants of political trust. In S. Zmerli & M. Hooghe (Eds.), *Political trust: Why Context Matters* (pp. 95-116). ECPR Press.

Van der Meer, T. (2010). In what we trust? A multi-level study into trust in parliament as an evaluation of state characteristics. *International review of administrative sciences*, *76*(3), 517--536. https://doi.org/10.1177/0020852310372450

Van der Meer, T. (2017). Political Trust and the "Crisis of Democracy". In *Oxford research encyclopedia of politics*. Retrieved 3 Dec. 2022, from https://oxfordre.com/politicis/view/10.1093/acrefore/9780190228637.001.0001/acrefore-9780190228637-e-77.

Williams, J. T. (1985). Systemic influences on political trust: The importance of perceived institutional performance. *Political Methodology*, *11*(1/2), 125-142.

Zmerli, S. & Newton, K. (2016). The interdependency of political and social trust. *Handbook on Political Trust*.

Dino VUKUŠIĆ
Insitute of Social Sciences Ivo Pilar, Croatia
Marija ANTIĆ
Insitute of Social Sciences Ivo Pilar, Croatia
Andrej Ivan NUREDINOVIĆ
University of Zagreb, Faculty of Humanities and Social Sciences, Croatia

LIFE STORIES OF WOMEN FROM UGLJAN: CONTINUITY AND CHANGE

Abstract

Life on the Adriatic islands is generally characterized by a peripheral existence. Relative isolation from the mainland has historically produced various social and economic vulnerabilities for the population, such as limited educational and business opportunities or unavailable social and health services. The relative isolation also impeded modernization processes, visible (among other things) in the traditional role of women, focused on caring for children and the elderly. However, women's lives on the islands are not universal and clear-cut. They are contextually influenced, with differences between islands, in relation to the size of the island, and the distance from the mainland playing a major role. This paper starts from the assumption that the contemporary life of women in urban settlements on the island of Ugljan resembles the life of women in urban settlements on the mainland: it is simultaneously characterized by continuity (in relation to the household and family care) and change (work and education). Nevertheless, life in an island community brings certain specificities, especially in relation to greater solidarity within the community, which traditionally puts a greater burden on women.

Keywords: *Women, island, Ugljan, change, continuity*

INTRODUCTION

Islands as spaces of the periphery are often imagined and interpreted in the classical sense, through the dualities of village-city, society-community or centre-periphery (Simmel, 1969; Tonnies, 2017; Castels, 2009). However, certain specificities of the island's way of life cannot be fully understood through given dichotomies. Firstly, we must take into account the physical separation from the mainland, that is, the existence of an obstacle to the internalization of certain patterns of everyday life on the mainland. Isolation, separation from the mainland and the existence of a physical obstacle to the undisturbed mobility of an individual affects everyday life, makes the rhythm of life calmer, but also represent a challenge for the individual and the entire community (Podgorelec and Bogadi, 2013). The challenge is first manifested in the difficulty of achieving a fulfilled and rich (emotional, material and social) life in conditions of limited natural, human and economic resources (Podgorelec & Bogadi, 2013), but also in pronounced processes of social control, intense, close relationships and the existence of harsh social sanctions despite the presence of modernization processes of individualization (Papić, 2022).

Life on the Adriatic islands has historically been shaped by emigration and the long-term absence of men, often sailors, from the community. The end of the 19th and the beginning of the 20th century were marked by significant transoceanic migrations of the male population, which resulted in the creation of specific women's communities with strong internal solidarity (Podgorelec & Bara, 2014). Additionally, the traditional gender division of labour and roles was disrupted, since women also did traditionally men's work and took care of the family independently (Podgorelec & Bara, 2014; Bara 2013). The second wave of migration, after the Second World War, included women to a greater extent, who started to join the labour market (Graovac, 2004). In this period, modernization processes, especially industrialization and the development of specific female industries in the former Yugoslavia, such as the textile industry, had a great impact on the advancement of island women to the labour market (Graovac, 2004). At the same time, women were increasingly included in the education system, which resulted in the greater mobility of young women and the more frequent founding of marriages and families outside the island community (Podgorelec & Bara, 2014). The post-socialist period brought new modernization shifts, visible first in the increasing orientation towards tourism, but also in better information and transport connections between island communities and the mainland.

While women's lives on Ugljan could be, in part, understood through the previously presented general perspective of the island women lives, Ugljan has its own specificities. It is a coastal island, relatively dependent on the mainland and with good transport connections; economically oriented to tourism and, in a lesser extent, fishing and agriculture (Papić, 2022; Babić & Lajić, 2004; Magaš & Farčić, 2000). The psychiatric hospital in Ugljan also plays an important role in the social life of the island (Magaš & Faričić, 2000). On the other hand, the island shares certain challenges with other island communities: an old population and continuous depopulation process (Papić, 2022; Babić & Lajić, 2004). Research also showed that girls have a more pronounced desire to leave in order to continue their education, which actually makes Ugljan more demographically balanced in relation to the male and female population, that historically was not the case, and what is still a challenge on more remote islands (Babić and Lajić, 2004; Podgorelec & Bara, 2014).

The aim of this paper was to analyse the modernisation shifts in the life stories of women on Ugljan, as a specific area of the semi-periphery due to its relative proximity to the mainland and its size and population. Since gender (in)equality is considered an important indicator of the possibilities of the community development, through the analysis of family history, personal experiences and aspirations for new generations, we will try to answer the question of the development potential of the island of Ugljan from a gender perspective.

METHOD

This qualitative exploratory research was conducted in June 2022 with the aim of gaining an insight into the modernisation shifts in the lives of women on the island of Ugljan. Specifically, we were interested in the ways in which continuity and change in the lives of island women are outlined in the biographical accounts of women from the island of Ugljan. The data was collected using the semi-structured biographical interview method (Demazière, 2003). Four individual and one group interview involving six participants were conducted. Since we were interested in the life stories of middle-aged and older women, the sample included women between the ages of 30 and 79 who live on the island of Ugljan. Access to participants was secured through initial contact with one of the participants, a member of a women's association on Ugljan, who helped in the organisation of other interviews. All our participants were involved in the work of the women's association.

Since we were interested in the women's experiences and understanding of life on the island of Ugljan, the protocol included questions about the experiences of family life, division of household labour and family care; about work and education; and about everyday life on the island. The average duration of an individual interview was 32 minutes, while the group interview lasted 83 minutes. The researchers themselves conducted and transcribed the interviews. In this phase of the research, a preliminary analysis was carried out where we analysed and structured the collected data thematically, guided primarily by the topics and questions from the interview protocol.

RESULTS

Family

All interviewees, regardless of age, emphasized the importance of family. Each of them referred to their own family as an important reference point in life. However, there were significant intergenerational differences relating to the gender division of household labour and gender roles in general in participants' accounts. Older participants elaborated on the existence of the female sphere within the family, often referring 'care work', especially in terms of raising children, and household labour. In terms of gender roles, some of them emphasized "entering the husband's family", and assuming the role of "daughter-in-law" as a fixed and important determinant in the island's everyday context. The narratives of our younger participants contained differing constructions; they elaborated on a more egalitarian position between spouses, often contrasting the established idea of men's and women's roles, while being aware of them through coexistence with older generations in a close-knit community.

> "I focused on my family and I wanted to raise my children. That became my most important focus. Now that I look back, I really spent a lot of time in that mode. So we've talked about, the role of a woman, but it is not the role that older women probably used to assume [...] I don't see it as an obligation for me as a woman. Rather, my husband and I are together in this. "(Virgilija, 30)

However, one participant noted that despite the changes she witnessed in the case of her family, there are still established patterns and norms of behaviour that make a clear demarcation line between the men's and women's spheres.

> "You have situations where there is simply no way for men to do anything around the house. It is unthinkable for a man to wash dishes [...] My son was laughed at in school because he said he was washing dishes. Everything changes slowly here [...] People are terribly stubborn here. But it is changing." (Vedrana, 40)

When asked to comment on possible changes within the family, some of the older participants referred to the intergenerational "conflict", pointing out that the behaviour of the younger women used to be unacceptable. They attributed such patterns of behaviour to the "modernisation", increasing influence of the "modern way of life" and the proximity of the "urban context".

> "Today, I can see it in my daughter, my daughter-in-law, my neighbours, today everything has become a little distorted and twisted. Today, women have rights, they work and do not depend on anyone, just like in the cities."(Corelia, 79)

> "I didn't dare to go to the beach; it was known that those who go to the beach are lazy and don't want to work, that they are layabouts […] Tell your daughter-in-law today not to go to the beach." (Marina, 63)

While part of the older participants expressed dissatisfaction with some of the changes in the domain of family life, they positively referred to the changes in the sphere of work and employment that occurred during their lifetime.

Work and education

The oldest among our participants referred to one specific development which positively affected employment opportunities for women on Ugljan, and thus changed the role of women in economic relations within the family and the entire community. It was the opening of the Ugljan Psychiatric Hospital (1955) which marked the beginning of mass employment on the island. Two of our participants worked there and emphasized the role of the hospital in the development of the entire island. They noted that such an institution offered the possibility of employment for different profiles of workers, and thus enabled a large number of women to "earn their own money" for the first time.

> "Both my husband and I got a job at the hospital. I spent my entire working life in the hospital's accounting department. It was a happier time for the island when the hospital employed so many people. We really had nothing to complain about, including excursions and trade union trips. 170 of us from Ugljan worked in the hospital." (Corellia, 79)

In the case of the participants who worked at the hospital in the early years, formal employment did not mean leaving the informal, unpaid women's work, but their working hours became longer. More visible change came with the generation of their descendants.

The increased possibility of mobility and going to college instigated two separate processes, one of them being the rapid depopulation of Ugljan, and the other the changing position of women in the labour market. The other major change, as for the rest of the Croatian coast, is the development of tourism in the past two decades. The majority of our participants critically reflected on this direction of development.

> "There is construction everywhere... locals are selling [land]. And it seems to me that we're heading towards that awful tourism like on the other islands. We will all become one settlement in a little while […,]. Look at how many people come here, we don't have that kind of infrastructure capacities: sewage, water consumption, waste, etc." (Sabljarka, 59)

Nevertheless, despite all the negative aspects of tourism, the participants emphasized the importance of tourism in the context of earning and employment opportunities on Ugljan. It is evident that tourism affects various aspects of lives of the local population, and we were particularly interested in the implications it has for women and their position in the labour market.

> "When that time comes, everything turns around. Then women are the ones who easily find work, cleaning apartments, arranging, helping with guests, and hospitality [...] women then have more opportunities to work. What's not good about all of this is that it's just for a season. I mean, how long can it last, and then what?" (Doris, 40)

While tourism generates profit and increases the possibility of work for women on the island, it also creates a working context that is temporally unstable and does not represent a long-term existential solution. Having in mind the generational gap between our participants, we can say that there is a certain continuity of change related to women and work. The eldest participants are protagonists of the time of the first formal women's work on Ugljan, while the youngest are part of the time when women dominate the tourist labour market. While the older generation had a stable work environment and earned their pensions in one place of work, the younger generation works in a more unstable and possibly unsustainable structure in the long term.

Culture

As mentioned earlier, our participants are involved in the work of a women's association on Ugljan. It is an association that gathers women and is dedicated to the promotion of indigenous island culture and the inclusion of women in various cultural activities on the island. This aspect of everyday life is very important for our participants; besides promoting traditional culture and heritage, they create a framework within which they promote the idea of island women as active citizens.

> "We came up with the idea of restoring tradition through folk costumes; I started researching and we started making costumes; we have trips, competitions and all sorts of activities, but we are primarily one big family." (Kalinka, 52).

> "The fact that it's about women is very interesting, it's a big thing for all of us on the island. A lot of people laugh at all this; if we talk about men, a lot of them see it as something stupid. This comes from the fact that there are people here who think that a woman's place at home is in the kitchen, and not dancing and singing island songs. Women have always been more active on the island, but they have been held back throughout history." (Doris, 40)

A special emphasis in the majority of responses was placed on the concept of the association of women, not in a sense that it is exclusively intended for women, but in order to highlight its cohesive element for women on the island. While in terms of men's attitudes towards the association, participants noted that there is no ongoing animosity towards women's activities, they also stated that at the beginning there was a certain distance and an attitude that it was about something that was not too serious. Nevertheless, over time, the association became a recognizable part of the island's everyday life, and their activities became important for the island also in the "eyes of men". The culture and work of the association are perceived by the women we talked to in two ways. First, culture and especially tradition are a strong constitutive element of their identity and an element of identification with previous generations of islanders into a separate cultural entity created by a closed island community. Another experience of culture refers to the idea of a women's association as a promoter of women's activities on the island, with an emphasis on the importance of the position of women, their connection, but also on "proving" that they too can be the bearers of activities and content that historically were seen as "masculine".

Spatial mobility

Spatial mobility is one of the basic determinants of island life due to the existence of a physical barrier (sea) in relation to the mainland. The island of Ugljan is relatively close to the mainland since the boat-trip from Zadar to Preko takes less than 30 minutes. In this sense, we wanted to examine how the proximity, yet physical separation from Zadar, affects the everyday life of the island and its inhabitants.

> "It's true, this is not really isolated. Most people have the experience of often going to Zadar, especially the younger ones, so you will rarely come across someone who has no experience of a bigger city [...] You have the feeling that you are not missing much here because you can also go to the cinema and the theatre, and yet you are detached and do not suffer from the hustle and bustle.# (Virgilija, 30)

It is evident that the proximity and the possibility of going to Zadar every day creates the impression of not being excluded from the social flows on the mainland, especially since most of them see their position as good and shy away from the "life in the hustle and bustle of the city". They also emphasized the good ship connection that enables daily migration to Zadar for the purpose of work or education. What was particularly interesting in the context of our research are the changes in the mobility of the island's population with emphasis on the gender dimension.

> "Men left a lot more, throughout history men left to be sailors, some even ran away, because you have to know that you couldn't just say that you were going to live in Zadar." (Korelija, 79)

Nowadays, going to high school or moving to Zadar is not a problem in the sense that Korelija pointed out. Moreover, most participants said that their daughters or granddaughters attend high school or college in Zadar or some another city. The younger participants referred to the experience of studying in other cities as a formative experience and crucial for changing certain patterns of behaviour and thinking once they returned to the island.

> "What I always notice is that among those who could not leave due to finances or some other reason, there is always this desire to leave and regret that they did not do it at some point in their lives."(Doris, 40)

CONCLUDING REMARKS

Women's experience is not shaped in a universal and ahistorical vacuum, it depends on a specific time, space and social context. The experiences of women from Ugljan are partly shaped by the specific space of the island located in the proximity of the mainland, and the social context of the closely-knit community, and they differ inter-generationally. Women's lives are simultaneously characterized by continuity and change: the family is still the basic social unit, but the division of labour and roles in the family life has changed inter-generationally; women are educated to a greater extent, but the specific tourist labour market limits them to traditionally "women's jobs". Proximity to the mainland also allows for a specific experience of taking the best of "both worlds" – good transport connections ensure the possibility of choosing different work, educational or cultural options, while living on an island provides the experience of a close-knit and stable community. In this sense, Ugljan seems to have sustainable developmental potential, simultaneously enabling its population to improve their everyday lives due to the proximity of the mainland, but also safeguarding the stability of the community by the physical separation. Further research should focus on a development of sustainable tourism on the island, inclusive of women's experiences and knowledge.

References

Babić, D. & Lajić, I. (2004). Educational, Employment and Professional Aspirations of Young Islanders – The Example of the Zadar Islands (Iž, Dugi Otok, Ugljan). *Migracijske i etničke teme*, 20 (2-3), p. 259-282. Retrieved November 29 2022 from https://hrcak.srce.hr/7268

Bara, M. (2013). Povratne umirovljeničke migracije na hrvatskim otocima (Return migration of retirees on the Croatian islands), Migracijske I etničke teme, 29 (2), pp. 201-224.

Castells, M. (2009). *The Power of Identity (2nd edition)*. Oxford, England: Wiley-Blackwell Publishing.

Demazière, D. (2003). Matériaux qualitatifs et perspectives longitudinales. La temporalité des parcours professionnels saisis par les entretiens biographiques. In 10 es Journées d'études Céreq-Lasmas-IdL, (pp. 75-89). Marseille: Céreq.

Graovac, V. (2004). Island on the verge of extinction – the example of Zadar islands, Croatia. Geoadria, 9 (2), pp. 183-210.

Magaš, D. & Faričić, J. (2000). Geografske osnove razvitka otoka Ugljana (Geographical basis of the development of the island of Ugljan). *Geoadria*, 5 (1), p. 49-92.

Malnar, A. (2008). Population Structure in the Island of Ugljan – Demographic Processes and Marital Migration. *Collegium antropologicum*, 32(4), p. 1239-1249. Retrieved November 29 2022 from https://hrcak.srce.hr/file/54437

Papić, A. (2022). Educational experiences and aspirations of young people on the islands – the example of the island of Ugljan. *Socijalna ekologija,* 31 (2), p. 27-53. https://doi.org/10.17234/SocEkol.31.2.2

Podgorelec, S. & Bara, M. (2014). Žensko iskustvo migracija i starenja – pogled s otokâ (Women's experience of migration and aging – a view from the islands). Migracijske i etničke teme 30 (3), pp. 379-404.

Podgorelec, S., & Bogadi, S. K. (2013). *Gradovi potopili škoje: Promjene u malim otočnim zajednicama* (Sunken cities: Changes in small island communities). Institut za migracije i narodnosti.

Simmel, G. (1969). *The Metropolis and Mental Life*. In Sennett, R. (ed.), Classic essays on the culture of cities. Prentice Hall.

Tönnies, F. (2017). *Community and society*. Taylor and Francis. Retrieved November 29 2022 from https://search.ebscohost.com/login.aspx?direct=true&scope-site&db-nlebk&db-nlabk&AN-1564368.

Slaven ZEČEVIĆ
VERN' University, Croatia

THE VANISHING ISLANDS – ETHNOGRAPHIC DOCUMENTARY FILMS OF MATE BOGDANOVIĆ

Abstract

Shaped by the geographical and historical bond to the Adriatic Sea, and Mediterranean as such, the films of many Croatian filmmakers reflected a strong fascination with the cycles and rhythms of life on the islands and the coast. That curiosity was present in filmmakers regardless of their origin, especially in feature films, finding the peculiarities of small and closed island or coastal societies, a fitting background for their narratives. Diverse film authors, such as Vatroslav Mimica, Nikola Tanhofer, Ante Babaja, Lordan Zafranović, Vinko Brešan or recently Ivan Salaj, found different kinds of attraction to coastal heritage, sometimes as an integral part of their stories or as suitable scenery. However, documentary films, or even some animated or experimental films, sometimes showed more depth than feature films, giving the viewers a rich presentation of life defined by the presence of the sea. Born on island of Vis, film director Mate Bogdanović, had a steady career in short films, working in various film forms, especially as a director of documentary films. In his filmography, the work he made on his native island of Vis, distinguishes them from his other films. Through those films he passionately recorded the vanishing of the "old ways", making them a valuable ethnographic survey of life that is forever changing.

Keywords: *Croatian cinema, documentary, Mate Bogdanović, ethnography*

INTRODUCTION

In a career dominated by his penchant for short film form, Mate Bogdanović, equally divided his attention to directing, mostly documentary, educational, industrial and puppet animation films or working as an assistant on feature films and sometimes as a consultant. Working on different types of films was not uncommon in socialist Croatian cinematography or any other republic cinematography of former Yugoslavia. Small production, compared to countries with longer tradition, meant that as a professional you could take any work without the need of focusing on just one aspect of production. Film professionals in established European or American productions were more inclined to stick to working on one type or mode of film, such as documentaries or feature films. Growing socialist film production engaged all its workforce in many directions, especially if one didn't have any clear pretensions of working on feature films and made their living exclusively in production of short films. Short film production was also a less troublesome path in socialist film production, as the main government focus was on feature films as propaganda tools of special interest. Even established directors of feature films, such as Branko M. Marjanović, abandoned the pressure of working on feature films for short film haven. A haven that was fragile, and not exempt from censorship and ideological supervision, for its purpose in the socialist political system was mostly educational, but provided steady work and probably less interference. Before someone was granted to be a director in any film form, or to be a vital film professional who was trying to make his or her mark in an industry that was quickly building itself after the second world war, it was first expected of them to join the lower ranks. A practice comparable with other cinematography regardless of political or productional differences. Young filmmakers usually started as assistants, before taking the responsibilities of more demanding tasks, that were more closely observed by government officials. Bogdanović was no different, making his transition from amateur filmmaker to professional, as were many who found the young Yugoslav film industry to be an attractive field of work. In a time before film schools, as we know them today, young people joined the profession by taking organized state courses, mostly because of their personal curiosity in media, and drawn by enthusiasm that was prevalent in then young socialist cinematography. Cinematography that was trying to distance itself from film tradition of opposite ideological political systems, whose film professionals and technical base were the only thing welcomed in the new socialist cinema.

BECOMING A FILM DIRECTOR

Born in 1922., in Komiža, on the island of Vis, Bogdanović's life before becoming a professional filmmaker, reflected the economic and political changes of the mid-20th century history. These changes affected people no matter how small their community was. Living in Komiža was probably no different for individuals who were early in their childhood directed to find a vocation, place and function in a community that was dependent on all its inhabitants. They shared the affirmative or darker periods, in which they had very little influence. With a pre-war education in Komiža, while helping in his father's movie theatre, Bogdanović's life changed with second world war and the hardship that followed such a global conflict. As many young Croatian islanders during the Italian occupation in second world war, Bogdanović was not ignorant to imposed new rules, and actively participated in the battle against oppression. The war for many, as can be expected, changed the timing or course of education, and even primary interests. Many young people changed their views with personal engagement in conflict, while waiting for the war to end, so they can continue education. After the war, Bogdanović's education included acting classes, art history and some kind of film courses, providing an amalgam that can be a base for many things, including working in the movie industry. A professional choice with the potential to connect complexities of curiosity. A choice that apparently seemed appealing to Bogdanović, who would until his death in 1996 showcase himself as a prolific filmmaker.

The Croatian Film Archive, a part of the Croatian State Archive, holds most of Bogdanović's film legacy open to film researchers. It's a collection of more than forty short films, with more than half of that output being documentary films of different genres. It would be inaccurate to primarily define Bogdanović as a documentary director, his puppet animation films drew special attention and won awards, but for anyone interested in observing the changes in life of Croatian island communities, or any small community with its peculiarities, viewing the films that the director made on the island of Vis, provides an immersive experience. The documentary films produced in socialist Croatian cinema mostly stayed within the boundaries of viewers expectations of what a documentary film presents. Their fundamental function was to be informative and educational, displaying stylistic changes when the paradigm changed in feature films, as was present in the sixties and the influence of modernism on all cinema. The tradition of classic documentaries was especially evident in the period up to the mid-sixties. The documentary mode usually acted as a visual information channel for interpretation of recent history or industrial and cultural achievements of the young socialist state (Turković, 2005, p. 126-127). If documentary films are "always relational and comparative" (Nichols, 2001., p. 20) to other types of film, feature films in particular, and to a representation of reality, then classical Croatian documentaries of the period used whatever stylistic means available to underline that assumption. The main theme was woven in a story, whose representation sometimes resembled devices of feature film narratives. The early documentary films of Branko Belan, Krešo Golik, Rudolf Sremec, Ante Babaja or Obrad Gluščević, showed their directors were competent storytellers, and probably used documentary films as a necessary step before working on feature films.

The use of narrator was a frequent choice in most documentaries from the late forties to the early sixties. Ideology needed a voice that interprets important information, although sometimes memorable parts of films often began when the informative narration ended as evident in Sremec's "Crne vode" (*Black Water*) from 1956. Grierson wrote that documentaries provided ground for "different qualities of observation" and "different intentions in observation" (Grierson, 1946., p. 78), and filmmakers regardless of ideological or the economic system they represented, supported that premise, changing the mode from its initial travelogue form to a media that can record deeper reflections of societies in constant transition. The need to visually present transition from a post-war to a more consumer-oriented society, became more obvious in the sixties, and Croatian filmmakers followed that path with their European counterparts. Using documentary films to present a socialistic society in transition, without judgement or commentary, to ask uncomfortable questions, to reintroduce poetical tendencies and to reflect a personal position in a world always on the brink of upheaval. As some of the feature films from the period put their characters in a confessional state, made their visuals more observational and emphasized the motive of contrast or comparison between parallel realities in a socialist society, so did the best documentary films from the second part of sixties. Directors who started in traditional forms of documentary films, as Bogdanović did, opted for a different approach to his themes, using the medium for more personal documentaries (Thompson, Bordwell, 2003., p.483).

RECORDING EVERYDAY LIFE OF SMALL COMMUNITIES

Film as a medium for documenting events was part of the allure that the invention of cinema had from its beginning. As photography that preceded cinema, the possibility of believably recording and showing the everyday and the unknown had an impact on viewers as it did on those who recorded. This included researchers and scientists, whose work on exploring other cultures (other than western European), on a wave that combined technical progress with colonial interest, led to using cinema as a tool for describing the other, as a tool for ethnographical field work. Early ethnographical films quickly established themselves as an essential body of type of movies that are now called documentary films. As that body of work grew, so the term ethnographical films presented itself with "many connotations" (Aufderheide, 2007, p. 106), that changed within expectations of each system that produced them. Of many questions that arose was the question - to whom does the ethnographical film belong? Was it mainly intended for filmmakers with scientific backgrounds or was it open for anyone who found interest in lives outside the so-called western world, as films of Flaherty have demonstrated. Were ethnographical documentary films indelibly connected to showing "exotic" distant cultures, or that others could represent something geographically close, but distant for its representation of everyday life that the viewers associated with the past that they abandoned for progress. Suggesting to viewers that they "encounter others in relation to themselves, while seeing themself as other" (Clifford, 1986., p. 23). As a part of the documentary film mode, ethnographical films made its presence by making the "familiar strange and exotic quotidian" (Clifford, 1986., p. 2), an inherent characteristic of film as a medium. So, filmmakers from the early cinema to the post- second world war films of Rouch, to more recent work of Glawogger, Sauper or Heineman, were attracted to combining field work and cinema, as a way to show processes of changes of different cultures, aware that the concept of culture is a "problematic object of description" (Clifford, 1986., p 3.).

THE THREE ISLAND DOCUMENTARIES OF MATE BOGDANOVIĆ

As noted, the primary function of documentary films in socialist Croatian cinematography was to inform and educate. Whether the films had other ambitions, depended on the authors and the moment in history of state film production. As smaller production companies, such as Zagreb film or Zora film, produced more films outside their main direction of animation and educational films, it provided an opportunity for those who wanted to create films with a different approach to an established mode. The early documentary films of Mate Bogdanović can be described as commissioned works, as many from other directors working in short film production. As the global position of the young state changed, new themes began to appear in documentary film forms. Coinciding with the impact of the Non-aligned Movement on international activities of Yugoslav technical know-how, film productions sometimes documented those activities, emphasizing the importance of a socialistic state in a block divided world. Bogdanović's early films like "Hramovi oteti Nilu" and "Spomenici starog Egipta" from 1962., documented the presence of engineers and scientists working on the river Nile in Egypt, and the impact of a future new dam on the invaluable heritage. Although films such as these had an ethnographical element to them, and touched art history as well, they were produced in a manner of reportage, whose function was to inform as television news does today. Those films lacked eminent personal interest, but provided a training ground for professional filmmakers. When the paradigm changed in the sixties, directors were more inclined to "study individuals" and to "permit people to speak for themselves" (Thompson, Bordwell, 2003., p.483), as can be evident in a series of documentary films Bogdanović shot on the island of Vis (or historically adjacent islands), starting with "Viški ocean" (The Vis Ocean, 1965.) and ending, for the sake of this text with "Zavičaj Lestićevih" (Lestich's Home, 1976.) The third prominent documentary in that series was "Nikor je umor" (Somebody Died, 1969.)[11] The English translations of film titles mentioned in text, may be different from official translations of the production company. In some cases, they are left with their original title without a translation.

and arguably the most comprehensive in impact. These three films form the core of Bogdanović's observational presentation of the community that was his heritage. To define them as classic ethnographical films can be contested, but nevertheless they possess an element of autoethnography which gains more merit with time. Bogdanović, as his contemporaries Glušćević, Papić or Tadić, was "rediscovering otherness and difference" (Clifford, 1986., p. 23) within the culture he could define as his own. In a way they sensed that "signs of fundamental change are apparent" so used the documentary film mode to record a "cultural state on the verge of transformation" (Marcus, 1986., p. 165.). To define these films as pure observational documentaries is also questionable, especially in relation to the style. Many observational documentaries "camouflage the actual presence and shaping influence of the filmmaker" (Nichols, 2001, p. 100), a characteristic not so evident in these films. The stylistic choices Bogdanović, and his co-authors made, were clear in their relation to narrative structure. "Viški ocean" has traits of fragmented narrative but is still bounded by the story of ship voyage from island of Vis to the regional capital of Split. "Nikur je umor" has an openly modernist fragmented relationship to representation of island community, while "Zavičaj Lestićevih", positions the director in a more classical documentary mood. This "desire to come up with different ways of representing" (Nichols, 2001., p. 101) does not alter the impression Bogdanović wanted to be fair to situations his films depict, and to people who made them possible. Position of the director is not judgmental, but of a captivated spectator trying to embrace a rhythm of vanishing traditions. Traditions that were at the time of production still an integral part of communal needs, not a nostalgic reminder.

The three emphasized films from the director's oeuvre all have the coastal town of Komiža, his birthplace, as a central point of reference. In "Viški ocean", it is a starting point of a sea journey, in "Nikur je umor", the small town and its inhabitants are the director's main interest, while in "Zavičaj Lestićovih", Komiža stands as the main communication port for the family Zanki, then still permanent dwellers on the small island of Svetac (Sveti Andrija). The other reference point is the sea. At the beginning of "Zavičaj Lestićovih", as one Lestić – the nickname of the Zanki family, opens the shutters in the morning, the presence of sea imposes as unescapable fact. The women in "Viški ocean" who pray to St. Nicholas for fair weather on their journey to Split, knows that the sea should not be cursed before the voyage as it can be dangerous regardless of the duration. In a time when official communication between the distant islands and the coast was mainly done by ships, the use of ferries was still to come, taking such a venture is based on solid reason. Some are going to a doctor, some to work or study, some are on their way to South America, or to Split for the first time in their life. But nobody travels just for the sake of traveling. Yet, the decade that encompasses these three films is one that brought intensive economic changes to the socialist state, starting within the cities and slowly manifesting in all communities, no matter how remote. All three films present an everyday life that, from the outside, can be associated with some form of traditional representation of an island community. In "Viški ocean", it could be men drinking and singing, or women bickering, as a way to ease the long journey. In "Nikur je umor", a film that like Glušćević's "Ljudi sa Neretve" (People of Neretva, 1966.), is structured as a sequence of contrasting but parallel motives. A Mass, the fisherman that mend their nets, children playing, the women on the streets, the hand that is killing the octopus or the foot that pushes the coffin in to a tomb, all exist under the same church bells. But in "Zavičaj Lestićovih" there are two shots that acknowledge these changes and contrasts, regardless of the traditional scenes of winemaking or fishing that are witnessed. The first shot is of a chicken and the empty sack of artificial fertilizer drying in the wind. The second is of a man manually caring for wine in the cellar, while the wall behind him is full of naked women from centrefolds. The advance of technology or consumerism does not relieve the inhabitants of everyday labour, but like their urban counterparts, they seek to unburden many daily responsibilities still believing that all progress is improvement far from many reassessments of recent times.

These are not the only films Bogadnović made on the island of Vis, but stand as more consistent than the rest. We can only guess the director's primary impulse for making these films, but compared to his contemporary filmmakers, Bogdanović found recurrent interest in places of his childhood. Whether assessing personal past can be designated as a form of personal ethnography is open for discussion, but the 'everyday present' as demonstrated in the director's island documentaries recalls a pre-industrial focus in ethnology. A contribution of a director's film to any conversation about characteristics of small island communities is relevant, probably more now with destructive global changes. Changes that in Bogdanović's time were slow and conscious, and took their time for acceptance without any need for ridiculing the pace. To those times, these films represent a lasting document.

References

Aufderheide, P. (2007)., *Documentary film – A Very Short Introduction*, New York: Oxford University Press

Clifford J. (1986)., *Introduction: Partial Truths*, in Clifford J., Marcus G.E. (ed.) – *Writing Culture – The Poetics and Politics of Ethnography*, Berkeley, Los Angeles, London: University of California Press

Grierson, J. (1946)., *First Principles of Documentary*, in Hardy, Forsyth (ed.) – *Grierson on Documentary*, London: Collins

Marcus, G.E., *Contemporary problems of ethnology in modern world system*, in Clifford J., Marcus G.E. (ed.) – *Writing Culture – The Poetics and Politics of Ethnography*, Berkeley, Los Angeles, London: University of California Press

Nichols, Bill (2001)., *Introduction to Documentary*, Bloomington: Indiana University Press

Thompson, K.; Bordwell D. (2003)., *Film History – An Introduction*, Boston: McGraw Hill Education

Turković, H. (2005). *Filmske pedesete*. *Hrvatski filmski ljetopis*, 11 (41), 122-131.

http://www.hfs.hr/nakladnistvo_hflj_arhiva.aspx?pdf=1#.X8DRi7LPzRY

BUSINESS AND ECONOMICS, SUSTAINABLE DEVELOPMENT

Dina Uglešić: *Vacanza*

Predrag BEJAKOVIĆ[1]
Institute of Public Finance, Croatia

Željko MRNJAVAC
University of Split, Faculty of Economics, Business and Tourism, Croatia

THE IMPORTANCE OF DIGITAL LITERACY IN ACHIEVING EFFICIENT HEALTH PROTECTION FOR THE POPULATION ON ISLANDS

Abstract

The development of modern medicine has emphasised the basic issue of social development priorities. In the distribution of restricted available healthcare resources, decision makers should contemplate an abundance of features and apply various opposing decision criteria of which access, equity, effectiveness and fairness are the most important ones. The aim of this chapter is to provide an overview of the social implications of digital literacy as a factor for efficient development of the P5 medicine with the aim to improve healthcare services. The possibilities of all new P5 technologies in terms of their applications and integration into ordinary medical care have not yet been fully exploited. Digital literacy on the side of health service providers and users is an important and necessary precondition for successful implementation and further development of new technologies. Together with enhanced health literacy, all these factors should contribute to better healthcare service provision and therefore to the wellbeing of the population. This is particularly crucial for the people on islands which are almost often isolated.

Key words: *digital literacy, healthcare service, P5 technologies, health literacy, islands*

INTRODUCTION

Health is essential to the well-being of a person, and it is also a prerequisite for a prosperous and fecund society. A healthy population and particularly a labour force are important for economic growth and sustainable economic and social development. However, there is no guarantee that economic development and growth necessarily improve general health and well-being. Instead, health related problems and illness can endanger production and consumption, thwart recreation and travel, and therefore

[1] The contribution of this author is part of the Digital Literacy Network Project in Croatia. The project is co-funded by the European Union from the European Social Fund. The title of the project: Digitalna.hr, Project code UP.04.2.1.06.0055.

cause a deterioration of general welfare. Serious and long-term diseases often affect the productivity of people and their possibility to accumulate the human capital required for successful employment and work. The economic benefits of improved health conditions are relatively greater for the population in developing countries and for the poor people in rich countries, who have usually suffered more from poor health conditions.

Existing healthcare systems organising patient healthcare in the traditional way – where patients are treated either in outpatient medical practices or in hospitals – are more and more limited regarding huge costs and/or insufficient human resources. Alternatives such as managed care models and broader implementation of P5 medicine:

– predictive;
– preventive;
– personalised;
– participatory and
– psycho-cognitive medicine

which guide patients through the healthcare system, are already having an increasing role. This role should increase in importance in the near future. Recently, digitalization as well as new medicine technologies have entered the field with great hope. They are seen as potential tools for optimising existing processes in the healthcare system, with the expectation of implementing new ways of providing healthcare.

The possibilities of all new P5 technologies in terms of their applications and integration into ordinary medical care have not yet been fully exploited. Medicine will become proactive in nature and it will be more and more oriented towards improving health conditions, rather than curing disease. Such medicine has the opportunities to revolutionary change in healthcare provision in a way that provides a range of problems to the current structures and processes of traditional healthcare delivery. Due to their geographical characteristics, islands make organisation of traditional health services more difficult and costlier. As shown by Hage at al. (2013) geographical isolation structures are both a restraining and promoting variables, and such conditions complicate well-adjusted dissemination of modern e-Health through society. Socioeconomic variables can be deemed as restrictive factors regarding the access of e-Health to geographically isolation areas, like islands.

The digital divide is a complex and extensive concept which causes serious consequences on the international level. While people can be stopped on the national boarders (at least for some time), invisible diseases cross the boarders without any serious obstacles. Therefore, with the goal to prevent future and heal existing diseases, international cooperation is needed in the broader application of modern technology and the efficient use of P5 models. Adequate digital literacy is particularly crucial for the population on islands which is almost often isolated.

This articles explains the role of digitalization and digital literacy on the successful application of P5 technologies as well as on improving health literacy in achieving successful healthcare provision. After these introductory remarks, follows Section 1 dedicated to the importance and the role of digital literacy in the provision of healthcare services. Section 2 deals with the characteristics and possibilities of P5 technologies. Section 3 explains a link between digitalization and health literacy. Conclusions and recommendations are presented in Section 4.

1 THE ROLE OF THE DIGITAL LITERACY IN THE PROVISION OF HEALTHCARE SERVICES

The World Health Organisation (WHO) (2019) defines digital health as "the combination of e-health and m-health as well as emerging areas, such as the use of advanced computing sciences in big data, genomics and artificial intelligence." For successful use of all available digital and informational possibilities, there is the need for health providers and patients to have at least a basic level of digital literacy. According to New Media Consortium (2005, p.8) digital literacy is "the set of abilities and skills where aural, visual, and digital literacy overlap. These include the ability to understand the power of images and sounds, to recognize and use that power, to manipulate and transform digital media, to distribute them pervasively, and to easily adapt them to new forms". Digital literacy and skills are needed in many jobs in the provision of healthcare services and have become transversal competences. Erstad (2010) deems that participation in the digital area is no longer an issue of "have" or "have not" digital infrastructure like computers or Internet access, but rather a question of the needed digital competence.

2 THE DIGITAL LITERACY AND POSSIBILITIES OF P5 TECHNOLOGIES

P5 is the new integrative concept in the healthcare service provision that represents a shift away from the model of reacting to illness to the model of prevention and maintaining health. It allows prediction of individual predisposition before the beginning of a disease in order to provide targeted preventive measures and to produce personalised treatment algorithms attuned to the person's health situation and needs. As elements of P5 medicine, machine learning, artificial intelligence, signal and image processing and communication devices are being widely used.

Predictive medicine means the use of laboratory and genetic tests to predict the initiation of a disease and/or worsening or amelioration of current disease. The main goal of predictive medicine is to calculate a person's specific risk for any disease and intervene appropriately. This is achieved by collecting and examining available data to forecast the patient's individual risk for an outcome of interest, estimating a type of a treatment for which an individual will be most effective and then intervening before the outcome occurs.

Preventive medicine tries to perceive and treat perturbations in healthy individuals long before disease symptoms appear, and in that way optimising the wellbeing of individuals and avoiding disease. Preventive medicine contains various measures for disease prevention and health improvement, as opposed to just treatment of symptoms and illness.

Personalised medicine adapts individual variances of the patient in all phases – from prevention, diagnosis and health treatment, to post-treatment healing. It is a process "of tailoring medicine to an individual person in terms of diagnoses, medical treatment and applied healthcare goods" (Redekop & Mladsi, 2013). Personalised medicine is a systematic use of information available about the individual patient with the purpose of selecting and implementing optimal prevention and/or wellbeing therapy (Pavelić et al., 2016).

Participatory medicine is an architype shift, where patients cease to be only inactive passengers and become responsible chauffeurs of their health and where healthcare providers inspire and value them as full partners. Such attitude is currently accepted only by a minority of patients and physicians, but for its broader acknowledgement there is a need for more active advocacy and implementation of tools which enable changes in the culture of healthcare.

Psycho-cognitive medicine – underlines that the patient should be treated as a person and not only as an inactive recipient of care. The patient is categorised by his or her emotions, attitudes and cognitive processes which have explicit relations with and crucially define the healing process. According to this approach future medicine will consider a cognitive and psychological profile of the patient, instead of a mere diagnostic classification.

All five aspects increase the role of the patient to an active stakeholder who according to his or her digital literacy has to be able to communicate with understanding and use increasing amounts of data through digital media. Remote areas such as islands further emphasise the need for increasingly intensive use of eHealth. Therefore, there is a potential danger that the digital divide among people with insufficient digital literacy has more severe consequences than in cities where direct contact with medical personnel is easier to achieve. Although there is an obvious similarity between digital and health literacy, their relation is not fully exploited and in the following text there are some ideas for improving health literacy as a tool for better health outcomes.

3 DIGITAL AND HEALTH LITERACY

Digital transformation of healthcare can be disruptive because technologies like the Internet, P5 technologies, blockchain, telemedicine, AI, smart wearables and others, enable and demand easy data exchange and storage and tools allow remote data capture and the exchange of data and sharing of pertinent information. The digitally and health illiterate are usually the least educated, older and unemployed and they are at greater risk of poverty and vulnerability for disease. Therefore, there is a need for public activities to promote and target the measure of digital and health literacy to those people. Healthcare professionals and the social environment are important motivators in the process of increasing digital and health literacy. To increase the opportunity, people should have online access to useful information anytime and anywhere. To increase ability and motivation, important factors are information, skilling and education (Keane, 2019).

Even educated people with high literacy skills may face problems in obtaining, comprehending and using health information. Moreover, despite an increased interest for health literacy, almost no research has been realised on health professionals' knowledge of health literacy and/or understandings of the obstacles to health literacy that patients have during the healthcare treatment (Lambert et al., 2014). The mysterious language and difficult to comprehend phrases used by professionals in the health sector are fully incompressible for many patients. Furthermore, the unnecessarily complicated language and unclear scientific terms cause the users of the healthcare sector to insufficiently or wrongly understand words used by healthcare professionals and the healthcare sector. Digital literacy related to health literacy should enable them to recognise credible sources and data among the abundance of available information. In that way, they should actively take on the role of co-creators of their health status and be in position to produce relevant digital data to be used by the health sector.

Adults who have a problem comprehending written materials are often embarrassed and apply methods to hide their difficulties. They are often not willing to demand explanation because they are scared of being considered illiterate and ignorant. If health workers were able to ask their patients to explain clearly and precisely what they understood about the diagnoses, instructions and drug information, they would find many gaps in the knowledge, grave problems in understanding, and widespread misinterpretations. These problems are also exacerbated by language and cultural variation, technological complexity in healthcare and present administrative documents and compound requirements. Digital and social media are crowded with predators spreading conspiracy theories and false information, leading those who are insufficiently digitally and health literate to uncritically accept and harm their own and public health. The anti-vaccination movement related to the COVID-19 pandemics that is spreading on the Internet is an example. Digital literacy linked with health literacy enables patients to collect relevant information, to use digital media for improvement of their comprehension of new information and according to the needs to generate and deliver to the health system the necessary information about their health status.

Health literacy remains an important neglected issue in achieving high-quality healthcare, but there are signs of improvement. More and more health and medical experts with educational specialists create the methods of an accessible and understandable transfer of demanding health information to the patients and general public. The resistance towards technological changes and improvements can be lessened by improving the health literacy of patients. Due to the importance of health literacy, it is crucial to include health promotion and patient education in the preparation and realisation of different healthcare programmes (Swedish National Institute for Public Health, 2006). Improvement in the field of health literacy requires the inclusion new measures which can be useful in establishment of baseline levels and monitor change during a longer period (Nielsen-Bohlman et al., 2004). Literacy can be improved by formal individual programmes, but also innovative population-based approaches may also be very useful. Moreover, mass public media campaigns which include television, radio, newspaper and billboard advertisements are useful. In that process, successful linking digital and health literacy is crucial for the growing use of the Internet and digital mobile applications that have such possibilities.

With the intention to lower system blocks, Lambert et al. (2014) examined health professionals' understanding of health literacy and perceptions of barriers that their patients face in receiving healthcare services. The goal of the educational programme for health professionals' should be focused on supporting them in the provision of easy and comprehensible information to their patients, so that they can better understand illness prevention, diagnoses, cures and instructions. In many countries, regular mass media health literacy programmes have improved eating habits and increased physical activity, and contributed to better management of chronic and degenerative diseases. Particularly for the older population, health literacy can be improved by improving patients' self-management skills, strengthening their links to clinical care and by insuring ongoing efficient and adequate social support. If the health information given to patients reflects real-life situations and is prepared in a simple and easily comprehensible language, according to Jacobson et al. (1999), there is a significant possibility to improve the uptake of preventive health interventions, like vaccination against various pandemics.

4 CONCLUSIONS AND RECOMMENDATIONS

Communities on islands are geographically distant, with a small population, higher average age and lower educational level, low activity rates and income, which makes them all disadvantaged in access to traditional and digital health services. Such a socio-economic environment accentuates need for the promotion of digital literacy. An active citizen can take responsibility of his or her own well-being and health, becoming an active partner in his/her health care processes.

Digital literacy includes the development of creativity and educational methods which is bound to enable change. The effects of social media on the way people learn inside and outside of formal and informal education may shed some new light on the contents of digital literacy. This is particularly important in the provision of the adequate and accessible healthcare services, which are an important precondition for individual well-being and a competitive economy. In order to map out the current and future digital literacy needs of society and the economy, digital literacy development requires data on skills development and analyses of user trends. For all these demanding tasks, there is a need for a strong partnership on the national and European level, where stakeholders work together to reduce the existing digital skills gap.

According to various sources (primarily OECD, 2015; WHO, 2019, 2021), in such a process there is a need to take care of:

– *Effectiveness* – The experience of digital education and training suggests that this intervention increases health workers' knowledge.

– *Content* – For the development of effective digital and health literacy there is a need to provide adequate training for health professionals. Targeted education and training programmes are important tools to solve low literacy awareness and understanding among health professionals.

– *Acceptability* – It is quite obvious that users respect digital educational and training, particularly advantages to mobile learning tools.

– *Accessibility* – Health workers located in remote areas like islands, find the digital training and provision of support very useful in overcoming geographical distances and connecting to the broader health system.

– *Accuracy and adequacy* – When designing an educational, training and/or skilling programme, there is a need to focus it on a specific set of competencies suitable for a particular group of healthcare workers, but also on essential interprofessional competencies, which should be incorporated into training, skilling and education efforts for any healthcare worker group.

Developing P5 medicine depends critically on the information and combination of various data sets to develop an inclusive personal healthcare record as well as on further improvement of digital and health literacy. Desired results can be achieved by educational programmes which contribute to improving physicians' awareness of the health literacy problematic among patients, particularly those of the identified risk groups.

Upgraded health literacy and further development and implementation of P5 medicine could be a really useful mixture to improve healthcare outcomes. This presents new challenges as well as new opportunities for remote areas such as islands.

References

Erstad, O. (2010). Educating the Digital Generation. *Nordic Journal of Digital Literacy, 5*(1), pp. 56--70.

Hage, E., et al. (2013). Implementation factors and their effect on e-Health service adoption in rural communities: a systematic literature review. *BMC health services research, 13*(1), 1-16.

Jacobson, T. A., et al. (1999). Use of a low-literacy patient education tool to enhance pneumococcal vaccination rates. A randomized controlled trial. *JAMA, 282*(7), 646-50.

Keane, L. (2019). *D6.3 Report on eSkills for Professionals Information Note*. Brussels: eHAction.

Lambert, M., et al. (2014). Health literacy: Health professionals' understandings and their perceptions of barriers that Indigenous patients encounter. *BMC Health Services Research, 14*(614), 1-10, https//doi.org/10.1186/s12913-014-0614-1

New Media Consortium. (2005). *A global imperative: The report of the 21st century literacy summit.* Austin, Texas: The New Media Consortium.

Nielsen-Bohlman, L., et al. (ed.) (2004). *Health literacy: a prescription to end confusion.* Washington, DC: Institute of Medicine of the National Academy.

OECD. (2015). *Digital Economy Outlook 2015*. Paris: OECD Publishing.

Pavelić, K., et al. (2016). Personalized Medicine: The Path to New Medicine, in Bodiroga-Vukobrat, N., et al. (Eds.)., *Personalized Medicine A New Medical and Social Challenge*, pp. 1-20. Springer International Publishing.

Redekop, W. K., & Mladsi D. (2013). The faces of personalized medicine: a framework for understanding its meaning and scope. *Value Health 16*(6 Suppl.), S4-S9.

Swedish National Institute for Public Health. (2006). *Healthy ageing: a challenge for Europe.* Stockholm: Swedish National Institute for Public Health.

World Health Organisation. (2019). *WHO Guidelines: Recommendations on Digital Interventions for Health System Strengthening.* Geneva: WHO.

WHO (2021). *Global strategy on digital health 2020–2025.* Geneva: WHO.

Jeronim DOROTIĆ
Catholic University of Croatia, Croatia

RELIGIOUS TOURISM AS A DRIVER OF SUSTAINABLE DEVELOPMENT OF THE CROATIAN ISLANDS: ECHOES FROM THE CAMINO PILGRIMAGE ROUTE ON ISLAND KRK

Abstract

The main objective of this paper is to signify the sustainable dimension of the Camino pilgrimage route on the island of Krk, and therefore, to explore the potential role of alike religious tourism initiatives in fostering the sustainable development of Croatian islands. This goal was reached firstly by conceptualizing complementarity between religious tourism and sustainable development, and then by illustrating that Croatian islands contain a great potential for further sustainable development through religious tourism initiatives. Accordingly, in the central part of this inquiry the Camino Krk was presented as an example of a sustainable religious tourism initiative. In this regard, insights were provided on the given topic according to the views of the initiators (i.e., the Brotherhood of St. James, Croatia) and pilgrims/tourists who have directly experienced the Camino Krk. The results indicate that Camino Krk can be regarded as a positive example of a religious tourism initiative which could be followed with the aim to further enhance the development of Croatian islands in a sustainable manner.

Keywords: *Camino Krk, Croatian islands, religious tourism, sacral landscapes, sustainable development*

1 INTRODUCTION

Religious tourism is gaining increasing relevance in the contemporary travel and tourism industry. This is not surprising since it has been estimated by the United Nations World Tourism Organization (UNWTO) that “300 to 330 million tourists visit the world´s key religious sites every year, with approximately 600 million national and international religious voyages in the world” (United Nations World Tourism Organization, 2014). Nonetheless, even though it can be asserted that pilgrimages to sacred sites correlate with the beginning of civilizations and likewise today constitute an important feature of religious practices (Griffin & Raj, 2017), still the notion of religious tourism lacks precise definition. For this reason, it is adequate to point firstly at the functional definitions of tourism, sustainable development and sustainable tourism according to the views of relevant international organizations, and to eventually signify the inevitable complementary relationship between these concepts. Consequently, this conceptual clarification will gradually lead towards the central part of this inquiry which explores the Camino Krk initiative as an example of a sustainable religious tourism initiative which could be followed with the aim to further enhance the development of Croatian islands in a sustainable manner.

2 DEFINING COMPLEMENTARITY BETWEEN RELIGIOUS TOURISM AND SUSTAINABLE DEVELOPMENT

From the perspective of the UNWTO, tourism is perceived as "a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes" (UN, 2016, p. 237). Noticeably, the provided definition indicates that personal reasons to freely engage in tourism activities can also encompass actions which have religious connotations. Nevertheless, since tourism, besides positive can also have negative effects, it wasn't unexpected that with the emergence of the concept of sustainable development in the late 1980s that also soon after emerged the idea of sustainable tourism. More precisely, the concept of sustainable tourism builds upon the well-known definition of sustainable development which refers to "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland, 1987); and which also encompasses economic, social and environmental dimensions (UNEP & UNWTO, 2005, pp. 8-9).

Accordingly, it is important to accentuate that sustainable tourism does not refer to a specific type of tourism, but it rather implies tendency "to make all tourism sustainable" and in this context sustainable tourism is viewed by the UNWTO as a 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 & UNWTO, 2005, p. 11, 12). Moreover, in a light of adopting the 17 Sustainable Development Goals (SDGs) of the United Nations in 2015, UNWTO has clearly recognized the potential of tourism in achieving specific, but also (implicitly or explicitly) all SDGs by adopting the Chengdu Declaration on Tourism and the Sustainable Development Goals in 2017 (UNWTO, 2017, pp. 1-2). Specifically, in the same document it has been recognized that tourism is specifically included in the SDGs 8 (i.e., sustainable economic growth), 12 (i.e., sustainable consumption and production) and 14 (i.e., the sustainable use of oceans and marine resources) (UNWTO, 2017, p. 2).

In line with provided views it is evident that within the contemporary tourism industry all forms of tourism – including those which have an explicit or implicit religious dimension – are ought to aim towards integrating the principles of sustainable development. In this regard, it is interesting to notice that in order to provide conceptual clarity regarding the notions of religious tourism and pilgrimages, Griffin and Raj (2017, p. 2) are referring to former Secretary-General of the UNWTO Taleb Rifai (2015) who suggested that "religious tourism can be one of the most effective tools to foster inclusive and sustainable development". Nonetheless, Griffin and Raj (2017, p. 3) are describing religious tourism simply as "a form of tourism driven by a given faith / set of beliefs", but they also provide a typology of identified activities which illustrate the breadth of religious tourism products which may be driven by both religious and non-religious factors. Accordingly, these activities include traditional pilgrimage, religious tourism, church tourism, religious events, missionary & volunteerism, retreat, student/youth activity, faith-based cruises, religious routes, leisure/fellowship vacations/getaways, spiritual pilgrimage and secular pilgrimage (Griffin & Raj, 2017, p. 4).

In a light of presented insights, complementarity between religious tourism and sustainable development can be further illustrated by referring to the Bethlehem Declaration on Religious Tourism as a Means of Fostering Socio-Economic Development of Host Communities (UNWTO, 2015). Namely, by expressing awareness "that the sustainable development of religious tourism requires the protection and preservation of religious, cultural and natural assets by all stakeholders" (UNWTO, 2015, p. 1), it can be signified that recommendations articulated within this document are pointing at the actions which – if taken effectively – can contribute to religious tourism initiatives in reaching their potential through application of sustainable development principles (e.g., to "develop policies that protect and preserve religious sites"; to "enhance the socio-economic benefits of religious tourism at the local level"; to "promote entrepreneurship in local communities"; to "develop religious tourism routes"; to "foster public-private coordination and cooperation as well as the engagement of local religious communities and civil society"; to "assist in maintaining the integrity of the 'spirit of place'") (UNWTO, 2015, p. 2). Consequently, it can be asserted that successful application of these recommendations contributes to development of sustainable religious tourism.

3 SACRAL SITES AND LANDSCAPES OF CROATIAN ISLANDS AS A SUITABLE SETTING FOR THE DEVELOPMENT OF SUSTAINABLE RELIGIOUS TOURISM

Croatian islands represent microcosmoses rich in unique sacral sites and landscapes and for that reason it can be argued that they contain great potential for further sustainable development through religious tourism initiatives. Namely, Croatia is a "land of a thousand islands" and even though approximately fifty of them are inhabited (Klemenčić, Šunjić & Frka-Petešić, 2013, pp. 19-20), still they can be viewed as remarkable mosaics of cultural landscapes dominated by numerous stone churches and chapels, monasteries, cemeteries and other forms of sacred sites. So, even though Croatian islands are composed of various types of cultural landscapes, it is important to signify that sacral landscapes and the seascapes represent suitable settings for the development of sustainable religious tourism on their soil. In view of that, according to proposed types of cultural landscapes in Croatia by Dumbović Bilušić (2015), it can be emphasized that sacral landscapes "include elements of religious contents and buildings of a certain space" (p. 208), whereas historical seascapes "include areas of the coast, islands and the sea" (p. 210, 2011). In this regard, it can be suggested that to a large extent sacral landscapes of Croatian islands may equally be perceived as seascapes.

Nevertheless, since the sacral landscapes represent a primary setting for the development of sustainable religious tourism, it is important to signify that these landscapes in the Croatian context are inevitably interwoven with the long tradition of pilgrimages to the Roman Catholic shrines (e. g. pilgrimages to sacred sites along the Croatian coastline such as Trsat, Krasno and Sinj, or pilgrimages to the sacral landscape of the Shrine of Saint Mary of Marija Bistrica in continental Croatia) (Dumbović Bilušić, 2015). On the other hand, when referring specifically to the sacral landscapes of the Croatian islands, it seems unavoidable to single out "contemplative landscape" of the Hermitage Blaca on the island of Brač which can be viewed as an example of sacral landscapes "in which a group of sacred buildings, monasteries, churches, chapels, devotees and crucifixes are densely represented in selected natural locations", and which therefore "create a special spiritual environment" (Dumbović Bilušić, 2015, p. 209).

Moreover, it is important to emphasize that sacral landscapes "play an important role in the pilgrimage content, but also as religious tourism routes", as well as they are often "related to sacred buildings (cathedrals, churches, monasteries...) or structures such as the Ways of the Cross" (Dumbović Bilušić, 2015, p. 209). Nonetheless, it can be asserted that regardless of the fact that the Croatian islands contain numerous sacral landscapes and sites which are interwoven with unique traditions[1], still there is a great unused potential in this regard. For this reason, recently initiated Camino Krk initiative represents a relevant object of analysis for this inquiry.

4. CAMINO KRK AS AN EXAMPLE OF A SUSTAINABLE RELIGIOUS TOURISM INITIATIVE

Camino Krk was initiated in 2019 in close cooperation between the Brotherhood of St. James (Croatia, Samobor) and the City of Krk Tourist Board. Likewise, it is important

[1] E.g., Procession "Za Križen" (engl. "Following the cross") on the island of Hvar, which was inscribed in 2009 on the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity (Procession Za Krizen, n. d.).

to add that the Brotherhood of St. James (hereafter the Croatian Brotherhood) is a member of the Confraternity of St. James in Santiago de Compostela (Spain) that represents a central association which gathers organizations of the same name at the global level. Accordingly, one of the primary aims of the Croatian Brotherhood is oriented towards revitalization of Croatian networks of Camino routes, and in this context, the Camino Krk represents its first successfully implemented project (City of Krk Tourist Board, 2022). In addition, Camino Krk is just one of the five sections of the Croatian network of Camino routes initiated by the Croatian Brotherhood, among which are also Camino Banovina, Camino Imota, Camino Podravina and Camino Šibenik (Camino in Croatia, 2022). In general, Camino Krk is an approximately 150 km long route fragmented into seven chapters/days, which along the lines of existing recreational island's trails almost literally circles the island of Krk (City of Krk Tourist Board, 2022). Nevertheless, in order to get broader insights regarding the implications of Camino Krk on sustainable development of the island of Krk, presented views are complemented with reflections expressed through the qualitative questionnaire[2] consisting of open-ended questions by the initiators of the Camino Krk (i.e., representative of the Brotherhood of St. James, Croatia) and pilgrims/tourists who have directly experienced the route (three anonymous participants). What follows is summary of indicative insights provided by denoted stakeholders on the subject matter.

Camino Krk from the perspective of the Brotherhood of St. James (Croatia): Sustainability at the heart of the project

According to its representative (hereafter correspondent), the Croatian Brotherhood offers assistance and support to pilgrims who are pursuing Camino Krk and other sections of Croatian Camino (e.g., through its website and direct contact). Nonetheless, according to the correspondent, the Camino Krk project was envisioned to promote sustainability along with religious and tourism aspects, that is, through inclusion of local providers of goods and services, as well as by promoting and protecting the island's natural and cultural heritage. In other words, the correspondent is accentuating that one of the key goals of the Camino Krk project is sustainability. Therefore, it is emphasized that Camino Krk has quickly reached a high level of recognition by pilgrims and local tourism stakeholders. This is further exemplified by referring to the fact that island's tourism stakeholders are now creating their own accommodation packages and package deals related to Camino Krk. According to the correspondent it is also interesting to notice how the local community, together with the pilgrims, shapes a unique "Camino experience". Lastly, concerning the potential of alike religious tourism initiatives to foster

[2] Conducted via e-mail correspondence in December 2022.

the sustainable development of other Croatian islands, the correspondent indicates that the Croatian Brotherhood in cooperation with Tourist Boards of the island of Brač will initiate the Camino Brač project during the year 2023, as well as realizations of the Caminos on the islands of Hvar and Korčula are planned to be initiated in the future.

Implications of the Camino Krk on sustainable development according to the views of pilgrims/tourists

Motives to experience the Camino Krk by pilgrims/tourists (hereafter correspondents) vary, and even though in general they are a result of combined personal religious, tourist or recreational/sports aspirations, the correspondents individually accentuate specific intention as the most important. In this regard, particular correspondents indicate that behind their motivation stands a positive experience of walking the Camino de Santiago in Spain. Moreover, the correspondents are also expressing their specific religious or contemplative motives to walk the route, as well as they accentuate recreational/sports intentions.

According to the correspondents, along with religious and tourism aspects, Camino Krk contains characteristics which are contributing to the sustainable development of the island of Krk. Some of these sustainable elements are reflected in the correspondent's impressions which indicate that initiative's infrastructure is well-developed (e.g., well marked trails), as well as that along the route there are available camping sites, private accommodation, transport and similar services by local providers who are acquainted with the pilgrim's need. Moreover, the correspondents are also accentuating that Camino Krk is contributing towards a more balanced distribution of pilgrims/tourists on the island of Krk throughout the whole year, they also indicate that pilgrims tend to look for accommodation in less known locations on the island. In addition, correspondents are expressing that they had positive interactions with the local communities, the initiative's organizers and representatives of the island's Tourist Boards.

All correspondents have had positive experiences regarding Camion Krk, among which they accentuate their encounter with natural island's beauties (e.g., seascapes, forests, mountains, beaches) along with sacral and other not well-known cultural heritage sites. As such, according to the correspondents, Camino Krk has perspective for further development, since this kind of tourism meets the increasing current demands for pursuing an active and content-rich vacation. However, the correspondents are also recommending that Camino Krk should accentuate the pilgrimage aspect of the initiative.

Likewise, correspondents agree that this type of interactive and meaningful tourism initiative – based on organized walking/cycling/hiking routes which are connecting the island's natural, cultural and sacral heritage – could certainly be implemented and therefore contribute to the sustainable development of other Croatian islands. In addition, correspondents are also noticing that overproduction of routes which hold the Camino name/title may lead towards the loss of the true meaning of the Camino pilgrimage. Nevertheless, the correspondents are indicating that other Croatian islands also contain undiscovered potential for further sustainable development, and that in this regard, religion plays an important role due to its long tradition in shaping the lives of the islanders.

5 CONCLUDING REMARKS

According to presented insights, the sustainable characteristics of the Camino Krk initiative are evident in both its content and form. In other words, Camino Krk is noticeably envisioned to revitalize the island's historic, cultural, natural and foremost sacral heritage within the framework of unique island landscapes marked by sacred sites. In addition, these sacred sites, which form a part of the island's sacral landscapes and seascapes, are connected by environmentally friendly walking/hiking/cycling trails in a way to ensure intense interactions of pilgrims/tourists with local communities. On the other hand, local island's communities benefit from these interactions by enhancing their local economies (e.g., through providing employment, accommodation, transport and other goods and services), as well as by getting involved in maintenance of the island's natural and cultural heritage. Finally, a fact that in the near future the Croatian Brotherhood of St. James plans to initiate similar initiatives on the islands of Brač, Hvar and Korčula indicates that sustainable religious initiatives such as the Camino Krk can be regarded as drivers of sustainable development of the Croatian islands.

References

City of Krk Tourist Board. (2022). *A description of the Camino Krk pilgrimage route*. https://www.tz-krk.hr/en/a-description-of-the-camino-krk-pilgrimage-route.

Brundtland, G. H. (1987). *Our common future: Report of the World Commission on Environment and Development.* Geneva, UN-Document A/42/427. https://sustainabledevelopment.un.org/content/documents/5987our-common-future.pdf

Camino in Croatia (2022). *Camino Croatia. Camino in Croatia.* https://caminocroatia.com/camino-in-croatia/.

Dumbović Bilušić, B. (2015). *Landscape as cultural heritage: methods of recognition, evaluation and protection of Croatian cultural landscapes (Krajolik kao kulturno naslijede: metode prepoznavanja, vrjednovanja i zaštite kulturnih krajolika Hrvatske).* Ministry of Culture, Republic of Croatia.

Griffin, K. & Raj, R. (2017). The importance of religious tourism and pilgrimage: Reflecting on definitions, motives and data. *International Journal of Religious Tourism and Pilgrimage, 5*(3) https://doi.org/10.21427/D7242Z

Klemenčić, M., Šunjić, A. & Frka-Petešić, Z., (Eds.) (2013). *Croatia: Land and people. geography. The Adriatic sea and islands*. The Miroslav Krleža Institute of Lexicography in association with the Ministry of Foreign and European Affairs of the Republic of Croatia.

Procession Za Krizen (n.d.). *UNESCO. Intangible cultural heritage. Procession for Krizen ('following the cross') on the island of Hvar.* https://ich.unesco.org/en/RL/procession-za-krizen-following-the-cross-on-the-island-of-hvar-00242.

United Nations World Tourism Organisation. (2014). *World Tourism Organization. Tourism can protect and promote religious heritage.* https://www.unwto.org/archive/europe/press-release/2014-12-10/tourism-can-protect-and-promote-religious-heritage.

UN (2016). *International recommendations for tourism statistics 2008 compilation guide. Department of Economic and Social Affairs.* United Nations. https://unstats.un.org/unsd/tourism/publications/E-IRTS-Comp-Guide%202008%20For%20Web.pdf

UNEP & UNWTO (2005). *Making tourism more sustainable: A guide for policy makers.* World Tourism Organization and United Nations Environment Programme. https://wedocs.unep.org/20.500.11822/8741

UNWTO (2015). Bethlehem declaration on religious tourism as a means of fostering socio-economic development of host communities. *UNWTO Declarations, 24*(4). https://www.e-unwto.org/doi/pdf/10.18111/unwtodeclarations.2015.24.04

UNWTO (2017). Chengdu declaration on tourism and the sustainable development goals. *UNWTO General Assembly Documents 2017*(1). Twenty-second session Chengdu, China. https://www.e-unwto.org/toc/unwtogad/2017/1

Daniela GRAČAN
Faculty of Tourism and Hospitality Management in Opatija, Croatia
Romina ALKIER
Faculty of Tourism and Hospitality Management in Opatija, Croatia
Kristina PILKO
Faculty of Tourism and Hospitality Management in Opatija, Croatia

THE RELATIONSHIP BETWEEN THE BLUE ECONOMY AND THE QUALITY OF LIFE OF RESIDENT POPULATION IN MEDITERRANEAN COUNTRIES

Abstract

The blue economy is the basis for the future of human society and encompasses several sectors. One of them is nautical tourism, which is experiencing continuous growth and involves numerous resources and stakeholders. The blue economy concept has the potential to fulfil sustainable development goals and has an impact on improving the quality of life of the resident population. Previous research providing a comprehensive overview of the blue economy is scarce. To provide a more in-depth analysis of blue economy implementation, the authors conducted a more comprehensive literature review. To fill this research gap, the impact of nautical tourism in the context of the blue economy was examined and related to the quality of life of the resident population. The main goal of this paper was to investigate the relationship between the blue economy and the quality of life of people in the Mediterranean countries of the EU. For this purpose, a primary survey on the satisfaction of the resident population was conducted, which was compared with the secondary data on the implementation of the blue economy objectives in selected Mediterranean countries in the EU. The research in this article confirmed that the drive towards an implementation of a blue economy have triggered a profound change in Mediterranean countries. The authors proved the hypothesis that the implementation of blue economy goals affects the satisfaction of resident population.

Keywords: *blue economy, sustainable development goals, quality of life, resident population, nautical tourism, Mediterranean countries*

1 INTRODUCTION

Economic management of the sea has entered the global political agenda. Scientific and technological progress and the introduction of new uses of maritime space led to the analysis and discovery of various potentials in the European Union, where the blue economy represents an annual gross added value of almost 500 billion euros, in numerous areas, and there is still room for growth (Guerriero, 2021). Every country that has seas or oceans in its geographical composition has great potential for innovation and growth. With its blue economy strategy, the European Union creates opportunities to stimulate growth in European seas (Kovaćić et al., 2021).

The Blue Economy concept was formally defined by the UN itself in 2014, and as the main goal it emphasizes the improvement of human well-being and social equality, significant reduction of environmental risks and ecological fragility (United Nations, 2014). The UN notes that the blue economy will help achieve the UN's Sustainable Development Goals, one of which is Life Under Water (Rousseau, 2020). There are different definitions of the Blue Economy. According to The World Bank (2022), the blue economy is the sustainable use of ocean resources for economic growth, improved livelihoods and jobs while preserving the health of the ocean ecosystem. The European Commission (n.d.) implies the blue economy as all the economic activities related to oceans, seas and coasts. The blue economy covers a wide range of interconnected previously established and emerging sectors. The Commonwealth (n.d.) considers the blue economy as an emerging concept which stimulates better management of ocean or 'blue' resources. Conservation International (2018) adds that the blue economy also includes the economic benefits that are possibly not being placed on the market, such as carbon storage, coastal protection, cultural values and biodiversity. The Centre for the Blue Economy (n.d.) emphasizes that the blue economy is now a widely used term worldwide with three related but distinct meanings - the overall contribution of the ocean to the economies, the need for solving the economic and environmental sustainability of the ocean, and the ocean economy as an opportunity for growth for developed, but also the developing countries.

If the blue economy was to be compared with national economies, it would be the seventh largest economy in the world, and the ocean as an economic entity would be a member of the G7. The blue economy in Europe provides 4.5 million direct workplaces, where it connects all industries and sectors, while also developing innovative sectors, such as bioeconomy and so forth, thus creating new workplaces.

According to the European Commission Report (2021), various economic activities have a negative cumulative effect on the marine environment, from visible pollution such as plastic waste and oil spills to invisible pollution such as microplastics, underwater noise, and chemicals. The effects of climate change and greenhouse gas emissions are devastating for the seas, coasts and people living in these areas, ranging from changes in water temperature to acidification, rising sea levels and increasingly frequent and more intensive floods and erosion. Together with the major threat posed by the loss of biodiversity, which is driven by climate changes, pollution, overexploitation of resources and the destruction of natural habitats, these impacts will challenge the resilience of the blue economy and society in total.

The blue economy paradigm, according to the United Nation Development Program (Hudson, 2018), is the natural next step in the realization of sustainable human development, which meets the needs of the present without compromising the ability of future generations to meet their needs. The blue economy refers to the use of marine resources for human welfare in a manner that sustains and regenerates the entire marine base for longevity. As the European Green Deal (EGD) points out, the blue economy is an inseparable part of green growth as well, where member countries fulfil international obligations on climate and sustainability goals. The EGD is a new growth strategy that seeks to transform the EU into a fair and prosperous society, with a modern, resource-efficient, and competitive economy in which economic growth is decoupled from resource use (European Commission 2021). EGD is an integral part of the Commission's strategy for the implementation of the United Nations 2030 Agenda and its seventeen Sustainable Development Goals (SDGs).

An important challenge of the blue economy is understanding and better managing many aspects of sustainability, ranging from sustainable fisheries, ecosystem health to pollution prevention. The blue economy refers to the general acceptance that the sustainable management of blue resources will require cooperation across borders and sectors through various partnerships, and this at a level that has not been achieved before.

2 THE BLUE ECONOMY AND MARITIME SECTOR

The EU's blue economy encompasses all sectors and a symbiosis of cross-sectoral economic activities based on or related to oceans, seas and coasts (European Union 2021). In this context, it singles out activities based on the sea. They include activities undertaken in the ocean, sea and coastal areas, such as marine life, marine resources (fisheries and aquaculture), marine minerals, marine renewable energy, desalination, coastal tourism and, to a large extent, maritime transport. In addition to activities at sea, the blue economy also includes activities by the sea. These are activities that use products and/or services from the ocean or sea-based activities such as seafood processing, biotechnology, shipbuilding and repair, port activities, technology and equipment, digital services and so forth.

Some sectors of the blue economy generate significant indirect economic effects (i.e., supply chain) and induced economic effects (i.e., general consumption and expenditure resulting from household disposable income generated by blue economy activities). The blue economy has been a key factor of the European Green Deal and the European Recovery Plan for many years; therefore, it is necessary to fulfil the ecological, climate as well as the economic goals of the EU. Oceans and seas are the main climate regulators that exist, providing energy, oxygen, and food. The European Commission has adopted a detailed blue economy agenda, which should help achieve the goals of the European Green Plan. The blue economy directly contributes to sustainable development through a series of guidelines, activities, and actions, starting from mitigating climate change through the development of renewable energy at sea, reducing the carbon footprint in maritime transport, redesigning fishing gear, recycling ships, decommissioning platforms, and developing self-sustainable coastal infrastructure. Previously stated are only examples of how the blue economy affects sustainability (European Commission, n.d.), but the synergy of research, acquisition and development of new skills and innovations, respectively, the synergy of science and economy is inevitable. Achieving national sustainable development plans is an unavoidable factor for countries that have oceans and seas in their geographical composition. It is necessary to include blue economy, respectively blue growth, in national strategies. The blue economy focus on sustainability leads to a greater degree of awareness of the implementation and understanding of the goals of sustainable development.

As already stated earlier, the blue economy includes activities related to maritime transport. Maritime transport is the most important maritime activity that enables global economic connectivity. Total revenues of maritime transport amount to more than 70 billion Euros in the Mediterranean Sea (5% of the total revenues worldwide), which generate a Gross Value Added (GVA) of 27 billion Euros. Around 550,000 jobs are directly created by the maritime transport sector (UN,). In this context, further in the paper, the trends in the maritime sector are presented, which place great emphasis on the protection of water and coastal areas.

3 REVIEW OF THE LITERTURE IN SCIENTIFIC DATABASIS

For the purpose of this research, the authors conducted literature research on the topic of blue economy. The published literature was obtained from the scientific databases Scopus, Emerald Insight and Google Scholar, by browsing the keywords “blue economy” and “blue growth”. The period 2018-–2022 was observed as even though in previous years research was published on this topic, in this period a significant growth of published research on the blue economy was registered. An extremely small number of research papers is evident in the Scopus database, and especially from the Mediterranean countries. The Mediterranean countries of the European Union were investigated, which include Cyprus, France, Greece, Croatia, Italy, Malta, Portugal, Slovenia and Spain, and other world countries as well, as shown in Table 1. According to the information presented in Table 1, a growing trend is evident, respectively in the period 2018-2022 the five times. The keywords "blue economy" were found 480% more in 2022 in relation to 2018 in Mediterranean countries and 372% more at the world level.

The number of scientific articles that include the keywords "blue growth" increased by 133%. The total increase of articles that include both key terms is 350% in the Mediterranean, and 307% globally. Considering the actual number of articles is 24, it is evident that the topic was not of significant interest to the researchers. Even on the world level, the various mentioned terms did not receive much interest, but throughout the years and public awareness through global strategies, the increase in articles is evident. The articles that were processed are from the fields of economics and tourism, as well as from the fields of ecology and sociology.

Table 1 – Number of published articles in the Scopus database. Source: Author's research.

Scopus	**2018**		**2019**		**2020**		**2021**		**2022**	
	MC	**WW**	**MC**	**WW**	**MC**	**WW**	**MC**	**WW**	**MC**	**WW**
Blue Economy	5	32	16	58	16	61	32	124	24	119
Blue Growth	3	10	8	13	4	16	5	16	4	10

MC – Mediterranean countries; WW – World wide

In the research database Emerald, the number of articles is evidently smaller (Table 2), which proves the research gap determined by analysing the research database Scopus.

Table 2 – Number of published articles in the Emerald database. Source: Author's research.

Emerald	**2018**	**2019**	**2022**	**2021**	**2022**
Blue economy	9	12	19	23	32
Blue growth	3	2	5	5	6

Google Scholar shows a growing trend of published articles with the keywords "blue economy" and "blue growth", indicating an increasing presence of the terms in research, but across all scientific fields.

Table 3 – Number of articles published in the Google Scholar. Source: Author's research.

Google Scholar	**2018**	**2019**	**2022**	**2021**	**2022**
Blue Economy	64	122	234	311	336
Blue Growth	55	95	115	168	162

However, only in 2021 there was an increase in papers in the Mediterranean countries in the fields of social sciences, economics, and tourism, which only confirms the data obtained from previously analysed databases. The above indicators point out that the number of published papers that include the keywords "blue economy" increased

525% in 2022 when compared to 2018, the number of papers that include the keywords "blue growth" also increased by 295%. The total increase in the number of published articles with the specified keywords in 2022 compared to 2018 is 418.5%.

Papers with the keywords "blue economy" and "blue growth" cover a wide variety of topics related to the sea, oceans and coastlines, but it is noticeable and necessary to emphasize that there is an extremely small number of papers that deal with the mentioned topics from the field of economy and tourism, and especially the Mediterranean, which leaves room for new research, but also for the development of the real sector as a potential backbone of a new business niche.

4 METHODOLOGY AND VARIABLES

Using an empirical research approach, the method of primary data collection through an online survey was used. In addition, for obtaining further insights the authors have used the content analysis method. The purpose of this paper is to highlight the importance of the term blue economy in the business of all entities at sea and by the sea. Primary research was conducted by using a questionnaire on a random sample of the resident population of two destinations, one of which has a marina that has been operating for several years, and the other is preparing to build one. The investigation focused on how the resident population perceive the concept of the blue economy, what is the importance of the blue economy in the business in nautical ports and whether marinas increase the value of the area and create added value or, on the contrary, pollute the environment if they manage waste improperly.

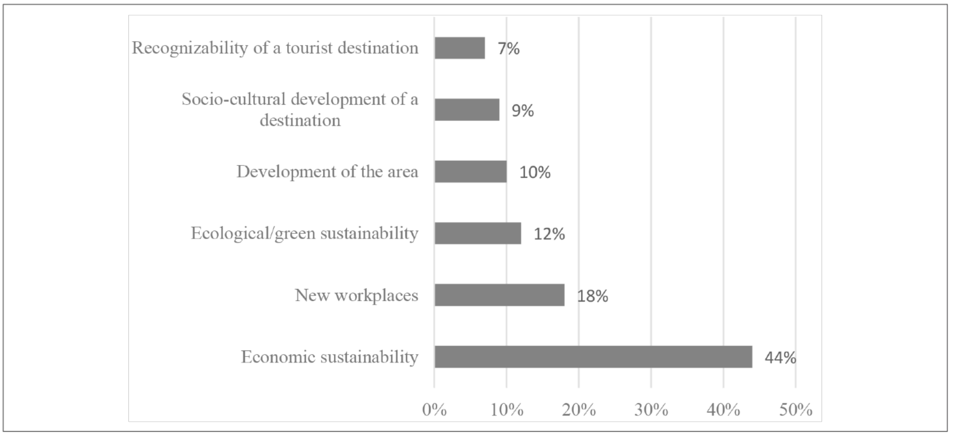
The research took place over a period of one month, from June to July 2022, in the ACI marina "Opatija" in Ičići and the town of Kraljevica. The research was conducted on a sample of 214 respondents of the resident population, by random selection. ACI marina "Opatija" in Ičići, Croatia, is one of the most visited marinas in the Republic of Croatia, which directs its work towards sustainable growth and development, and the City of Kraljevica in its spatial and development plan has foreseen the construction of a completely new marina. The investigation examined the level of support the inhabitants provided for its construction.

The results of the conducted research show that 78% of the respondents are not familiar with the term "blue economy" and do not know the definition of the same, nor are they familiar with the benefits that the blue economy brings. A total of 93% of the respondents believe that the existence of a marina in the area raises the economic standard of the area and creates added value for the resident population, such as creating new jobs, generating visitors with a better financial status, and positive marketing positioning at the international level. If marinas manage waste in an organized and proper manner, in accordance with regulations and environmental protection, 84% of the respondents believe that the environment is not being polluted nor additionally damaged.

During spatial planning and construction, knowledge is essential, as well as knowing the area and proper use of spatial resources, in order to increase the attractiveness of the destination through design and construction, according to 64% of respondents, where the emphasis is placed on functionality and visual attractiveness with proper construction that will not harm the environment.

In terms of understanding the term "blue economy", 81% of the respondents believe that the blue economy also brings other economic values, which are not communicated in the foreground, such as the protection of the coast, cultural values, biodiversity, reduction of the carbon footprint, additional certification of the area and education of stakeholders. Respondents believe that the benefit of the blue economy for the resident population manifests itself 44% in economic sustainability, 18% in the generation of new jobs, 12% refers to ecological/green sustainability, 10% on the development of the area, 9% to socio-cultural development of the destination and 7% on recognizability of the tourist destination.

Chart 1 – Benefits of the blue economy for the resident population. Source: Author's research



5 CONCLUSION

The main goal of the paper was to investigate the relationship between the blue economy and the quality of life of people in coastal destinations. A review of scientific papers dealing with the issue of the blue economy showed that more attention is being paid to the study of the blue economy and its significance for the maritime countries of the Mediterranean and beyond. The paper analyses trends in the maritime sector, among which the adaptation of green policies stands out. The reduction of greenhouse emissions is to become the top priority of the nautical destination. Proactive steps should be considered to become a “green port” and to reduce emissions on shipping transportation.

The two investigated destinations, that base their development on their port and nautical tourism, the attitudes of their resident population regarding the implementation of the blue economy and its significance for the development and quality of life in these areas were analysed. The conducted research led to the conclusion that the implementation of the goals of the blue economy affects the satisfaction of the local population. Comparing the results, it is evident that the blue economy and blue growth are an interwoven network of political decisions, private investors and resident population and a combination of scientific and technological innovations (Guerreiro, 2021).

Education of the resident population will be a decisive factor in the development of a particular area, and one of the future priorities when implementing new technologies and creating development plans in the local community. The research showed that it is necessary to acquaint the resident population with the concepts and opportunities provided by the blue economy and how all stakeholders should be involved in decision-making, and one of the ways is to use the potential of the tourist infrastructure to inform and educate stakeholders about the blue economy, creating co-creators of sustainable development in practice. Spatial planning and construction in coastal areas should be in accordance with the structure, characteristics, and dynamics of any coastal area unit (Kathijotes, 2013).

Future research should include qualitative research methods to capture the emotions and experience of the respondents that were evident during the research process. Discovering and exploring opportunities for cooperation between different sectors and neighbouring regions will greatly improve the chances for global and equitable success and generate a greater number of articles dealing with blue economy research in the European Union, and therefore in Mediterranean countries. Also, the limited number of blue economy research in the nautical sector provides future possible directions for researching its possibilities and potential, considering the strong influence of the nautical sector on the global and Mediterranean economy.

Funding acknowledgement: This paper was funded under the project Line ZIP UNIRI of the University of Rijeka, for the project ZIP-UNIRI-116-2-21 “Influence of exogenous changes on the impact of nautical tourism” supported by the Faculty of Tourism and Hospitality Management, University of Rijeka.

References

Center for the Blue Economy. (n.d.) *What is the "blue economy"?* Middlebury Institute of International Studies. https://www.middlebury.edu/institute/academics/centers-initiatives/center-blue-economy

Conservation International. (2018, March 7). *What on earth is the 'blue economy'?* https://www.conservation.org/blog/what-on-earth-is-the-blue-economy

European Commission. (2021). *Communication from the Commission to the European Parliament, the Council, The European Economic and Social Committee and the Committee of the Regions on a new approach for a sustainable blue economy in EU transforming the EU's blue economy for a sustainable future.* https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM:2021:240:FIN

European Commission. (n.d.) *Sustainable blue economy.* https://oceans-and-fisheries.ec.europa.eu/ocean/blue-economy/sustainable-blue-economy_en

European Union. (2021). *The EU blue economy report 2021.* https://op.europa.eu/en/publication-detail/-/publication/0b0c5bfd-c737-11eb-a925-01aa75ed71a1

Guerreiro, J. (2021). The blue growth challenge to maritime governance. *Frontiers in Marine Science*, *8*, 681546. https://doi.org/10.3389/fmars.2021.681546

Hudson, A. (2018, November 26). Blue economy: A sustainable ocean economic paradigm. UNDP Blog. https://www.undp.org/blog/blue-economy-sustainable-ocean-economic-paradigm

Kathijotes, N. (2013). Keynote: Blue economy - environmental and behavioural aspects towards sustainable coastal development. *Procedia - Social and Behavioral Sciences*, *101*, 7–13. https://doi.org/10.1016/j.sbspro.2013.07.173.

Kovačić, M., Perinić, L., Kerčević, S. (2021). Greening the blue economy as an incentive to sustainable development of Primorje-Gorski Kotar County. *Pomorstvo 35*(1), 159–169. https://doi.org/10.31217/p.35.1.17

Rousseau, P CG. (2020, July 14) *What is the right definition for the blue economy?.* LinkedIn. https://www.linkedin.com/pulse/what-right-definition-blue-economy-pierre-cg-rousseau/

The Commonwealth. (n.d.). *Sustainable blue economy*. https://thecommonwealth.org/bluecharter/sustainable-blue-economy

United Nations (2014). *Blue economy concept paper*. United Nations. https://wedocs.unep.org/bitstream/handle/20.500.11822/11129/unep_swio_sm1_inf11_blue_economy.pdf?sequence=1&amp%3BisAllowed=

United Nations (2017). *Mediterranean 2017 quality status report*. https://www.medqsr.org/maritime-transport

World Bank Group. (2022, February 2022). *The World Bank's blue economy program and PROBLUE: Supporting integrated and sustainable economic development in healthy oceans*. https://www.worldbank.org/en/topic/environment/brief/the-world-banks-blue-economy-program-and-problue-frequently-asked-questions?qterm_test=blue+economy

Peter GLADOIĆ HÅKANSSON
Malmö University, Department of Society, Culture, and Identity, Sweden

Predrag BEJAKOVIĆ[1]
Institute of Public Finance, Croatia

THE DOUBLE-EDGED SWORD OF THE TOURISM ECONOMY – MOBILITY AND THE QUALITY OF LIFE ON THE CROATIAN ISLANDS

Abstract

Many island municipalities depend upon the tourist industry, but this industry can be a double-edged sword. On the one hand, it provides a source of income to people in the region, using the natural resources they have. On the other hand, the low-skill services that are connected to tourism have low wages and productivity, and the possibilities of productivity increases are low. This article aimed to analyse the possibilities for economic development in the Croatian islands, using a conceptual model inspired by Harris and Todaro's theoretical outline (Harris & Todaro, 1970; Todaro, 1969). We analysed 18 municipalities located on the islands. The conceptual model classified municipalities by three criteria: unemployment rate, employment growth, and wage. We found 18 island municipalities that have low unemployment, high employment growth, but still low wages, which is a contradiction in neo-classical economic theory. However, it can be explained by the existence of amenities and the tourist industry being low-skilled and therefore having a low wage level. We used population data to analyse demographic trends and the propensity to move from these municipalities. Regardless of the high quality of life on islands, employment possibilities are very limited, particularly for persons with tertiary educational attainment. Therefore, in the past, people born on islands have had to seek education and employment on the mainland. However, telework and digital nomadism have dramatically changed the situation. With digitalisation and flexible work, there are new possibilities for the islands to attract people to both work and spend leisure time. This has led to a number of issues, not least the question of taxation.

Key words: *Croatia, depopulation, islands, tourism economy*

1 INTRODUCTION

The Croatian Mediterranean islands have been described in many ways, mostly positive, such as having a peaceful and quiet environment without too much traffic, and the

---

[2] The contribution of this author is the part of the Digital Literacy Network Project in Croatia. The project is co-funded by the European Union from the European Social Fund. The title of the project: Digitalna.hr, Cod of the Project UP.04.2.1.06.0055.

people have been described as creative, flexible, deft, and resourceful. However, other descriptors have stressed isolation, monotony, vulnerability, weakness, volatility, and rent-seeker behaviour. The Croatian Mediterranean islands are quite often seen as havens of innovative use of secure financial revenue, mostly by sources that are historically related to agriculture, fishing, and maritime industry, but today they are almost exclusively connected to tourism. As we argue in this article, the tourist industry can be problematic and can be considered as a double-edged sword. On the one hand, it is a source of income to people in the region, using the natural resources they have. On the other hand, the low-skill services[2] that are connected to tourism have low wages, and productivity and the possibilities of productivity increases are low.

Further, much like rural areas in general, one of the main problems the islands face is depopulation. However, mainly due to their openness, the islands have used unconventional strategies to survive in a global environment geared more towards big scale economics (Azzopardi, 2018). Island economies have invented development strategies which do not necessarily follow traditional economics textbooks and prescribed development rules.

Thus, the aim of this article is to shed light on the problematic side of the tourist industry on the Croatian Mediterranean islands, with its low-skill jobs and depopulation, and to discuss some possible solutions. The article is structured as follows: After this introduction, we present a theoretical framework based on Harris and Todaro's model and the results from the conceptual model. In the third section, we analyse population trends in the selected island municipalities. The fourth section deals with the depopulation of the islands and discusses the reasons behind them. The article ends by offering conclusions and proposals for improvement.

2 THEORETICAL FRAMEWORK, CONCEPTUAL MODEL, AND ITS RESULTS

In neoclassical economic theory, non-forced migration is a regulator of economic activity. Through migration, labour resources are redistributed geographically in response to changing economic and demographic forces (Greenwood, 1997). Migration is a primary driver of regional shifts in the supply of labour and the local level of human capital (Chen & Rosenthal, 2008). Moreover, Milanović (2015, 2016) claims that migration is one of the most efficient ways of resolving global inequality, because wage differentials act as magnets of migration. This means that rational individuals who want to maximise their economic wealth will move from low-income and high-unemployment areas to

[2] The tourist industry in general is connected to the low-skill service sector, and Croatia has a fairly significant service sector, 66 per cent in 2019 (The World Bank, 2021).

high-income and low-unemployment areas. When they do, the differences will be levelled out according to neo-classical economic theory. However, as Harris and Todaro (Harris & Todaro, 1970; Todaro, 1969) point out, locations may have high unemployment and a high wage level at the same time. The rationale behind this is that people move to places with high wage levels, and may even stay unemployed for a while, if they expect to find a well-paid job in the future.

This leads us to a conceptual model developed in HÍkansson and Bohman (2019) and Bohman et al. (2019). The model classifies municipalities by three criteria: unemployment rate, employment growth, and wage. Thus, municipalities are organised in one of these eight categories:

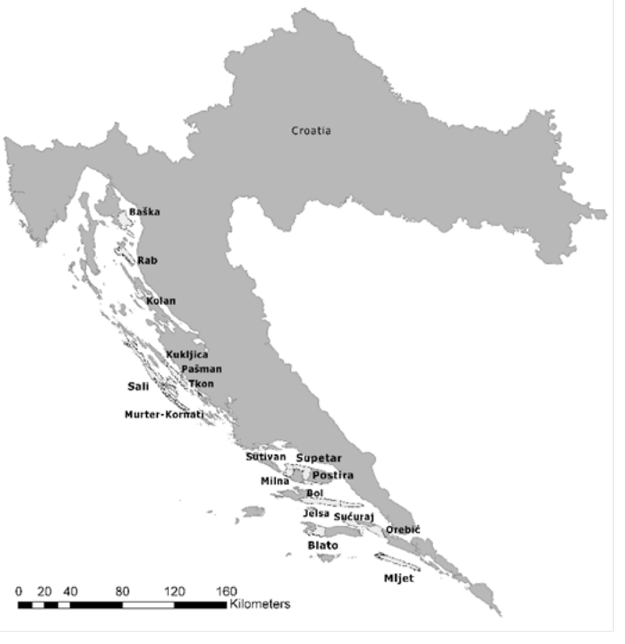
1	high U	high ΔE	high W
2	high U	high ΔE	low W
3	high U	low ΔE	high W
4	high U	low ΔE	low W
5	low U	high ΔE	high W
6	low U	high ΔE	low W
7	low U	low ΔE	high W
8	low U	low ΔE	low W

The three labour market indicators – unemployment rate (U), employment growth (ΔE), and average wage (W) – are combined in a way that marks each municipality as low or high on that indicator. A low indicator value means that the value for the municipality is below the national average, while a high value means that the value for the municipality is above the national average. According to Harris and Todaro (1970), if the wage differentials are high enough, the probability of finding a better-paid job in an urban area may be preferable to a safer but low-paid job in the rural areas. In other words, urban areas may show both high wages and high unemployment, as discussed previously. Category 1 has a high wage as well as high unemployment. In Croatia, this group corresponds to around two per cent of the total population and is, in this respect, a minor group (Bohman et al., 2019).

In this paper, we focus on category 6, which refers to municipalities with low unemployment, high employment growth, and low wages. According to Bohman et al. (2019), in Croatia, this category consists of rural areas and a low share of urban population. It consists mostly of municipalities from two regions: one is a north-western continental part, and the other is a coastal area. Croatia's strong tourism industry, which is located on the coastline, is labour intensive, but low-skilled services relate to low wages. Rural parts of north-western Croatia are different, and the economy mainly consists of agriculture with labour-intensive crafts and small- and medium-sized enterprises.

Among the municipalities in category 6, there are 18 municipalities on islands.[3] These municipalities are all strongly dependent on the tourism industry. Figure 1 shows where they are located.

Figure 1 – Municipalities on islands in this investigation.



Thus, low wages may be an incentive to move from the municipality, but there may be other reasons to stay: good life, good nature, clean air, and so on. This is what has been called *amenities*. In the next section, we will look further at the mobility and the propensity to move from these municipalities.

3 POPULATION TRENDS IN THE SELECTED ISLAND MUNICIPALITIES

The Harris and Todaro model has advantages, but as mentioned, to understand mobility and the will to move from your home, we have to analyse other factors, like amenities

[3] One of them, Orebić, is located on Pelješac, which, formally, is a peninsula.

[4] For a description of the municipalities, see, for example, Hrvatska enciklopedija (2021), mrežno izdanje. Zagreb: Leksikografski zavod Miroslav Krleža, 2021, available on http://www.enciklopedija.hr/ and https://www.adriatic.hr

and previous migration history. In this section, we analyse the demographic trends by using census data (see Table 1).[4]

Table 1 – Municipality population data (from the north to the south).
Source: *Population by Age and Sex according to various Censuses, By Settlements*, Croatian Bureau of Statistics, available on https://web.dzs.hr.

Municipality (island)	Population 2001	Population 2011	Population 2021	Pop. development 2001–2021	Pop. development 2001–2021 (%)
Baška (Krk)	1,554	1,674	1,673	119	7.7%
Rab (Rab)	9,480	8,065	7,168	−2,312	−24.4%
Kolan (Pag)		791	812	21	2.7%
Kukljica (Ugljan)	650	714	645	5	−0.8%
Paöman (Pašman)	2,004	2,082	2,144	140	7.0%
Tkon (Pašman)	707	763	749	42	5.9%
Sali (Dugi Otok)	1,820	1,698	1,772	−48	−2.6%
Murter – Kornati (Murter)	2,075	2,044	1,943	−132	−6.4%
Sutivan (Brač)	759	822	963	204	26.9%
Supetar (Brač)	3,889	4,074	4,341	452	11.6%
Milna (Brač)	1100	1,034	948	−152	−13.8%
Postira (Brač)	1,553	1,559	1,556	3	0.2%
Bol (Brač)	1,661	1,630	1,694	33	2.0%
Jelsa (Hvar)	3,656	3,582	3,522	−134	−3.7%
Sućuraj (Hvar)	492	463	429	-63	−12.8%
Orebić (Pelješac)	4,165	4,122	3,712	−453	−10.9%
Blato (Korčula)	3,680	3,593	3,322	−358	−9,7%
Mljet (Mljet)	1,111	1,088	1,077	−34	−3,1%

Of the selected 18 municipalities, nine had negative population increase in the period 2001–2021. Some changes are probably caused by movement from one municipality to another on the same island. Furthermore, the differences between the selected island municipalities are almost bigger than the similarities. For example, while some islands (like Krk and Pag) are well connected by bridges, others are very far away and isolated from the mainland. Additionally, some observed islands are relatively close to large cities (like Brač to Split and Pašman to Zadar), so the local inhabitants can relatively easily satisfy their needs for social services, like healthcare or education. Other islands are very far from the mainland, and such the possibility mostly does not exist.

As mentioned, life on the islands may have other advantages, which we may call amenities, for example, the sea and beaches, the quiet, and easy living. A central question when it comes to quality of life is mobility. Mobility, or the wish to move, is in many ways an indicator of perceived unsatisfactory quality of life on the islands. The next section discusses the reasons for leaving the islands.

4 REASONS FOR LEAVING THE CROATIAN MEDITERRANEAN ISLANDS

Life on islands undoubtedly comes with many amenities, but it also involves serious and long-lasting disadvantages, primarily related to limited employment options and inadequate possibilities for professional promotion. Štambuk (2004) analysed the reasons for migration to Zagreb from the town of Selca on the island Brač (one kilometre from Sumartin on the coast). Štambuk conducted face-to-face interviews with a sample of 118 individuals who were born in Selca, or whose parents or grandparents were born there.

On the question of why they selected Zagreb as a place of dwelling, more than one third of the interviewees said they were born in Zagreb (36.4%). The second largest group immigrated with their parents as children (17.8%). An equally represented reason for immigration is education and employment (13.6% each). It is interesting to note that 8.5% of the interviewees immigrated because of what Zagreb has to offer in terms of quality options, including the possibility of choosing a good education and the opportunity of professional advancement. This question, along with others, shows that Zagreb has indisputable advantage in comparison with other urban centres in Croatia.

On a scale of 1 (I do not agree at all) to 5 (I fully agree), the highest rated statement was "Zagreb is an important Croatian cultural and intellectual centre" (4.7), followed by "Zagreb is connected to the developed world and is a part of it" (4.2) and "In Zagreb, everyone can choose the way of life that suits him or her the best" (4.0). A little bit lower were the rates for the statements "Zagreb is a safe and pleasant to live in" (3.7) and "There are good conditions for a better future for young people" (3.4). Interestingly, the interviewees gave a relatively low rating to the statement "The economy in Zagreb offers plenty of jobs and there are good earning possibilities" (3.0).

A pilot interview we did in 2020 involved six persons who were born on islands.[6] They responded to 13 questions, mostly related to their reason for leaving the place they were born. The interviewees were mainly university professors or researchers in scientific institutes. All of them are very satisfied with their decision to move to bigger cities, and they do not face any particular challenge at work, however they have strong relation to their birthplace. They did not have the possibilities and willingness to return

[6] The authors are fully aware that the mentioned sample is small, but the goal of this analysis was to obtain primarily qualitative rather than quantitative insight based on the attitudes and experiences of interviewed persons, which the mentioned sample satisfies.

to their island, although they made regular visits. In that way, they tried to use the advantages of both milieus: bigger cities (often Zagreb, Split, or Zadar) for employment and professional promotion and their native birthplaces for holidays, socialising, and free time. For them, there is no iron curtain dividing work in big cities from leisure time on the islands where they were born.

5 CONCLUSIONS AND RECOMMENDATIONS

The Croatian islands offer the natural resources for vacations for many, national as well as international, tourists, but from an economic development perspective, the traditional tourist industry is problematic. It is often low-skilled and labour intensive, and it carries few possibilities to increase productivity. We call this a double-edged sword – it both offers possibilities and is problematic when it comes to development. Further, many islands appear to have problems with depopulation. One reason may be the few alternatives the islands offer when it comes to education and professional career development.

One way to halt the negative population development and to increase productivity is to look towards the possibilities of digital nomadism. For digital nomads, sustaining a life of travel while working online is the desired goal. Digital nomads have favourable circumstances regarding location independence, flexibility, and wellness in comparison to others. As mentioned, life on the islands has great advantages, but it can also have great disadvantages, primarily related to the isolation and limited access to public services such as adequate healthcare, preschool and school education possibilities, and entertainment during the whole year. Further, as always when it comes to mobility and temporary living, they open the problems of income tax. Where is the person registered and for how long? Would it be possible to register for a shorter period, and how can registration be simplified? However, enhancing and emphasising the advantages while simultaneously mitigating the disadvantages can significantly contribute to attracting digital nomads to visit, live, and work on these islands. Digital nomadism opens up many possibilities for businesses and governments to strategically respond to it.

An important part of digital nomadism is the desire to enjoy the local culture (e.g. through sightseeing, exploring, and immersing oneself in it), participate in self-development activities (e.g. sports, arts, meditation), and partake in entertainment-related activities (Bonneau & Aroles, 2021). However, what is probably even more important is the longing for the freedom from traditional working structures, mandatory presence at the workplace, and obligatory commute. Sometimes the observed disadvantages can be turned into advantages. For example, the remoteness of an individual island and its irregular or rare connections with the mainland can actually be a great advantage for people who do not have to commute to work because they do it via the Internet.

There is no standard method which all countries or places, including islands, can adopt to attract digital nomads. In fact, there are different routes towards achieving the desired attractiveness, and there are no specific rules which should be followed. Each place should identify its good and bad characteristics and try to resolve the most important obstacles to accommodating digital nomads. If there is only one rule, it would be to preserve the authenticity and tranquillity of the island environment – values that are more and more needed in the modern, busy world.

References

Azzopardi, R. M. (2018). It's raining passports! The economics of citizenship investment programmes. *International Journal of Arts & Sciences*, *11*(1), pp, 537-549.

Bohman, H., Håkansson, P.G., Nestić, D. & Molnar, D. (2019). Spatial Inequality in Croatia and Serbia, in HÍkansson & Bohman (eds.)*, Investigating Spatial Inequalities: Mobility, housing and employment in Scandinavia and South-East Europe (SEE)*, Bingley: Emerald Publishing Limited, pp. 55-70.

Bonneau, C., Aroles, J. (2021). Digital Nomads A New Form of Leisure Class?, in Aroles, de Vaujany and Dale, *Digital Platforms and the New World of Work*, Cambridge: Cambridge University Press, pp. 157-180.

Chen, Y., & Rosenthal, S. S. (2008). Local amenities and life-cycle migration: Do people move for jobs or fun? *Journal of Urban Economics, 64*(3), pp. 519-537.

Croatian Bureau of Statistics *Population by Age and Sex according to various Censuses, By Settlements*, https://web.dzs.hr, downloaded 2022-7-15

Greenwood, M. J. (1997). Internal migration in developed countries. *Handbook of Population and Family Economics, 1*, pp. 647-720.

Harris, J., & Todaro, M. (1970). Migration, unemployment and development: A two-sector analysis. *American Economic Review*, *60*(1), pp. 126-142.

Hrvatska enciklopedija (2021), mrežno izdanje. Leksikografski zavod Miroslav Krleža. Zagreb. http://www.enciklopedija.hr, downloaded 2022-7-15.

Håkansson, P.G. & Bohman, H. (eds.) (2019). *Investigating Spatial Inequalities: Mobility, housing and employment in Scandinavia and South-East Europe (SEE)*, Bingley: Emerald Publishing Limited.

Milanovic, B. (2015). Global inequality of opportunity: How much of our income is determined by where we live?. *Review of Economics and Statistics*, 97(2), 452-460.

Milanovic, B. (2016). *Global inequality*. Harvard University Press.

Štambuk, M. (2004). Dva zavičaja: Zagrepčani podrijetlom iz Selaca (Two homelands: Zagreb natives from Selca), in Mišetić, A., Štambuk, M. Rogić, I. (ed.), *Živjeti u Zagrebu: Prinosi sociologijskoj analizi* (To live in Zagreb: A contribution to sociological analysis), Zagreb: Institut društvenih znanosti Ivo Pilar, pp. 141-181.

Todaro, M.P. (1969). A model of labor migration and urban unemployment in less-developed countries. *American Economic Review*, *59*, 138-148.

World Bank (2021). *Employment in services* (% of total employment), (modelled ILO estimated) Croatia, available on https://data.worldbank.org/indicator/SL.SRV.EMPL.ZS?locations=HR

Linda MARTIĆ KURAN
Polytechnic Marko Marulić in Knin, Croatia

TOURIST BEHAVIOUR FROM THE PERSPECTIVE OF BROKEN WINDOWS THEORY (THE CASE OF THE REPUBLIC OF CROATIA)

Abstract

During the summer, Croatian islands become tourist hotspots and reach increased levels of visitors, but also pollution. Tourist behaviour is extremely important for the future image of the destination. The author will try to explore this subject through the prism of the Broken Windows Theory. According to the Broken Windows Theory, minor instances of social disorder in an area may escalate into larger riots over time, which may even result in more serious crimes. The research aims to find the reasons for the reckless tourist behaviour on the islands of Brač, Hvar, Korčula and Vis. The aim is to investigate how much damage tourists can do with their irresponsible behaviour and, if these behaviours are not prevented, how much they can damage the reputation of the destination and whether they have an impact on the recommendations and the intention of the visit.

Keywords: *Broken Windows Theory, Croatia, Croatian islands, tourists, sustainable behaviour, TPB*

1 INTRODUCTION

The study of sustainable and responsible tourist behaviour in tourist destinations has been the matter of central focus in recent years in papers dealing with tourism issues (Zgolli & Zaiem, 2018; Khan et al., 2021; Lončarić et al., 2021; Falatoonitoosi et al., 2021; Hamdriana & Ambara, 2016; Khan et al., 2021; Zhang et al., 2022). Responsible tourist behaviour refers to the responsible behaviour displayed by tourists during travel, especially towards the environment, community and the culture of the tourist destination. Its goal is to correct the negative effects caused by irresponsible mass tourism and to create sustainable tourism development that protects the heritage and interests of local communities. In a time of globalised economy, society and environmental challenges, sustainability becomes a necessity, not a choice. The need for responsible tourist behaviour in destinations collides, however, with tourists' desire to experience certain pleasures and have fun while traveling (Caruana & Crane, 2011). While traveling, they seek to explore new ways of enriching their lives (Yousaf et al., 2018), as well as to escape from restrictions, lack of social contact, and routinised everyday life (Caruana &

Crane, 2011). This motivation is often associated with a high level of internalisation of values, norms or attitudes (Gr¯nh¯j & Th¯gersen, 2017). The Republic of Croatia, especially its coast and islands, become tourist hot spots during the summer period and achieve increased levels of visitors. Although the primary reasons for tourists` visit to the Republic of Croatia are its rich history, gastronomy, climate, indented coastline, beautiful sea and cleanliness[1], the Republic of Croatia has been facing unpleasant experiences year after year. In fact, there are more and more cases of scandalous behaviour exhibited by tourists, such as vandalism, disruption of the daily life of the local population and devastation of the environment. This inevitably leads to increased pollution and disorder, as well as bad exposure in the local, national and even international press. Tourist behaviour is thus extremely important, primarily for the future image of the destination. According to the Broken Windows Theory, minor instances of social disorder in an area may escalate into larger riots over time, which may even result in more serious crimes. Such a disorder has been shown to cause deviance/crime and a decline in the quality of life (O'Brien & Simpson, 2015). It is not the literal broken window that is the direct cause for concern, but rather the figurative meaning attached to this situation. Fixing "windows" removes undesirable individuals and behaviours, allowing civilians to feel safer (Herbert & Brown, 2006).

2 LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Visible signs of crime and civil disorder, such as broken windows (hence the name of the theory) or other signs of disorder, for instance: vandalism, loitering, graffiti, littering, public drinking, drug use, uncontrolled traffic, as well as uncontrolled jaywalking create an urban environment that encourages more crime and disorder (Wilson & Kelling, 1982). Disorder further provides subjective social cues that the community is not monitored. Orderliness (the following of social norms), on the other hand, yields the subjective perception that the social community is under control, thus deterring the possibility of criminal activities. In the case of tourism, the first impression of a destination can play a significant role in tourists' attitudes towards their own behaviour in the destination. The attitude towards behaviour is fundamentally determined by beliefs, namely a set of behavioural beliefs that are associated with it. The attitudes of tourists towards the destination were investigated in several studies, where in most cases the authors found a positive and strong correlation between attitudes of tourists towards the destination and travel intention (Pereira et al., 2019; Jiang et al., 2022; Duong et al., 2022). Subjective norms represent perceived social pressure that forces a person to engage in a certain behaviour. They are directly related to a person's assessment of

[1] https://www.htz.hr/sites/default/files/2020-10/TOMAS%20Hrvatska%202019_0.pdf

whether (or not) important persons and reference groups from the person's environment believe that the behaviour should (or should not) be performed. The paper assumes that tourists will have a stronger intention to behave respectfully towards the destination if the people they trust, who influence their behaviour, perceive travel to a certain destination (in the paper: the Republic of Croatia) as a country in which they should behave respectfully. Perceived behavioural control refers to the assessment of the presence of factors that can facilitate or hinder the performance of a certain behaviour. It varies depending on the situation and actions, resulting in a person having different perceptions of behavioural control depending on the situation. Perceived behavioural control can arise from the previous experiences of tourists or their friends. In the case of potential tourists, it may also be related to the risks associated with travel. Word of mouth (WOM) is a new public relations strategy focused on the end user and his/her satisfaction, but also the need of every person to share his/her enthusiasm with family and friends. It refers to the communication between the consumer and other persons regarding his/her view/evaluation of a certain product or service. In the context of intention to behave respectfully towards the destination, WOM represents communication between tourists who have visited the Republic of Croatia and other persons regarding his/her assessment of the Republic of Croatia as a destination. The visual perception of the destination has proved to be the dominant factor in the tourist experience of the destination. It affects tourist satisfaction because it makes tourist activities memorable (McMullen, 2018), it has an impact on the overall tourist experience (Oh et al., 2007; McMullen, 2018) and a direct impact on consumer`s behavioural intention (Pengnate et al., 2019). Intention is defined as an assessment of probability that a person will perform the behaviour analysed in the research, and, in this case, it refers to behave respectfully towards the destination. Intention is the best predictor of behaviour. It is an indicator of readiness and decision to perform the behaviour and is a direct cause of the behaviour. The literature review showed that the behavioural intention model within the TPB framework applied by Fishbein and Ajzen (1975) was used to predict responsible tourist behaviour (Qui et al., 2022; Fenitra et al., 2021; Lee et al., 2013; Panwanitdumrong & Chen, 2021; Dedeoglu et al., 2022).

2 RESEARCH HYPOTHESES

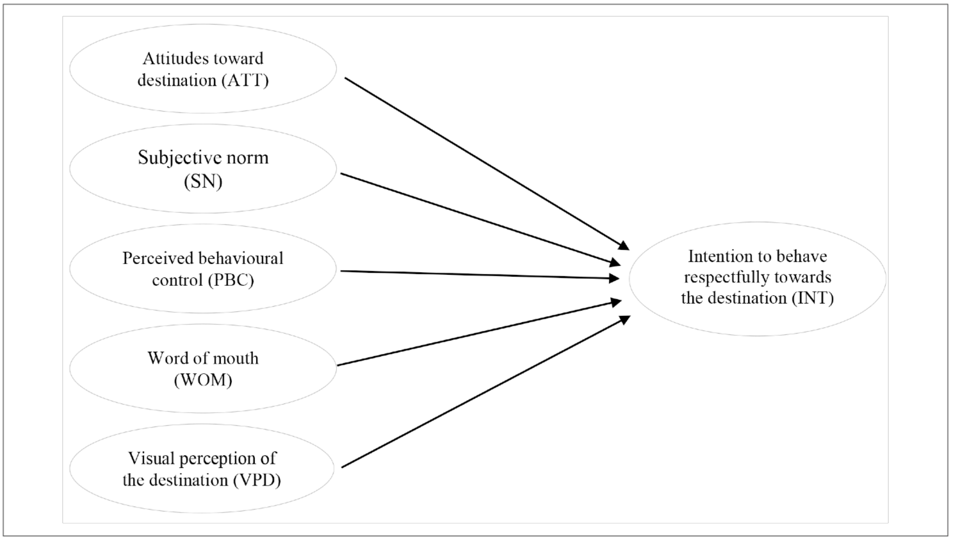
The following research hypotheses have been defined by research subject and the set aims:

H1 –	Favourable tourists' attitudes towards the destination have a positive effect on the intention to behave respectfully towards the destination
H2	Susceptibility to subjective norms affects the intention to behave respectfully towards the destination

H3	Greater perceived behavioural control has a significant and positive effect on tourists' intention to behave respectfully towards the destination
H4	WOM has a significant effect on the intention to behave respectfully towards the destination.
H5	Visual perception of the destination has a significant effect on the intention to behave respectfully towards the destination

The research model is shown in *Figure 1*.

Figure 1 – Research model



3 METHODOLOGY

3.1 Measurements and data collection

Before starting the data analysis, the reliability of the used variables, i.e., measuring variables scale, was tested. In this paper, very good consistency is shown by visual perception of the destination (0.839) and WOM (0.871), and good consistency is shown by the intention to behave respectfully towards the destination (0.796), subjective norms (0.761) and attitudes towards the destination (0.776). The perceived behavioural control has a medium good consistency (0.690). The purpose of this paper is to investigate the correlation and the strength of correlation between the independent variables and the dependent variables, and also to examine which independent variable best describes the dependent variable (intention to behave respectfully towards the destination). For this purpose, two statistical techniques will be applied. Pearson's correlation will be used to investigate the relationship between the variables, and to determine which of the variables best describes the dependent variable by using multiple regression analysis (Table 1).

Table 1 – Pearson correlation

		INT	ATT	SN	PBC	VPD	WOM
INT	Pearson Correlation	1	,554*	,258*	,283*	,226*	,683*
	N	485	485	485	485	485	485
ATT	Pearson Correlation	,554*	1	,432*	,375*	,300*	,455*
	N	485	485	485	485	485	485
SN	Pearson Correlation	,258*	,432*	1	,434*	,489*	,193*
	N	485	485	485	485	485	485
PBC	Pearson Correlation	,283*	,375*	,434*	1	,686*	,362*
	N	485	485	485	485	485	485
VPD	Pearson Correlation	,226*	,300*	,489*	,686*	1	,227*
	N	485	485	485	485	485	485
WOM	Pearson Correlation	,683*	,455*	,193*	,362*	,227*	1
	N	485	485	485	485	485	485

*Correlation is significant at the 0.01 level (2-tailed)

The variable intention to behave respectfully towards the destination is positively and statistically significantly related to all the observed variables, and it has the highest correlation with the variable WOM (r=0.683). The influence of the movement of the independent variables WOM, subjective norm, visual perception of the destination, attitudes towards the destination, and perceived behavioural control on the movement of intention to behave respectfully towards the destination is further examined by regression (Table 2).

Table 2 – Regression model

Model	R	R Square	Adjusted R Square	Std.Error of the Estimate
1 ,	739a	,547	,542	,423

Predictors: word of mouth (WOM), subjective norm (SN), visual perception of the destination (VPD), attitudes towards the destination (ATT) and perceived behavioural control (PBC).
Dependent variable: intention to behave respectfully towards the destination (INT).

Table 2 shows the values of the coefficient of determination (R^2), i.e., how much variance of the dependent variable (intention to behave respectfully towards the destination) is explained by the proposed model. The value of the coefficient of determination (R^2) is 0.547, which means that 54.7% of the variance-dependent variables are explained by the regression model. This value gives stable results because a higher coefficient of determination (R^2) means that the dependent variable is more related to the independent variable/variables (Hair et al., 2007). A "stricter" variant of the coefficient of determination corrected the coefficient of determination to be somewhat higher amounting to 0.542 (54.2%), which is acceptable. Statistical significance is 0.000, whereby the regression model is statistically significant. It can also be determined that much of the variation is explained by variables which are not in this model.

Table 3 – Regression model

		Unstandardised Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std.Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1,068	,157		6,801	,000		
	ATT	,312	,039	,301	7,954	,000	,661	1,513
	SN	,018	,025	,027	,732	,464	,683	1,463
	PBC	-,059	,031	-,071	-1,863	,063	,658	1,520
	VPD	,049	,027	,063	1,813	,070	,782	1,279
	WOM	,459	,029	,560	15,675	,000	,741	1,349

Predictors: word of mouth (WOM), subjective norm (SN), visual perception of the destination (VPD), attitudes towards the destination (ATT) and perceived behavioural control (PBC).
Dependent variable: intention to behave respectfully towards the destination (INT).

By observing the empirical levels of significance in Table 3, it can be concluded which variable best predicts the dependent variable (intention to behave respectfully towards the destination). The value of 0.05 is usually taken as the level of significance of the test (if not specified otherwise) (Biljan – August et al., 2009). The value of empirical significance levels less than 0.05 shows a significant contribution of a certain variable in predicting the dependent variable (intention to behave respectfully towards the destination) and vice versa. The following variables have a statistically significant positive influence on the movement of the variable intention to behave respectfully towards the destination: attitudes towards the destination ($P<0.001$), hence hypothesis H1 can be accepted; visual perception of the destination (0.070), hence hypothesis H5 can also be accepted; and WOM ($P<0.001$), hence hypothesis H4 can be accepted, whereas perceived behavioural control has a negative and statistically significant influence ($P=0.063$), hence it is not the best predictor of the dependent variable, but it is statistically significant. Considering the negative value of the beta coefficient, it derives that unfavourable perceived behavioural control has a negative influence on the intention to behave respectfully towards the destination. There was no detected influence on the intention to behave respectfully towards the destination for the variable *subjective norm* (P>0.100), hence hypothesis H2 was rejected. The estimated model does not have an issue of multicollinearity (VIF<5.00).

4 CONCLUSION

The aim of this research was to investigate the factors related to tourists' intention to treat the destination they are visiting with respect, in this case during their stay in the Republic of Croatia (islands of Brač, Hvar, Korčula & Vis). The research relied on the Theory of Planned Behaviour and the Broken Window Theory to analyse multiple cognitive factors that influence tourists' intention to treat the destination they are visiting with respect, such as: tourists' attitudes towards the Republic of Croatia, subjective norms, perceived behavioural control, as well as additional variables: WOM and the visual perception of the destination. The regression analysis revealed that tourists' attitudes towards the destination, WOM and the visual perception of the destination are important predictors of tourists' intention to treat the destination they are visiting with respect. The unfavourable perceived behavioural control negatively affects the tourists' intention, and contrary to expectations, subjective norms are not significantly correlated with the tourists' intention to treat the destination they are visiting with respect, however a possible explanation is provided. This paper contributes to an increasing number of studies on the negative impact of tourist behaviour in tourist destinations. Based on the literature review, it can be concluded that the paper is the first in Croatia to apply the Broken Window Theory for the purpose of examining the intention to behave respectfully towards the destination. The model has an issue of heteroscedasticity, i.e., the residual is greater at the high values of the dependent variable. There are additional factors which explain the changes in the intention to behave respectfully towards the destination that are outside of these variables, and are not included in the model, hence it is recommended that they be included in future research.

References

Caruana, R., & Crane, A. (2011). Getting away from it all: Exploring freedom in tourism, *Annals of Tourism Research, 38*(4), 1495-1515.

Duong, L. H., Phan, Q. D., Nguyen, T. T., Huynh, D. V., Truong, T. T., & Duong, K. Q. (2022). Understanding tourists' behavioral intention and destination support in post-pandemic recovery: The case of the Vietnamese domestic market. *Sustainability, 14*(16), 9969.

Falatoonitoosi, E., Schaffer, V. & Kerr, D. (2022). Does sustainable tourism development enhance destination prosperity? *Journal of Hospitality & Tourism Research, 46*(5), 1056-1082.

Fenitra, R. M., Tanti, H., Gancar, C. P., & Indrianawati, U. (2021). Understanding younger tourist' intention toward environmentally responsible behaviour. *Geojournal of Tourism and Geosites, 36*, 646-653.

Fishbein, M. & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction theory and research. Reading*. Addison-Wesley.

Grønhøj, A., & Thøgersen, J. (2017). Why young people do things for the environment: The role of parenting for adolescents' motivation to engage in pro-environmental behaviour. *Journal of Environmental Psychology, 54*, 11-19.

Herbert, S., & Elizabeth, B. (2006). Conceptions of Space and Crime in the Punitive Neoliberal City. *Antipode 38*(4), 755-77.

Jiang, X., Qin, J., Gao, J., & Gossage, M.G. (2022). How tourists' perception affects travel intention: Mechanism pathways and boundary conditions. *Front Psychol, 13*. https://doi.org/10.3389/fpsyg.2022.821364

Khan, A., Bibi, S., Lorenzo, A., Lyu, J., & Babar, Z. U. (2020). Tourism and development in developing economies: A policy implication perspective. *Sustainability, 12*(4), 1618.

Khan, M. R., Khan, H. U. R., Lim, C. K., Tan, K. L., & Ahmed, M. F. (2021). Sustainable tourism policy, destination management and sustainable tourism development: A moderated-mediation model. *Sustainability, 13*(21), 12156.

Lee, T.H., Jan, F.H., & Yang, C.C. (2013) Conceptualizing and measuring environmentally responsible behaviors from the perspective of community-based tourists. *Tourism Management 36*, 454-468.

McMullen, M. (2018). Seeing history: a visual assessment of the historic-grounding of Old Western tourist towns. *Journal of Heritage Tourism, 13*(5), 411-425.

Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring Experience Economy Concepts: Tourism Applications. *Journal of Travel Research, 46*(2), 119-132.

Panwanitdumrong, K., & Chen, C.L. (2021). Investigating factors influencing tourists' environmentally responsible behavior with the extended theory of planned behavior for coastal tourism in Thailand. *Marine Pollution Bulletin, 169,* 112507.

Pengnate, S. F., Sarathy, R., & Lee, J. (2019). The engagement of website initial aesthetic impressions: an experimental investigation. *International Journal Hum. Computer. Studies, 35,* 1517-1531.

Pereira, V., Gupta, J. J., & Hussain, S. (2022). Impact of travel motivation on tourist's attitude toward destination: Evidence of mediating effect of destination image. *Journal of Hospitality & Tourism Research, 46*(5), 946-971.

Wilson, J. Q., & Kelling, G. L. (1982). Broken windows: The police and public safety. *Atlantic Monthly,* March, 1982, 29-38. Retrieved from https://www.theatlantic.com/magazine/archive/1982/03/broken-windows/304465/

Yousaf, A., Amin, I., C., & Santos, J.A. (2018). Tourists' motivations to travel: A theoretical perspective on the existing literature. *Tourism and Hospitality Management, 24*(1), 197-211.

Zgolli, S., & Zaiem, I. (2018). Couchsurfing: a new form of sustainable tourism and an exploratory study of its motivations and its effect on satisfaction with the stay. *International Journal of Culture Tourism and Hospitality Research, 12*(1), 130-142.

Zhang, C., Xu, Z., Skare, M., & Kraus, S. (2022). Sustainable tourism research progress: A bibliometric analysis. *Tourism: An international interdisciplinary journal, 70*(3), 493-511.

Jasmina OVČAR
Polytechnic of Međimirje in Čakovec, Croatia

SUSTAINABLE SPATIAL PLANNING AND INVESTMENT IN TRANSPORT INFRASTRUCTURE WITH THE AIM OF DEVELOPING TRANSPORT CONNECTIONS OF THE SOUTH DALMATIAN ISLANDS

Abstract
Transport connectivity is an important factor which determines the location quality in terms of economic, social, cultural and demographic development. The development of tourism in the South Dalmatian islands sets goals aimed at the development of transport services of a higher quality, i.e. better and faster transport connections. The purpose of the paper is to analyse the current inter-island connections of the South Dalmatian islands and, based on the established current situation, to propose possible improvement measures. In order to collect data, the provisions of the Spatial Planning Act and the existing spatial plans of the Split-Dalmatia and Dubrovnik-Neretva Counties in terms of planning the development of transport infrastructure were reviewed. Sustainable investment in the existing air traffic infrastructure and the construction of new heliports on the islands is the basis of this paper, with the aim of reflecting on the multiple significance of such connections, both for the further development of tourism and for the improved quality of life of the resident population. Based on the assumption that the existing sea routes do not sufficiently connect the islands, the "helio-shuttle" is proposed as a possibility of connecting the islands by air. Helicopter traffic represents a good solution because of the fast, efficient, but also extremely attractive air traffic corridors. The proposed "helio-shuttle" would significantly improve the frequency of destination changes and enable direct inter-island connections while shortening the travel time from island to island. In order for such a form of transportation to be sustainable, it is necessary to develop a high-quality air corridor strategy. The proposal would, apart from tourism, significantly increase the appeal in all segments of social and economic development of the local population, which could reduce emigration and contribute to the immigration of younger population.

Keywords: *Air traffic, spatial planning, resident population, South Dalmatian islands, tourism, transport connections*

1 INTRODUCTION

The following hypothesis is assumed:

1. The existing capacities of heliports and the construction of new ones envisaged in spatial plans, aiming at economically justified and sustainable development of helicopter transport on South Dalmatian islands, offer the possibility of establishing commercial flights.

2. Air transport connections in the form of a "helio-shuttle" scheme of commercial flights would represent an important contribution to the islanders' quality of life as well as encourage young people to stay or immigrate to the islands, further developing tourism in the South Dalmatian sea area.

Figure 1 – A satellite image of the Croatian coast with marked South Dalmatian islands. Source: https://sites.google.com/site/hrvatskazemlja1000otoka.

Croatia is one of the most indented countries in the Mediterranean and the world. There are 1,244 islands on the Croatian coast of the Adriatic Sea *(according to the Hydrological Institute, there are 1,266):* 78 islands (of which 48 inhabited), 524 islets, and 642 cliffs and reefs.

The distinctiveness of South Dalmatian islands is owed to their size, population density, active domicile population, and specific traditional lifestyle. It is an extremely developed tourist region which offer desirable destinations so it is the important to has better local connectivity, especially due to large sea distances between the islands.

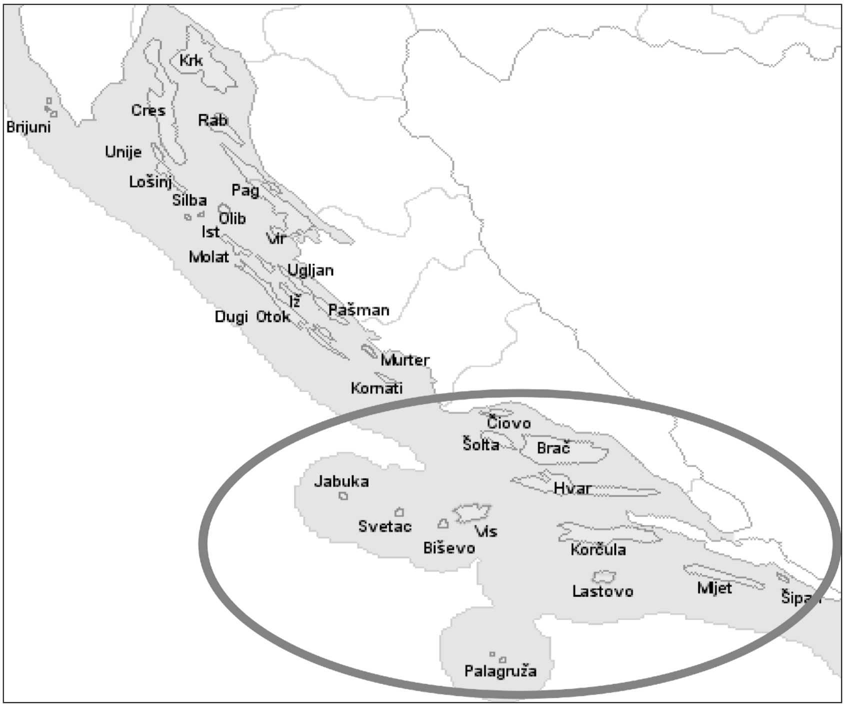
2 CURRENT SITUATION

For any spatial planning and investment in development, including in terms of traffic infrastructure, it is necessary to review the actual situation on the ground, the legislative framework, and the spatial plans.

2.1 Situation in the field

Thirteen (13) South Dalmatian islands go deep into the sea, i.e. their interconnectivity and connections with the mainland are of immense importance for the economic development of the region as well as the quality of life and tourism development; Brač, Šolta, Čiovo, Hvar, Vis, Biševo, Svetac, Jabuka, Korčula, Lastovo, Mljet, Šipan, Palagruža.

Figure 2 – Map of the Croatian islands with marked South Dalmatian islands
Source: https://sites.google.com/site/hrvatskazemlja1000otoka.



From the analysis of the existing traffic corridors, which refer to the sea routes between the islands and the connection with the mainland, it emerges that the mutual connection between the islands is insufficient, while the connection with the mainland is within the limits of meeting the needs indicated. Therefore, this paper is oriented towards finding the possibility of a better, faster and alternative solution to the problem of establishing inter-island connections of the South Dalmatian islands.

2.2 Laws

Physical planning starts from the guidelines, instructions and rules given in the Spatial Planning Act (Official Gazette 153/13, 65/17, 114/18, 39/19, 98/19) which regulates the physical planning system: objectives, principles and subjects of physical planning RH, spatial plans with their creation and adoption procedures and implementation of spatial plans (Article 1). Article 8 defines spatial planning as an ongoing process which implies knowing, inspecting, and assessing the possibilities of using, protecting and developing the environment, creating and adopting spatial plans, and monitoring the implementation of spatial plans and the land-use situation. Article 3 in chapter 30) defines spatial planning of the Maritime Area as a spatial planning process in which physical planning subjects analyse and organise human activities in the Maritime Area in order to achieve ecological, economic and social goals.

Spatial planning supports sustainable development, thus ensuring, on the basis of monitoring, analysis and assessment of the development of separate activities and the sensitivity of space, the quality of the living and working environment, the uniformity of the standards of planning of individual areas, the efficiency of energy, land and natural resources management, and preserving the spatial personality as well as protecting space in the long term as a basis for common well-being (Article 10). In Protective Coastal Zone, according to Article 46, spatial planning has to preserve uninhabited islands and islets primarily for agricultural activities, recreation, organized visits, research, without creating construction areas. Thus, it should certainly be possible to visit such islands despite their uninhabited nature.

The marine area is planned by spatial plans of counties (Article 49a in chapter 5).

2.3 Spatial plans

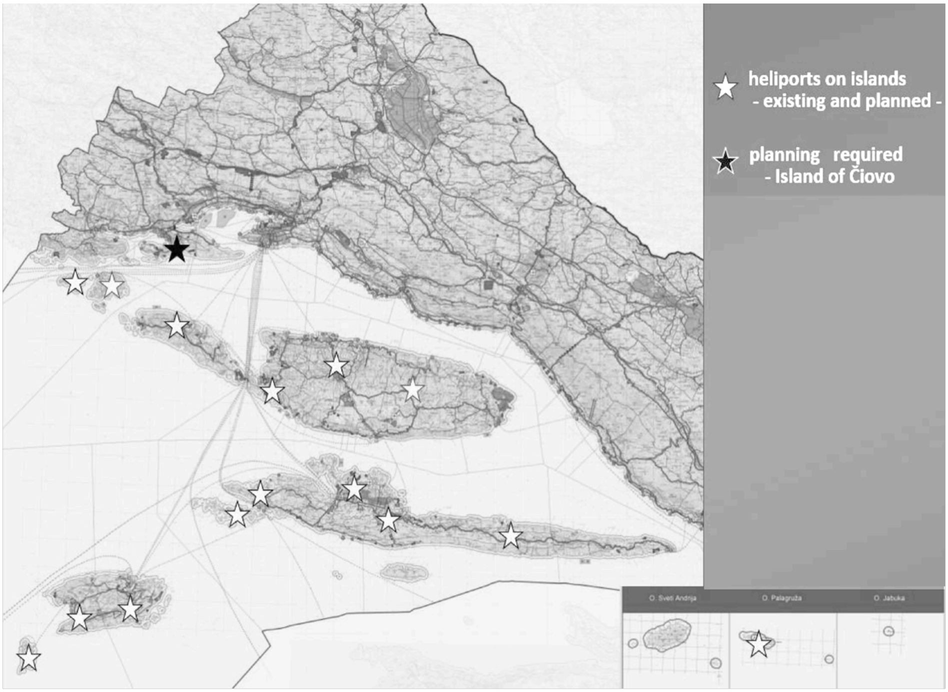
Spatial plan of the Split-Dalmatia County in its textual part, within the provisions for implementation under chapter 1.2.1., defines buildings, areas and interventions in the area of national importance.

According to Article 52 in chapter 2) heliports on the islands are also Transport and communication buildings, and areas of national importance in the County (chapter 3.3.).

Chapter 3.3.1. mentions the existing heliports on islands Drvenik Veli, Drvenik Mali, Šolta, Brač (3), Hvar, Vis, and chapter 3.3.2. planning required heliports on islands Brač – Nerežišća, Sutivan i Mirca, Hvar – Stari Grad (Pasika), Jelsa, Gdinj i Bogomolje, Vis – Komiža (Dragomi Komik) i Vis (Plisko polje), Sv. Klement (uvala Palmižana), Biševo i Palagruža.

Spatial plan of the Split-Dalmatia County in textual part at implementation provisions defines air transport.

Figure 3 – A schematic representation of the existing and planned heliports on islands of the Split-Dalmatia County. Source: Spatial plan of the Split-Dalmatia County – graphic part; cartographic representations – processed by the author.



Article 145c defines that on the territory of the county, the construction and complete arrangement of heliports are planned, i.e. their equipping for night landings on the islands of Lastovo and Mljet, Pelješac peninsula, and in the valley of the Neretva River, in the municipality of Dubrovačko primorje, and in the city of Dubrovnik.

Article 146b defines that in order to ensure high-quality tourism in accordance with world standards and to achieve the best tourist offer, on the level of PPUO/G and UPU it is possible to plan the construction of heliports, including accompanying infrastructure and superstructure, which will be part of separate town/city areas (outside towns/cities) with catering and tourist purposes and golf courses. Their exact locations and sizes would be determined in accordance with expert studies, analyses and competent authorities.

Figure 4 shows that there are a total of ten existing and planned heliports on the islands of Šipan, Mljet, Korčula, Lastovo and the Pelješac peninsula, with as many as five heliports on the island of Mljet, two on the island of Korčula, one on Lastovo, one on Šipan and, finally, one on Pelješac peninsula. The analysis of the total area of the South Dalmatian islands, based on the spatial plans of the two observed counties, shows that

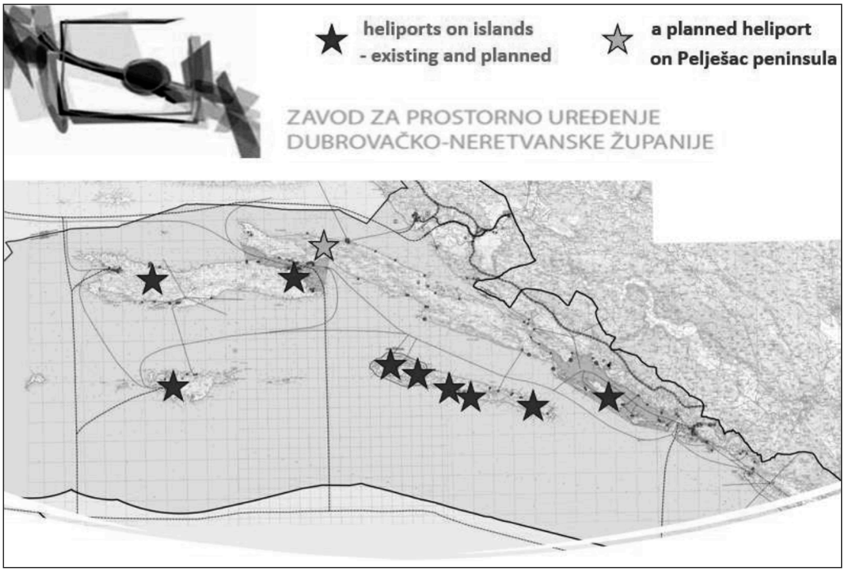
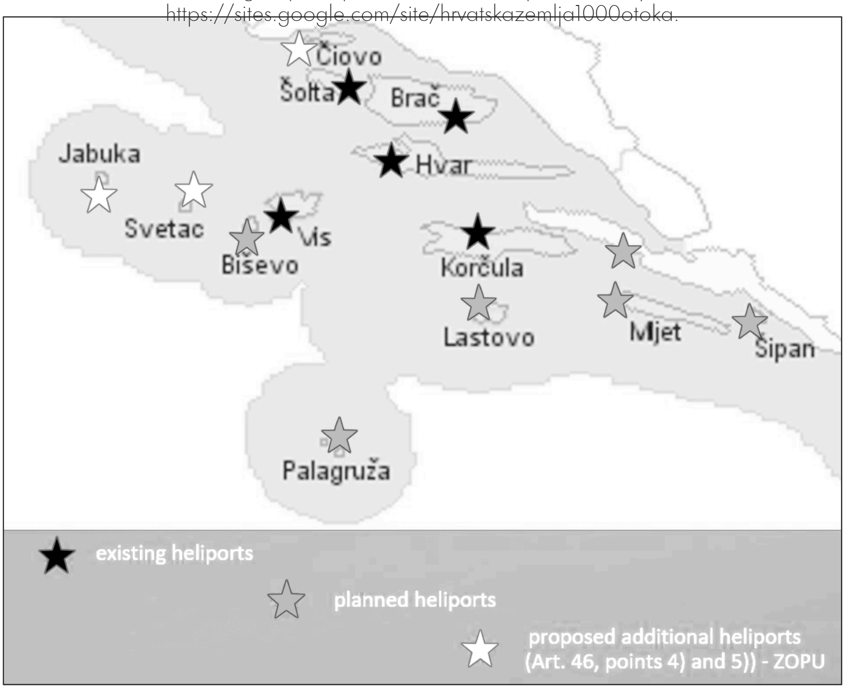


Figure 4 – A schematic representation of the existing and planned heliports on islands of the Dubrovnik-Neretva County (including Pelješac peninsula). Source: Spatial plan of the Dubrovnik-Neretva County
– graphic part; cartographic representations – processed by the author.

Figure 5 – A schematic representation of the existing and planned heliports on South Dalmatian islands (including Pelješac peninsula). Source: processed by the author https://sites.google.com/site/hrvatskazemlja1000otoka.



there are heliports on the islands of Šolta, Brač, Hvar, Vis, Korčula, and that there is the possibility and need to build heliports on the islands of Biševo, Palagruža, Lastovo, Šipan and the Pelješac peninsula as well as on the island of Mljet. Based on the basic idea of connecting all South Dalmatian islands, both inhabited and uninhabited, additional heliports are proposed on the islands of Svetac, Jabuka and Čiovo. Figure 5 is a representation of heliports on the islands, from which it is evident that in the network of existing and planned heliports it is necessary to foresee additional heliports, which is certainly possible and necessary in accordance with Article 46, Clause 4 of the Spatial Planning Act.

2.4 Regulations

Regulation on simple and other buildings and works in article 4 predicts what is allowed to build without the building permit, and in accordance with the main project. At point 22. it says that in this category belongs also "a heliport on a building plot of an existing building intended for public and social use, or on other land with regulated access if it is planned on that land".

Article 6 interprets that the main projects from Article 5 of this Regulation for the construction of buildings for which a use permit is issued in accordance with the Construction Act certificates (buildings intended for carrying out certain activities or buildings that are recorded in the cadastre according to special regulations), must be obtained from public law bodies prescribed by special regulations.

The investor is obliged to report the start of the construction of buildings from Article 4 of this Regulation pursuant to the Construction Act. Professional construction supervision is carried out and obtain a permit for use.

Based on all of the above, it is evident that the construction of the heliport is possible in accordance with the *Regulation on simple and other buildings and works* without a building permit, but with the main project, and in accordance with spatial plans. It follows that the construction of all heliports foreseen in spatial plans in the observed area can be initiated without special additional procedures of submitting applications, the waiting for approval, etc., but with expert supervision, while for the operation of heliports it is necessary to obtain a use permit. This kind of legal regulation enables a relatively easy and quick approach to achieving the objective of opening air corridors in the intended area, and accordingly leads to the conclusion that there are no significant obstacles to the realization of the construction.

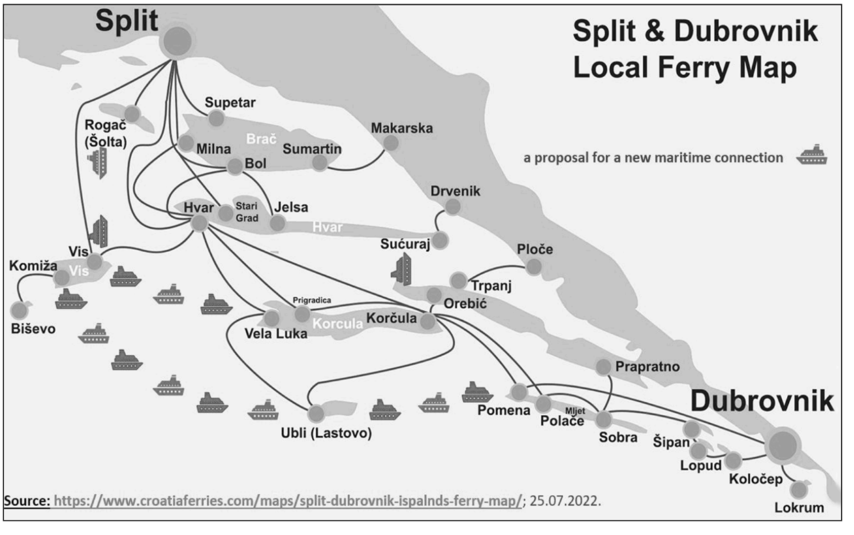
3 A REVIEW OF EXISTING INTER-ISLAND TRANSPORT CONNECTIONS

After reviewing the existing maritime connections, it is evident that there are insufficient direct links of individual islands with the mainland, and in particular the absence of high-quality direct maritime inter-island transport connections.

Insight into existing maritime connections of South Dalmatian islands is observed that the island of Šolta only has a direct connection with Split, while it does not have any connections with the surrounding islands in the South Dalmatian island group, the island of Vis does not have a direct connection with the islands of Šolta, Lastovo and Mljet, nor with Pelješac peninsula, the island of Lastovo is almost isolated in the sea, since it has no direct transport connections with the coast, nor with the surrounding islands of Vis and Mljet, the island of Hvar does not have a direct connection with Pelješac peninsula, which would be of great significance after the opening of Pelješac bridge, the islands of Palagruža, Biševo, Svetac and Jabuka do not have satisfactory connections with the surrounding islands and, therefore, remain economically, socially, culturally and tourist-wise isolated.

Figure 6. shows the proposed solution prioritises the establishment of important maritime connections, and thus the creation of new southern maritime corridors Vis - Lastovo – Mljet, Vis – Korčula, Vis – Šolta, Hvar - Pelješac peninsula.

Figure 6 – A review of new maritime transport connections between South Dalmatian island. Source: processed by the author https://www.croatiaferries.com/maps/split-dubrovnik-islands-ferry-map



This would significantly contribute to the inter-island connectivity of the mentioned islands, which would finally have the well-deserved opportunity to interact in terms of economic, tourist and other activities. At the same time, travel time would be shortened, coastal ports (especially in the city of Split) would be relieved, and a “new life” would be created for the southernmost inhabited islands, with residents being given a new quality of life on the islands.

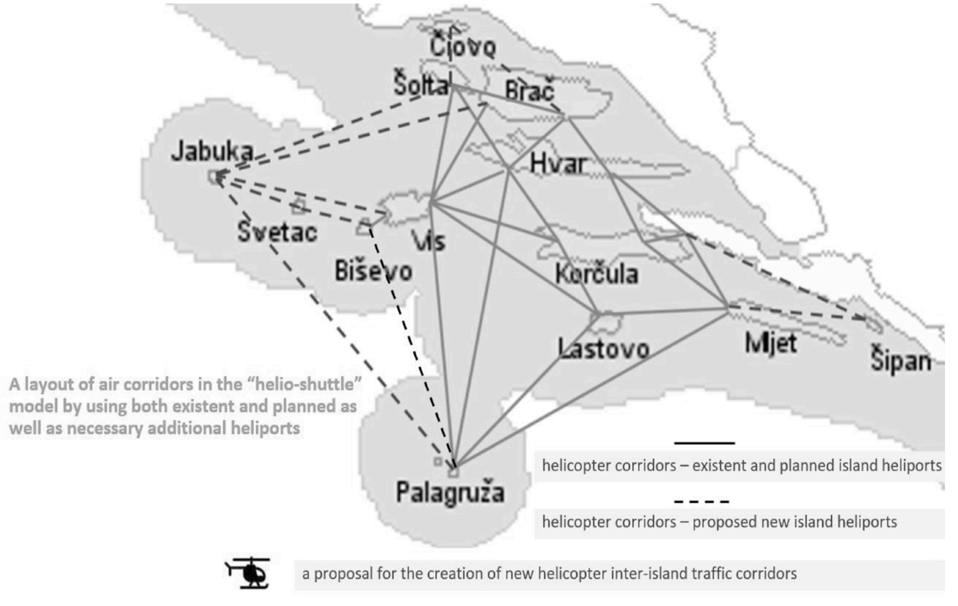
4 PROPOSED NEW INTER-ISLAND AIR CONNECTIONS – "HELIO-SHUTTLE"[1]

This article suggests the formation of faster and better inter-island transport links in terms of the development of helicopter traffic, especially during the tourist season, which would reduce maritime and mainland ports traffic, contributing to a greater frequency and mobility of tourists between popular destinations.

It is of special importance an additional tourist offer with fast and appealing helicopter links to the most distant islands of Jabuka, Svetac, Biševo and Palagruža. A need for fast and efficient air connections for the resident population, especially in cases of urgency (medical reasons, etc.) would be covered by the "helio-shuttle" programme through the health and social protection programme. A user can also finance a private corridor through commercial means of transport.

In accordance with the transport connectivity proposal, it would be necessary to make amendments to the spatial plans of Split-Dalmatia and Dubrovnik-Neretva Counties in terms of the possibility of also constructing heliports on the islands of Svetac, Jabuka and Čiovo.

Figure 7 – A proposal for the creation of new helicopter inter-island traffic corridors
Source: processed by the author https://sites.google.com/site/hrvatskazemlja1000otoka.



[1] Shuttle – a means of transport that often travels between two nearby destinations, as for example, in this paper, helicopters that travel between heliports located on the nearby islands of South Dalmatian archipelago. (Hrvatska enciklopedija/www.enciklopedija.hr)

Figure 7. shows a proposal for the creation of new helicopter inter-island traffic corridors which would enable the mutual connection of all South Dalmatian islands by using both existent and planned as well as necessary additional heliports, as it shows with Figure 5.

In order for such a form of transportation to be sustainable, it is necessary to develop a high-quality air helicopter corridor strategy with a starting point on each island, as it is shown in Figure 8, create possibilities that could be offered through the pilot project and define the corridor as a standard connection line in accordance with the project results.

Figure 8 – A proposal for air-corridors with a starting point on each island.
Source: processed by the author.

otok VIS – Šolta/Čiovo, Brač, Hvar/Brač, Korčula, Lastovo/Mljet/Šipan, Palagruža, *Jabuka*, Biševo/*Svetac/Jabuka*
otok KORČULA – Vis, Hvar/Brač/Šolta, Hvar/Šolta, Mljet/*Šipan*, *Orebić/Šipan*, Lastovo/Palagruža, Lastovo/Mljet/*Šipan*
otok HVAR – Šolta, Brač, Vis, Palagruža, Korčula/Lastovo, Korčula/Mljet, Orebić/Mljet
otok BRAČ – Šolta, Hvar/Vis/Palagruža, Hvar/Palagruža, Hvar/Korčula/ /Lastovo/Palagruža, Hvar/Korčula/Mljet/*Šipan*, Hvar, *Orebić/Šipan*
otok LASTOVO – Vis, Palagruža, Mljet/*Šipan*, Korčula/Hvar/Brač/Šolta/*Čiovo*
otok MLJET – Korčula/Hvar/Brač/Šolta/*Čiovo*, *Orebić*/Hvar, *Šipan*
otok PALAGRUŽA – Vis/Šolta/*Čiovo*, Hvar/Brač/Šolta, Latovo/Korčula/Hvar, Mljet/Šipan, *Jabuka*, Biševo/*Svetac/Jabuka*
otok ŠOLTA – Vis/Palagruža, Hvar/Korčula/Lastovo, Brač/Hvar/Korčula/Mljet/Šipan, *Jabuka*
otok BIŠEVO – Palagruža, Vis, *Svetac/Jabuka*
otok ČIOVO – Brač/Hvar/Korčula/Mljet/Šipan, Šolta/Vis/Lastovo, Šolta/Vis/Palagruža
otok JABUKA – Palagruža, *Svetac*/Biševo/Vis, Vis, Brač, Šolta
otok SVETAC – *Jabuka*, Biševo
otok ŠIPAN – Mljet/, Orebić/Hvar/Brač/*Čiovo*, Mljet/Korčula/Vis/Biševo, Mljet/Lastovo/Palagruža

There is an evident need to organise about 50 commercial corridors. In high season, certain corridors could be open daily, whereas others might be organised 2 to 3 times a week, or once a week only (e.g. Jabuka, Svetac).

But most of the corridors, as foreseen, might connect several islands, in a series of take-offs and landings, according to an exact timetable.

The development of helicopter transport depends primarily on the occupation of tourists, as well as on the financial capacity of the resident population to use the offered option of transport.

The connection between islands has several purpose and function such as touristic offer, health service, educational availability, judicial impact and, no less important, satisfying the personal needs of the resident population.

Based on the "HELIO-SHUTTLE" AIR CORRIDOR SCHEME, shows in Figure 8., the frequency is foreseen as part of the pilot project in ten corridors a day, seven days a week, in high season and/or three corridors a day, seven days a week, off-season, which explains the need for the procurement of five helicopters.

It should be mentioned that there is also a negative impact of such a proposal, which manifests itself primarily in the form of environmental pollution, when burning fuel for starting helicopters (while it is necessary to take into account that maritime transport also bears the burden of pollution), and especially noise pollution, i.e. it is necessary to make sure that heliports are positioned as far as possible from existing residential and tourist settlements. In any case, when introducing commercial connections, it is necessary to compare possible negative sides with benefits.

5 ECONOMIC PROFITABILITY ANALYSIS

The transport solution proposed in this paper needs to be supported by additional economic analyses and financial investment simulations so as to demonstrate the profitability of investments in the establishment of new maritime connections and especially helicopter corridors, along with a comparison of all parameters in terms of investment in the procurement of means of transport (ship/helicopter), investment in the infrastructure, e.g. a new port or a heliport, assume all dependent and independent costs, etc.

The cost of purchasing the means of transport in question, set an approximate economic price for sea and air helicopter traffic at the junction of selected locations is needed, same as calculate potential income, expenditure and profit both in high season and off-season and make an analyse possible ways of financing - from state and local sources; calculate investment justification and initial investment return period.

It is also needed to analyse the possibility of applying for projects of interest to the European Union and the manner of financing - funds for rural development, development of underdeveloped and uninhabited or sparsely populated areas, maritime development, transport development, tourism development, etc. especially considering the circumstances of global social interest, both local and national as well as international.

Given that the South Dalmatian islands are highly desirable destinations for tourists, it is assumed that the interest in this form of connection is particularly interesting for tourism, and therefore financing from the funds of tourist boards, from the profits of road transport and other sources that find interest in the sustainable offer of the island's content, could be expected.

The real social gain would manifest itself in the revitalization of life on the islands, especially those further away from the mainland, and the potential settlement of a young and working-age population.

6 CONCLUSION

Upon reviewing the existing system of maritime traffic, it is evident that South Dalmatian islands do not have an adequate connection with each other, and that the inter-island routes often function through coastal ports.

It is evident that the inhabitants of South Dalmatian islands, especially the smaller ones, do not have adequate economic, social and cultural connections because of insurmountable sea routes, lack of connections, and long journeys, which is, among other things, a reason for emigration or difficulty in deciding to settle.

By looking at the spatial plans of Split-Dalmatian and Dubrovnik-Neretva Counties, it is evident that the development of helicopter transport in the observed area is foreseen, relying on the use of existing infrastructure resources and the reconstruction and renovation of existing heliports on the islands of Brač, Hvar, Vis, Korčula and Šolta, along with planning the construction of new heliports on the islands Biševo, Palagruža, Lastovo, Šipan and Orebić (Pelješac peninsula). In accordance with the "helio-shuttle" connection proposal, it is also necessary to foresee the possibility of building heliports on the islands of Svetac, Jabuka and Čiovo.

By looking at the Regulation on Simple Buildings and Works, it is evident that there is a possibility of building a heliport in accordance with the spatial plan in the foreseen locations, based on the main project, according to special regulations (without the need to obtain a building permit or a certificate from public law bodies) with the mandatory giving of notice on the start of construction and the obtaining of a use permit.

It follows that the creation of the proposed "helio-shuttle" system of connecting the islands is a logical choice for sustainable management - it meets the need for connectivity of the resident population, encourages young people to immigrate and reduces emigration, meets economic, social, health and cultural needs, and most importantly, aids further development of tourism in the South Dalmatian sea area. Both of hypothesis are proven.

References

Spatial plan of the Split-Dalmatia County (Official Gazette of the SD No. 1/03, 8/04, 5/05, 5/06, 13/07, 9/13, 147/15, 154/21, 170/21)

Spatial Plan of Dubrovnik-Neretva County (Official Gazette of DNC, No. 6/03, 3/05, 7/10, 4/12, 9/13, 2/15, 7/16, 2/19, 6/19, 03/20, 12/20)

Regulation on simple and other buildings and works (Official gazette No. 112/17, 34/18, 36/19, 98/19, 31/20)

https://sites.google.com/site/hrvatskazemlja1000otoka/; as of 06/06/2022

https://www.croatiaferries.com/maps/split-dubrovnik-islands-ferry-map/; as of 06/06/2022

http://www.zzpudnz.hr/Portals/0/1_DNZ/282_p_282_103_IZV_KP_212.pdf?ver=7nmoZ1w-B-0kwo2cO9q8CA%3d%3d; as of 06/06/2022.

Sara URSIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Jelena ZLATAR GAMBEROŽIĆ
Institute for Social Research in Zagreb, Croatia

ASPECTS OF THE ENVIRONMENTAL SUSTAINABILITY FOR TOURISM DEVELOPMENT – WOMEN'S EXPERIENCES FROM THE ISLAND OF BRAČ

Abstract

Islands in Croatia are mainly mass-tourism-oriented and traditional island activities are rather neglected (Podgorelec & Klempić-Bogadi, 2013; Radinović et al., 2004; Stiperski et al., 2001). Islands are also examples of very 'fragile habitats and communities' (Baldacchino, 2013). They have a large number of small peripheral places often dislocated and isolated and are also faced with a number of social, economic and demographic problems that put them in an unequal and unbalanced position, like those on the Adriatic coast. The purpose of this research was to explore environmental dimension of sustainability on the island of Brač. Semi-structured interviews (14) with women in selected settlements (Povlja, Selca, Postira, Pučišća and Supetar) were conducted, as well as the analysis of secondary documentation. The environmental dimension of sustainability has proven to be developed in terms of the existence of untouched natural capacities, but it needs more systematic care due to the risk of pollution, as well as greater development of potential in agritourism. The research is a contribution to the analysis of sustainable development on the Adriatic islands.

Keywords: *Sustainable development, environmental sustainability, agritourism, island of Brač, women*

1 INTRODUCTION

Today, islands largely face the problems of depopulation and population aging that many authors deal with (see Kapusta & Wilus, 2017; Lajić & Mišetić, 2005; Nejašmić, 2013; Podgorelec & Klempić Bogadi, 2013). At the same time, we are witnessing the rise of tourism which can be explained, according to Butler (1993), with: physical separation, cultural difference, attractive climate and environment, and, in some cases, political autonomy. The impact of tourism can be felt strongly on islands where it is sudden, and often with irreversible consequences. (Apostolopoulos & Gayle, 2002; Gossling, 2003; Lockhart & Drakakis-Smith, 1996). Abandoning traditional economies and activities for the purpose of tourism development is one of the consequences that has a high impact on environmental and social sustainability. (Defilippis, 2001; Grković, 2005; Radinović et al., 2004; Stiperski et al., 2001). Although tourism as such is not something that leads to unsustainable environment *per se*, overtourism certainly does.

With the existence of numerous tourism strategies, it is believed that the tourism development of the Adriatic islands should be focused primarily on sustainable development (Dodds, 2007; Farsari et al., 2007) and ecotourism, which is also mentioned as the most important goal in the Croatian Islands Act (OG 116/18, 73/20).

The *environmental dimension of sustainability* mainly concentrates on the *carrying capacity* of the place and the ways in which it copes with the use of natural resources, in our case especially with the consequences of tourism (Starc, 1994). Islands, in general, could be seen as pioneers of sustainability as environmental and social communities adapted to isolation and limited resources, by respecting the fragile relationship between natural and man-made environment. Environmental damage (both marine and on land) caused by uncontrolled tourism development poses economic and as well as social problems, such as low-paid seasonal employment, excessive focus and dependence on tourism, and the abandoning of traditional activities (Baldacchino, 2008; Carlsen & Butler, 2011). This attitude towards agritourism and the linking of agriculture and tourism significantly hinders the development of off-season tourism, which is an important aspect to develop, especially in the Adriatic islands, because tourism there is mostly limited to the summer months. Limiting tourism to the summer season alone excludes many tourists interested in cultural or health tourism and other alternative forms of tourism.

In this paper the focus was on analysing environmental sustainability on islands in the context of tourism development from the women's perspective. The women's perspective, attitudes and practices in this field is particularly important if we bear in mind recent research that emphasize the environmental (un)justice where women, along with children and youth, are identified as a vulnerable societal group, but at the same time are the loudest advocates for climate change and environmental human rights defenders. (Kato, 2019) In the Croatian context, the female population on islands is not a popular research sample and scientific publications on island living from women's perspectives are almost non-existent. However, the few papers that tackle this specific area of research point out that the position of women on the island is "extremely risky" based on "complex socio-historical conditions as well as on specific island conditions in Croatia such as industrialization, uncontrolled urbanisation and tourism development that influence changes in values, attitudes and behaviour" (Tomić-Kolurdović & Leburić, 2001:252).

2 ISLAND OF BRAČ – SUSTAINABILITY-ORIENTED DEVELOPMENT?

The island of Brač is the largest island of central Dalmatia with the population of 13,931 people. (Bureau of statistics, 2022). The smaller towns on the island have faced depopulation which is connected to a decline in agriculture and the seasonal tourism boom (Selca Municipality Tourist Board, 2022). The theoretical analyses of the island of Brač so far identified three types of tourism development: stagnation (Povlja), balanced (Postira) and overtourism (Bol) (Zlatar Gamberožić & Svirčić Gotovac, 2021, Tonković & Zlatar, 2014, Tonković & Zlatar, 2014).

3 METHODOLOGY

The *aim* of the research was to analyse chosen aspects of environmental sustainability on the island of Brač from a female perspective. The research included all available documentation (statistical data and development strategies) and *14 interviews* with women of different ages and occupations in the towns of Povlja, Supetar, Postira, Pučišća, and Selca (Table 2). Research focused on women's quality of life in rural areas through questions about everyday life and their relationship with the natural environment, as well as tourism development. The *snowball method* was used and finding respondents proved to be a very challenging task as many women were not able to find time for interviews due to other obligations.

4 RESEARCH RESULTS

The most recurring theme when it comes to environmental sustainability is waste management. When asked whether it is possible (and how) to enjoy the wonders of unpolluted and untouched nature in their town respondents emphasise pollution that occurs depending on the winds and sea currents, but also importance of waste separation which is, unfortunately, not done regularly according to respondents. Seasonality of island life is identified as another setback when it comes to waste management.

> – There is sometimes garbage, it washes up on the beach, not so often, but it's noticeable when it happens. And in the fields, sometimes people leave garbage in our field, then that's a problem. (Postira, 20)[1]
>
> – We separate waste, but now that the season has started, there are too few big buckets for paper, plastic... Now that a little more people have come in, they are all the same. They don't separate the plastics; they just throw it all in together. (Supetar, 56)

[1] The numbers in parentheses indicate the age of the respondents.

When asked about satisfaction with the quality of the soil and the sea, the waste saga once more proved to be key problem. Namely, respondents pointed out that new landfill that was created for the whole of Brač poses a problem because the waste is not separated, but rather just left in one newly designated place. That was not the only setback for waste management.

> – I think that it's a huge disaster that, two kilometres from Supetar, a landfill was put for all of Brač. I think it's a disaster because Brač has a landfill near Pučišća, there is already a sorting plant and everything, and here we have one where everything is thrown on one pile. It is so close that all the drainage water carries it directly to the beach, it's a disaster. (Supetar, 71)

This quote highlights another problem, according to the respondents, that the Waste Management Service does not separate waste, so all the waste previously separated by the residents is not actually being separated.

> – We have recycling containers there, we have the ones for glass, plastics, and paper. I always make sure to put it where it goes. At home, too, I mean, we are used to it. And then when you see the truck and just all of it dumped together in the same truck, you think: why did I even bother? (Povlja, 48)

Within these answers we can identify the discrepancy between infrastructural services and individual actions in regard to environmental sustainability where it seems that on the community level there is active participation in environmental protection, while public services are poorly executed.

The respondents emphasised the cleaning of the beaches and the sea that takes place every year in all the towns on Brač and contributes to the cleanliness and landscaping in the towns. Particularly important were also commendable initiatives originating from the local communities, and the *bottom-up* approach of the residents who are very active, both in maintaining the towns and various types of activities.

> – They just put sand on the beaches, just yesterday there were trucks doing it. I think it is progressing, more people got a job in municipal works. (Povlja, 21)

Environmental awareness is growing and according to respondents there is focus on sustainable practices.

> – People are more aware, I think, and at the state level now all these laws have been introduced… I just heard they were stopping the production of plastic straws, that paper ones will be introduced… I mean, a couple of years ago, even the British and French tourists asked: 'How can you use plastic straws, how do you not have paper straws?' Definitely, in recent years, there has been a massive increase, like, in the availability of those reusable bags, there's no more… I mean, you get

charged for all shopping bags now, and the bottles and the recycling and whatnot, yeah, you can see the progress. (Povlja, 31)

The second highlighted theme in the research is the relationship between environmental sustainability and tourism as the main industry on the island. The focus of tourism development has been based on the unique geographical and natural features of the island. In this sense, pristine nature is identified as great advantage and potential highlight of further development of tourism.

– Advantages: peace, quiet, nature, and a healthier lifestyle than in the city. (Povlja, 21)

Furthermore, the respondents noted that tourism development positively affected cleanliness of the selected towns and landscaping projects that are vividly progressing, which affects the overall quality of life. However, too many tourists can also be and, indeed, is problematic for many towns and villages on the islands which must certainly be taken into account when assessing and planning the further development of a location in order to avoid irreversible damage to the environment and the ecological dimension of sustainability. (Zlatar Gamberožić, 2021, Zlatar Gamberožić & Tonković, 2015)

The respondents pointed out the great potential for the development of tourism in the direction of agritourism through the combination of agriculture and tourism, as well as the need for producers to organise and support small family farms.

– I see that some people have turned to it, and are growing olives. It is good that this idea of agriculture is spreading, and one of our locals makes her living exclusively from it; she says that she doesn't buy anything at the shop; she only eats her own produce. And here, behind my house, there is a small garden, it is a fertile rainforest. Wonderful. Only, it's a lot of work. I couldn't find the strength anymore, but young people can, for sure. (Povlja, 90)

The linking of agriculture with tourism is considered by many to be the most important determinant for the further development of island towns, but even in this context, the importance of a financial base and of assistance from EU funds is mentioned, as well as the importance of developing knowledge and skills. The low level of perception and the lack of ideas involving the promotion of agricultural products are pointed out.

– There is great potential for the development of tourism and agritourism. I certainly think that there are opportunities, especially with the European funds and all the incentives... Maybe these younger generations who are a little better-versed in computers and surfing the Internet and gathering information that way? (Povlja, 31)

Although there are still a number of problems concerning the merging of agriculture and tourism, the reputation of agritourism is getting better, and has become an important part of a tourist offer (Zlatar Gamberožić, 2021). Agritourism could be seen as a context of diversity for local and regional economies - a positive determinant, especially for marginalised and peripheral regions and areas such as island towns not suitable for mass tourism development. Another reason the reputation of agritourism has improved is that islands are characterised by a 'cultural capital' that is typically linked to the development of alternative tourism products, compared to mass tourism (see Karampela et al., 2016, p.169). This could certainly apply to the Adriatic islands, their cultural capital, and the merging of different elements (cultural, material, and social) into a single whole, an offer that can fit into alternative tourism guidelines, including agritourism.

5 CONCLUSION

In this paper we analysed women's perspectives on environmental sustainability and tourist development on the island of Brač. Results confirm previous research that identified a developed awareness about the importance of environmental sustainability on a community level. Furthermore, the special emphasis in this research is on everyday practices that actually sustain environment (waste separation and cleaning of the local public spaces) which is consistent with earlier research on the gender and sustainability, where women are likely to be more environmentally conscious as well as committed to support sustainability through everyday practices. (Murphy and Parry, 2021)

According to our research, a key practice should be continued persistent *preservation* of the quality of the environment, given that current situation is not yet alarming. Nevertheless, several problems were identified that indicate discrepancies between community and public services efforts. It was shown that local initiatives and individuals do their utmost to maintain the cleanliness of towns, and that there are successful efforts to increase the level of ecological quality through various *bottom-up* initiatives. Furthermore, the inadequate response of municipalities and public services to community efforts towards environmental sustainability represents a threat to all pillars of sustainable development.

It should also be noted that in the context of the environmental sustainability, it is important to continue to pay mind to the *carrying capacity* of each individual town. Environmental sustainability is primarily vulnerable in settlements that experience a higher number of tourists, where insufficient *carrying capacity* causes an imbalance in the ecological system. Agriturism is perceived as an important determinant of the environmental sustainability and the idea of merging agriculture and tourism has already been expressed and promoted, but it is important to institutionalise it at a higher level through municipalities and various EU funds, as well as to address the issues of the organisation of family farms, land ownership, and product branding.

References

Baldacchino, G. (2008). Studying islands: on whose terms? Some epistemological and methodological challenges to the pursuit of island studies. *Island Studies Journal*, *3*(1), 37-56.

Bureau of statistics. Census of population, households and dwellings (2022, February 11) First results by settlements. Statistical reports. www.dzs.hr

Butler, R.W. (1993). Tourism development in small islands: past influences and future direction. In D. G. Lockhart, D. Drakakis-Smith & D. J. A. Schembri (Eds.), *The Development Process in Small Island States* (pp. 71-91). Routledge.

Carlsen, J. Y. & Butler, R. (2011). *Introducing sustainable perspectives of island tourism.* CABI, Wallingford.

Croatian Island Act. Newspaper Narodne novine (2018, November 26). 116/18, 73/20. https://narodne-novine.nn.hr/clanci/sluzbeni/2018_12_116_2287.html

Defilippis, J. (2001). On the economic development of Croatian islands. *Rural Sociology*, *39*(1-4), 83-97.

Dodds, R. (2007). Sustainable tourism policy – rejuvenation or a critical strategic initiative. *Anatolia: An International Journal of Tourism and Hospitality Research*, *18*(2), 277- 298.

Farsari, Y., Butler, R. & Prastacos, P. (2007). Sustainable tourism policy for mediterranean destinations: Issues and interrelationships. *International Journal of Tourism Policy*, *1*(1), 58-78. https://www.inderscienceonline.com/doi/abs/10.1504/IJTP.2007.013898

Gossling, S. (2003). *Tourism and development in tropical islands: Political Ecology Perspectives.* Edward Elgar.

Grković, I., (2005). Olive growing and tourism. *Polmologia Croatica*, *11*(1-2), 121-124.

Jadrešić, V. (2010). *Janus' face of tourism* (1st ed.). Plejada, Zagreb.

Kapusta, A. & Wiluś, R., (2017). Geography of tourism in Croatia, In K. Widawski & J. Wyrzykowski (Eds.), *The geography of tourism of Central and Eastern European countries* (pp. 109-147), Springer, Cham.

Karampela, S., Kizos, T. & Spilanis, I. (2016). Evaluating the impact of agritourism on local development in small islands. *Island Studies Journal*, *11*(1), 161-176.

Kato. K. (2019) Gender and sustainability – exploring ways of knowing – an ecohumanities perspective, *Journal of Sustainable Tourism*, *27*(7), 939-956, https://doi.org 10.1080/09669582.2019.1614189

Lajić, I. & Mišetić, R. (2013). Demographic changes on Croatian islands at the beginning of the 21st century. *Migration and Ethnic Issues*, *29*(2), 169-199.

Lockhart, D. & Drakakis-Smith, D. (1996). *Island Tourism: Problems and Perspectives*. Mansell.

Murphy, J., & Parry, S. (2021). Gender, households and sustainability: Disentangling and re-entangling with the help of 'work' and 'care.' Environment and Planning E: Nature and Space, 4(3), 1099–1120. https://doi.org/10.1177/2514848620948432

Nejašmić, I. (2013). Demographic aging on Croatian islands. *Migration and Ethnic Issues 29*(2), 141–168. https://doi.org/10.11567/met.29.2.2

Podgorelec, S. & Klempić- Bogadi, S. (2013). *Cities sunk the islands – changes in small island communities*. Institute for Migration and Ethnic Studies.

Radinović, S., Par, V. & Gugić, J. (2004). Socioeconomic processes in family farms in Dalmatia. Social Research, 4/5 (72/73), 825-842.

Selca Municipality Tourist Board (2022, June 7). https://www.visitselca.com/

Starc, N. (1994). Development, sustainability and evaluation of investment enterprise. In Z. Klarić (Ed.) *Towards Sustainable Tourism Development in Croatia* (pp. 67-81). Zagreb, Institute for tourism.

Stiperski, Z.; Malić, A. & Kovačević, D. (2001). Interdependence of accessibility, economy and revitalization of Croatian islands. *Rural Sociology 1-4*(151/154), 153-169.

Theng, S., Qiong, X., & Tatar, C. (2015). Mass tourism vs alternative tourism? Challenges and new positioning. *Études Caribéennes, 31-32,* 1-8. https://doi.org/10.4000/etudescaribeennes.7708

Tomić-Koludrović, I. i Leburić, A. (2001). Svakidašnjica otočnih žena krajem devedesetih. *Sociologija i prostor, 39* (1/4 (151/154)), 239-255.

Tonković. Ž. & Zlatar, J. (2014). Sustainable development in island communities: The case of Postira. *European Countryside, 6*(3), 254-269. https://doi.org10.2478/euco-2014-0014

Zlatar, J. (2010). Determinants of tourism in the direction of sustainable development – the example of Povlja on the island of Brač. *Sociology and Space, 48*(2), 247-272.

Zlatar Gamberožić, J. & Tonković, Ž. (2015). From mass tourism to sustainable tourism: A comparative case study of the island of Brač. *Social Ecology, 24*(2), 85-102. https://doi.org/10.17234/SocEkol.24.2.1

Zlatar Gamberožić, J. (2021). The development of tourism on large Croatian islands: the case of Hvar town on the island of Hvar. *Journal of Marine and Island Culture, 1*(2), 1-25. https://doi.org 10.21463/jmic.2021.10.2.01

Zlatar Gamberožić, J. & Svirčić Gotovac, A. (2021). Comparison of tourist development scenarios in Povlja, island of Brač 2009 and 2019. *Social Ecology, 30*(1), 3-25. https://doi.org/10.17234/SocEkol.30.1.1

Jana VUKIĆ
University of Zagreb, Faculty of Humanities and Social Sciences, Croatia
Sanja KLEMPIĆ BOGADI
Institute for Migration and Ethnic Studies, Zagreb, Croatia

CULTURAL HERITAGE AND SOCIO-SPATIAL TRANSFORMATIONS: THE EXAMPLE OF RAB

Abstract

The aim of the paper is to analyze spatial transformations and the importance of the cultural heritage of the city of Rab regarding local identity. To achieve the aim, research was conducted using the survey method (N=165) and interviews (N=15) in 2021 and 2022. Participants highlighted the value of cultural heritage as one of the most important elements of Rab's identity, and an important part of its tourist offerings. Survey data shows that 84.9% of respondents agree that cultural heritage is important for the local community, 88.5% of respondents believe that cultural heritage is an important part of the local identity. Due to intensive spatial transformations, respondents point out the necessity of better regulated reconstruction in the historical centre of the city of Rab and the new building construction on the island. The island's economy based on tourism has significantly expanded the built-up areas, decreased the natural areas, and changed the functions of the dwellings on the island of Rab. The old city of Rab with the potential for cultural and historic-based economic activities became a victim of mass-tourism and lacks strategic approach, spatial planning and regulation leading to the degradation of natural and heritage sites and landscapes. Research shows that respondents are aware of the problems and potentials for better heritage valorization and culture-oriented tourism, but there is a lack of structural and administrative support for this endeavor. Even though the Constitution states that islands have the special protection of the Croatian state (Article 52.), and the Act on Islands states that the sustainable development of islands is a priority (Article 20.), the reality of everyday life on the island of Rab shows a different picture – with tourism as the most significant source of income, and the domination of unsustainable island development.

Keywords: *Cultural heritage, spatial transformations, island, Rab, tourism*

INTRODUCTION

During the last 50 years, the Croatian islands have experienced significant spatial transformations, mainly due to the development of tourism. On Croatian islands, regardless of their size, distance from the mainland, number of inhabitants, and level of economic development, tourism is the leading economic activity followed by the construction of various tourist infrastructure. During the socialist period, the construction of hotels and numerous second homes, and since 1990, houses and apartments for rent, mainly in the coastal zones of the island, significantly changed the island's landscape and the physiognomy of the island settlements. Very often we are witnessing the construction of oversized buildings of non-Mediterranean architecture, which disrupt the centuries-old harmony and appearance of island settlements (Podgorelec & Klempić Bogadi, 2013). In this paper, we will look at the example of the island of Rab, which bases its tourist offerings not only on natural values – sun and sea, but also on a rich cultural and historical heritage. The island of Rab is located on the north of the Adriatic Sea and a part of the Primorje-Gorski kotar County. The island is administratively divided in two local units – the City of Rab and Municipality of Lopar. The City of Rab is significantly bigger, and it consists of Rab and six other settlements - Banjol, Barbat, Kampor, Mundanije, Palit and Supetarska Draga.

The aim of the paper is to analyze spatial transformations and the importance of the cultural heritage of the city of Rab for the island's identity and local community. To achieve the aim, research was conducted using the survey method (N=165) and interviews in 2021 and 2022. The survey was carried out in September 2021 via Google forms (N=125), and by using a paper-pencil survey technique (N=40). All age groups are relatively equally represented, most of the respondents were employed, and 71 men and 94 women participated in the survey. The interviews were conducted face to face with local population, experts and tourism stakeholders in October 2021 and June 2022.

SPATIAL TRANSFORMATIONS

Rab is an island city with a long urban tradition dating to ancient times, but the present-day appearance of the old town centre was largely shaped in the period from the end of the 11th to the beginning of the 14th century (Budak, 1987). It is an example of a small historic town that illustrates most of the problems of urban transformation and (un)sustainable development in Croatia, while in Europe small historic towns play a significant role in identity preservation and historic-based economic activities (Božić, Dumbović Bilušić & Kranjčević, 2019). Its spatial transformation related to tourism began already in the 19th century through the construction of luxury villas and the first hotel, considering that Rab belongs to the old coastal tourist centre of Croatia (Legac, 1987; Opačić, 2012). In 1911, there were 150 rooms with 260 beds in hotels and private houses and it was visited by 1109 tourists (Legac, 1987). In the following decades, tourism will become an increasingly important activity that will significantly change the island landscape. A large expansion of residential zones and an increase in the number of housing units will already occur during the socialist period due to the intensification of the construction of secondary homes. In 1971, there were 1,952 dwellings registered on the island of Rab, among them 260 dwellings for holidays and recreation (SZS, 1972). In this period, the construction of multi-apartment buildings will also begin, but then still mainly for the use of the owners of these apartments. Twenty years later, in 1991, the number of dwellings for vacation purposes quadrupled, 1,102 were registered, and the housing stock more than doubled to 4,737 dwellings (CBS, 1992). According to the last census in 2021, 8,265 inhabitants lived on the island of Rab, of which 8,289 in the City of Rab, 1,191 in the Municipality of Lopar. This census established a further reduction of population which had begun early in the 21st century (CBS, 2022). At the same time, the overall number of dwellings more than doubled. In 1991, the housing stock consisted of 4,030 dwellings, and in 2021, 9,464 dwellings. All island settlements recorded a huge increase in the number of housing units. Since there are fewer permanent residents, this mass construction is not for permanent housing, but for temporary housing and renting. The island economy based on tourism has significantly expanded built-up areas, decreased natural areas, and changed the function of the dwellings on the island of Rab. In the observed period, the settlement of Rab has completely merged with the surrounding settlements and is an example of an island urban agglomeration within which we can distinguish three different zones. The first one is the oldest part of Rab, old town centre where most of the buildings of architectural importance are located. The most important symbols of Rab are located here, the four bell towers: the Cathedral of the Assumption of the Blessed Virgin Mary, the church of St. John the Evangelist, the church of St. Andrew the Apostle and the church of St. Justin. However, like Dubrovnik and Split, the historic centre loses its importance for the local population because most businesses and facilities are intended for tourism-oriented use and are closed during the winter period. (Klempić Bogadi, Vukić & Čaldarović, 2018). The interviewees point out that the city centre has lost its former social role.

> "And what is missing in the old core is that kind of morning life. The market and the things that brought people to the city also moved. Now basically nothing brings you to the old part of the city. It's there, the courthouse and the city administration remain, and if you have a job there, if not, you have nothing to look for in the city." (M, 38)

The old city centre is separated by the Komrčar forest from the other unit consisting of the Palit and Banjol settlements, while developing separately in the past are now part of Rab urban area, which is a continuously built-up area. Within this entirely new urban area, a new centre of the city of Rab is now the so-called Šarengrad, named after the multi-colored facades of the buildings. It was built in the 1980s in the Palit settlement area, and today most of the facilities for the daily life of the local population are located here: a small shopping center, market, fish market, post office, a bus station, etc. The interviewees recognize this area as a new functional centre of Rab urban agglomeration, but also a place for the residents to gather and socialize (during the whole year).

> "The most (people meet) here in Šarengrad. That has become a centre now in the winter. It's not the (old) city centre anymore, it's here now." (F, 72)

> "I consider the most important area of the local community to be the newer part of the centre (referred to as "Šarengrad"), where administrative and commercial affairs, and the town market are located, and thus became the lifeblood of the island. (...) After the end of the season, people try to socialize there and socialize more with each other." (F, 50)

The third spatial unit consists of Kampor, Barbat and Mundanije, nearby settlements which, due to intensive residential construction, have merged with Palit and Banjol, and all together form an elongated continuous built-up area (urban sprawl). In all settlements there is a high intensity of the construction of houses and apartments, which is usually not accompanied by adequate communal infrastructure. Most of the streets seem chaotic, overbuilt, without sidewalks, and lacking a basic traffic infrastructure. The respondents and interviewees are aware that the spatial expansion of the City of Rab was spontaneous and unplanned and was built without adequate infrastructure.

> "Especially if we look at the settlements towards the ferry, which are now overcrowded. It's house on house new construction. It is constantly being built. Probably also in other settlements on the island, but let's say Barbat is specific for that. It definitely has the highest number of new buildings." (F, 28)

However, tourism is an economic activity from which most island residents benefit financially, so the interviewees emphasis that fact when talking about spatial transformations (tourism as a main existential resource comes first).

> "Unplanned construction destroys Rab, but the apartments support us. Locals are against urbanization unless they build something." (F, 26)

CULTURAL HERITIGE AND TOURISM

In the area of the City of Rab, there are 18 immovable and movable cultural assets from the Register of Cultural Assets of the Republic of Croatia. These are: the underwater archaeological site in Barbat, the underwater archaeological zone in Supertarska Draga, the fortress of St. Damjana in Barbat, the Franciscan monastery complex with churches of St. Bernardine of Siena and St. Eufemia in Kampor, and in Rab, the historic urban complex of Rab, the Prince's Palace, the Cathedral of St. Marije, Veli zvonik, Nimira mala palace, the Chapel of St. Francis, the remains of the church of St. John, the monastery and the bell tower, the Benedictine monastery with the Church of St. Peter, the Church of St. Cross, the Benedictine monastery of St. Andrije Apostle, City lodge, the complex of the Church of St. Justine with the bell tower, the remains of the former monastery and Villa Antoinette, the Dominis Palace and the art of preparing the Rab cake.

All the above is an extremely important factor in Rab's tourist offer. However, we wanted to find out the respondents' views on the cultural heritage of the island of Rab. They were offered six statements to which they could choose an answer on a scale from 1 to 5 (1 – strongly disagree, 5 – strongly agree). The largest number of respondents agree (21.8%) and strongly agree (66.7%) with the statement that cultural heritage is an important part of the identity of the island of Rab and its inhabitants. Furthermore, more than half of the respondents fully agree and 1/3 agree that the cultural heritage of the island of Rab is important for the local community. For 76.4% of respondents, cultural heritage is important for them personally. Most respondents strongly agree (52.1%) and agree (25.5%) that the cultural heritage of the island of Rab makes them proud. A little more than half of the respondents (54.5%) believe that the residents cherish the intangible heritage in their everyday life on the island. Respondents least agree with the statement that residents take care of the material heritage they own: 23% of respondents agree, while 13.9% strongly agree, about a third do not agree, while slightly less than a third are neutral. The cultural heritage scale of the island of Rab consists of 6 items (Cronbach α=0.855). The mean value on this scale is 23.59 (SD=4.884), which shows that respondents tend to see cultural heritage as an important part of the island of Rab and cherish it.

Table 1 – Respondents' views on the cultural heritage of the island of Rab

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	M	SD
Cultural heritage of the island of Rab is important to me personally.	4.8	4.2	17.6	26.7	46.7	4.06	1.119
Cultural heritage of the island of Rab makes me proud.	3.6	6.7	12.1	25.5	52.1	4.16	1.104
Cultural heritage of the island of Rab is important for the local community.	1.2	2.4	11.5	29.1	55.8	4.36	0.869
Cultural heritage is an important part of the identity of the island of Rab and its residents.	1.2	2.4	7.9	21.8	66.7	4.50	0.838
Residents cherish the intangible heritage (costumes, Fjera, Rabi dance, etc.) in the everyday life of the island.	6.1	16.4	23.0	32.1	22.4	3.48	1.182
Residents cherish the material heritage they own (historical buildings, archaeological remains, etc.).	12.7	22.4	27.9	23.0	13.9	3.03	1.237

The t-test did not establish statistically significant differences by gender, nor by level of education in the evaluation of the cultural heritage of the island of Rab. However, the ANOVA test found differences in the evaluation of the cultural heritage of the island of Rab according to age groups ($F=4.182$; $p<0.05$). The older age group (M (55+)=25.00) has a statistically significantly higher score than the young age group (M (18-34)=22.29).

We asked the participants in the survey about the importance of different forms of heritage for the local identity of Rab. They chose the answers on a scale from 1 to 4. 1 meant not important at all, and 4 meant extremely important. Immovable heritage is the most important type of heritage on the island of Rab, which is considered extremely important by 72.1% and important by 21.8% of respondents. A slightly smaller number perceive movable heritage as important (26.1%) or extremely important (60.6%). Also, most respondents (92.1%) perceive intangible heritage as essential for local identity. Movable heritage is the least important for local identity. It is important for 26.1%, and extremely important for 60.6% of respondents. In the answers, it is not possible to find differences according to socio-demographic characteristics, except for movable heritage according to the level of education ($\chi 2=8.661$, $p<0.05$). Those with secondary and lower education are more inclined to emphasize that movable heritage is extremely important to them compared with better educated respondents.

Table 2 – Respondents' views on the importance of the cultural heritage of the island of Rab for local identity

A form of heritage	Not important at all	Not important	Important	Extremely important	M	SD
Immovable heritage (historic city centre, public, residential, and sacred buildings, cultural landscape, public sculptures, landscaped green areas, etc.)	1.8%	4.2%	21.8%	72.1%	3.64	0.653
Movable heritage (collections of historical objects, archaeological finds, church collections, useful objects, etc.)	2.4%	10.9%	26.1%	60.6%	3.45	0.784
Intangible heritage (speech, dialect, chants, processions, carnival customs, folklore, traditional arts, and crafts, etc.)	3.0%	4.8%	21.8%	70.3%	3.59	0.723

CONCLUSION

The Island of Rab is dealing with the same problems as most Croatian islands: negative demographic trends, cultural and natural heritage which is endangered by unplanned spatial transformations and unsustainable touristic development. Residents of the island of Rab are aware of the importance of their cultural heritage but the economic factors (tourism as a main source of income) are overriding the positive attitudes and potential efforts to change the course of chaotic island's spatial development. Due to the intensive spatial transformations, respondents point out the necessity of better regulated reconstruction in the historical centre of the City of Rab and the new building construction on the island. The old city lost its importance for the local population because of the touristification.

The island's economy based on tourism has significantly expanded the built-up areas, decreased the natural areas, and changed the functions of the dwellings on the Island of Rab. The old city of Rab with potential for cultural and historic-based economic activities became a victim of mass-tourism, lacking strategic approach, spatial planning and regulation leading to the degradation of natural and heritage sites and landscape. The urban sprawl and continuous increase of dwellings for tourism devastates the island's natural beauty and diminishes the chances for sustainable development. Agricultural land converted into land for residential and commercial construction.

Research shows that respondents are aware of the problems and potentials for better heritage valorization and culture-oriented tourism, but there is lack of structural and administrative support for this endeavor. Even though the Constitution states that islands have special protection of the Croatian state (Article 52.), and that Act on Islands states that the sustainable development of islands is a priority (Article 20.), the reality of everyday life on the Island of Rab shows a different picture – tourism as the most significant source of income, and the domination of unsustainable island development. As a conclusion we can use a citation from one of our interviewees:

"I always look from a touristic point of view. Because all of us on Rab, who are here, grow with this island and are connected to tourism. Directly or indirectly, we are all here. Rab lives 90% from tourism." (M, 38)

References

Act on Islands, https://narodne-novine.nn.hr/clanci/sluzbeni/2018_12_116_2287.html (accessed 27 November 2022)

Božić, N., Dumbović Bilušić, B., & Kranjčević, J. (2019). Urban Transformations and Sustainable Development of Small Historic Towns, In M. Obad Ščitaroci, B. Bojanić Obad Ščitaroci & A. Mrđa, A. (Eds.) *Cultural Urban Heritage, Development, learning and landscape* strategies (pp. 113-124). Springer.

Budak, N. (1987). Neki elementi demografsko-ekonomskog razvoja i prostorne organizacije otoka Raba od XI. do kraja XIII. Stoljeća (Some elements of the demographic and economic development and spatial organization of the island of Rab since the XI century. until the end of XIII. Centuries). In A. Mohorovičić (Ed.), Rapski zbornik (pp. 193-198). Zagreb: JAZU i Skupština općine Rab.

Constitution of the Republic of Croatia https://www.zakon.hr/z/94/Ustav-Republike-Hrvatske (accessed 21 November 2022).

Croatian Bureau of Statitics (CBS) (1992). Popis stanovništva, domaćinstava, stanova i poljoprivrednih gospodarstava 1991., dokumentacija 888 (Census of the population, households, apartments and agricultural holdings in 1991, documentation 888), Zagreb.

Croatian Bureau of Statitics (CBS) (2022). https://podaci.dzs.hr/media/rqybclnx/popis_2021-stanovnistvo_po_naseljima.xlsx (accessed 23 September 2022)

Klempić Bogadi, S., Vukić, J., & Čaldarović, O. (2018). Život u povijesnoj jezgri Dubrovnika – sociološko-demografska studija (Life in the historical core of Dubrovnik - a sociological-demographic study). Dubrovnik: Zavod za obnovu Dubrovnika.

Legac, V. (1987). Turistički razvoj otoka Raba, In A. Mohorovičić (Ed.), Rapski zbornik (Rabic anthology) (pp. 459-476). Zagreb: JAZU i Skupština općine Rab.

Opačić, V. T. (2012). Vikendaštvo u hrvatskom priobalju: jučer, danas, sutra (Weekending in the Croatian coast: yesterday, today, tomorrow). Zagreb: Hrvatska sveučilišna naklada.

Podgorelec, S., & Klempić Bogadi, S. (2013). Gradovi potopili škoje – promjene u malim otočnim zajednicama (Cities sunk by ships – changes in small island communities). Zagreb: Institut za migracije i narodnosti.

Savezni zavod za statistiku (SZS) (1972). Popis stanovništva i stanova 1971., Stanovi, Korišćenje i nastanjena lica, rezultati po naseljima i opštinama, knjiga I (Census of population and dwellings in 1971, dwellings, use and inhabited persons, results by settlements and municipalities, book I). Beograd.

DEMOGRAPHY, GEOGRAPHY, HISTORY, MIGRATION

Zrinka Zagorec: *Times change, stories remain*

Mario BARA
Catholic University of Croatia, Croatia
Vid KOVAČIĆ
The Second School of Economics, Zagreb, Croatia

TRANSNATIONAL PRACTICES AND IDENTITY AMONG THE EMIGRANTS FROM THE ISLAND OF SUSAK

Abstract

The small Island Susak is located on the north of the Adriatic Sea. The inhabitants of small Mediterranean islands like Susak depend largely on the mainland and natural resources. The mass emigration of the Island population in the second half of the 20th century to the USA permanently damaged the Island demographic sustainability, which is consequently visible even today in all aspects of social life. Migrations of the Islanders have been a part of a strategy to better their families' living conditions as an answer to economic, social and political circumstances. Shaped over the centuries as a small, closed community, closely connected with each other, accustomed to difficult living conditions, the people of the Island have created a strong sense of identity and belonging. Family and community solidarity provided emigrants with an important basis for adaptation, acculturation and success in the USA. Emigrants from the island of Susak, their family members and descendants, although not permanent residents, are considered as a part of the Island community. By actively participating in the Island's culture and way of life through visits and participation in cultural manifestations (for example, Emigrant's day), family gatherings and similar activities, they bridge the physical separation and retain the feeling of belonging to the Island. The paper is the result of qualitative research using the method of semi-structured interviews conducted among Susak Island emigrants during 2019. Research has been expanded with secondary data analysis of virtual social networks and observations of social activities on the Island. The paper explains: (1) organization of life and repeated returns of emigrants to their ancestral birthplace, (2) the complexity of the emigrants' identity and relationship with the Island, and the (3) possibilities and challenges of return.

Key words: *The Island of Susak, migration, transnational practices, identity, second home*

INTRODUCTION

This paper focuses on the emigrant population from the Island of Susak that has by the most part settled in the State of New Jersey, USA. Elements researched are the processes and characteristics of islanders' emigrations, their social organization, the extent of their transnational connections to the Island as well as remaining islanders, and the possibility of return to their ancestral land. Qualitative methods utilized are semi-structured interview and participatory social observation. The specificity of the Island – its remoteness, small size (3,75 square kilometres), scarce resources and the mindset of islanders; produces an interesting research subject viewed from the standpoint of various scientific disciplines.

RESEARCH GOAL AND METHODOLOGY

The goal of the research was to identify the characteristics of social connections among emigrants, their connections to the homeland, visitation patterns and the possibilities of permanent return.

The chosen research approaches were semi-structured interview and the participatory observation method. Participating in the research were the islanders from the island of Susak and their descendants. Fieldwork was conducted during the summer period from 2 to 27 August 2019, the one month when emigrants most often visit the island. Each participant was given an informed consent form to allow their personal information – full name, biographical data and private evidence, to be revealed in the research results. While the interviews with the older generation were conducted in the Croatian language, younger participants were limited in their knowledge of their ancestral language thus requiring English to be the language of choice in those instances. Also, important to note is that the "Croatian speaking" interviewees were in fact using a distinctive language idiom, specific to the island of Susak. Namely, contributing to this research as interviewees were: Ivanka Giovana Ana Morin (91), Benito Mircovich (82), Stjepan Mirković (74), Luciano Morin (77), Marry Morin Piccini (65), Marydina Jordan (59), Nevio Mirkovich (36), and Alex Andrew Morin (28). We feel obligated to offer clarification regarding the personal and family names of the research participants. Among Susak islanders and their American descendants, surnames can commonly be found in administrative records appearing in different forms such as Mircovich/Mirkovich/Mirković. Such instances are sometimes found even within the same nuclear family. These incidences can be attributed to taking on a transcription of a name from documents published under Italian authorities, adjusting foreign wording to rules of English language and varying administrative practices in the USA.

The second method, participatory observation, that was utilized to supplement the core part of the research, is one of the oldest research methods used in social sciences. It consists of an in-depth study of a way of life a certain social group is characterized by (DeWalt & DeWalt, 2011; Jorgensen, 2015). Besides ethnology and anthropology, this method holds a long tradition in sociology as well, especially in the development of the Chicago school of urban sociology (Bernard, 2006).

This research form requires sufficient time resources as well as certain pre-existing knowledge about the observed group, while simultaneously expecting from the researcher to preserve a certain level of social distance from the persons whose behaviour is being observed. Physical presence on the island, owning a second home, participating in social activities, equally "real world" and virtual spaces of social networking (primarily Facebook) allowed the contributing author (observer) access to numerous activities of the observed group (Dalsgaard, 2016).

Research notes were collected through irregular time spans, from 2019 to 2022 depending on visitation patterns to the island and the level of involvement in subject group' social activities. This potential influence of time dynamics is taken into account while delivering research conclusions.

FORMING OF EMIGRANT COMMUNITIES

Modest resources lead to viticulture developing as the backbone of economical sustainability for the island community. With little more to rely on together with susceptibility of viticulture to various economical or natural negative impacts, emigration of islanders during challenging periods intensified. Islands natural orientation to open seas facilitated this process further. First migrations to the US can be traced all the way to second half of the 19th Century. Many sailors illegally come ashore (Mirković, 1957), still, they did not break connection to their island community. Return and repeated emigration was present in many instances, encouraging new migrations in the process.

> "(…) at that time, when my great grandfather sailed, he we would always bring back a little extra money and whenever he had free time he would come back to Susak" (Mary Morin Piccini, 65 year old).

US immigration services also kept records of immigrants coming from Susak. The first of these immigrations can be traced back to the second half of the 19th Century by searching the keywords "Sansego" (Italian name for Susak) or the family names of the islanders in their different writing forms.[1] At first, they were not permanent migrations and Islanders settled in smaller groups, often blood related. Mass emigrations did not occur until the 1960's and 70's when economic circumstances worsened, triggered by the political decision making of communist authorities (Rudan et al. 2004).

The following testimonials confirm this:

> "It was bad here, everybody who could – ran" (Luciano Morin, aged 77).

> "We, who could not have a life here anymore, we left in thousands. In ten years, close to one thousand six hundred people left Susak" (Benito Mircovich, aged 82).

[1] Family search (2022, October 10), New York Passenger Arrival Lists (Ellis Island), 1892-1924 https://www.familysearch.org/ark:/ 61903/1:1:JX4Z-Y48. Busanić (Bussanich, Bussanic), Hrončić (Hroncich, Hroncic), Matesić (Mattessich), Mirković (Mircovich), Morin, Picinić (Picinich, Piccinich, Picinic, Piccinic, Picini, Piccini), Skrivanić (Scrivanich), Tarabokija (Tarabocchia, Tarabochia, Tarabokia).

> Most of those emigrants and their descendants today (circa two and a half thousand persons by some estimates) live scattered across the area of New Jersey – Fairview, Cliffside Park, North Bergen, Palisades Park, Fort Lee, Hoboken, Ridgefield and Moonachie (Mesarić Žabčić, 2016).

TRANSNATIONAL PRACTICES

Emigrants produce and reproduce practices and relations that tie together their destination land and the land of their origin. Multiple identities often develop in such circumstances, tying one person to more than one community, region or state. One of the more often quoted definitions marks transnationalism as set of "processes by which immigrants forge and sustain multi-stranded social relations that link together their societies of origin and settlement" (Basch, Glick Schiller, Szanton Blanc, 2005, p. 8).

The social and cultural organizing of settlers started even before the Second World War, but formally did not came to life before 1948 when the St. Nicholas Club was founded. As more islanders were arriving, the community decided to organize a new club to attend to the needs of its younger members. The Sansego Soccer Club, in addition to sports activities, organized parties to bring together the young and facilitate their bonding, consequently even marriages within the community. This in turn helped to preserve the homogeneity and identity of the Susak islanders (Marry Morin Piccini, aged 65; Luciano Morin, aged 77; Benito Mircovich, aged 82).

Despite not agreeing with the political organizations of Yugoslavia, many islanders visited Susak freely. Since the late 1960's visits turned into an organized event, which would later become the "Emigrants' Day", traditionally held during the last Saturday of July. The eldest interviewees witness these early beginnings of organized visits to the island:

> "We came to Susak in 1968. for the first time, 7 years after leaving (…)" (Benito Mircovich, aged 82).

> "We came back for the first time in 1968. And we stayed for 3 months. For 3 months, the entire family was here. (Stjepan Mirković, aged 74).

With yearly scheduled visits to the island, other organized activities soon started appearing, being of religious, cultural, sports, folklore, humanitarian, or entertainment character. An interviewee belonging to the first generation of islanders' descendants describes some of them:

> "We have picnics where all of us gather, we have food and music, and we all socialize. We also have soccer fields where we play soccer against Mali Lošinj (AN. an island neighbouring Susak) or Istria or whatever. We all have Croatian weddings, more precisely customs native to Susak, regardless of who you are marrying.

Even if the other person is from Spain or wherever the ceremony must be ours or there will be no wedding. We have Croatian churches we all go to. All of our children go to Croatian religious teaching, and we have Croatian stores. We have "kolo" (AN. a dance routine where participants hold together in a circle) where we dance the dances from Susak and Zadar" (Marydina Jordan, aged 59).

We can easily say for the emigrants from Susak that their bodies are in America, but their spirit stays on the island (Živković, Šporer, & Sekulić, 1995). The St Nicholas Society of Sansego and the Susak Klapa Club are good examples of modern-day community clubs that nurture this strong emotional bond to the island. More recently, an organization aimed at helping the island – *Helping Hands for Susak,* was founded. The members gather at the St. John the Baptist Church in Fairview and Anne's Church in Hoboken (Živković, Šporer, Sekulić, 1995). The Society of Holy Rosary is a place of gathering for women (Sokolić, Starc, 2020). An important part of community life is social networking also through social network (Facebook) based groups *Reuniting the People of Susak/Srakane, Helping Hands for Susak, Župa Sveti Nikola Susak, Udruga Salbun and Susak.* Aside from groups, there are also pages such as *Susak Klapa*, *Susak life* and so forth. Established in an effort to connect their members on a deeper cultural heritage level, they strive to celebrate their origin, values and collective identity. Virtual connections between the islanders and the emigrants also aid preserving of this legacy and identity. Among the oldest immigrants born on Susak and the first generation born in US, the island's native tongue is still very much alive. Confirmed by the participants of the research, it is also visible (to a smaller extent) in written form on social network pages on Facebook. By means of the snowball method, using Susak origin family names (see note 1) and personal social network profiles, the research revealed further levels of connection to ancestral identity. Among common elements of profile and cover images of individuals are the Island, Croatian national symbols such as a flag or a crest, family images and symbols of Christianity. They can be observed from people born on Susak, but also their descendants, second and third generation born in US. Other identity strengthening activities on the island itself during the summer months (when most emigrants return to visit) were observed by the second author of the research. These activities can be summarized as vivid folklore, nurturing native dances and songs, displaying traditional ceremonial wear with pride and efforts to immortalize their identity through raising monuments, creating documented written, sound or video materials and so forth. By using the method of participatory observation, the researcher was given access not only to the physical world of the observed group but also a complex set of meanings attributed to experiences, thoughts, feelings and activities (Jorgensen, 2015). In other words, the utilized method allows for the gathering of data often unavailable to an outside observer, in this case, the first author.

ROMANTICIZING THE ISLAND AND THE MOTIVES FOR RETURN MIGRATION

Returning after a period of emigration is a complex process dependent on numerous factors. This is even more true for islands who, due to limited resources, foster less options for the younger population. The older emigrants rather often carry with them an idealized image of the Island, nostalgic over past times, space, and people they have known in their youth. An important bond to the Island also comes in a form of real-estate ownership, this being the prerequisite for migration, either seasonal or permanent. Opposite to common trends, some emigrant families kept all or at least some of their family property or even purchased new.

> “My father purchased a house and from then on, we came back every year. (Stjepan Mirković, aged 74).

Although earlier research relating to Susak confirms presence of return migrations (Mesarić Žabčić 2016), Censuses shows that the population is either stagnant or slowly decreasing. Taking the latter into account, these migrations are assumably of temporary or seasonal character. One of the interviewees, Marydine Jordan (aged 59) confirms this with her own life story. Marydine returned to the Island as a child, emigrated again in early adulthood, and is planning to return again after retirement.

> “(…) my husband has a house in Zadar, and everyone cherishes the place where they came from, so we decided to split our time in half. Half of the year on Susak, the other half in Zadar. So we made sure we have a house both here and there. We will get a boat so that we can go however and whenever we please” (Marydine Jordan, aged 59).

All of the participants of the research take part in transnational mobility on an occasional, seasonal basis. The Island serves as an identity stronghold, nurturing connections between the two communities – those who stayed and those who emigrated. But the reality is such that many express doubts regarding permanent return.

> “(….) well, I don’t know how it would be like to live on Susak during wintertime. But from Easter to summer perhaps…I don’t know, I’m not sure I see myself living there to be honest. Maybe I could, maybe I couldn’t” (Alex Andrew Morin, aged 28).

> “If I could retire now, I would come here to Croatia, but I don’t think I could live on Susak. The rest of Croatia, definitely yes, I would love it. But it’s hard on Susak, especially during winter months. But to stay here four, five, six months – that I would do easily” Nevio Mircovich (aged 36).

> “You get pulled from both sides, this is my story also. I love Croatia, but I also love

America. America gave me everything" (Marry Morin Piccini, aged 65).

Return is a complex process dependent on numerous factors such as financial resources, owning real-estate to return to, employment status of a partner and also the level to which other family members are reliant on the potential returnee. Existing relationships keep the idea of return alive, but the reality of living on the island, family, social and other relationships with the US make it possible only during retirement, and keep it being primarily seasonal. These islanders on Susak, thus display closer to modern-day living practices of staying on more than one address, which is on smaller islands primarily manifested through seasonality.

END NOTE

Shaped over centuries as a homogenous, intertwined community, accustomed to hardships associated with living on an island, Susak natives developed a recognizable identity and sense of belonging. Such solidarity is in social sciences referred to as a mechanical type of solidarity (formulated by Émile Durkheim) 1}with strong social control that discourages social fragmentations and differences. This type of solidarity facilitated the transfer of a community mindset outside the physical boundaries of the Island and its success in continuing to strive in the US. Although not permanent residents, the emigrants consider themselves to be a part of the Island community. By participating in local culture and way of living through visitations and family gatherings, physical distance is being compensated and the Island identity strengthens. This leads to a multiple sense of being and belonging. The romanticized approach to the Island does not however reflect the economic reality and the possibilities offered to its residents. This greatly hinders any possibility of return, either to Croatia or Susak. Modern living practices on multiple addresses and seasonality is taking lead on all smaller Croatian islands. This can also be expected to occur on Susak as well in a not-so-distant future.

References

Basch, L., Glick Schiller, N., & Blanc-Szanton, C. (1994). *Nations unbound: Transnational projects, postcolonial predicaments, and deterritorialized nation-states*. Gordon & Breach.

Bernard, R. (2006). *Research methods in anthropology: Qualitative and quantitative approaches*. AltaMira Press.

Dalsgaard, S. (2016). The ethnographic use of Facebook in everyday life. *Anthropological Forum*, *26*(1), 96-114. doi.org/10.1080/00664677.2016.1148011

DeWalt, K., & DeWalt, B. (2011). *Participant observation: A guide for fieldworkers*. Rowman & Littlefield, Md.

Jorgensen, D. (2015). Participant observation. *Emerging trends in the social and behavioural Sciences*, 1-15. doi.org/10.1002/9781118900772.etrds0247

Mesarić Žabčić, R. (2016). Emigration from the island of Susak to the United States of America. *Croatian Studies Review, 12*(1), 133-160. https://hrcak.srce.hr/177350

Rudan, I., Stevanović, R., Vitart, V., Vuletić, G., Sibbett, L., Vuletić, S., ... Cvjetanović, B. (2004). Lost in transition – The island of Susak (1951–2001). *Collegium antropologicum, 28*(1), 403-421. https://hrcak.srce.hr/4922

Sokolić, J. & Starc, N. (2020). An Outlier: The island of Susak. In Starc, N. (Ed.), *The notion of near islands – The Croatian archipelago* (pp. 249-270). Rowman & Littlefield.

Živković, I., Šporer, Ž. & Sekulić, D. (1995). *Asimilacija i identitet: studija o hrvatskom iseljeništvu u SAD i Kanadi [Assimilation and identity: Study on Croatian immigraton to U.S. and Canada]*. Školska knjiga.

Josip Bruno BILIĆ
University of Buenos Aires, Faculty of Philosophy and Letters, Argentina

A PSYCHOSOCIOLINGUISTIC INSIGHT INTO THE HVARIAN BILINGUAL COMMUNITY IN ARGENTINA

Abstract

This paper gives an overview of a psychosociolinguistic perspective on the Hvarian Bilingual Community in Argentina, particularly in the province of Santa Fe, where a large number of immigrants from the island of Hvar settled down in three different migratory waves between 1870 and 1935. In Argentina, the Croatian language is a heritage language for several generations of migrants. It is a minority language that is learned in the domestic and family environment. This work is part of a broader investigation (Bilic 2022) on the language spoken by Croatian immigrants in Argentina –focused on its phonological, morphosyntactic and lexical aspects– within the framework of studies on heritage languages and languages in contact in migratory contexts. Its aim is to explore the maintenance and preserved properties of the local Hvarian dialect among the immigtants in the province of Santa Fe, Argentina.

Keywords: *bilingualism, psycholinguistics, sociolinguistics, island of Hvar, migration, heritage speakers*

1 THE CROATIAN IMMIGRANTS IN SANTA FE PROVINCE

This study focuses on the south of the province of Santa Fe. This area, which is among the best lands in the world for its wealth and fertility and which has the city of Rosario as the economic and social center of the region[1], was the focus of attraction for Croatian migration from the second half of the 19th century. The inflow of Croatian workers in the interwar period, plus the contribution of those who lived in the towns surrounding the city of Rosario, expanded the Croatian community (Sprljan, 2011). According to Sprljan, it is in the south of Santa Fe where the immigrants who arrived from 1870 and well into the mid 1930s from Dalmatia, especially from the island of Hvar, formed an important community. The majority were farmers who worked on small plots. Croats immigrated in three different migratory waves (Sprljan , 2011; Radovich, 2016; Bilić

[1] Rosario, located in the southeast of the province of Santa Fe, has a population of 1,270,018 inhabitants (source: proyeccion_departamentos_10_25.pdf (santafe.gov.ar); date of consultation: 11/1/2022, and has historically been a commercial and service center linked to agricultural production in the region.

2022). The first wave took place between 1870 and 1914. Most of these immigrants arrived from the Dalmatian coast, mainly for economic reasons. The second wave spread out from 1918 to 1935, since after the First World War poverty again forced Croats to emigrate. Dalmatia continued to be the region with the most emigrants who were geographically distributed throughout Argentina (Posincovich, 1993; Radovich, 2016, 2017; Sprljan, 2003, 2011). Finally, the third wave was the result of the end of the Second World War and was generally made up of those who emigrated for political reasons, from 1945 until the mid-1960s.

The cause of the first two waves of immigration was a period of great misery in rural areas, as well as high population density in Croatia during the first decades of the 20th century. Rural families made their living from winemaking on the Dalmatian coast, but they saw two misfortunes fall upon them: the decline in the sale of wines from that Adriatic region, since they could not compete with Italian (cheaper) wines, to which we must add as an aggravating factor, the phylloxera plague[2]. Emigration then emerged as the only way to 'save' themselves from this harsh economic situation on the islands of Brač and Hvar in Dalmatia (Solián, 2016; Posincovich, 1993). The first two waves of Croatian immigration (1870-1914) were the most numerous and massive (Solián, 2016; Posincovich, 1993). This is confirmed by the statistics on the small town of Dol[3], on the island of Hvar, where the great majority of our interviewees' ancestors had come from.

2 THE LANGUAGE ISSUE FOR THE NEWCOMING IMMIGRANTS

Regarding the arrival of Croatian migrants in the south of Santa Fe and the linguistic issue, we can affirm that the families of all our interviewees settled down completely ignorant of the Spanish language. On the first days, communication was established only between countrymen (*paisanos*)[4], although they had "interpreters" among those Croats who had already been living in the country for several years and who served as a "letter of invitation". In this framework of strong family or neighborhood ties, the "interpreter", usually from the town or village of origin, who had lived in Argentina for several years, was the one who helped the newcomers in language exchange. In rural areas or small towns in the south of Santa Fe, there were women belonging to the first immigration wave who, by fulfilling only the role of housewives and not interacting

[2] Phylloxera is an aphid-like insect that attacks the leaves and roots of grapevines. (*Diccionario Esencial de la Lengua Castellana¸ Tomo I*).

[3] Dol is a very small thousand-year-old town on the island of Hvar and, according to historiographers, its history dates back to the 4th century BC. The remains of the Roman fortifications, known as *villae rusticae*, are found in the center of the town and its surroundings.

[4] "Paisano" or "seljani"refers, according to the meaning that the interviewees give it, to the person who is from the same town or region of Croatia.

with their neighbors (since that was the role of men), handled Spanish poorly and in some cases they never spoke or learned it. Only Croatian was spoken in the family circle and for children born in Argentina, that was their first language until they had to attend school.

One way of preserving the heritage language was through "endogenous" practices[5]: marriages between Croats, visiting only other Croatian families, receiving and reading only newspapers from the homeland in many cases, which did not favor the integration of these families into the receiving society[6]. From the stories of our interviewees it emerges that their parents and grandparents only spoke the dialect of origin, in reference to "*Dalmatian*" or *"Hvarian"* and that the first generation understood it, but did not speak it. In the case of the grandchildren and great-grandchildren of these first migrants, the language was frequently lost. This situation was not repeated among the members of the "third" immigration wave, some of whom were exiles who arrived from refugee camps in Germany or Italy after the end of World War II. They settled in urban areas (Rosario), which facilitated the learning of Spanish, and the scarce use of the Croatian language that over time became blurred.

3 ORGANISATIONS AND INSTITUTIONS SUPPORTING LANGUAGE LEARNING

As for the existence of organizations or institutions that teach the Croatian language in the south of Santa Fe, it is known that it was not until the 1970s that some teachers, who were not subsidized by the Government of the former Yugoslavia, arrived in the city of Rosario, but they came through the *Matica iseljenika*[7] and the Yugoslav Center (today the Croatian Cultural Center). This was the case until 1981, when the Yugoslav Center in Rosario was closed for 2 years and its keys remained in the Command of the 3rd Army Corps, since the Argentinian Military Government ordered the closure of the centers and associations of the communist countries of Eastern Europe so that they would not propagate their ideologies. With the arrival of democracy, in 1983, language

[5] The maintenance of family and social ties also made possible the matrimonial unions between 'paisanos' who served as preservers of the language. This markedly inbred behavior of the social groups of the first immigration dissipated the need for institutions that taught the language until 1970.

[6] For an analysis of the newspapers of the time published in Croatia such as *Narodni List* y *Pucki List* such as those in which the Government made recommendations to emigrants, see Solián (2016: 82, 83).

[7] *Matica iseljenika* (Croatian Heritage Foundation) was founded on February 12, 1951, in Zagreb as a cultural-educational society with the intention of maintaining cultural and friendly relations between the emigrant community and the homeland.

classes were taught again at the Center by partners born in the former Yugoslavia, and courses were free of charge. In the words of one of our interviewees, “that was a combination of colloquial and academic language“. Towards the end of the decade (1999) teachers began to arrive from Croatia. They arrived with a visa for three months only, as a part of an experimental project. They stayed at the house of some members, and traveled to teach the language in the city of Santa Fe, Alcorta, Arequito, etc. Those who arrived later and until 2017 did so through the *HOLA* project. According to official information available on the Hrvatska Matica Iseljenika (Central Office for Croatian Emigrants) website, the project began in 1998, at the initiative of Croatian diplomats, in collaboration with Spanish language students from the Zagreb Faculty of Philosophy and Letters. The responsible, professional and inspiring work of the first teachers aroused great interest within the Croatian community, and the project rapidly expanded to other Argentine cities. For years, HOLA has been contributing to linking Croatian associations and institutions in Latin America and their members with the Republic of Croatia for the dissemination of knowledge of culture, tradition and contemporary life.

4 THE PSYCHOSOCIOLINGUISTIC POSITION OF THE CROATIAN LANGUAGE AND LANGUAGE CONTACT WITH SPANISH IN THE PROVINCE OF SANTA FE

Cvikić et al. (2010) claim that it is not always easy to determine the psycholinguistic and sociolinguistic position of the Croatian language, even in Croatia, because the same language may have different positions in different areas, social groups, individuals and circumstances. The Croatian language could be called a heritage language in all countries where there are individuals or a community who speak it, even if it does not have the status of an official minority language.

The pioneering study of Weinreich (1953) provides a systematic theory for the study of linguistic contact in its social context. According to the author, social factors – such as the intensity of the contact, the degree of bilingualism of the speakers, the role and the sense of belonging and inclusion of the individuals to their speech community, and the specific processes of change in languages minorities– are those that allow predicting the characteristics that the contact language will present. On the other hand, Aikhenvald and Dixon (2006) provide an integrating perspective, which addresses both linguistic and social variables.

The research on multilingual corpora (Nagy 2016) can provide insights into the sociolinguistic situation of the Croatian language and its symbolic function in the context of migration. In this sense, the preservation of the original characteristics of the local Hvarian dialect that we find among the speakers of Santa Fe can be attributed mainly to a relatively solid and stable transmission in the family circle, through generations, in several migratory waves (cf. Solian 2016; Radovich 2006 and 2016). In turn, speakers have a clear awareness of linguistic identity that promotes the preservation of their language through generations. Thus, the interviewees themselves have expressed their regret at their lack of competence in handling the Croatian language.

In addition, the sociodemographic data obtained through research, self-assessment and self-perception of knowledge of the language constitute a starting point for reviewing sociolinguistic categories focussing on language maintenance processes, especially in contexts of minority languages and linguistic contact. During the recent process of Croatian identity reaffirmation, language has played a fundamental role on the symbolic plane, both in the country of origin as well as among the different migrant contigents (Skelin Horvat and Musulin 2015; Bilić and Franić 2020). In addition, opportunities to learn the Croatian language are becoming more numerous and accessible, and the motivation to learn it among the younger generations is becoming stronger. All of the above constitutes a set of important factors to consider the preservation of the Croatian dialects and especially the standard Croatian language.

5 CONCLUSION

Our study shows the situation of Croatian as a heritage language in the South American context, taking into account its state of vulnerability. The linguistic vulnerability scenario is related to the situation of unequal bilingualism, that is, when one language is in a stronger position due to its social status and/or its prevalence of use, and exerts strong pressure on the other (Hagège, 2005: 76-77). In our case, it is the pressure of Spanish as the dominant (and official) language that is used mostly in everyday communication (Bilić et al., 2023). This context of Spanish domination causes speakers who use or have used the Croatian language to become, to a certain extent, increasingly insecure when speaking the language, thus deepening the situation of linguistic vulnerability. Hagège (2005: 73-78) introduces the concept of double incompetence to refer to the situation of immigrant families who have little knowledge of the host country's language and who have not maintained full competence in their own language. We have observed that there is a positive trend towards maintaining the ancestral language in the great interest in learning it (see also Jelaska and Hržica, 2005; Cvikić, Jelaska and Kanaet Šimić, 2010; Musulin, 2015; Musulin and Jelaska, 2016; Musulin and Skelin Horvat, 2018; Jelaska, 2018). Although motivations are mainly of an affective and economic nature, the identity of heritage and ancestral students has a relevant role in language learning: the sense of identification and belonging, the desire to search for roots, for one's own identity. The motivation of older speakers arises from the desire to establish and maintain contacts with their Croatian family and to communicate in the language of their ancestors.

Another sign of the recovery of the Croatian language in the South American context and the possibility of preserving it, is the awareness and action of speakers themselves. Croatian universities and state agencies in particular, as well as linguistic description and documentation work, play a crucial role, since their results not only provide empirical data but also have the potential to develop speakers' awareness and provide a clearer picture of their linguistic identity. There are strong initiatives from the country of origin on cultural, linguistic and academic cooperation, which can contribute to a greater integration and affirmation of the Croatian language and culture and its visibility in Argentina. The cohesive power of actions in that context brings speakers together and raises awareness of their linguistic identity (cf. Hagège 2005). In line with the statements of Skelin Horvat and Musulin (2015), the desire of younger speakers to learn the heritage language is related not only to the construction of a new identity, the ethnic identity of the Croatian language, but also to the fact that language gives new explanations to the roots of an already existing identity. The significant increase in interest in learning the Croatian language on the South American continent (Bilić and Franić 2020) is an encouraging sign given that in the long term it will be translated into an increase in the number of young speakers.

References

Aikhenvald, A. & Dixon R. M. W. (eds.). (2006). *Grammars in Contact. A Cross-Linguistic Typology*. Oxford: Oxford University Press.

Antić, L. (1991). *Hrvati u Južnoj Americi do godine 1914*. Zagreb: Stvarnost.

Bilic, J. B. *El croata como lengua de herencia en el sur santafesino (Argentina)*. Doctoral dissertation, University of Buenos Aires.

Bilic, J.; Franic I. (2007). Contact linguistique croate-italien à l'exemple de la lexicographie ancienne croate de Dubrovnik, *Chroniques Slaves*, Universidad Stendhal, France, 175-190.

Bilić, J. B; Franić I. (2020). La lengua croata como factor de preservación de la identidad en el contexto hispanoamericano. Presented at: *II Jornadas de Investigacioìn y Extensioìn del Instituto de Lingüística*. Facultad de Ciencias Humanas, Universidad Nacional de La Pampa. 9 to 11 December 2020.

Bilić, J. B; Cúneo P; Franić I (2023). El croata como lengua de herencia en Argentina: entre la vulnerabilidad y el mantenimiento lingüístico. *Íkala, Revista de Lenguaje y Cultura, 28*(1). https://doi.org/10.17533/udea.ikala.v28n1aXX. In press.

Clyne, M. (2003). *Dynamics of Language Contact. English and Immigrant Languages*. Cambridge University Press.

Cvikić, Lidija.; Jelaska, Zrinka.; Kanajet Šimić, Lada. (2010). Nasljedni govornici i njihova motivacija za učenje hrvatskoga jezika, *Croatian Studies Review*, 6(1), 113-127.

Finka, Božidar. (1971). Čakavsko narječje. *Čakavska rič*, 1(1).

Galović, F. (2014). Leksičko blago govora grada Hvara. *Čakavska rič* XLII, 1-2, Split, 211-218.

Gollan, T. H.; Ferreira, V. S.; Cera, C.; Flett, S.; (2014). Translation-priming effects on tip-of-tongue states, *Language Cognition Process*, 29(3), 278-288.

Grosjean, F. (2012). Bilingualism : A short introduction. En F. Grosjean y P. Li (Eds.),

The psycholinguistics of bilingualism (p. 5-25). Hoboken, NJ : John Wiley & Sons.

Hagège, C. (2005). *Zaustaviti izumiranje jezika* (trad. I. Franić), Zagreb: Disput. [Translation from French: *Halte à la mort des langues*, Éditions Odile Jacob, Paris, 2000.]

Haugen, E. (1953). *The Norwegian language in America: A study of bilingual behavior*. Philadelphia: University of Pennsylvania Press.

Jelaska, Z.; Hržica, G. (2005). In search for a missing part: Identificational and generational motivation in learning the L2, *15th EUROSLA: book of abstracts* / Medved Krajnović, M. i Mihaljević Djigunović, J. (eds.), 101-102.

Musulin, M; Jelaska Z. 2012. Slovo i slovopis španjolskoga i hrvatskoga jezika, *Lahor*, 2(12), 211-239.

Musulin, M; Skelin Horvat, A. (2018). Nema ništa vidjeti sa španjolskim – Un esbozo de los calcos hispanocroatas. In: *Poglavlja iz romanske filologije: u čast akademiku Augustu Kovačecu o njegovu 80. rođendanu*. Lanović, N., Ljubičić, M., Musulin, M., Radosavljević, P., Šoštarić, S. (eds.), 611-624.

Polinsky, M. (2018). *Heritage Languages and Their Speakers*. Cambridge: Cambridge

University Press.

Posincovich, B. (1993). Udio Doljana s otoka Hvara u prvom grupnom iseljavanju Hrvata u Južnu Ameriku 1880–1914. *Migracijske teme* 9, (2), 141-152.

Radovich, J. C. (2016). El proceso migratorio de los croatas de Konavle en la Argentina. En: Radovich, Juan C. (Org.) *Etnicidad y migraciones en Argentina*. Estudios de caso.

Radovich, J. C. (2017). Algunas cuestiones sobre la inmigración hacia la Argentina de los pueblos de la Ex Yugoslavia. En Stojovic (Ed.) *Los descendientes de los inmigrantes montenegrinos en los países de América Latina y la identidad de las futuras generaciones* (Selección de textos), Buenos Aires: Matica Crnogorska, 85-100.

Solian, C. (2016). *Entre Yugoslavos y croatas. Migración¸ voces e identidades en Rosario y localidades de la pampa húmeda*. Rosario: Laborde Editor.

Sprljan, C. (2011). Croatas en la Argentina. *Todo es Historia*, año XLIV, 526, 6-26.

Weinreich, U. (1953). *Languages in Contact*. New York: Linguistics Circle of New York Publications

Zlatko ĐUKIĆ
Faculty of Humanities and Social Sciences in Osijek, Croatia

THE ISSUE OF THE SHIP'S CREW THROUGHOUT HISTORY WITH REFERENCE TO THE FISHERIES OF THE ISLAND OF VIS

Abatrct

This paper describes the issues referring to the sailing of the ship's crew and fishing according to the statutes of Dalmatian cities and communes, as well as some codes that preceded the statute of the city of Dubrovnik, the statute of Zadar, the statute of Hvar and the statute of the city of Split. The role of the ship's crew changed over time, as the jobs on the ship were also diversified. In the beginning, the ship owner did all the work himself, and as time went on, it became clear that one person could not be competent in all of the roles on board the ship. Fishing was a particularly important activity for the island population, and as proof of this there are numerous legal codes that regulated this issue. The problems and dangers of navigating the Adriatic were greater in winter, when it comes to the safety of the ship's crew, of the ships themselves and their cargo. The experience of the ship's crew was often of crucial importance for the ship to reach its destination safely. The provisions specifying the sailing rules on the Adriatic, regulating the issues regarding the ship's crew and fishing in the statutes of Dalmatian cities and communes, will be listed in this paper.

Keywords: *Ship's crew, fishing, sailing, Dalmatian statutes*

INTRODUCTORY NOTES

From the most ancient past, humans have been attracted by the sea. It was a source of food, it provided them with trade opportunities and connected them with their neighbours. Possible reasons for exploring the sea and the people who lived by the sea, since ancient times, can be found in the efforts to develop and improve shipbuilding.

Man's need to discover new frontiers, to import material goods and labour force or to export his own excess products led to the development of his knowledge of using waterways for his own needs.

With the resources of the waterways, it was necessary to build a vessel that would be capable of navigating on water and that would be powered by its own or someone else's power. The oldest ships were rowing boats that were propelled by oars or sailboats that were propelled by sails, i.e., by the power of the wind.

From the eastern shores of our *Adriatic*, for example, navigation plays a significant role in the life of the coastal and island population. In these areas, shipbuilding began to develop more seriously with the arrival of the Indo-European population (around the 2nd millennium BC), and gained its full momentum during the time of the Greek and Roman colonies.

SHIP'S CREW

A ship's crew is a company of people employed on board a ship (Čolović, 1983). It is made up of persons who have been boarded on a ship, on the basis of a required document (seaman's book or boarding permit), for the purpose of performing work on a ship and whose names are entered in the crew's list (Rudolf, 1989). It is also important to point out the legal definition of a shipper. It is a natural or legal person who, as the holder of the ship, is in charge of the navigation venture (Rudolf, 1989).

Provisions on the ship's crew in Eshnunna's and Hammurabi's codes are present only in fragments, i.e., they mention only two categories of the ship's crew: the shipper and the shipowner. The reason for this is the fact that the owner performed all the roles on the ship, i.e., he was the ship owner, ship captain and merchant. Quite contrary to this, the Rhodian Maritime Code on (Cargo) Jettison mentions several categories of the ship's crew, thus distinguishing between the ship owner and the merchant (Eshnunna's Code, provision 5; Hammurabi's Code, provisions: 234 and 236-239; and the Rhodian Code on (Cargo) Jettison, provisions: Dig. 14.2.2., Dig. 14.2.2.2., Dig. 14.2.2.6., Dig. 14.2.2.7., Dig. 14.2.10. and Dig. 14.2.10.1.

Thanks to Roman law, a significant step forward was made regarding the distinction between the captain of the ship and the shipowner. Namely, the court case *Actio furti et damni adversus nautas*, protected passengers from theft and damage to their belongings, committed by the shipowner or shipper, by warrantying them the compensation in the amount of twice the value of the stolen or damaged item.

The contract *Locatio conductio operarum* regulated the hiring of people's labour in Rome; it only applied to the performance of physical labour, while intellectual work could not be the subject of the aforementioned contract. After the fall of the Roman Empire, once again there was no distinction between the shipowner, shipper and the captain of the ship. Since the feudal era was unsafe for navigation, the shipowner could lose invested funds at any moment, which led to the association of several persons for the purpose of maritime transport (Romac, 2007). Viewed from the chronological perspective, the Rhodian Sea Law contains more provisions referring to the ship's crew than any other maritime code. Provisions 6, 7 and 10 regulate the situation of a fight between the members of the ship's crew resulting in injuries, as well as the case of a shipwreck.

Provision 25 regulates the expiry of the contract on hiring the ship's crew. In that situation, the ship's crew has the right to supplies for a period of ten days. After the expiry of the said period, the merchant can leave, but before that he is obliged to settle the entire load (Ashburner, 2001, p. 103, Provision 25). If the time for loading the cargo specified in the contract expires, the merchant is obliged to provide the sailors with their supplies for a period of ten days. If this time period also expires, the merchant is obliged to first compensate the ship's crew for loading the entire cargo and is only then allowed to leave. However, if the merchant is willing to load the cargo even after the second time limit and cover all the costs incurred by not meeting the agreed time for loading the cargo, the cargo is to be loaded and the ship is to sail where the merchant wants.

Provisions 26 and 27 regulate the failures of the ship's crew (Ashburner, 2001, p. 111-112). Namely, provision 26 regulates the case when the ship is lost due to the negligence of the ship's crew. It is laid down that those who had caused the damage must compensate it. Provision 27 is similar to this. If the ship's crew succeeds in proving that the ship was lost in a storm, a part of the cargo and equipment that can be saved from the ship goes to the stake together with the cargo, while the ship's captain keeps a half of the cargo.

The ship's crew is also referred to in provision 39. This provision lays down the rules for a situation in which a ship, at will of the ship's crew, sails into a place despite the merchant's opposition. After that, the ship sustains damage while the cargo and equipment are saved. This provision exempts the merchant from liability since he had nothing to do with the damage, i.e., he did not want the ship to sail into that place. In the second part of the provision, the situation is specified when the merchant requires of the captain of the ship to land the ship at a certain place, and such landing is not covered by the travel charter, and the ship sustains damage while the cargo and equipment are saved. The merchant is then obliged to compensate all the damage sustained by the ship (Ashburner, 2001, p. 113).

The Statute of the City of Dubrovnik regulates the relations of the ship's crew in several provisions of Book 7. Provisions 19, 20 and 21 regulate the position of sailors, i.e., ship's crew (Statute of the City of Dubrovnik, 1990, p. 199). Provision 22 regulates the period of employment of the ship's crew. If it expires before the end of the voyage, it must be extended until the end of the entire voyage. That is, the ship's crew is instructed to complete the entire voyage, if the shipowner requires them to do so (Statute of the City of Dubrovnik, 1990, p. 200).

Provisions 23, 24 and 25 regulate relations in cases when one of the ship's crew falls ill or in case a sailor dies (Statute of the City of Dubrovnik, 1990, p. 200). Provision 23 sets out the rules to be followed in case a sailor who sails on a share falls ill. Even then, he is entitled to a share in profit as if he himself had sailed on board the ship. Regulation 24 provides the rules to be followed in the event of an illness of a sailor who sails for a salary. If he falls ill in Dubrovnik, he is to return his salary to the shipowner and has no further obligations towards the ship. On the other hand, if he falls ill outside of Dubrovnik and stays in some place for the purpose of recovery, he is then entitled to an amount of salary in proportion of the work he did while he was healthy. Provision 25 sets out the rules to be applied when a sailor dies. The heirs of such a sailor are entitled to an amount of the salary in proportion of the work the sailor did, and in the case of a shared voyage, they are entitled only to a share for that last voyage.

Provision 26 regulates cases in which a dispute arises between the ship's crew members and the shipowner over a share. In case such a dispute is brought before the court and there are no witnesses, the provision gives priority to the testimony of the shipowner (Statute of the City of Dubrovnik, 1990, p. 200).

Provision 31 sets out the rules to be followed in the case of the arrest of the ship crew members on land and makes a distinction between cases when sailors are on land for the purposes related to the ship and when they are on land for other purposes unrelated to the ship. The compensation for damage shall be borne by the ship's association only if the arrested sailor stayed on land to do his work, i.e., by order of the shipowner or the ship's captain (Statute of the City of Dubrovnik, 1990, p. 202). The last two provisions of the Dubrovnik Statute addressed in this part of the paper regulate the arrest due to a pledge, and the situation when the sailor is sent by the ship's crew with money (Statute of the City of Dubrovnik, 1990, p. 202 and 207).

The Hvar Statute in its Book V contains three provisions which address relations that may arise between ship crew members, namely: a situation when a ship crew member sails out of the city, the situation when a ship crew member sells someone else's ship and the third situation in which the ship crew members are not allowed to leave the ship (Hvar Statute, 1991, p. 161-162).

The Statute of the City of Split addresses the issues related to the ship's crew in several provisions of Book VI. Namely, provision 14 lays down the exact number of members of the ship's crew. It is laid down that a smaller ship is to have at least four sailors, and as the size of the ship grows, so shall the size of the ship's crew grow proportionately. If this condition is not met, namely if the ship does not have the appropriate number of sailors, and the ship, or cargo, perishes, the charterer of the ship is obliged to compensate the shipowner the damage, both on the ship and on the ship's equipment (Statute of the City of Split, 1998, p.761).

Provision 52 regulates shares between partners, that is, members of the ship's crew, particularly if a dispute arises between them. The provision further states that each partner can put the boat up for auction and give it to the highest bidder, regardless of whether he is a partner or not (Statute of the City of Split, 1998, p. 783).

Provisions 55, 56 and 57 set out the situations in which the members of the ship's crew are prohibited from leaving the ship, be it due to a change in the direction of movement, the damage to the ship, or due to cases of theft committed by the ship's crew, in which case they are obliged to return the stolen goods along with the compensation amounting to four times the value of the stolen goods (Statute of the City of Split, 1998, p. 785).

In the Zadar Statute, in book IV, there are at least 14 provisions that deal with possible situations in which the ship's crew members may find themselves. Provision 4 sets out the rules regarding the accommodation of the ship's crew. It is further stated that the ship's crew may not use the sleeping quarters intended for merchants. If, despite the warning, a sailor would still remain in a place intended for merchants, then he would have to pay a fine to the Zadar municipality in the amount laid down in the Statute (Zadar Statute, 1997, p.397). Provisions 14 to 19 regulate the oath of the ship's crew and the number of scribes required on board the ship (Zadar Statute, 1997, p. 407, 409 & 411). Provision 54 sets out the rules for a situation in which the ship's crew is required to follow the ship's owner on his journeys. If one of the ship's crew members does not want to do so, then he has to pay a fine amounting to twice the amount of the salary he is about to receive (Zadarski statut, 1997, p.439).

Further along there is provision 55 which lays down the contribution of the ship's crew in the event of an accident, and, in general, any kind of failure of the ship at sea. This contribution of the ship's crew depends on the amount of the damage. If the damage does not exceed the amount of damage laid down in that provision, then the ship's crew is not obliged to contribute to the compensation of the damage, while on the other hand, if the amount of the damage exceeds the amount specified in that provision, then the ship's crew must participate in the compensation of the damage (Zadar Statute, 1997, p. 441).

Provision 57 addresses the issue of theft committed by one of the ship's crew members and determines the amount that the thief is obliged to pay to the owner of the stolen item. The amount of the compensation amounts to either twice or four times the value of the stolen item, depending on whether the ship has arrived at its destination or not (Zadar Statute, 1997, p 441).

The following provision, provision 60, addresses the cases in which a member of the ship's crew falls ill, giving the sailor the right to receive a certain amount of money from the owner of the ship. In the second part of the provision, it is stated that the scribe is obliged to assess the patient's state of health, and determine until when he will be entitled to receive monetary compensation (Zadar Statute, 1997, p. 443). Provisions

61 and 78 address the cases of payment of the ship's crew, as well as the cases of death of the ship's crew members (Zadar Statute, 1997, p. 445 and 455). The final provision of the Zadar Statute dealt with in this paper is provision 79. It states that the services performed by the ship's crew must be performed professionally and faithfully, otherwise the person failing to do so shall be obliged to pay the prescribed fine in a precisely determined amount. It is further stated that the specified fine shall be paid to the ship's association (Zadar Statute, 1997, p. 455. Book IV, provision 79).

FISHERIES

The Hvar Statute of year 1331 specifies the relations on the island of Vis as well. The port of Hvar has a favourable geographical and navigational position, because a larger settlement with urban features was already established in the same place several centuries before Christ. During the 11th and 12th centuries, the town develops again in the same place, as a consequence of the increased development of trade.

On each island there were several rural municipalities, usually spread along the sea and fertile fields in the area of the present day Old Town and Hvar. In addition to the territories of Hvar and Vis, the medieval commune of Hvar also covered the smaller islands, which meant that Hvar had agricultural and forest land of about 200 km2, as well as a large area of the coastal sea (Statute of Hvar, 1991, p. 17).

Viticulture was the most important branch of agriculture. Wine was produced in large quantities, about 80,000 quarts of wine, and up to 60,000 quarts of wine in Vis (Statute of Hvar, 1991, p. 17). In addition to that, oil was produced and figs were grown, while the amount of grains produced was enough to cover the needs of the population only for a maximum of two months. Shipbuilding, the production of wine barrels and salting fish were also developed.

At that time, Hvar minted its own money which was called Bagatin and was used until the end of the 15th century (Statute of Hvar, 1991, p. 19). The commune owned about 2/3 of the land on both islands. The rest of the land was owned by the Church and the nobility.

In order to strengthen the economy of individuals and ensure better safety in navigation, fishing was continuously improved, and by the middle of the 15th century summer fishing was fully developed. It was carried out with drag nets (called *tratas*). This was one large net with two to three boats that attracted fish with the help of lights. Fish were caught in certain places (posts), and not all posts had the same value for catching fish. For this reason, every year they determined the order of fishing for each fishing post by drawing lots (*brušketa*). The Communal Statute specified some other duties of fishermen, such as the sale of fish in the town exclusively at the fish market.

In Book 4 of the Hvar Statute, the rent for those who sell fish is laid down amounting to one tenth of the value of the fish they sell or have sold (Statute of Hvar, 1991, p. 142). When it comes to fishing, Book 4 of the Hvar Statute in the provision entitled "Obligations of fishermen" specifies that the fish is to be sold exclusively at the communal fish market, with the exception of villages and the island of Vis. If someone failed to follow that rule, he was subject to a heavy fine (Statute of Hvar, 1991, p. 146). The sale of fish is also addressed in provision 31 in Book 5 of the same Statute, where it is expressly prohibited to sell fish on a vessel, but exclusively at a fish market. If a person would violate this rule, he would have to pay a fine, while the person reporting the violation would have the right to a sum amounting to a half of the fine (Statute of Hvar, 1991, p. 176). The residents of the town and commune owned several types of ships, and the Statute distinguishes between several types, ship, vessel, barque, *copul* and *palaskarmij*.

CONCLUDING REMARKS

In Eshnunna's and Hammurabi's codes, the provisions on the ship's crew are present only in fragments, and the reason for this is the fact that there are no distinctions between the roles performed on board a ship during the maritime enterprise. The Rhodian Maritime Code on (Cargo) Jettison is the first to mention several categories of the ship's crew. The following to do so are the Roman law and the Rhodian Maritime Code. The Statutes of the cities of Dubrovnik, Hvar, Split and Zadar also contain provisions addressing the issues related to the ship's crew. The above-mentioned codes clearly reflect the socio-economic and political circumstances of the commune on whose territory they were in force.

References

Ashburner, W. (2001). The Rhodian Sea-Law, New Jersey.

Čolović, I. (1983). Posada brodska (Ship's crew), In *Pomorska enciklopedija*, *6*, p. 382. Zagreb, LZMK.

Hvarski statut (Hvar statute). (1991). Split: Književni krug.

Romac, A. (2007). *Rimsko pravo.* (*Roman law).* Zagreb.

Rudolf, D. (1989). Enciklopedijski rječnik međunarodnog prava mora (Encyclopedic dictionary of international law of the sea). Split, Književni krug.

Statut grada Dubrovnika iz 1272 (Statute of the city of Dubrovnik from 1272). (1990). Dubrovnik: Historijski arhiv.

Statut grada Splita (Statute of the city of Split). (1998). Split: Književni krug.

Zadarski statut (Zadar statute). (1997). Zadar: Hrvatski državni arhiv, Matica Hrvatska.

Caroline HORNSTEIN TOMIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Maja KURILIĆ
Foundation *Znanje na djelu*, Croatia

DIGITAL NOMADS IN CROATIA – AN ECOSYSTEM IN THE MAKING?

Abstract

Prompted by lockdown measures related to the Covid-19 pandemic in 2020, many young Croats working or seeking further education abroad have returned to Croatia. Simultaneously, due to comparatively low living costs, favorable conditions for remote work, and an alluring lifestyle, digital nomads have discovered Croatia as a destination for temporary residence, while navigating international pandemic regimes. With this influx of both (temporary) returnees/remigrants and digital nomads, most of them young and high-skilled, the local hospitality industry has adjusted and expanded its year-round offers, policymakers have eased visa regulations for third-country nationals, and cities compete to host and organize networking events. Such response has confirmed that for Croatia, a country facing labor shortage not only in seasonal occupations but also in high-skilled professions, and on the backdrop of demographic challenges, attracting a young and well-educated population to live and work in Croatia is prudent. In this paper, we inquire into the intersection between remigration, digital nomads, and policy responses, and showcase how an emerging eco-system is evolving.

Keywords: *Covid-19 pandemic; return migration, mobility, temporary residence, digital nomads*

INTRODUCTION

As a result of the COVID-19 pandemic, in spring 2020 both inter- and intranational mobility slowed abruptly and significantly around the globe, as it did in Croatia. At the time we were studying remigration dynamics,[1] and we specifically noted young Croats returning from work and education abroad to save living expenses, avoid lockdown regimes, and be with their families. In a counterintuitive development Croatia in summer 2020 appeared on the map as a destination for digital nomads. These mostly third-country nationals were likewise navigating lockdown regimes, taking temporary res-

[1] Research conducted for two projects: 1. *Social remittances of (re)migrants for society welfare growth: challenges and experiences in comparative perspective*, with researchers in Lithuania and Poland, funded by the Lithuanian Science Foundation (publication forthcoming); 2. *Remigration, (temporary) residency and change agency of a young, high-skilled generation in Croatia*, funded by the Konrad Adenauer Foundation (publication forthcoming).

idency – primarily in coastal areas or the capital Zagreb – working remotely,[2] and engaging in "serious leisure" (Stebbins 2018; quoted in Thompson, 2019). The introduction of a digital nomad visa in January 2021 was a swift policy response, reflecting attempts to extend Croatian tourism into the off-season months. Together with other policy measures to ease immigration and return migration, this move can be seen as a reaction to demographic challenges the country is facing, high levels of emigration, and labor shortage.

We explored two pertinent questions: What are the signs of an emerging digital nomad ecosystem in Croatia? And what are commonalities between digital nomads and (temporary) return migrants/remigrants?

METHODOLOGY

We conducted 35 semi-structured interviews in 2020/21 with both (temporary) returnees/remigrants and digital nomads. The age range of interviewees was between 24 and 54 years (average age 34.5), most may thus be considered "Millennials" (born between 1981 and 1996). Around 25% of interviewed digital nomads were of Croatian origin (and therefore merged with (temporary) returnees/remigrants), they held either Australian or US-American citizenship, and all were university educated. Additionally, we conducted one focus group and expert interviews with journalists, and with public, business, and civic sector representatives.[3] Finally, we followed mainstream print and electronic media discourse, and social media activity (Facebook and LinkedIn) from 2020 onwards, and we took part in several digital nomad events organized in Zagreb in 2021 and 2022. Our interviewees confirmed that digital nomads are typically between 20 and 50 years of age, highly skilled, with privileged nationality, and affluent enough to sustain a mobile lifestyle that connects tourism, international travel, and leisure with remote work and entrepreneurship (Cook 2020: 355; Mancinelli, 2020: 1).

CROATIA´S DEMOGRAPHIC AND EMIGRATION CHALLENGES

Croatia has been challenged by progressive demographic decline for many years. Data from the latest census indicates that the total population has diminished from approximately 4.5 million in 1991 to roughly 3.9 million in 2021 (3,888,529) (Croatian Bureau of Statistics 2022). Projections based on United Nations and World Bank data show that Croatia is one of the *biggest demographic losers* in CESEE (Judah 2019), with an anticipated population change of -22.42% between 1989 and 2050. Some demographers

[2] See: Total Croatia News 2020, 2021; Tportal 2021; Lider Media 2020.

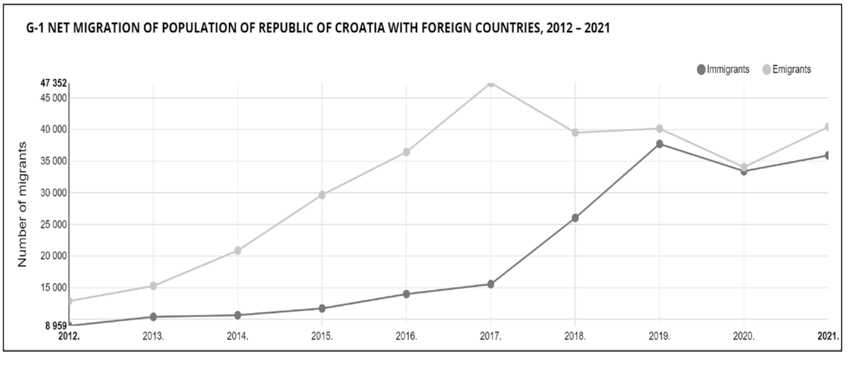
[3] The choice of interviewees was gender- and age-sensitive, languages varied between English, German, and Croatian, following interviewee's preference. Most interviews were conducted online (ZOOM, Skype, MS Teams).

have alerted that the main reason for population shrinkage has been emigration (Pokos 2017; Jurić 2018).

The interaction of declining birthrates, societal ageing, and emigration is regularly featured also in the media (RTL.hr 2022), especially given the disproportionate representation of young and highly skilled age cohorts among post-EU accession emigrants (in relation to their share in the resident population, see Figure 2 below). Lower wages and living standards compared to other EU member states, the political and economic environment, and perceived corruption levels are identified as main boosters of emigration, bringing Croatia on a level with other eastern EU-member states with highest emigration rates (Knezović & Grošinić 2017: 10). While between 2000 and 2012, up to 10,000 persons left the country annually, after EU accession in 2013 an average 33,000 left annually until 2019, with a peak of 47,000 in 2017 (Croatian Bureau of Statistics 2021). Following an economic upswing before the pandemic years, migration statistics have indicated declining emigration and progressive return from within the EU, and from overseas. Since 2020, outgoing mobility has been on the rise again. Croatian post-EU-accession labor and career migration and mobility thus appear to be temporary, flexible, and unpredictable, following "liquid" patterns (Engbersen 2018) mostly in correspondence with labor market developments in sending and receiving countries. Given the tendency of migrants to keep double residency, or not to register and cancel residency, the movements of Croatian educational and career migrants are difficult to track in statistics.

Clearly, more Croatians are still leaving the country than returning. In 2020, 8,460 Croatian citizens and 24,949 foreigners immigrated to Croatia, while 20,886 Croatian citizens emigrated (Croatian Bureau of Statistics 2021). Figure 1. however, shows that return migration and immigration are significant factors in the migration balance, and they are expected to increase further in future.

Figure 1 – Net migration of the population of Croatia 2012–2021.
Source: Croatian Bureau of Statistics (2021). *Migration of Population of Croatia*, 2020.
Accessible at: https://podaci.dzs.hr/2021/en/10485 Table 2



Discussions with respect to the wider CESEE region also hold true for Croatia (Atoyan et al. 2016); when a predominantly young and highly skilled population is on the move, domestic labor markets and social welfare systems (pension, health, education) are under strain as society ages drastically. In Croatia, the high emigration rate of young and highly skilled citizens is discussed in terms of a brain drain and as detrimental to development. Figure 2. demonstrates that at 55% the 15-44 age group is overrepresented among registered Croatian emigrants.

Figure 2 – International migration of the population, by age and sex, 2020.
Source: Croatian Bureau of Statistics (2021). *Migration of Population of Croatia*, 2020.
Accessible at: https://podaci.dzs.hr/2021/en/10485 Table 3

Age	Immigrants			Emigrants		
	Total	Men	Women	Total	Men	Women
Total	33 414	24 911	8 503	34 046	21 927	12 119
0 – 4	674	368	306	932	489	443
5 – 9	503	245	258	1 198	624	574
10 – 14	391	183	208	1 270	635	635
15 – 19	1 203	900	303	1 566	858	708
20 – 24	4 104	3 142	962	3 960	2 596	1 364
25 – 29	4 640	3 496	1 144	4 327	2 849	1 478
30 – 34	4 377	3 500	877	4 000	2 787	1 213
35 – 39	4 048	3 294	754	3 736	2 617	1 119
40 – 44	3 442	2 794	648	3 440	2 328	1 112
45 – 49	2 890	2 289	601	2 966	1 962	1 004
50 – 54	2 211	1 687	524	2 391	1 605	786
55 – 59	1 677	1 176	501	1 677	1 120	557
60 – 64	1 284	794	490	1 014	670	344
65 – 69	963	512	451	681	355	326
70 – 74	524	313	211	443	232	211
75 and over	483	218	265	445	200	245

POLICY RESPONSES

In Croatia, positive approaches in the legal environment to remigration and immigration have been observed recently, particularly with amendments to the Croatian Citizenship Act which came into force on January 1, 2020, the new Aliens Act, in force from January 1, 2021 (Official Gazette 2019, 2020), and measures to support academic mobility and brain circulation. The digital nomad visa represents a further enabling policy measure, which was prompted by a LinkedIn message to the Croatian prime minister in summer 2020 sent by a Dutch businessman and permanent foreign resident in the country, Jan de Jong. His message triggered awareness and a quick policy response aimed at regulating and easing the status of temporary residents. As he outlined in an interview we conducted with him in 2021, the Croatian government saw the opportunity to position and promote Croatia as a destination from where to work remotely while enjoying the unique selling points of a country in the heart of Europe with beautiful nature, affordable living, and efficient digital and network infrastructure. The visa regulation defines digital nomads as "third-country nationals who are employed and perform work via communication technologies for a company or their own company established abroad, and who do not perform work for or provide services to Croatian employers". According to the regulation, digital nomad status can be approved for an initial period of up to one year, with the opportunity to extend. Persons wishing to take up temporary residency must have proof of a regular income of currently approximately 2,400 EUR.

DIGITAL NOMAD INFRASTRUCTURE

With the steady influx of digital nomads since 2020, the local tourism industry has adjusted and expanded its year-round offers for temporary residents, and an infrastructure has developed that caters to their needs and lifestyle. In coastal cities with the highest attractivity for digital nomads – Split, Dubrovnik, and Zadar – and in some smaller island towns and Istria, as well as in the capital Zagreb, accommodation for extended periods, co-working spaces, legal consulting and translation services, meet-ups and community events have multiplied, as can be traced via Facebook groups such as "Digital Nomads Croatia". The target audience reaches far beyond the "digital nomad" in the narrow sense, since the Facebook group advertises itself as an "original one-stop resource for digital nomads, remote workers, expats, diaspora, slow travelers and their friends living in Croatia or planning to spend time here". As a platform to "share local knowledge, personal experiences, and tips" it informs about legal provisions, assistance in visa application procedures, experiences with Croatian bureaucracy, as well as about travel, accommodation, consumption tips, meet-ups and hangouts, and community activities. The fact that "diaspora" is explicitly addressed, indicates the interest of (temporary) returnees/remigrants in receiving and sharing information and networking.

Croatian cities are hosting networking events to build connections between the community, local companies, and public institutions to create digital nomad hubs. The City of Zagreb introduced a "Digital Nomad Ambassador" project which ran for over half a year in 2021. As part of the program, Zagreb offered to host a digital nomad (individual, couple, or family) for one month for free, while they took part in a range of activities. Zagreb has multiple co-working spaces, accommodation is easy to find, and there is an established expatriate community into which digital nomads can blend. In 2021, Zagreb hosted "Digital Nomad Week". On the coast, the city of Split has invested in creating a hub with a fair amount of co-working spaces, although during the height of the tourism season in the summer months affordable accommodation is scarce. Split also has an expatriate community that digital nomads can connect to and has quickly developed into Croatia´s "digital nomad capital". In Split, "Locals'n'Nomads", a monthly meeting of digital nomads and the local tech community, has been running since July

2021. In nearby Primošten, a "Nomadbase Week" was organized in spring 2022, including keynotes, workshops, excursions, and networking opportunities. Likewise, Zadar organized a "Digital Nomad Week" in June 2022, supported and organized by public entities, private companies, the civic sector (CSO), and embassies. In Dubrovnik, there are only a few co-working spaces and affordable accommodation is hard to find during the tourist season. The digital nomad community is growing nevertheless, and Dubrovnik advertises itself as the host of the first-ever digital nomad conference in Croatia and one of the world's first digital nomad-in-residence programs.

Croatia ranks high on the Global Nomad Index (GNI), which organizes almost 50 indicators and data points into 13 categories. It investigates the accessibility of the digital nomad visa for people of different financial backgrounds, the process of obtaining a visa, access to local services, and the development of the digital nomad community in each country. These results are combined with essential country metrics that make the location attractive for remote work, such as: cost of living, internet speed, safety, health care, pollution, and rule of law. With a score of 6.6 on the GNI, Croatia follows Barbados and Malta at 7.0, Estonia with 6.9, and the United Arab Emirates with 6.8. Croatia is followed by Cape Verde and Costa Rica (6.3), Antigua and Barbuda (6.0), Anguilla (5.9), Brazil (5.7), and Georgia (5.6). Croatia has high marks for safety and a clean environment, but low results for rule of law and bureaucracy (Global Nomad Index 2022). According to the Digital Nomad Association Croatia, as of the end of September 2022 over 1,000 digital nomads have formally applied for the digital nomad visa, and thus for one-year residency, to the Ministry of Interior. Applicants have over 60 different nationalities (DNA 2022). A crucial distinction is to be made between people applying for the digital nomad visa and those using a 90-day tourist visa to live and work remotely in Croatia. As noted by *Nomadlist*, an online resource for digital nomads, Croatia welcomes some 3,000 nomads per month on average, most of whom stay on such tourist visas with an average stay of 69 days. In August 2022 alone, 4,200 digital nomads arrived (Nomadlist 2022).

DIGITAL NOMADS AND (TEMPORARY) RETURNEES/REMIGRANTS

When interviewing remigrants and digital nomads, we found significant overlap in attitudes and practices. Since both were equipped with privileged citizenship, they faced no restrictions on entry to Croatia in 2020 (Croatian Institute of Public Health, 2020; Slobodna Dalmacija, 2020). As highly skilled, mobile, and remote/online workers, they were occupied with international and climate-change law, marketing consulting, writing and multimedia production, IT business development, university-level public health education, research, and studying for higher degrees. A few who had already come to Croatia before 2020 had created businesses catering specifically to expat communities.

The choice of Croatia as a destination was based on criteria related to low living costs, favorable conditions for remote work (internet speed, co-working spaces), overall safety, and lifestyle (climate, outdoor activities, healthy nutrition, relaxed way of life, cultural and culinary offer). Room for entrepreneurial activity and business opportunities was pointed out by both, but also discouraging bureaucratic hurdles, high taxation, and red tape. Remigrants emphasized family relations, connections with friends and local colleagues, and exploring their cultural roots. Both emphasized value-based engagement for positive change based on their expertise, be it in education, health, legal affairs, or financial inclusion, criticizing slow bureaucracy, corruption, and the lack of transparency and accountability.

Both groups try to maintain a work and leisure balance while on the move; they see mobility as an open process in which return to a place or country of origin is a stage in time and related to their life cycle. The literature highlights their individualized agency, autonomy, flexibility, and freedom ethic that prioritizes leisure over an employment-based location. On the other hand, it also emphasizes mobility costs and downsides such as precarious employment in the gig industry and an enhanced need for self-disciplining practices to fulfil work duties, disconnection from the local population and cultural contexts, social isolation, distance from loved ones, and loneliness (Thompson 2019: 2; Cook 2020: 356). In the interviews, participants indicated both the benefits and costs of mobility.

CONCLUDING REMARKS

The opportunity to work remotely which accelerated in the COVID-19 pandemic, has spurred (temporary) return and remigration especially of Croatia´s mobile Millennials, and together with digital nomads they could be the vanguard of a young and highly skilled generation wanting to return or take (temporary) residency in Croatia.

By simultaneously investigating digital nomads and remigrants to Croatia, we found the motif of a meaningful life expressed in the form of a work-life balance freed from rooted employment with its logic of material accumulation, stability, and comfort (Mancinelli 2019: 417), and in varying levels of value-based engagement in local communities and transfer of social remittances (Levitt & Lamba-Nieves 2011). Many remigrants expressed the intention to act as agents of change.

The development of digital nomad hubs in Croatia´s urban centers on the coast and in the capital Zagreb, indicates an emerging ecosystem which nurtures the growing international community in Croatia and accelerated internationalization. Beyond the immediate effects of the expanding year-round tourism industry, the digital nomad ecosystem has considerable growth potential and could become an integral part of the domestic labor market, allowing it to more easily accommodate foreigners. The possible spillover effects on a larger scale need to be further explored, be they economic (e.g., an increase in the price of accommodation for local inhabitants, or a rise in consumption and boost to local revenues) or social (e.g., increased potential for transnational collaboration, and innovation through the transfer of social remittances and investment). Both remigrants and digital nomads are leaving their mark on the Croatian economy and society through evident interaction and engagement with local communities. Whether they will positively impact on development and yield further policy responses to the challenges Croatia needs to tackle remains to be seen.

References

R. Atoyan et al. (2016), *IMF staff discussion note*. Available at: https://www.imf.org/en/Publications/Staff-Discussion-Notes/Issues/2016/12/31/Emigration-and-Its-Economic-Impact-on-Eastern-Europe-42896).

D. Cook (2020), The freedom trap: digital nomads and the use of disciplining practices to manage work/leisure boundaries. *Information Technology & Tourism*, 22, 335-390. Available at: https://doi.org/10.1007/s40558-020-00172-4.

Croatian Bureau of Statistics (2021), *Migration of population of Croatia¸ 2020.* Zagreb, Croatia. Available at: https://podaci.dzs.hr/2021/en/10485.

Croatian Bureau of Statistics (2022), *Popis '21. Stvorimo zajedno sliku Hrvatske.* Available at: https://popis2021.hr.

Croatian Institute of Public Health (2020), *Recommendations and instructions of the Croatian institute of public health for passengers crossing the state border of Croatia*. Available at: https://www.htz.hr/en-GB/press/press-releases/recommendations-and-instructions-croatian-institute-public-health-passengers-crossing-state-border-republic-croatia.

Digital nomad association Croatia (2022). Available at: https://dnacroatia.com.

G. Engbersen (2018), Liquid Migration and Its Consequences for Local Integration Policies, in: P. Scholten, M. van Ostaijen (eds.), *Between Mobility and Migration*, chapter 4. IMISCOE Research. Amsterdam: Amsterdam University Press.

Global Nomad Index (2022). Available at: https://www.globalnomad.guide/global-nomad-index.

T. Judah (2019), Croatia faces ´long-term stagnation´ of demographic decline. *Balkan Insight*, BIRN, October 31, 2019. Available at: https://balkaninsight.com/2019/10/31/croatia-faces-long-term-stagnation-of-demographic-decline.

T. Jurić (2018), *Iseljavanje Hrvata u Njemačku – Gubimo li Hrvatsku?* Školska knjiga, Zagreb.

S. Knezović & M. Grošinić (2017), *Migration Trends in Croatia.* Hanns-Seidel-Stiftung, Zagreb. Available at: https://www.hanns-seidel-stiftung.com.hr/assets/images/news/migration_trends.pdf.

P. Levitt & D. Lamba-Nieves (2011), Social Remittances Revisited. *Journal of Ethnic and Migration Studies* 37(1), 1-22.

Lider Media (2020), *Jan de Jong: Veseli me što će Hrvatska postati vodeća zemlja u svijetu u privlačenju digitalnih nomada.* Available at: https://lider.media/poslovna-scena/hrvatska/jan-de-jong-veseli-me-sto-ce-hrvatska-postati-vodeca-zemlja-u-svijetu-u-privlacenju-digitalnih-nomada-133936.

F. Mancinelli (2020), Digital nomads: freedom, responsibility and the neoliberal order. *Information Technology & Tourism*. 22, 417-437. Available at: https://doi.org/10.1007/s40558-020-00174-2.

Nomadlist (2022). Available at: https://nomadlist.com.

Official Gazette (Narodne novine) 102/19 (in Croatian), (2019). Available at: https://www.zakon.hr/z/446/Zakon-o-hrvatskom-dr%C5%BEavljanstvu.

Official Gazette (Narodne novine) 133/20 (in Croatian), (2020). Available at: https:/narodne-novine.nn.hr/clanci/sluzbeni/2020_12_133_2520.html.

N. Pokos (2017). Osnovna demografska obilježja suvremenog iseljavanja iz Hrvatske. *Političke analize*, 8(31), 16-23.

Rtl.hr (2022), *Sada je i službeno da Hrvatska izumire! Najmanji pad je u Gradu Zagrebu i Dubrovačko-neretvanskoj županiji.* Available: https://www.rtl.hr/vijesti-hr/novosti/hrvatska/4175648/sada-je-i-sluzbeno-da-hrvatska-izumire-najmanji-pad-je-u-gradu-zagrebu-i-dubrovacko-neretvanskoj-zupaniji.

Slobodna Dalmacija (2020), *SAD je najveće svjetsko korona-žarište, a Amerikance puštamo da slobodno ulaze?! Čak 900 ih je već došlo, najviše u Split. Zašto ih nismo testirali?* Available at: https://slobodnadalmacija.hr/vijesti/hrvatska/sad-je-najvece-svjetsko-korona-zariste-a-amerikance-pustamo-da-slobodno-ulaze-cak-900-ih-je-vec-doslo-najvise-u-split-zasto-ih-nismo-testirali-1031840

R.A. Stebbins (2018). The sociology of leisure: an estranged child of mainstream sociology. *International journal of the Sociology of Leisure*, 1, 43-53. Available at: https://doi.org/10.1007/s41978-017-0003-5

B.Y. Thompson (2018). The Digital Nomad Lifestyle: (Remote) Work/Leisure Balance, Privilege, and Constructed Community. *International Journal of the Sociology of Leisure.* Available at: https://doi.org/10.1007/s41978-018-00030-y.

Total Croatia News (2020), *3 Female Returnees Bring Digital Nomad Work, Play & Living to Diocletian's Palace.* Available at: https://www.total-croatia-news.com/digital-nomads-in-croatia/48376-digital-nomad-work-diocletian-s-palace?fbclid=IwAR0acKoe0hWz549eUjX0hATM5l3RKxSb4AH3yBvMUfHZMN0ec7flJFTUdBk

Total Croatia News (2021), *Meet Melissa Paul, Owner of Croatia's First Digital Nomad Visa.* Available at: https://www.total-croatia-news.com/lifestyle/50036-melissa-paul-digital-nomad-visa?fbclid=IwAR00LLKuYeeei9JNSe4thCJZCcDQx4zgEx7mwzUGtThgHXKIPzZ2_J6PRgA

Tportal.hr (2021), *Sve o digitalnim nomadima u Hrvatskoj: Nizozemac koji je Vladi nabacio ideju otkriva koliko ih je, odakle dolaze i gdje ih je najviše.* Available at: https://www.tportal.hr/vijesti/clanak/sve-o-digitalnim-nomadima-u-hrvatskoj-nizozemac-koji-je-vladi-nabacio-ideju-otkriva-koliko-ih-je-odakle-dolaze-i-gdje-ih-je-najvise-20210707.

Marko MARINIĆ
Institute of Social Sciences Ivo Pilar, Croatia

Stanko RIHTAR
Institute of Social Sciences Ivo Pilar, Croatia

IS LIFE WITH A RARE DISEASE BETTER NEAR THE SEA? QUALITY OF LIFE OF PERSONS WITH HAEMOPHILIA LIVING IN CROATIAN COASTAL AND INLAND AREAS

Abstract

A survey among persons with haemophilia (N=98) examined the relevance of the area in which one lives (coast versus inland) for life satisfaction in general. Possible differences in disease severity, socio-economic status, social support and satisfaction with haematological care of those living in one or the other area were considered. The results showed that satisfaction with medical care does not depend on where one lives, and that the area of residence is an independent determinant of life satisfaction: it is higher in the coastal region, after controlling for differences in other mentioned variables. On the whole, the results suggests that, if people are satisfied with the quality and availability of therapy and medical care in general, life by the sea might be subjectively better even in this particular case.

Key words: *haemophilia, health, life satisfaction, coastal and inland living*

INTRODUCTION

Haemophilia is an inherited bleeding disorder caused by the deficiency or dysfunction of coagulation protein factor VIII for haemophilia A or factor IX for haemophilia B (Peyvandi, Garagiola & Young, 2016). Affected persons experience more or less frequent bleeding, depending on disease severity. There are three haemophilia types – severe haemophilia (factor level <1%), where persons bleed even after minimal traumas, and very often completely spontaneously; moderate haemophilia (factor level 1-5%), where bleedings happen mostly after smaller or greater traumas; mild haemophilia (factor level 5-40%), where bleedings occur rarely, mostly after greater traumas or surgeries (Lindvall, 2010). Persons mostly bleed into big joints, muscles, and soft tissue, and experience increased bleeding caused by minimal traumas (like vaccinations) (Berntrop et al., 2021), while the most dangerous bleedings are in the area of the head, neck, respiratory system and internal organs.

Haemophilia belongs to the group of rare diseases – the prevalence of haemophilia A is around 1 in 5000 male births, while haemophilia B is up to a few times less frequent (Mannucci & Tuddenham, 2001). It is estimated that in Croatia around 500 persons suffer from this disease, and around 200 experience more severe or severe haemophilia, which requires continuous therapy. The golden standard is the individually adjusted, prophylactic application of therapy (Makris, 2012) that helps stabilize blood clotting to a level as normal as possible and prevent new bleeding. In addition, if acute bleeding occurs, they need to be treated promptly in order to avoid or minimize pain, duration of the recovery and permanent joint or tissue damage (Srivastava at al., 2020).

As in almost all other rare diseases, relatively little is known about haemophilia, albeit the problems regarding the affected were mentioned already in the Talmud 2500 years ago (Forbes, 1997; Schramm, 2014). Therefore, medical care is provided mostly by a very small number of specialists in narrowly specialized haematological departments of large clinical centres. The main centre for haemophilia in Croatia is located in the University Hospital Centre Zagreb, while smaller centres are located in Split, Rijeka and Osijek.

However, it should be noted that in Croatia every patient with severe haemophilia is provided with a sufficient amount of medication for the treatment of acute bleeding and prophylaxis at home – as recommended by the World Federation of Haemophilia (Srivastava et al. 2020). Previously, these medicines could only be obtained in hospitals, but in order to ensure the highest possible quality of life for patients, nowadays they are introduced as home therapy for haemophilia. Also, the medicines (in pharmacies) can be collected as close as possible to the place of residence. This way, persons with haemophilia are today less dependent on large clinical centres, although they still need to visit them if some larger problems occur. This means that the place or the broader area of residence could affect satisfaction with the availability and quality of medical care, and thus the quality of life and overall life satisfaction.

Nevertheless, the area of residence and its impact on life satisfaction might be significant for other reasons. However, research results in this area are inconclusive. For example, according to Murray and collaborators (Murray, Maddison & Rehdanz, 2011), Europeans prefer the Mediterranean climate: a greater number of sunny days per year and less humidity; that is, less annual variation in temperature and fewer rainy days contribute to life satisfaction (taking into account other relevant variables such as those socio-demographic, economic and country-specific variables). If considering only this criterion, life satisfaction in the Mediterranean is higher than in northern Europe. In contrast, according to the World Happiness Report (viewed as a whole) the population of Northern Europe is relatively the happiest (Helliwell, Layard, & Sachs, 2016). When it comes to Croatia, some studies show that the population living by the sea is more satisfied with life as a whole than those living inland (for example in 2015), but a comparable study carried out a year later showed that there is no difference (Kaliterna Lipovčan, Babarović & Brajša-Žganec, 2017).

GOAL

Considering the influences and indications presented in the introduction, the goal of the research was to examine whether the area in which one lives (coast versus inland) had a relevant influence on the life satisfaction of this very specific population, that is, of persons with haemophilia. Possible differences in the socio-economic status, disease severity, satisfaction with special medical care and social support of those living in one or the other area were also considered.

METHOD

Sample, period and circumstances of the research

The research was conducted by the Institute of Social Sciences Ivo Pilar in collaboration with the Croatian Haemophilia Society by postal survey. The survey was conducted between May 5 to July 14, 2021, among the members of the mentioned Society. With every distributed questionnaire, a letter was enclosed in which the aims, implementation and circumstances of the study were explained, along with the postal stamp and envelope for returning the questionnaire.

With the aim of receiving honest answers, anonymity of responses was guaranteed: the questionnaires did not require a signature, the envelopes for returning the questionnaires were not labelled, and the accompanying letter and introduction of the questionnaire clearly stated that the study was carried out in accordance with the European regulations on personal data protection (GDPR) and that the answers would not be analysed individually, but exclusively as a set of data for statistical analyses. The questionnaires were sent to 140 addresses, that is, to all adult members of the Croatian Haemophilia Society diagnosed with haemophilia A or B. The response rate was 98 out of 140 (70%). As expected, more responses came from haemophilia A patients (81.6%). A total of 74% of respondents live in continental Croatia, and 26% gravitate towards the coastal part.

MEASURES

Sociodemographic characteristics: age ranging from 1 (20 and younger) to 7 (71 and older); material status - income per household member (from 1, no permanent income, to 8, more than 1,500 EUR per person); education on a scale ranging from 1 (no education) to 7 (high education). Health status was assessed using three items taken from the A36 Hemofilia-QoL questionnaire (Remor et al., 2005), which relates to health in general (1-5, from very poor to very good), influence of haemophilia on limitations of daily activities and limitations of social life (both 1-5, from not at all to very much). For further analysis, the answers were summarised in a single variable as average scale values (principal component analysis: one component, eigenvalue 2,215 or 73.8% of explained overall variance). Satisfaction with haematological care was examined using a single question that could be answered on a scale ranging from 1 (not satisfied at all) to 5 (completely satisfied).

Social support and relations were examined using two items taken from the Personal Well-Being Index (International Well-Being Group, 2013; Kaliterna Lipovčan & Prizmić Larsen, 2020): satisfaction with close relations ("How satisfied are you with your personal relations?") and community connectedness ("How satisfied are you with feeling a part of your community?"). In both cases, answers were recorded on scales ranging from 0 (not satisfied at all) to 10 (completely satisfied). General life satisfaction (Huppert et al., 2009) was measured using the one-item scale: "All things considered, how satisfied are you with your life as a whole nowadays?" – with possible answers ranging from 0 (not at all satisfied) to 10 (highly satisfied). Residence settlements were classified according to their gravitation to centres of special haematological care in two categories: inland (gravitating to Osijek and Zagreb) and coastal (gravitating to Rijeka and Split).

RESULTS

Averages displayed in Table 1 show that respondents are on average 41 to 50 years old, have relatively high education and average income between 500 and 600 EUR per household member.

Table 1 – Descriptives and comparisons of averages (coast vs. inland) of the variables in analysis.

	Range	**M coast**	**M inland**	**t**
Age	1-7	3.0	3.9	2.53**
Education	1-7	5.2	5.0	0.52
Income	1-8	4.3	4.6	0.52
Health (higher result - poorer health)	1-5	1.7	2.3	3.13**
Satisfaction with haematological care	1-5	4.6	4.7	1.19
Satisfaction with close relations	0-10	8.8	7.6	2.90**
Community connectedness	0-10	8.9	7.5	3.01**
General life satisfaction	0-10	8.5	6.9	3.82**

*$p < 0.05$; **$p < 0.01$

When it comes to health, respondents are moderately satisfied and, at the same time, highly satisfied with haematological care. The same holds for close (private) social relations and social integration (community connectedness). Consequently, their general life satisfaction is relatively high. Comparisons between averages show that persons with haemophilia living in coastal communities do not differ from those living inland in terms of education, income, and satisfaction with health care. But they differ according to age and health – those who live by the sea are on average younger and in better health. In addition, they are more satisfied with their close social relationships, acceptance in the community in which they live, and life in general.

Similarly, the first column of Table 2 shows that general life satisfaction is significantly correlated with age, income, health, satisfaction with close social relations, community connectedness and residential area: in other words, more satisfied are those who are younger, have higher income and better health, are better socially connected and integrated, and live in coastal areas.

Table 2 – Correlations with/regression on general life satisfaction of variables in the analysis.

	Criterion: General life satisfaction	
Predictors	**R**	**b**
Age	–0.215**	0.080
Education	0.088	0.008
Income	0.284**	0.122
Health	–0.654**	–0.377**
Satisfaction with haematological care	0.076	0.006
Satisfaction with close relations	0.632**	0.056
Community connectedness	0.769**	0.521**
Coast vs. Inland	–0.308**	–0.124*
	R^2	0.693
	F	25.837**

*p < 0.05; **p < 0.01

It should be emphasized here that satisfaction with haematological care is very high, regardless of where one lives (Table 1). Expressed in percentages, 88% of the respondents are mostly satisfied or highly satisfied with haematologists' approach. Regression coefficients (Table 2, second column) show that the correlations of some variables with life satisfaction are a consequence of their mutual relationships: this refers to age, income and close social relationships. In contrast, health, community connectedness and residential area have an independent influence on life satisfaction, despite the correlations with other predictors.

This finding could indicate that characteristics of social life (physical and, especially, social climate) in the Mediterranean could have a favourable influence on the life of haemophilia patients, especially if we take into account that satisfaction with the quality of haematological care does not depend on where one lives. This conclusion is indicated by the finding from Table 1, according to that level of satisfaction with belonging to the community in which one lives is significantly higher in the areas by the sea. In addition, according to correlation and regression coefficients in Table 2, belonging to the community is more strongly related to life satisfaction than the other variables. Partly, it affects this satisfaction according to the correlations with other predictors: income ($r = 0.209$, $p < 0.01$), health ($r = 0.480$, $p < 0.01$) and close social relations ($r = 0.792$, $p < 0.01$). But, as already mentioned, significant regression coefficient does not assume only this, but independent influence also.

Similarly, living in the coastal residential areas independently affects life satisfaction of respondents (although only marginally significantly), despite correlations with other predictors: age ($r = 0.252$, $p < 0.01$), health ($r = 0.255$, $p < 0.01$), close social relations ($r = 0.261$, $p < 0.01$) and acceptance in community ($r = 0.250$, $p < 0.01$). Overall results indicate that the Mediterranean way of life, including communal connectedness, might have a beneficial impact on life satisfaction of persons with haemophilia: communal acceptance and connectedness, among others, might imply a possibility to rely on a somewhat wider social circle. In this case, especially when it comes to health-related problems.

CONCLUSION

By developing new therapies and introducing new treatment models, the lives of people with haemophilia has changed greatly in the countries where these cutting-edge treatments are available. The prophylactic application of home therapy enabled persons with haemophilia that started this type of treatment soon enough to live an active life, so that the quality of their life is very much comparable to non-haemophilic individuals (Srivastava et al. 2020). Persons who have developed numerous physical injuries before the arrival of new therapies, upon applying new therapy manage to live with either none or with very little bleeding. Contemporary care in Croatia is now available in the whole country, which is supported by the finding that almost all respondents are highly satisfied with haematological care. Research respondents reported a relatively high level of life satisfaction. The latter is significantly related with age, income, health, satisfaction with close relations, community connectedness, but also with area of residence – coast verses inland. Persons living at the coast are more satisfied than those living inland.

Place of residence appeared as one of significant predictors of life satisfaction, however it is difficult to determine the direct causes. Perhaps it is the positive effect of the aquatic, "blue space" environment (de Vries et al., 2003); perhaps life on the coast encourages people to engage in recreational activities, which improves the physical and psychological quality of life, and maybe it is just a consequence of an improved socialization and more leisure activities (Dahlui at al., 2020). These are only some of possible reasons, yet, as their determination is not within the scope of this paper, we shall leave them to further studies, just as the confirmation of the findings presented herein. It is recommended to conduct a more direct and thorough analysis with a larger number of participants, not only when it comes to haemophilia, but when considering a broader spectrum of possible health issues.

Acknowledgement: The authors express their appreciation and thanks to all members of the Croatian Haemophilia Society who responded to the survey.

References

Berntorp, E., Fischer, K., Hart, D. P., Mancuso, M. E., Stephensen, D., Shapiro, A. D, Blanchette, V. (2021). *Haemophilia. Nature Review Disease Primers, 7*(44) 1-18. https://doi.org/10.1038/s41572-021-00278-x.

Dahlui, M., Azzeri, A., Zain, M. A., Mohd Noor, M. I., Jaafar, H., Then, A. Y. H., Suhaimi, J., Kari, F., Creencia, L. A., Madarcos, J. R., Jose, E., Fleming, L. E., White, M. P., Morrissey, K., Fadzil, K. S., & Goh, H. C. (2020). Health status, healthcare utilisation, and quality of life among the coastal communities in Sabah: Protocol of a population-based survey. *Medicine (Baltimore). 99*(37) e22067. https://doi.org/10.1097/MD.0000000000022067.

de Vries, S., Verheij, R. A., Groenewegen, P. P., & Spreeuwenberg, P. (2003). Natural environments – healthy environments? An exploratory analysis of the relationship between greenspace and health. *Environment and Planning A, 35*, 1717-1731.

Forbes, C. D. (1997). The early history of hemophilia. In C. D. Forbes, L. Aledort & R. Madhok (Eds.), *Haemophilia* (pp 3-6). Chapman & Hall Medical.

Helliwell, J. F., & Layard, R., Sachs, J. (2016). *World happiness report 2015.* Sustainable Development Solutions Network.

Huppert, F., Marks, N., Clark, A., Siegrist, J., Stutzer, A., Vitters, J., et al. (2009). Measuring well-being across Europe: Description of the ESS well-being module and preliminary findings. *Social Indicators Research, 91,* 301-315. https://doi.org/10.1007/s11205-008-9346-0.

International Well Being Group. (2013). *Personal well-being index* (5th ed.). Australian Centre of Quality of Life, Deakin University.

Kaliterna Lipovčan, Lj., & Prizmić-Larsen, Z. (2020). Croatia, personal well-being index. In F. Maggiano (Ed.), *Encyclopedia of Quality of Life and Well-Being Research* (pp. 1-5). Springer.

Kaliterna Lipovčan, Lj., Babarović, T., & Brajša-Žganec, A. (2017). Subjective well-being in Croatia: Differences between the Adriatic coast and the continent. In K. Jurčević, Lj. Kaliterna Lipovčan, & O. Ramljak (Eds.), *Imagining the Mediterranean: Challenges and perspectives* (pp. 337-346). Institute of Social Sciences Ivo Pilar & VERN.

Lindvall, K. (2013). *Health-related quality of life and adherence in haemophilia.* Clinical Coagulation Research Unit, Clinical Science, Malmö.

Makris M. (2012). Prophylaxis in haemophilia should be life-long. *Blood Transfus. 10*(2), 165-8. https://doi.org/10.2450/2012.0147-11.

Mannucci, P.M., & Tuddenham, E.G. (2001). The hemophilias – from royal genes to gene therapy. *N Engl J Med. 344*(23), 1773-9. https://doi.org/10.1056/NEJM200106073442307.

Murray, T., Maddison, D., & Rehdanz, K. (2011). Do geographical variation in climate influence life satisfaction? Kiel Working Paper no. 1694.

Peyvandi F., Garagiola I., & Young G. (2016). The past and future of haemophilia: diagnosis, treatments, and its complications. *Lancet, 388*(10040), 187-97. https://doi.org/10.1016/S0140-6736(15)01123-X.

Remor, E., Arranz, P., Quintana, M., Villar, A., Jiménez-Yuste, V., Diaz, J. L., Rincón, C., Marrero, C., Moreno, M., Lucia, F. J., Martínez, E., Soto, I., Sedano, C., Gonzalez-Boullosa, R., Prieto, M., Garcia-Luaces, M., & Hernández-Navarro, F. (2005). Psychometric field study of the new haemophilia quality of life questionnaire for adults: the 'Hemofilia-QoL'. *Haemophilia, 11*(6) 603-610. https://doi.org/10.1111/j.1365-2516.2005.01144.x.

Schramm, W. (2014). The history of haemophilia - a short review. *Thrombosis Research, 1,* S4-9. https://doi.org/10.1016/j.thromres.2013.10.020.

Srivastava, A., Santagostino, E., Dougall, A., Kitchen, S., Sutherland, M., Pipe, S. W., Carcao, M., Mahlangu, J., Ragni, M. V., Windyga, J., Llinás, A., Goddard, N. J., Mohan, R., Poonnoose, P. M., Feldman, B. M., Lewis, S. Z., van den Berg, H. M., & Pierce, G. F. (2020). WFH guidelines for the management of hemophilia panelists and co-authors. WFH guidelines for the management of hemophilia, 3rd edition. *Haemophiliam, 26*(6), 1-158. https://doi.org/10.1111/hae.14046.

Marko MUSTAPIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Vanja DERGIĆ
Institute of Social Sciences Ivo Pilar, Croatia

FAMILY MEMORY OF WWII AND DALMATIAN REFUGEES IN EGYPT

Abstract

After the capitulation of fascist Italy in September 1943, the Nazis launched an offensive on Dalmatia. As a result, the civilian population was evacuated, organised by the leadership of the anti-fascist movement with Allied logistical support. Refugees were transported by ship via the island of Vis and southern Italy to Egypt. From February 1944 to March 1946, El Shatt refugee camp on the Sinai Peninsula was home to more than 30,000 people from Dalmatia. The general aim of this paper is to examine the ways and dynamics by which family remembrances of El Shatt are transmitted. This research used semi-structured interviews and secondary sources of data. The research findings show that: young people are less interested in this topic than older respondents; in addition to the ancestors themselves, relatives and neighbours also play a certain role in maintaining these memories. Although family memory of El Shatt is fading, the family memory of respondents has an important impact on respondents' political views and their relationship towards the official culture of memory about WWII.

Key words: *Collective memory, family memory, WWII, Dalmatia, refugees, Egypt*

1 THEORETICAL AND CONCEPTUAL INTRODUCTION

The concept of collective memory describes the selection and interpretation of historical topics from the perspective of the present. Halbwachs (1992) notes that personal memory is defined by the collective memories of the social groups to which an individual belongs. Collective memory is the consequence of the relationship between the culture of memory and everyday forms of communication on the individual level. Simultaneous to the collapse of socialism in Europe, national cultures of memory in post-socialist societies were ideologically restructured. In the former Yugoslav states, this process was additionally burdened by the bloody wars of the 1990s. This process was apparent in the change of names of public institutions, squares, and streets (Marjanović, 2007; Božilović & Petković, 2022), monuments (Pavlaković, 2011; Mustapić & Perasović, 2018), and the content of and explanations in history textbooks (Pavasović Trošt & Mihajlović Trbovc, 2020). Sjekavica (2012) notes that half of the monuments to the anti-fascist movement from 1941-1945 in Croatia have been destroyed since the 1990s. Sjekavica (2012, p. 75) thus concludes that '*memocide*' and '*heritocide*' have appeared as new cultural practices aimed at destroying memories of socialism and WWII. The new post-Yugoslav national cultures of memory share an emphasis of new symbols and commemorative practices founded on national history, ethnic identity, and accompanying narratives with key symbols of the nation. Pavlaković (2014) concludes that the socialist narrative of '*brotherhood and unity*' in Croatia was replaced in Croatia in the early 1990s with the patriotic narrative of the '*millennial dream of the independent Croatian state*'. Despite the events of recent wars in the 1990s, modern Croatian historical controversies are primarily founded on the amplification of ideological conflicts related to WWII. Geiger (2011) concludes that roughly 195,000 partisans from Croatia were killed. In socialist Yugoslavia, the official culture of memory publicly spoke and wrote exclusively about fallen partisans and victims of fascist terror. This resulted in a lasting conflict between collective and family memories of WWII in modern Croatia. Halbwachs' (1992) framework for collective memory is suitable for use in research on family memory. Dragojlović (2015) notes that family narratives also include the intergenerational reconstruction of information as a group form of mediation of meaning. For example, Barnwell (2019) holds that family discussions of secrets kept within the family are exceptionally important to the creation of family memory and personal identity. The transmission of memories of the traumatic experiences of ancestors, which are surrounded by silence and secrecy (Dellios, 2018), is also in accordance with this. Finally, family memory is constantly juxtaposed with the official memory and other collective memories. This leads certain families to hide and redefine various events from the official memory which their ancestors participated in. Family memory is thus a dynamic process that includes both what is remembered and what is repressed. This memory is often at odds with the official memory and romanticised national history. In short, family memory is often contradictory to the dominant historical narrative.

2 CONTEXT, AIM AND METHODOLOGY

Just 12 days after Nazi Germany and its allies attacked, the Kingdom of Yugoslavia capitulated on April 17, 1941. A fascist puppet state known as the Independent State of Croatia was proclaimed in Zagreb on April 10, 1941. The Independent State of Croatia and the Kingdom of Italy signed agreements defining borders in Rome on May 18, 1941. In addition to Istria and the majority of Kvarner and Rijeka, Italy also received Boka kotorska and parts of the Croatian hinterland, Gorski kotar, and Dalmatia (Zadar, Šibenik, Split, Rab, Krk, Vis, Korčula, & Mljet). Dalmatia was occupied by fascist Italy until September 1943. The only true resistance movement against the fascist occupiers and their collaborators the Ustaše and Četniks were the partisans, led by the Communist Party of Yugoslavia. Marelić (2008) writes that in July 1942, the Italian fascists built a concentration camp on the island of Molat for families whose members were partisans. Marelić (2008) testifies that he was taken with his parents and four sisters from the island of Mali Iž and imprisoned in a camp because his two brothers and brother-in-law were in the partisans. He claims that around a thousand people died in Molat due to hunger and disease. Italy capitulated on September 8, 1943. A general rebellion then began on the Croatian coast. Partisans received new weapons and supplies, all the Dalmatian islands and coast were freed except for the cities of Zadar, Šibenik, Omiš, Makarska, and Dubrovnik. Despite this, Germany succeeded in placing the Dalmatian coast and islands under its military control from mid-September 1943 to January 1944. Numerous war crimes and the mass murder of civilians took place, especially during military actions carried out by SS division Prinz Eugen. The partisans retreated before the German advance across the islands to Vis (Matušić, 2007; Božilović, 2016). Numerous civilians joined in the retreat out of fear of Nazi retaliation and food shortages in Dalmatia. In 1944, Dalmatia's population amounted to 466,000. In the winter of 1944, together with the British Army, communist and anti-fascist leadership organised the evacuation of 30,000 civilians and children from Dalmatia to Egypt via the island of Vis and Italy. These refugees amounted to just under 10% of the entire population of Dalmatia. (Bieber, 2020).

Picture 1 – Map of the route of the transport of war refugees from Dalmatia to Egypt

On January 27, 1944, the first group of roughly 200 refugees from the Makarska hinterland reached El Shatt (Matušić, 2007). Eventually, four separate camps formed at a distance to each other, creating the El Shatt complex along the Suez Canal. The camp was officially under the jurisdiction of the British military authorities, but it was under the control of a Central Camp Committee and the Communist Party of Yugoslavia.

The camp had all the characteristics of a real city (kindergartens, schools, foreign language courses, a hospital, a cinema, workshops, painting and sculpture studio, a court, etc.). In May 1945, the return of refugees began, a process that lasted until March 1946. According to Central Committee documents, 715 Dalmatian refugees are interred in the cemetery at El Shatt. The cemetery was renovated for the first time in 1985, and again in 2003. The general aim of this paper is to examine the ways and dynamics by which family remembrances of El Shatt are transmitted. In doing so, it is key to examine how cultural knowledge and the practices of younger respondents are shaped by the influence of older generations. We shall focus on 'family memory', which does not necessarily correspond with the 'official' narrative of social memory. In doing so, we will affirm respondents' interpretations of their memories, as well as individual and family interpretations of events related to the evacuation to El Shatt; we will then analyse the methods by which family memories are transmitted between older and younger family members; finally, we will define the relationship between family memory and modern political narratives of historical heritage in the local community. In fieldwork (summer and autumn of 2022), we used a snowball sample and a qualitative approach consisting of the analysis of archival documents, magazines, and newspapers, alongside semi-structured interviews with family members whose ancestors were refugees at El Shatt (13 respondents aged between 31 and 78).

3 KEY FINDINGS AND CONCLUSION

Few memories of the forced migration from the Adriatic to the Suez Canal have been written down or printed. Marelić (2008), who was a young boy from the island of Mali Iž during his time at the camp, did so in his old age. He writes of the two years of his life spent in the desert with no towns or vegetation. He describes in detail the efforts of the partisans in organising the evacuation of women and children from the Zadar archipelago to the island of Vis. In the winter of 1944, Vis was full of refugees and soldiers, who were then transferred to Italy and on to their final destination of Egypt. Despite the trauma, his memories of living in the camp with other refugees are exceptionally positive:

> "A carefree life, without danger, at a safe distance from the horrors of war and death, made life in the camp lovely. The joy and play helped a poor boy forget the war horrors he had suffered. Finally, well fed, clothed, and surrounded by family, it was not a hard life in the desert sands of the Sinai" (Marelić, 2008, p. 26).

As opposed to the recorded memories of refugees, our respondents provide information and interpretations that are the result of family memory transmission. The younger respondents in the sample are aware of the historical distance, as well as weak interest in WWII-related topics: "*My generation knows something about the 1990s, because at the age of seven or eight, children become aware of the Croatian War of Independence. The generation after me knows very little about the 1990s, let alone WWII*" (Female, 1991). A good example of a lack of interest and the preservation of memory of WWII is described by one respondent:

> "My grandfather certainly told us about it, but my brother was always more interested in family history. At this age, I'm sorry I didn't pay more attention to that stuff. When they would start talking about wars, the partisans, refugees, I would just think 'leave me out of it'. I wasn't interested as a child, so all I know about that is what my mother told me afterwards, because the older I got, the more it interested me." (Female, 1990)

Older respondents in the sample are very interested in the topic and are quite familiar with their parents' roles in refugee camp life, as well as that of other family members during WWII. Many also had family members who were killed:

> "In 1936, my uncle went to volunteer in the Spanish civil war, and he died in 1937 on the river Jarama near Madrid. From the beginning of WWII, my father and mother were partisans. My mother was wounded by the Ustaše, and her brother, also a partisan, was captured and slaughtered by the Četniks in eastern Bosnia in 1942. My parents were active in various roles in the refugee camp in Egypt. They were there from 1944 to 1946, and I'm happy they were. Who knows if they would have lived to see the end of the war if they hadn't gone to Egypt in 1944? That's why I see El Shatt as a kind of safe harbour for my parents, and for my children as well" (Male, 1952).

Another respondent, whose grandmother was active in the resistance movement and later married a man who came back from Egypt, has a similar opinion:

> "My grandfather went to El Shatt. He was educated, he was a teacher there. My feelings are mixed, because I know he wouldn't have fared well if he had stayed on the island under German occupation in 1944. From his stories, I gather that he experienced El Shatt as a place where they hid, as a kind of relief or salvation" (Male, 1982).

Despite varying interest in topics from family history, and thus in WWII and El Shatt, all respondents remember some of their relatives' interesting stories about everyday life in the camp. Respondent (Male, 1981), whose father was a pre-school aged boy in El Shatt, retells one of his father's memories: "*My dad was there as a boy, and a soldier gave him a box of cookies. He saved the box until they came back home. Only when he came back to his mother and sister in Croatia did they open the box of cookies and eat* *them together*". Similarly, one respondent retells a memory of his grandfather, who was a teacher at the camp:

> "The camp was near the Suez Canal, which is the border between Africa and Asia. The camp was on the Asian side, but the wells were on the other side of the canal on the African side. He would always joke: 'We lived in Asia, but we drank water from Africa" (Male, 1982).

However, some respondents note that they do not hear stories about their family history exclusively from members of their immediate family. Relatives and neighbours are often an important factor in transmitting and constructing memories. Two respondents (Male, 1986) and (Male, 1991) do not remember their grandmother or grandfather, who were in El Shatt, but they have heard stories about them from their grandparents' neighbours who were with them at the camp. Male respondent (1991) learned the most about El Shatt from his father's sisters, as his father did not speak of it often. The official memory of the Homeland War (1991-1995) and numerous related commemorative practices have pushed memories of WWII in Croatia to the social margins. Considering this, as well as the lack of any kind of active relationship from local and national institutions towards victims of the migrations from Dalmatia to Egypt, individual memories, family narratives, and local collective memory are not publicly apparent. It can be rightly concluded that families whose ancestors were participants in or died during the evacuation to Egypt are actually the final point of transfer of memories of El Shatt in Croatia. Younger family members are aware of the traumas of their ancestors and the heritage of their family narrative. However, their interest in historical topics, and thus in memories of El Shatt, is fading. Despite this, all respondents are critical of Croatian society's relationship towards the anti-fascist movement and the relationship of institutions towards commemorating events and victims tied to WWII.

> "There used to be respect for victims of the struggle against fascism. In recent decades, this has not been the case. We live in a very primitive society that doesn't respect its ancestors or its history. No one can choose their ancestors. Even elephants visit the graves of deceased members of their matriarchate once a year, while we cast shame on the sacrifice of our ancestors" (Male, 1977).

There were 715 graves with the remains of 860 deceased individuals at El Shatt; however, 322 marriages also took place there and 475 babies were born (Krnić, 2021). Unfortunately, leaving the institutional culture of memory of important events from WWII to the private space leads to social forgetting. This is thus a culture of forgetting. As a young democracy, Croatia has not yet developed a dignified relationship towards commemorating the victims of fascism. This will have negative consequences on numerous challenges the future will bring for Croatian society. History has shown us that democracies that do not insist on the principles of pluralism and tolerance, even in the sphere of the culture of memory, are unstable.

References

Barnwell, A. (2019). Family secrets and the slow violence of social stigma. *Sociology*, *53*(6), 1111–1126.

Bieber, F. (2020). Building Yugoslavia in the sand? Dalmatian refugees in Egypt, 1944–1946. *Slavic Review*, *79*(2), 298-322.

Božilović, J., & Petković, J. (2022). An ideological perspective on street names: Socialist political symbols in the post-socialist City of Niš. *Cities*, 124, 103586. https://doi.org/10.1016/j.cities.2022.103586.

Bratanić, M. (2016). Hrvatski zbjegovi u Italiji od 1943. do 1945 (Croatian fugitives in Italy from 1943 to 1945). godine. *Časopis za suvremenu povijest*, *48*(1), 161-196.Dellios, A. (2018). Memory and family in Australian refugee histories. *Immigrants & Minorities*, *36*(2), 79-86.

Dragojlovic, A. (2015). Affective geographies: Intergenerational hauntings, bodily affectivity and multiracial subjectivities. *Subjectivity*, *8*(4), 315-334.

Geiger, V. (2011). Ljudski gubici Hrvatske u Drugom svjetskom ratu koje su prouzročili "okupatori i njihovi pomagači". Brojidbeni pokazatelji. (Croatian human losses in the Second World War caused by the "occupiers and their helpers". Numerical indicators) *Časopis za suvremenu povijest*, *43*(3), 699-749.

Halbwachs, M. (1992). *On collective memory.* University of Chicago Press.

Krnić, M. (2021). El Shatt – dalmatinski zbjeg kao organizirana država (El Shatt – the Dalmatian refugee as an organized state). In Kuzmić, M., & Radman, Z. (Eds.), *1944: Oslobođena Dalmacija / antifašizam danas* (pp. 58-70). VeDRa.

Marelić, T. (2008). *Sjećanja i zabilješke (1933–1949). (Memories and notes /1933–1949/).* Nenad Marelić.

Marjanović, B. (2007). Promjena vlasti, promjena ulica (Change of government, change of streets). *Diskrepancija*, *8*(1), 105-127.

Mataušić, N. (2007). El Shatt: zbijeg iz Hrvatske u pustinju Sinaja, Egipat (El Shatt: fled from Croatia to the Sinai desert, Egypt). In Mataušić, N. (Ed.) *Izložba El Shatt – zbijeg iz Hrvatske u pustinju Sinaja (1944.–1946.)* (pp. 6-51). Hrvatski povijesni muzej.

Mustapić, M., & Perasović, B. (2018). Sites of memory and social change in Croatia: A case study of the seagull's wings monument. In L., Mirošević, G., Zaro, M. Katić, & D. Birt (Eds.), *Landscape in Southeastern Europe* (pp. 147-163). Lit Verlag.

Pavasović Trošt, T., & Mihajlović Trbovc, J. (2020). History textbooks in war-time: The use of Second World War narratives in 1990s war propaganda in the former Yugoslavia. *War & Society*, *39*(4), 290-309.

Pavlaković, V. (2011). Sukob, komemoracije i promjene značenja: Meštrovićev paviljon kao prijeporno mjesto sjećanja (Conflict, commemorations and changes of meaning: Meštrović's pavilion as a contested place of memory). In Cipek, T. (Ed.), *Kultura sjećanja: 1991*. (pp. 215--238). Disput.

Pavlaković, V. (2014). Fulfilling the thousand-year old dream: Strategies of symbolic Nation-building in Croatia. In Pål Kolstø (ur.) *Strategies of symbolic nation-building in South Eastern Europe* (pp. 19-50). Farnham.

Sjekavica, M. (2012). Sustavno uništavanje baštine: Prema pojmu kulturocida/heritocida (Systematic destruction of heritage: According to the concept of culturocide/heritocide). *Informatica museologica*, *43*(1-4), 57-75.

Anton PETRIČEVIĆ
University Josip Juraj Strossmayer of Osijek, Faculty of Law, Croatia

EMPLOYMENT AND HUMANIZATION OF WORKING CONDITIONS ON CROATIAN ISLANDS AS FACTORS OF DEMOGRAPHIC RENEWAL[1]

Abstract
Croatia is recognized in the world for its beautiful islands, clean sea and healthy food and water. Croatian islands as gems of this country should be highly desirable destinations for living and working, but that is not the case. They are desirable as a tourist destination, but there are rarely people interested in permanent residence. Vacancies are announced several times and there are no interested workers. What is the cause of this? Is it due to an unfavorable expenditure structure for active labor market policy and are active measures needed to increase employment on the islands? It is necessary to attract young families to the islands, which will result in a change in the demographic picture, which is worrying according to the last population census. A comparative analysis of the situation on the larger Croatian islands would provide guidelines on how to attract people to the island. Active employment policy measures are directed towards creating conditions for living and working on the island which would lead to the revitalization of life on the Croatian islands. The basis of this approach is in the National Island Development Plan 2021–2027 which was drafted by the Ministry of Regional Development and European Union Funds but which is not comprehensive. It is necessary to create conditions for employers enabling them to employ the unemployed persons. It is also necessary to raise the level of employability, to create and preserve jobs, to motivate people to live and work on the island. It is necessary to preserve regional identity, preserve the particularities, tradition and continuity, to use the free labor market and information technologies, as well as to establish educational institutions on the islands as a cornerstone of prosperity.

Keywords: *Croatian islands, permanent residence, change in the demographic picture of the islands, preservation of regional identity, free labor market*

INTRODUCTION

Croatia is a country with an extremely indented coastline, and its archipelago is the second largest in the Mediterranean. There are 1,244 Croatian islands that differ from each other in relief, geographical features, and natural features, which represent natural

[1] This paper is a product of work that has been fully supported by the Faculty of Law Osijek Josip Juraj Strossmayer University of Osijek under the project nr. IP-PRAVOS-3 “Labour law and the challenges of the 21st century; transformation, humanization, discrimination and equality”

wealth that opens multiple possibilities for a better life for the people on the island. It is necessary to speed up the development of the Croatian islands, for which comprehensive research must be carried out. Beforehand, it is necessary to make an analysis of development possibilities based on natural resources. The revitalization of the Croatian islands has begun in the economic sense, in the social sense and in the cultural sense, but it is necessary to speed up and improve this development through state policy measures and the possibility of using European funds.

The area of the Croatian islands is territorially covered by 7 regional self-government units (Istria county, Primorje-Gorski Kotar, county Lika-Senj county, Zadar county, Šibenik-Knin county, Split-Dalmatia county, Dubrovnik-Neretva county). 49 islands and the Pelješac peninsula are permanently inhabited. The Pelješac peninsula will certainly be inhabited far more than before, because the conditions for this have been created by the construction and opening of the Pelješac Bridge.

Croatia, along with Finland, is the only country in Europe that systematically takes care of its islands, which has been legally regulated for almost 20 years by special laws that regulated or that now regulate this matter, with the Act on Islands initially passed in 1999, the Act on Islands which was adopted in 2018, as well as the new Act on Islands-consolidated text (Official Gazette 73/20 and 70/21 which is in force from 03.07.2021) The state invests approximately HRK 1.5 billion in Croatian islands annually in the construction of the necessary basic infrastructure, support for island employers to preserve jobs, implementation of the "Croatian island product" and support for the implementation of projects of island associations.

More than 1,200 Croatian islands hide the treasures, with thousands of stories about the beauty of their nature, the richness of their culture and gastronomy. Croatia is truly a country of islands; there are more than a thousand of them, and each one is different. Many are inhabited, but each one is special, having its own story.

REVITALIZATION OF LIFE ON THE CROATIAN ISLANDS

In 2021, the Split-Dalmatia County opened a tender as part of the project 'Here is your home', which awards young families from the rural areas of Zagora and the island incentives in the amount of 40 to 120 thousand HRK to solve the housing issue with the aim of living on an island. This county was the first in Croatia to launch a demographic project of this kind and thus helped adopt 120 families with hundreds of children, for which HRK 11.6 million was spent.

These extraordinary projects of demographic renewal should be continued.

New residents of rural areas or islands of the Split-Dalmatia County at the new address will have to have a place of residence for at least ten years after the withdrawal of funds, and children will have to attend school "in the settlement for which incentives were obtained or in the nearest possible one". The implementation of this measure and other measures, the allocation of various grants to island residents contributes to the sustainable and demographic development of the island, the creation of conditions for the preservation of existing jobs and the creation of new jobs, the facilitation of easier employment of new employees and the improvement of business and the development of island companies as the basis for the development of the island's economy. Grants are also given for the relocation of residents from the interior of the Republic of Croatia to areas with a lower development index, i.e., to islands and peninsulas. In addition, the state also provides grants for self-employment of up to HRK 120,000. The problem is that young people do not want to stay on the islands or do not want to move to the island even though they do not have a job.

WHY IS THE WORKING ACTIVE POPULATION LEAVING TO OTHER COUNTRIES?

The fundamental question is: Is the working young population going to the "promised" countries because of the impossibility of employment in their own country, or are they emigrating because they are dissatisfied with the working conditions and low wages, or are there still undefined reasons for going to other countries, and not staying in their home country, which is crying out for quality workers like Croats?

The research showed that mostly young people leave because, according to their understanding, they cannot find any work in the Republic of Croatia, because wages are low, labor inspectors do not do their job and workers work more than 40 hours a week. Many Croats are willing to work in EU countries for more hours a day because they are better paid and the relationship between the employer and the employee is controlled. It takes so little for the competent institutions in our country to pass laws and implement acts that ensure decent work for the worker and life for his family. The Croatian islands are beautiful destinations for life, but on them you need to create conditions for young families to work all year round and start activities that can make a decent living.

Although some island areas have reached a significant level of development compared to the very beginnings of the island's systematic development, it should be emphasized that it is still necessary to make great efforts for their further development in order to ultimately achieve the most important goal - the survival of the population in the mentioned areas, increasing the total number of residents and revitalizing life on the islands.

DESIRABLE DESTINATIONS FOR LIFE AND WORK

The most beautiful islands in Croatia that fascinate tourists all over the world include:

– BRAČ – an island of pine forests, clear water

– MLJET – the greenest island

– KRK – the golden island
– LASTOVO – an island of paradise beauty
– KORČULA – an island of charismatic beauty
– HVAR – an island of lavender
– VIS – an island of famous sea caves

BASIS FOR THE REVITALIZATION OF THE ISLAND

The basis of the policy for the development of the Adriatic islands is the National Island Development Program from 1997, the basic principle of which was and still is to equalize the conditions and quality of life on the islands and on the mainland.

Although some islands areas, have reached a significant level of development compared to the very beginnings of the island's systematic development, it should be emphasized that it is still necessary to invest great efforts in their further development in order to ultimately achieve the most important goal – retaining the population in the mentioned areas and increasing their total number and revitalizing life on the islands.

The goal of the Island Development Program is to create preconditions for sustainable economic and social development by increasing the quality of life on the islands by encouraging the development of island specificities by providing various grants. The national plan contains 17 island program areas defined by the Islands Act, which represent sectoral topics, or groups of related sub-sectoral topics, of particular importance for the development of the island, within which future activities on the islands will be planned, with a special emphasis on respecting the determinants of the Smart Island (Markusović, 2018). The Ministry of Regional Development and Funds of the European Union, on the basis of the program for granting small-value grants to island employers for starting economic activities and preserving jobs, continues to implement the measure grant of small-value grants to island economic entities for the initiation of economic activities as well as for the preservation of jobs, and for the purpose of stimulating the competitiveness of the economy on the islands and the Pelješac peninsula.

The good news is that once the money is received, it does not have to be returned, because its intended purpose is to assist in reducing the depopulation of rural areas and provide economic incentives for existing residents. Also, this measure aims to help in the sustainable and demographic development of the island, especially encouraging the survival and development of the island's small economy in the segment of autochthonous – original island activities.

The implementation of this measure contributes to the sustainable and demographic development of the island, creating conditions for the preservation of existing jobs, enabling easier employment of new employees and improving the business and development of island companies as the basis for the development of the island's economy.

The total amount of small-value aid granted to one entrepreneur may not exceed EUR 200,000 within a period of three fiscal years. The total amount of small-value aid granted to one entrepreneur carrying out road freight transport for hire or compensation may not exceed EUR 100,000 within a period of three fiscal years. These extraordinary projects of demographic renewal should be continued considering the specific geographical location of the islands and their demographic structure.

ISLAND POPULATION

The total movement of the island's population since the first official census in 1857 points to three main stages of population development. The continuous increase in the population until the beginning of the 20th century is a reflection of the high birth rate and the need for a workforce in agricultural activities, when the islands record their population maximum. Depopulation of the island area begins, and it especially intensifies after the Second World War, so that already in the 1960s some islands began to die out demographically (Lajić, 1992). Contemporary demographic development (the period from 1991 to the present) is marked by stagnation, i.e., a slow fictitious increase in the total number of the island's population. However, the recorded increase is not the result of positive demographic trends, but the emergence of the so-called fictitious population. Namely, as early as the 1990s, the registration of the residence of the owners of vacation homes on the islands began, which was only reflected in the statistical increase in the total number of the island's population, while the actual demographic situation of the islands is significantly less favorable (Lajić & Mišetić, 2006). With regard to population size, inhabited Croatian islands are divided into: very small (up to 50 inhabitants), small (from 51 to 250), medium (from 251 to 3000) and large (more than 3001 inhabitants).

Although the official number of inhabited islands according to the Census was 48, in reality there are 47 inhabited Croatian islands, because the island of Saint Andrija, recorded 0 permanent residents. However, in official statistics, it is recorded as the so-called dead settlement, but a populated island. Today, that island is home to twenty seasonal occasional residents who gravitate to Komiža.

RESULTS OF THE CONDUCTED RESEARCH

An online survey was conducted (20 respondents each from 5 large islands – Brač, Hvar, Cres, Krk and Vis). The respondents answered the following question:

- What is needed for the revitalization of the Croatian islands?

Most of the respondents answered that young families who had just moved out should be returned to the Republic of Croatia and given a decent life on the Croatian islands. In addition, they believe that certain parts of the world will flood due to climate change (e.g., the Netherlands) and that this population should be offered accommodation on our islands. Let's continue to offer guests our gastronomic specialties, present our monumental heritage, provide top-quality accommodation, present the Republic of Croatia as a safe country for both summer holidays and life, develop agritourism and invest in renewable energy sources.

• 72% of the respondents answered affirmatively to the question "Would you move to the island if your child had the opportunity to get an education up to university level?"

• To the question "What do you think is the most aggravating factor in choosing an island for family residence?" All respondents answered "inadequate health care".

• To the question "What is needed to live on the island?", all respondents answered a job and a secure income. Although there are realistic possibilities for the revitalization of island life, living conditions on the islands are still difficult.

CONCLUSION

The results of the conducted survey show that, despite some positive developments, not all the development possibilities of demographic, economic and cultural renewal of the island have been used yet. Therefore, state support is needed in the future, as well as timely and more professional application for funds from EU funds. It is necessary to create conditions for employers to employ unemployed people, raise the level of employability, create and preserve jobs, motivate people to live and work on the island, and establish educational institutions.

Despite the globalized reality, emphasis should be placed on preserving the uniqueness of the Croatian islands, highlighting what the situation was like, what it is like today related to life on the island and what we want it to be like tomorrow, we need to preserve regional identity, preserve peculiarities, traditions and continuity, and keep up with globalization, use the free labor market and information technology, establish educational institutions on the islands as a cornerstone of improvement.

The primary goal of the Republic of Croatia should be to create conditions for the return of Croatian emigrants and offer them a place to live on the islands. The state should create financial and other conditions for their adaptation. In addition, emigrant families will also invest in self-employment and create jobs themselves. It is believed that they have not definitely left their country and that they see a future in it again. It is necessary to create conditions for employers to employ unemployed persons, raise the level of employability, create and preserve jobs, motivate people to live and work on the island, establish educational institutions, preserve the monumental heritage, offer tourists and international markets the gastronomic specialties of our islands, develop agritourism focusing on Croatians, the islands will be a destination for living and working both for emigrants from Croatia and for foreigners who will recognize the quality and safety of life.

The total value of the financing of the Program's projects in 2021 is HRK 14 million from the national funds of the State Budget of the Republic of Croatia. Following the above, the total value of the financing of the Island Development Program projects in 2022 amounts to HRK 17.6 million of national funds of the State Budget of the Republic of Croatia.

References

• *Books:*

Lajić, I. (1992.). *Stanovništvo dalmatinskih otoka: povijesne i suvremene značajke depopulacije. (The population of the Dalmatian islands: historical and contemporary features of depopulation).* University of Indiana: Consilium.

Lajić, I. i Mišetić, R. (2005. b), Fertilitet, natalitet i ukupno kretanje stanovništva otoka u razdoblju između 1981. i 2001. godine. (Fertility, birth rate and overall movement of the island's population in the period between 1981 and 2001). In Živić, D., Pokos, N. i Mišetić, A. (Ed.), *Stanovništvo Hrvatske – Dosadašnji razvoj i perspektive* (str. 211-225), Zagreb, Institut društvenih znanosti Ivo Pilar.

Marković, M. (2004). *Hrvatski otoci na Jadranu (Croatian islands in the Adriatic).* Zagreb: Naklada Jesenski i Turk. Retrieved from https://shop.nakladaval.hr/catalogsearch/result/index/?p=5&q=hrvatski+otoci+na+jadranu

Marinković, V. (2020.) *Socijalnogeografska klasifikacija hrvatskoga otočnoga prostora (Doktorska disertacija) (Social-geographical classification of the Croatian island area (Doctoral dissertation).* University of Zagreb, Faculty of Science and Mathematics, Zagreb. Retrieved December 4, from https://urn.nsk.hr/urn:nbn:hr:217:857619

Markusović, L. (2018.*) EU inicijativa "Pametni otok" I stavovi stanovništva o njenoj primjeni u Hrvatskoj na primjeru otoka Brača (Diplomaki rad) (The EU initiative "Smart Island" and the views of the population on its application in Croatia on the example of the island of Brač).* Sveučilište u Splitu,Ekonomski fakultet, Split https://urn.nsk.hr/urn:nbn:hr:124:420423 Rights / Prava: In copyright Download date / Datum preuzimanja: 2022-12-05

• *Articles:*

Marinković,V. (2016). *Socijalnogeografske osnove I odrednice klasifikacija hrvatskih otoka (Social geographical basis and determinants of the classification of Croatian islands).* Split: Cedra

• *Laws and regulations:*

Zakon o otocima (Islands Act), Narodne novine (Official Gazette), 116/18, 73/20, 70/21 Ministry of Regional Development and Funds of the European Union: National Island Development Plan 2021–2027.

Akcijski plan 2021.-2023. za provedbu Nacionalnog plana razvoja otoka 2021.–2027. (Action plan 2021–2023 for the implementation of the National Island Development Plan 2021–2027)

Majda RUBIĆ
Croatia

THE SPECIAL PROTECTION IN WHICH CROATIAN SMALL ISLANDS ARE PLACED (FROM INAPPROPRIATE REAL ESTATE SALES)

Abstract

In the Accession Treaty (SSP), Croatia agreed on a moratorium on the disposal of agricultural land to foreigners until July 1, 2023, at which time the Croatian farmer was not strong enough to be able to participate in opportunities to purchase agricultural land on an equal basis with foreigners. But this does not apply to self-employed farmers, who are citizens of another member state and who want to settle and reside in Croatia for business purposes. The member is authorized to take measures that are justified by reasons of public order or public security, therefore, with legally regulated priorities and restrictions on the disposal of island agricultural land with reasons based on justified public interests and established, clearly defined goals of agricultural policy that do not contradict EU law, real estate speculation and the preservation of the right of first refusal for both farmers and for the public interest.

Keywords: *Special protection program, small islands, first purchase, maritime domain*

INTRODUCTION

The islands of the European Union are at the center of the cohesion and investment policy, and this coincides with the intention of alleviating the limitations that the peripheral regions have caused to the island regions by their great geographical distance. The precise number of EU islands cannot be determined (about 300, 000), since there are different definitions of islands, the definition of islands does not include many small islands that have a strong connection with the mainland. Despite the initiated creation of the EU island policy with an indication of the agreement of a common instrument of integration, no unified island policy has been established (Rubić, 2021, 841). This paper suggests that each member state has its own connection process between regions. For mainland islands that do not belong to a remote region, it is regulated within the national legislation and Croatia has 4 islands with the status of open-sea island (Croatian open-sea island are Dugi otok, Vis, Lastovo and Mljet, scientific diagram, www.researchgate.net). The Conference of Maritime Regions (CPMR) is one of the largest European territorial associations and asserts that the position in the cohesion policy is not fair for the Greek open-sea islands and for the

Croatian islands of Vis, Lastovo, Dugi otok and Mljet (https://cpmr.org). For Croatia's 4 islands the status of open-sea island was accepted in the pre-accession negotiations for the EU, but the Law on islands did not provide for it.

National programs and strategies are aligned with EU priorities, which also include the EGTC as an instrument of cohesion policy. Croatia's participation in cohesion policy will directly or indirectly affect the creators of the island's policy. In this paper, the first purchase and the control of the process of issuing concessions on maritime property are mentioned as solutions for the threat of small islands considering the end of the moratorium on the disposal of agricultural land from the Stabilization and Association Agreement (SAA).

STATE PROGRAM FOR THE PROTECTION OF SMALL ISLANDS

According to legal obligations, the State program for the protection and use of small, occasionally inhabited, and uninhabited islands and the surrounding sea is adopted in the first version of 28. 2. 1997., then in 2006. and is in the process of adopting amendments. The program contains database that can be revised with new proposals (https://mrrfeu.dokumenti/MRRFEU). It protects the category of small islands from inappropriate and unplanned management, and primarily from inappropriate real estate sales. When talking about the implementation of the national policy for the protection of small islands, the central question is what special protection includes (Art. 42.-45. of the Law on Islands). The program defines which of the several hundreds of small islands the state has an interest in using the right of first refusal when the conditions for this arise and to program specify the category small island. It should be noted that there are elevation formations in private ownership, and all of them are not included in the category on the program list. Such small creations should be completely protected maritime property, this excludes the use of first purchases which means that the public owner no longer sells real estate on small islands, and the private owner must first offer them to the state (until July 1, 2023). But, in order to achieve the general interest, the question of applying the indispensable first purchase for rocks and reefs, of which there are many, is open.

In cases where the construction of a building would be carried out on a rock and/or ridge or works would be carried out that would be declared of strategic interest, then in the administrative procedure the expropriation procedure can be carried out on these above-ground formations. For the purpose of preserving islets and public authority supervision over their management and exploitation, methods of valorization and protection are presented in relation to the values they possess naturally, spatially and geographically. T For the purposes of the Program, a database and multi-criteria analysis was established, based on which additional protection by the Institute of Public First

Purchase can be applied or omitted for a small island. It is intervened when real estate transactions on a small island may, in the long term, call into question the set goals of protecting the island area. Protection by first purchase can divert from an indigenous owner to a non-indigenous one if it is a small island in its entirety. The share of public ownership can be increased on a small island that has comparative advantages and/or a strategic role. Preemption can be applied in the case of consolidation of private properties if there is a tendency to create a situation where the entire island gets only one private owner. (p. 12 of the Program).

The legal right of first refusal lasts as long as the law regulating it is in force or until the real estate to which the first refusal applies is taken out of circulation. The first parcel to the sea or the first parcel to the coastal parcel may not be sold until the border of the maritime property is determined, on many islands the border of the maritime property has not yet been determined. By establishing that border, the entire islet or its part will become a common good and, consequently, a thing out of trade, *extra commertium*. However, in practical application, the law institute of first purchase can be problematic. Several legal rights of first refusal may be applied to one real estate. When we take for example the sale of real estate on an islet that is an immovable cultural asset within the Lastovsko otočje Nature Park, three legal rights of first refusal apply. This is because the islet is regulated by the Law on Islands, it is a protected part of nature under the Law on Nature Protection, and it is a cultural property under the Law on Protection and Preservation of Cultural Property. The holders of the right of first refusal are the Republic of Croatia, the county and the city or municipality where the real estate is located. Then, if the owner of the property sends a purchase offer to all holders of the right of first refusal at different levels of government at the same time, the deadline in which they must declare themselves is different according to each law. This is a vagueness of the laws that should be resolved in favor of the general interest (Rubić, 2014, pp. 229-238).

For reasons of protection of public interest, real estate owners are also limited in deciding with whom they will enter into a sales contract, however, as of July 1, 2023, the ban on acquiring real estate protected by the Law on Nature Protection and the Law on Agricultural Land ends for foreigners (SAA Appendix VII,. in connection with art. 60. pg 2. of the SAA). Furthermore, in the case that holders of the right of first refusal do not accept the property owner’s offer due to financial circumstances that subsequently change favorably, it would be expedient to make it later so that the sales contract can be realized by July 1, 2023. Islands, smaller formations above sea level are not included in the Program, but it is planned to introduce the criterion of indispensable first purchase for them. According to this, the first purchase would necessarily be applied to every private above sea level formation of less than 10,000 m2 and it would be achieved that they are transformed as a whole into a maritime asset for the protection of national interests. Some elevations were omitted when compiling the list in the current law for various reasons (e.g. Mali školj, Municipality of Ston in Appendix of Law on islands), which should be protected by the use of preemption. But due to the undefined boundary of the maritime property, the procedure for exercising the right of first refusal is often not opened, even though the request for the sale of real estate on the islands is properly submitted. The Law on islands is intended to prevent abuse of rights that arise by simulating some other business. By harmonizing legal regulations governing this institute of first refusal, special protection for small islands will be implemented more effectively.

Concessions in regulating the right to use public land include maritime property, and revenues from concessions on maritime property increase the revenues of the State Budget. The object of the concession or assignment is the public authority contracting with domestic or foreign persons for compensation for performance of public services, exploitation of natural resources or construction of an infrastructure object, research, or exploitation in the sea. In practice, the concession regime does not prevent the right to alienate maritime property because the concession can be transferred to a third party for a long period, and there is need to plain operational network for monitoring the issuance of concessions and concession approvals.

ON THE INTERPRETATIVE ACT OF THE EUROPEAN COMMISSION

Although the islands can use EU funds according to the priorities that the regional and local authorities recognize as their own, due to the economic and financial crisis, the national budgets of many member states have come under pressure, and funds are pooled at the European level to achieve results that would not be possible at the national level. The Commission recommended aligning political priorities with this, so significantly less will be financed for the islands in the period 2021–2027. The reports of the Commission for the islands are taken into account because they can have an impact on the content of island legislation and on the development of the economy on the islands. The Communication on the Acquisition of Agricultural Land and EU Law is an interpretative act of Commission containing warnings about unwanted changes in the national land market after the approved transitional period under the SAA expires (1.July 2023.). The Commission warns, foreign investors are crowding out local farmers, arable land is exposed to speculators, and the concentration of landowners has a negative impact on employment, soil and food quality, the environment, and rural life (points 1, 2. of the Communication). This supports an exception to the free movement of goods, which allows prohibitions or restrictions on trade between the parties justified for reasons of public interest (Art. 42 of the SAA). This is applicable to fertile lands, a rare and valuable asset on the island.

This communication was brought by the Commission at the request of the Parliament to publish guidelines on regulating the market of agricultural land in accordance with EU law, because the member states are very concerned about speculation with foreign investments in real estate on their territory (only 3% of registered farms in the EU had 50% of the total agricultural land of the Union in 2013.). The Commission regulates in the area of first purchase, warns that the right of first purchase should be in favor of farmers and based on the objectives of the agricultural policy (point 4 of the Communication). So, emphasizing the primacy of competition law, ventures into the definition of interests arising from the application of the first purchase. According to expert analysis assessments, islands with difficulties in the border area of the Union have potential that can benefit mainland regions, and has announced the sale of agricultural land to foreigners as well as real estate located in protected nature areas, with the application of new EU free market conditions and new price regulation. Also, interregional groups perform an increasing number of jobs, often as foreign trading companies they have the right to acquire and enjoy ownership of real estate (Art. 49 of the SAA). The Commission's warnings are important about disloyal competitors of foreign investors with the result of loss of arable land, speculation, harmful concentration of owners, generally impaired quality of life in the countryside are important. In the light of the new situation on the real estate market after July 1, 2023 and the right of first refusal, which the Commission warns about, there is a need to consider the issue of small islands dominated by one owner, which for any reason have been omitted from the list of the mentioned Program.

The effect of European unification is reflected in the transfer of competences towards supranational levels and means that the business on the market is dominated by macro-regional groupings which are trading companies, and the Commission. The Commission emphasizes the competence of the member state in regulating its real estate markets with arranged control that could weaken the concentration of owners. The Committee of the Regions is the Commission's advisory body (Rubić, 2015, p. 955) and declares itself as an EU institution for the islands in the Mediterranean and supports special protection of small islands, for example, as expressed in his Opinion on entrepreneurship on the islands (2017). The special treatment that islands can have doesn't derive from the general provisions for remote islands, this is mostly due to the attention given to them by their member state, hopefully, bearing in mind the termination of the moratorium from the SAA. The president of the Croatian delegation of the Committee of the Regions was the main rapporteur in the procedure that adopted the Opinion on the Macroregional Strategy for the Mediterranean (2022).

INSTEAD OF A CONCLUSION

In the EU island policy is applied soft law which is not a legal expression, it already is the power of executive policy comes to the fore. EU acts should also be in the focus of Nisology because the increasingly strong influence of socio-economic processes from the mainland affects the islands. The investors and institutions that are the bearers do not take sufficient account of insularity, considering the geographical and natural features and island's identity. Parliament decided to transfer the competences in island policy to the Commission, which has implications for legislation for island members (Rubić, 2021, pp. 841.-854.). The Commission takes into account that the abolition of the first refusal facilitates and speeds up the process of selling real estate, also warns Members about the use of the right of first refusal in relation to the binding law of market competition. When the Commission established the Secretariat for Islands (20018), then the Secretariat for Clean Energy on the Islands, the question arose of the Commission's competence to adopt the implementing acts of its administrative departments. The Commission does not have to provide information to the Parliament about the execution of implementing powers and can regulate due to the ineffectiveness of the Member (according to Art. 2 paragraph 2 of the TFEU). The phenomenon of regionalization is related to the challenges of competition, and it is stimulated by the Committee of Regions as a political partner of the Commission. Since the Committee of Regions joined the project of adopting a macro-regional strategy for the Mediterranean area, it may be interesting for the creators of Croatian island policy (Rubić, 2021, p. 688).

A cooperative approach is important for the arrangement of important issues in the area of island politics and the answer to the question of how special protection from inappropriate real estate sales is implemented in practice is not easy to find. With this institute of first refusal, can be intervened in cases of the sale of real estate on an island or the entire island in whole when it is a single owner. The mentioned Program enters the area of shared competences, so the responsibility within the framework of the special protection of small islands (from inapropriate real estate sales), rests with each individual body of the state administration.

Croatia agreed on a moratorium on the disposal of agricultural land to foreigners until July 1, 2023, and is authorized to take measures that are justified by reasons of public order or public security (Art. 42 and Appendix VII with Art. 60/2 of the SAA), therefore, with legally regulated priorities and restrictions on the disposal of island agricultural land with reasons based on justified public interests established, clearly defined goals of agricultural policy that do not contradict EU law, real estate speculation and the preservation of the right of first refusal for both farmers and for the public interest.

References

Communication on the Acquisition of Agricultural Land and EU Law (2017/C 350/05)

CPMR Conference of Peripheral Maritime Regions. Retrieved from https://cpmr.org

Državni program zaštite i korištenja malih, povremeno nastanjenih i nenastanjenih otoka i okolnog mora (State program for the protection and use of small, occasionally inhabited and uninhabited islands and the surrounding sea). Retrieved from https://mrrfeu/Dokumenti

European Committee of the Regions, Opinion "Ususret makroregionalnoj strategiji za Sredozemlje" (Towards a macro-regional strategy for the Mediterranean). CDR 2167/2022, www.cor.europa.eu

European Committee of the Regions, Opinion "O poduzetništvu na otocima: Doprinos teritorijalnoj suradnji" (About entrepreneurship on islands: Contribution to territorial cooperation). OG EU 2017/C 306/10

Law on Islands, Narodne novine, no. 116/2018, 73/2020, 70/2021

Rubić, M. (2014). Provjera poštivanja načela supsidijarnosti u procesu donošenja odluka na europskoj razini (Verification of compliance with the principle of subsidiarity in the decision-making process at the European level) (pp.229-238), University of Law of Osijek, Collection 3-4, UDK 340.137:061.1(EU)

Rubić, M. (2015). Uloga Odbora regija u kohezijskoj politici Europske unije (The role of the Committee of the Regions in the cohesion policy of the European Union). (pp. 955-986), University of Law of Split, Collection 4/2015

Rubić, M. (2021). Instrumenti integracije na području otočne politike Europske unije (Integration instruments in the area of European Union island policy) (pp. 841-854), University of Law of Split, Collection 3/2021

Rubić, M. (2021), "European Committee of the Regions and Union for the Mediterranean", (pp. 688-702), IMIN, Collection-Part III

Stabilization and Association Agreement, Narodne novine-Međunarodni ugovori, br. 14/2001 (Official Gazette - International Agreements, no. 14/2001)

Ugovor iz Lisabona, Narodne novine-Međunarodni ugovori, br. 2/2012 (Treaty of Lisbon, National Gazette - International Treaties, no. 2/2012)

Sanja ŠPOLJAR VRŽINA
Institute of Social Sciences Ivo Pilar, Croatia

Mario VINKOVIĆ
Josip Juraj Strosmayer University of Osijek, Faculty of Law, Croatia

THE ADRIATIC OF SUN, FUN, PLEASURE AND TOURISM IN CONTRAST TO THE UNSAFE SEAS OF PEOPLE SMUGGLING, COVID-19 AND ILLEGAL YACHT ROUTES

Abstract

The current connotations of the Adriatic are those of the wider Mediterranean – sun, fun, relaxation, pleasure. Yet for centuries the Adriatic had its hidden corollaries of pain, anxiety, suffering, dying. The most recent ones concerning the phenomena of people smuggling over the Mediterranean. The phenomena is not new and has worsened due to the Covid global situation. In the midst of our Covid living the life's of those attempting to reach EU shores through the Adriatic have become even more invisible and more surveilled. As such they represent the most extreme cases of methodological untouchability in opposition to sensationalistic media exposure. In times of Covid, the existential burdens of certain people along their unknown routes testify that our ignorance is greater than declared or thought possible. In the case of smuggled people the reverse is also the case. If we had the complex knowledge what would we do with it? Would we apply it towards the population's benefit or would we have the ideal niche of recording deaths while not advancing the human law aspects such as human protection and human rights? Corollary to this, equal questions of concern remain for Covid dramatic situations that may be unregistered and underreported in the contexts of heightened profit gaining climates, such as tourism. The research of this paper is aimed at exposing the many possible layers of approach towards unprotected populations of which two are most pertinent – a) the way in which their lives are in constant dramatic contrast with everyday leisure living of the EU Mediterranean frontiers and b) the hardships of their invisibility, methodological unreachability, and unthinkable situation.

Keywords: *Anthropology, forced migration, people smuggling, Human Rights*

This paper is a product of work that has been fully supported by the Faculty of Law, Josip Juraj Strossmayer University of Osijek, under the project No. IP-PRAVOS-3 "Labour law facing the challenges of the 21st century; transformation, humanisation, discrimination and equality").

INTRODUCTION

In January 2023, Croatia is entering the Schengen regime of the EU. It is politically marked as a final success in joining the *elite club* of Europe. There are two types of knowledge at stake here. On the one hand, how to 'progressively' be in the fastest lanes of the strengthening of Europe's global markets and on the other how not to forget one's authentic migration history (Rogić & Čizmić, 2011; Žanič, Živić, Špoljar Vržina & Miletić, 2021) and humanitarian stance (Špoljar Vržina, 2003.). The latter was the reason for putting forth this paper's analysis while rectifying epistemic discourses towards the problems of European migrants. If geographically targeted, the Mediterranean has already been sought as the grand entrance towards 'safe heavens' for many, with the simultaneous recognition that the seas are equally ideal routes in which smugglers adapt easily to profiteering from their asylum seeking and migrant customers, more times than not turning them into victims and causalities (Greenhill, 2010).

In times when culture is a constant glue of progress, the traceability of migrant (ab)usage in the history of the EU is visible through the transgenerational links of many with the wish of entering. In the countries behind the Schengen barb wired borders they have relatives, families and descendants. The denigration of their roots, histories and reasons are nowhere so present as in the treatment of the topic of human smuggling. It does not exist except as a 'sporadic' criminal occurrence of which one learns upon sea drowning calamities or of the frozen and/or dehydrated in border trucks. There are many layers to explaining the problems of unprotected populations. The following analyses will give a brief historical presentation of the problematic, while trying to rectify the current Croatian epistemological vacuum. It will trace the problematic to its core signifiers: a) the way in which the life's of underreported are in contrast with everyday leisure elite EU living, especially on the Mediterranean and b) the hardships of belonging to the invisible.

HUMAN SMUGGLING – A BRIEF GLOSS OVER TERMS, DEFINITIONS AND PROBLEMS

The topic of human smuggling has been painstakingly researched in the past thirty years. In the last decade, EU politics aimed at joining groups of people in motion into categories came up with a unifying term *migrants* to all on its external borders. In such a climate of not rightly naming the phenomenon, much less respecting the knowledge already put in place with the 1951 Refugee Convention and the Human Rights[1], today's

[1] The definition of a refugee was provided through the 1951 UN Convention defining the status as a person who has left his or her country of origin due to well founded fear of being persecuted for reasons of race, religion, nationality, membership in a particular social group or political

situation is one of reinventing the wheel with every new EU country entering the Schengen zone. Among the many researchers of past decades, although with distinct approaches, all agreed on the importance of the possibility of refugees to seek protection once reaching European soil (Nadig & Morisson, 2003). With the rise of the phenomena of human smuggling in the eighties, an important difference between smuggling and trafficking was drawn by the UN document in Palermo (2000):

> Smuggling of migrants shall mean the procurement, in order to obtain, directly or indirectly, a financial or other material benefit, of the illegal entry of a person into a state party of which the person is not a national or permanent resident (UN Convention against Transnational Organized Crime, annex III, Article 3., 2000).
>
> *Trafficking in persons shall mean the recruitment, transportation, transfer, and harbouring or receipt of persons, by means of a threat or use of force or other forms of coercion, of abduction, of fraud, of deception, of the abuse of power, or of a position of the vulnerability, or of giving or receiving payments or benefits to achieve the consent of a person having control over another person, for the purpose of exploitation* (UN Convention against Transnational Organized Crime, annex II, Article 3.).

The legal ground of the mentioned Convention signed in Palermo in 2000 from thereon entered into force as international law. However, the Schengen developments evolved in different strides than those hoped for by academics in view of the protection aspects of the 1951 Refugee Convention. Namely, they rightly pointed out that it is not clear how refugee protection commitments can flourish under the agenda of border control of EU countries combating transnational organized crime (Nadig & Morrison, 2003). Furthermore, in the sphere of forced migration and global governance illegal movements of people became even more pronouncedly recognized as (inter)national security threats, like drug trafficking and terrorism, rather than the last resort taken by persons in persecution (Crépeau & Nakache, 2006). As in decades before, Croatia faces the same dilemmas as all EU Schengen joining countries before it.

THE CONTRAST OF HUMANITARIAN TRADITION VS. THE REGIME OF SAFEGUARDING EUROPE

In explaining the essence of the humanitarian vs. surveillance contrast, similarly to Crépeau (2003), one can confirm the paradox of a downslide with each receiving country into the mage-hypocritical territories of declining human rights. Is there a measure of upholding human rights parallel to controlling borders? The focus of control has shifted

opinion. In 1967, the UNHCR extended the definition so that individuals would be eligeble for assistance and protection based on the principle of nonrefoulment (nonreturn) to their home country.

to the technical, monetary and policing agendas, rather than that of protecting human beings right to seek asylum (Article 13, UDHR, 1946). These contrasts/paradoxes/mega-hypocrisies through decades perhaps reach its pinnacle in Croatia's joining the Schengen. The media and politics are imbibed with a special kind of EU propaganda in which Eurocentric values are being promulgated. Two cases in point, both from the analyzed EPP Group Project (Youtube), of centre and centre-right political forces representing the largest political group in the EUP with 177 Members. They claim that in the upcoming years a strong Europe defending itself, values and an unique way of life is needed. Although they claim that they believe in putting people at the heart of the solutions, one must pose the question as to whether anybody asked Croatian coastal citizens if they feel as though they are EU citizens when they need basic social care, health interventions or schools near their residence? Has anybody prepared them for the double role of being the promoters of Europe's recent best touristic assets in Croatia, as well as safeguards of Europe's longest Mediterranean shores. In both EPP promotion videos, the Schengen regime is portrayed as a solution to every problem or inconvenience of waiting at the borders, especially that of reaching the seaside in a pleasurable way and boosting open trade, tourism, and jobs (EPP case #1). While Croatia is welcomed into Schengen (EPP Case #2), the dangers and realities are not mentioned: a) the life of everyday leisure of the EU Mediterranean frontiers not guaranteed to all; b) those invisible in their plight for protection remain methodologically unreachable, pleading for a non-dehumanizing entrance into the EU.

SCHENGEN CONSEQUENCES – BURSTING THE CELEBRATORY BUBBLES

The pertinent question is does Schengen knowledge make a difference? If appreciated, would we apply it towards the population's benefits or would we record deaths while not advancing the human law aspects of human protection? Would the knowledge reach policies? In view of all references we claim that the knowledge is underappreciated. Over decades the blurred differentiating of trafficked and smuggled persons became frail, with the Palermo Convention pushing the phenomena of treating persons as criminals rather than seekers of protection (McAuliffe & Koser, 2017). In the case of trafficking in persons (TIF) connotations were made with modern day slavery (Bassiouni, 2002), while a decade later the questions of narrative positioning is apparent and questions are posed over what makes some narratives the vehicles of powerful representativeness, while others not (Hua, 2014). Yet the question remains, would the biases over the asylum-seeker needs/economic rationale be less stigmatizing and whether using human traffickers/smugglers would be seen less as acts of criminality and more as acts of utter human despair (Khan, 2021).

In analyzing the grey zones of Eastern Europe academics who endlessly 'rethink' the mentioned human conditions (Demant & Harboe Knudsen, 2015), but seldom directly state the perceivable – the lack of human rights in Europe. The euphemistic academic language seldom exposes the instrumentalization of rights that became the standard of neoliberal ways in plundered populations. A realistic conclusion should draw on the 2023 Cro-Schengen factography that the very populations impoverished by transition into neoliberal unemployment and social insecurity are those perceived as the nominal guards of the EU border control. So, when speaking about what Croatia is celebrating (such as Schengen and the Euro zone) democratic norms should include all the citizens of Europe. The way of endorsing both highly valued goals for Croatians testifies of accelerated processes of the failed democratic values of the EU. Additionally, after the global Covid happenings scapegoating on the borders became the norm of worsening citizen issues (Kawema Onoma, 2022). In human rights terms, Covid became both as a dangerous and precious global exercise for citizens as a reminder of what happens when you are stripped of your rights.

The questions of defining, labelling, terming and branding are very old in the history of EU approaches to suffering populations. Exclusion/inclusion have a devastating differential gender potential (Schrover, Van der Leun & Quispel, 2008) and in the wider literature on migrant illegality the academic debates over terms are far from being settled. Being an illegal migrant as opposed (as suggested) to an 'irregular', 'undocumented', 'unauthorised' has a long way to go in the processes of humanizing (Koser, 2005; Mcauliffe & Koser, 2017). The problem is lost in the translations of non-existing global institutional frameworks (Koser, 2010, p. 301), international relations (Betts, A., 2014) and in negating human rights issue (Baird, 2013).

Almost thirty years passed in the pleads of forced migration academics for a just EU with respect towards human rights as the most fundamental value of humanity (Black 1996). In the meantime, the rights got side-tracked, high jacked by celebrities, depleted of meaning, negated (Špoljar Vržina, 2013)[2] and as Haynes termed for the case of sex trafficking, part of sexy topics (Haynes, 2014). Perhaps, it would be best to mention the enormous inputs of forced migration academia in its continuous methodological innovations (Koser, Webner & Ang, 2004, p. 59; Weitzer, 2014, p. 9; De cesaris, 2016; Mc Auliffe, 2017., p. 103, etc.). The hardships of such (re)calibrations have been best described by Bakewell in his advocacy of stepping out of the policy 'categories' (as the main drivers of the field), putting an increased effort into 'policy irrelevant research',

[2] The paper expands on the case of the celebrity Eve Ensler visting the genocidal strucken town of Vukovar, some 20 years after, with a gesture of 'solace' towards the raped women of the town in 1991.

and thus acknowledging those ‘living in the shadow of bright policy lights’ (2008, p. 450).

None of the above presented knowledge concerning migrants is present in Croatia today.

INSTEAD OF A CONCLUSION

Without respect of justice in European/global immigration policies (Black, 1996), without respecting migrants as seekers of basic human rights rather than criminal opportunities (Dembour & Kelly, 2011) the *perpetuum mobile* of human exclusion will continue. Pockets of exclusivity, such as the EU Schengen club, will be further developed in its mechanisms. Research in forced migration academia will stubbornly remain reiterating the late Harrell-Bonds’ question upon the status of being humane (2002), urgently widened query towards all migrants and excluded humans.

Croatia is not only another brick in the EU Fortress Wall, but also 2.457 kilometers of continental borders with the 5.835 coastal kilometers with 1246 islands of which the majority of Croatian citizens are not aware that together with barbed wires we might see much more devastating seashore deaths of those not reaching the coast. The irregular maritime migration has been on the rise (McAuliffe & Mence, 2017), the myths of refugee protection in Europe is even more pronounced than when diagnosed in the past (Nadig & Morrison, 2003), the repressive approaches even more simplistic and dangerous for smuggled migrants than when firstly debated (Crépeau, 2003). All of this might be not known to policy makers of the EUPs, or more realistically, they choose epistemic silencing. Simultaneously the values of EU democracy are tested again.

Although this paper was done on the basis of the Croatian current ‘Schengenization’ devoted to the maritime migrant problematic it can also represent a succinct raster for many future investigations to come and/or the obligatory policymakers’ ‘briefings’ in the direction of returning to democratic, humanized and human rights informed stances towards (smuggled) migrants.

References

Baird, T. (2013). Understanding human smuggling as a human rights issue. Policy brief – Danish Institute for International Studies, p.4.

Bakewell, O. (2008). Research beyond the categories: the importance of policy irrelevant research into forced migration. Journal of Refugee Studies. 21 (4), 432-453.

Bassiouni, M.C. (2002). A global perspective on trafficking in International Human Rights Law in modern bondage: sex trafficking in the Americas. United States of America: DePaul College of Law, pp. 296.

Betts, A. (2014). The international politics of migration. St Antony’s International Review, (6: 2), 134-150.

Black, R. (1996). Immigration and social justice: towards a progressive European immigration policy? Transactions of the institute of British geographers. (21:1), 64-75.

Crépeau, F. D., Nakache M. C. (2006) Introduction. In Crépeau, F. D., Nakache M. C, H. G. Nathaniel, A. Hansen, R. Modi, A. Nadig, S. M. Špoljar Vržina & L. H. M. van Willigen (Eds.). Forced migration and global processes: A view from Forced Migration Studies. Lanham: Lexington Books, pp. 432 (ISBN 0-7391-1276-9).

Crépeau, Francois (2003) The fight against migrant smuggling: migrant containment over refugee protetction. In Van Selm J., K. Kamanga, J. Morrison, S. Špoljar Vržina & Loes Van Willigen (Eds.). The Refugee Convention at Fifty: a View from Forced Migration Studies. Garfield: Lexington Books, pp.173-185.

De Cesaris, V., (2016) One Way Trip. Essays on Mediterranean Migration. Perugia: Perugia Stranieri University Press., pp. 202.

Demant, F. M. & H. Knudsen, I. (2015) Ethnographies of grey zones in Eastern Europe: relations, borders and invisibilities. London: Anthem Press. pp. 212.

Dembour MB. & Tobias K. (2011) Are Human Rights for migrants? Critical reflections on the status of irregular migrants in Europe and the United States. Abingdon, Oxon: Routledge, pp. 249.

EPP. Schengen ambitions: Croatia dreams of an end to long lines at the EU border. Youtube (7. lis 2022.) Available at https://www.youtube.com/watch?v=JhSwmbrAxTM, #case 1.

EPP. Croatia is ready to joint he Schengen area! Youtube (12. stu 2022.) Available at https://www.youtube.com/watch?v=xw4DCn2Rayg, #case2.

Greenhill, K.M. (2010). Weapons of mass migration. New York: Cornell University Press, pp. 342.

Harrell Bond, B., (2002) Can humanitarian work with refugees be humane? Source: Human Rights Quarterly, (24:1), pp. 51-85.

Haynes,D. F., (2014) The celebritization of human trafficking. The Annals of the American Academy of Political and Social Science , 653: 25-45.

Hua, J., (2014) Telling stories of trafficking: the politics of legibility. Meridians, 12: 1, pp. 201-207.

Khan, A., (2021) Who's to blame for asylum 'Moral Panics'? In Frederiksen, D. M. & H. Knudsen, I. (Eds.) Modern Folk Devils. Helsinki: Helsinki University Press. pp. 260.

Koser, K., Werbner, P., & Ang, I. (2004) Cultural research and refugee studies: New knowledge, methodologies, and practical implications. The International Journal of Anthropology , (48: 3), pp. 59-65.

Koser, K. (2005). Irregular migration, state security and human security'. Paper prepared for the Policy Analysis and Research Programme . Global Commission on International Migration.

Koser, K. (2010). International migration and global governance. International Migration (16: 3). pp. 301-315.

Kwamena Onoma, A. (2022). Citizen vector: scapegoating within communal boundaries in Senegal during the COVID-19 pandemic. In J. Manderson, Burke N. J. & Wahlberg, A. (Eds.) Viral Load. London: UCL Press. pp. 488.

McAuliffe, M., (2017). Seeking the views of irregular migrants: Decision-making, drivers and migration journeys. In M. McAuliffe & Koser, K., (Eds.)A Long Way to Go: Irregular migration patterns, processes, drivers and decision-making, Canberra: ANU Press.pp. 103-139.

McAuliffe, M., & Mence, V. (2017). Irregular maritime migration as a global phenomenon. In M. McAuliffe & Koser, K. (Eds.) A Long Way to Go: Irregular Migration Patterns, Processes, Drivers and Decision-making, Canberra: ANU Press.pp. 11-47.

McAuliffe, M., Koser, K. (2017) A long way to go: irregular migration patterns, processs, drivers and decision-making. Canberra: ANU Press, pp. 350.

Nadig, A. & Morrison J. (2003). Human smuggling and refugee protection in the European Union: myths and realities. In Van Selm J., Kamanga K., Morrison, J., Špoljar Vržina S. & Van Willigen L. (Eds.). The refugee convention at fifty: a view from forced migrations studies. Garfield: Lexington Books, pp.173-185.

Rogić, I. & Čizmić I. (2011). Modernizacija u Hrvatskoj i hrvatska odselidba, Zagreb: Institut društvenih znanosti Ivo Pilar, pp. 471 str.

Schrover, M., van der Leun, J., Lucassen, L. & Quispel C. (2008). Introduction: illegal migration and gender in a global and historical perspective. In Schrover, M., van der Leun, J., Lucassen, L. & Quispel C. (Eds.) Illegal migration and gender in a global and historical perspective. Amsterdam: Amsterdam University Press, pp. 170.

Špoljar Vržina S. (2013) Anthropologically identifiable: Vukovar between the terror of universalism and humanitarian tourism. U: Vukovar 91' – istina i/ili osporavanje (između znanosti i manipulacije). Živić D., Špoljar-Vržina S., Lupis B. V., Cvikić S. (ur.) Zagreb-Vukovar: Institut društvenih znanosti Ivo Pilar, pp. 157-176.

Špoljar Vržina, S. (2003) Medical anthropology in the service of forcefully migrating populations: current boundaries, future horizons, and possible delusions. In Van Selm J., K. Kamanga, J. Morrison, S. Špoljar Vržina & Loes Van Willigen (Eds.). The refugee convention at fifty: a view from forced migration studies. Garfield: Lexington Books, pp.187-202.

UN Convention against Transnational Organized Crime, 2000 https://www.unodc.org/documents/middleeastandnorthafrica/smuggling-migrants/SoM_Protocol_English.pdf

Weitzer, R., (2014) New directions in research on human trafficking. The Annals of the American Academy of Political and Social Science, (653: 6-24).

Žanić, M., Živić, D., Špoljar Vržina S. & Miletić G. M. (2021) Suvremene migracije u Republici Hrvatskoj. Uzroci, posljedice i aktualni trendovi. Zagreb: Institut društvenih znanosti Ivo Pilar, Zagreb, pp. 238. str.

Michael URSINUS
University of Heidelberg, Germany

OTTOMAN CUSTOMS OFFICIALS (emins) IN ZADAR, ŠIBENIK, TROGIR AND SPLIT DURING THE 16th CENTURY

Abstract

The ports of Zadar, Šibenik, Trogir and Split, from the early 15th century, if not earlier, had all accepted Venetian authority, and remained in Venetian hands during the time when the Ottomans ruled over the mountainous hinterland. It may therefore come as some surprise to find that these major Venetian ports, from as early as the first half of the 16th century, had an Ottoman custom official (emin) in charge of collecting what was due to the Sultan. Together with the major trade routes (tarik-i amm) leading from Bosnia directly towards the (Venetian) seaports, for the upkeep of which the Ottoman government issued repeated instructions to the local office-holders, the administration of the customs levies as tax farms (mukataa) 'sold' to the highest bidders. The Adriatic maritime trade counted as one of the main concerns of the central government in Istanbul. Some details about how this worked (or failed to work properly) can be gleaned from the tax survey registers (tapu tahrir defterleri) for the sancaks of Bosna, Klis, Krka and Lika, as well as from Ottoman documents in the Venetian State Archives and so forth. My results show a close involvement of both Ottoman and Venetian authorities aiming at making things work, often against opposition from local urban elites.

Keywords: *Ottoman customs officials (emin), maritime trade, tax farms, Kaštela*

Among the most important Ottoman ports in Northern and Central Dalmatia serving the Adriatic trade were the ports of Obrovac and Makarska. The first had come under Ottoman rule in 1527, the second already by the end of the 15th century. Both ports, each with a customs official (*emin*) to represent the Sultan's interests, accommodated some specific infrastructure for the purpose of handling their maritime trade, such as a landing site (*iskele*) with customs collection points, despite the fact that Obrovac is located some 12 kilometres from the sea. In the port of Makarska right by the Adriatic, the church of the Franciscan monastery is said to have served as a place where the merchants could safely deposit their valuable goods.

The ports of Zadar, Šibenik, Trogir and Split, however, had never been part of the Ottoman Empire. From the early 15th century, if not earlier, they had all accepted Venetian authority and remained in Venetian hands during the entire time during which the Ottomans ruled over the mountainous hinterland. It may therefore surprise some readers that all the major Venetian ports (Zadar, Šibenik, Trogir and Split), from as early as the first half of the 16th century, had an Ottoman (Muslim or Christian) customs official (*emin*) in charge of collecting (directly from Venetian-held territory) what was due to the Sultan in Istanbul.[1] Equally remarkable was the government in Istanbul's high level of concern regarding the major Bosnian trade routes (*tarik-i amm*) connecting directly with the (Venetian) sea ports; repeated instructions were issued for their upkeep to the local office-holders to keep passes, bridges and fords in good order and their course clearly visible even in deep snow (for example by erecting wooden poles along the public road leading through the pass of Šuica to prevent passing caravans from losing their way).[2] Both the access routes from the Ottoman hinterland to the (Venetian) ports and the customs check-points on Venetian soil being administered as Ottoman tax farm units (*mukataa*) being 'sold' to the highest bidders (for periods of three years), count among the main concerns of the central government in Istanbul (and the provincial government in Banja Luka) vis-à-vis the Adriatic maritime trade. Relevant information can be gleaned from some tax survey registers (*tapu tahrir defterleri*) for the *sancak*s of Bosna, Klis, Krka and Lika as well as several Ottoman documents in the Venetian State.

Originally, the port of Šibenik served as the Ottomans' "oldest and noblest" trading port for salt and other goods (open for Ottoman caravan trade since 1522),[3] together with Kotor in the far South, with one *emin* each responsible for the collection of the levy on salt (*tuz mahsulı*), the customs duty (*gümrük*) and sales tax (*bac*) on imported goods across a number of Adriatic seaports. By 1530 when the *emin* of the Ottoman-held ports of Neretva and Makarska, Mehmed, requested that he, rather than the *emin* of Šibenik, should collect the dues for the benefit of the Sublime Porte also from the Venetian-held ports of Split and Trogir (until then dependencies of Šibenik),[4] he was given permission by the Sultan to do so on condition that he respected the arrangements and regulations (*üslub*) in place for Šibenik and Kotor. In the meantime, the Venetians had agreed to this change in *emin*, whereupon the Doge's officials in the fortresses of Split and Trogir were warned by the Sultan not to obstruct the endeavours (on their

[1] For Veneto-Ottoman relations in Dalmatia in general and Ottoman *emins* established in Venetian ports in particular see Maria Pia Pedani, *The Ottoman-Venetian Border (15th-18th Centuries)*. Edizioni Ca'Foscari (Venice, 2017), 151 pages; more recent research is reflected in Géraud Poumarède, *L'Empire de Venise et les Turcs XIVe–XVIIe siècle* (Paris: Classiques Garnier, 2020), 740 pages (with comprehensive bibliography).

[2] TKGM/TADB/TTD/ 00013 (a mufassal or 'comprehensive' survey register for the sub-province of Klis dated 1604), fol. 85a and fol. 257b.

[3] '*Cümle iskelelerin kadimî ve asili Şibenik iskelesi*': Archivio di Stato di Venezia, Miscellanea documenti turchi, No. 1024.

[4] Archivio di Stato di Venezia, Miscellanea documenti turchi, No. 280.

territory) of this new Ottoman Muslim *emin*, rather to offer assistance (*muavenet*). Yet this measure was likely to reduce the volume of the income of the principal (Šibenik-based) tax-farm holder. Soon, complaints were raised by the Venetian ambassador to the Sublime Porte, Tommaso Contarini, that the *emin* of Šibenik was charging customers for salt over and above the lawful customs duties (*gümrük*), which the Sultan (already in 1533) tried to prevent by warning the *emin* and his sub-contractors (*amil*s) that they would need to return any amounts they had overcharged and risk being reported to the central authorities.[5] But the fragmentation of the once unified *emanet* around Šibenik was to continue.[6] In the period to follow, each of the Venetian ports of Zadar, Šibenik, Trogir and Split were to have an Ottoman *emin* of their own, probably in order to increase state revenue by accommodating as many potent tax-farmers as possible. It soon became clear, however, that this would have the opposite effect. In a letter to the Doge of Venice issued by the Bosnian *beğlerbeği*, (Sofi) Hasan Paşa,[7] appealing to Venice's peacetime desire to see the Sultan's realm free from being wronged (*gadr*), it is stated that this new arrangement led to increased competition (lit. 'factionism': *taassub*) between the four *emin*s as they were trying to attract their customers (i.e., the merchants) away from their rivals' and towards their own ports by reducing the traditional *bac* imposition, thus causing an unacceptable loss to the Treasury. According to this undated letter from c. 1591, the former unified tax-farm of Šibenik was by that date re-created under the 'super-*emin*' and (as it seems) Ottoman subject by the (fitting) name of Baldassarre Gigante, who was to reunite the four Venetian seaports of Zadar, Šibenik, Trogir and Split under his administration. But as Gigante reported to the provincial authorities in Banja Luka, the nobles (*knez*) of Split and Trogir inflicted losses on him by making him collect at the same (reduced) levels as his predecessors had done when the seaports were still taxed one by one, causing him a deficit of 200,000 *akçe*. As he could not sustain such losses, he would be compelled to ask the Sultan for a reduction of his remittance, causing an equivalent deficit in Sultanic income (*mal-i padişahî*). The text is quite specific about the nature of the losses incurred: On a quantity of salt worth 15 *akçe*, only four *akçe* were levied instead of five (while by law every third *akçe* belonged to the Treasury); when the *emin* could not be present at the announced sales date (as was his obligation to ensure proper procedure) due to opposition by the knezes, the salt was being sold at variable dates (in his absence) at a rate of four *okka* short of its legal weight (*muzur*), a situation about which the local population (*vilayet halkı*)

[5] Archivio di Stato di Venezia, Miscellanea documenti turchi, No. 308.

[6] BOA TD 211 (c. 1541), p. 131.

[7] For a transcript of the Ottoman ducument kept in the Archivio di Stato di Venezia, Miscellanea documenti turchi, No. 1024 see the Appendix below. This document is summarized in detail on these pages.

had already submitted a complaint (*şikâyet*). Repeated instructions were sent by successive Bosnian governors, but all in vain; the knezes did not conform, but instead tried to drive the *emin*'s men out of the walled city. With the knowledge of the knezes, additional landing places (*iskele*) were unlawfully created in every one of Split's *castello*s (today's Kaštela) where the *emin*s installed by the Islamic side were unable to collect the Imperial tolls and taxes, causing further losses to the Treasury. But now it was suggested that the Doge write a letter 'charged with friendship' (*mektub-i mahabbet-amiz*) to the knezes not to interfere in the *emin*'s financial affairs, so that the original regulations (*kanun-i kadim*) that had governed the four seaports in the past could be put back in force. Zaim Ahmed Beğ, one of the Porte's *müteferrika*s and instigator of the governor's 'note of friendship' (*varaka-i vedad*), would be sent to Venice in person to hand it over, on the expectation that every care was taken there to ensure that the knezes no longer caused any opposition and that the original regulations were put back into force. As a note of caution, it was stressed that should Baldassarre, while being in official employ of the Bosnian governor, be unable to enter the seaports in question, the Doge was to appoint someone from among his men at the (Venetian) seaports to see in what way injustice (*gadr*) was done, and then deal favourably with all these matters, in consultation with Ahmed Beğ where necessary. Ahmed Beğ, according to his own handwritten statement dated 30 Sep 1591,[8] having been sent to Venice by decree of the Sultan and by order of Hasan Paşa, governor of Bosnia, returned safe and well on board the galleon named 'Viz', one of the galleons of Giovanni Alvise Renier. So this Ottoman institution on Venetian soil had a precarious existence, particularly in times of warfare, yet lasted for more than two centuries and a half. It constitutes but one facet of what we might call the Veneto-Ottoman symbiosis.

References

Unpublished sources

Başbakanlık Osmanlı Arşivi, Tahrir Defterleri, Istanbul: BOA TD 211 (c. 1541)

Tapu ve Kadastro Genel Müdürlüğü Tapu Arşiv Dairesi Başkanlığı, Tapu Tahrir Defteri (TKGM/TADB/TTD), Ankara, No. 00013 (1604)

Archivio di Stato di Venezia, Miscellanea documenti turchi, Nos. 280, 308, 1024, 1026

Published sources

Pedani, Maria Pia: *The Ottoman-Venetian Border (15th-18th Centuries)*. Edizioni Ca'Foscari (Venice, 2017)

Poumarède, Géraud: *L'Empire de Venise et les Turcs XIVe – XVIIe siècle* (Paris: Classiques Garnier, 2020) (with comprehensive bibliography)

[8] Archivio di Stato di Venezia, Miscellanea documenti turchi, No.1026.

Appendix

ARCHIVIO DI STATO DI VENEZIA, MISCELLANEA DOCUMENTI TURCHI, NO. 1024 (TRANSCRIPT):

(1) Kudvet-i ekrem-i tac-daran-i memaliki'l-millati'l-mesihiye zübde-i eşref-i nam-daran-i akalimi'l-tavayifi'l-iseviye sürur-i ser-efrazani'l-ümera'i ve'l-müluki'n-nasraniye dürre-i tican (?)-i hakan el-cemahir el-kristiyaniye

(2) vilayet-i Frengistanın melik-i büzürgvarı ve makbul ve namdarı vilayet-i Venedik doji himmet-i avakibenin merasim-i tahiyat-i safiyat-i hayr-encam ve levazim-i seniyat-i vafiyat-i

(3) hayr-ihtitam (?) ithafından sonra inha-i muhibbane budır ki çun cenab-i devlet-menabınız kadimü'l-eyyamdan adaletlü ve saadetlü padişah-i gerdun-iktidar hazretleriyle sulh ü salâh ve ahd ü aman

(4) olmak müyesser olmışdır saadetlü padişah-i adalet-ayin hazretlerinin memalik-i mahrusesine dahi naks ve zarar olduğına rıza-yi devletiniz olmaduğına kemâl-i vukufımız olub

(5) bina'en ala haza bu def'a İslam canibinden derya yalusında vaki olan cümle iskelelerin kadimi ve asili Şibenik iskelesi olub ol iskelede adet ve kanun olan

(6) bac ve gayrı rüsum ne vecihle İslam canibinden alınursa ana tabi' olan İspilit ve Zadra ve Trogir iskelelerinde dahi alınmak kanun-i kadim olub nihayet zaman-i salifde

(7) merkum olan dört iskelenin her biri başka emin uhdesinde olmağla birbirine taassub ile ve rençper tayifesini her biri kendü iskelesine tabi' etmek içün bazı eminler kadimî olan

(8) bacı tahfif edüb ve noksan üzere alub mîrî mala ziyade gadr ve zarar etmişlerdir ve hâlâ zikr olan mukataaların emini olan Baldasar kulları üslûb-i sabık

(9) üzere iskeleleri birikdirib ve Şibenik iskelesine tabi' edüb kadimî olan vech üzere cemi' rüsum alınmak lazım iken hâlâ emin olan Baldasar kulları bu canibe gelüb

(10) bi'l-fi'l İspilit ve Trogir kalelerinde olan knezler mezbur Baldasarın iltizamına gadr edüb ve mal-i mîrîye zarar eyleyüb sabıka iskeleler başka ve başka zabt olınduğı

(11) tarihde noksanıyla alınan vech üzere i'tibar edüb ve emin-i mezburın adamlarına tamam-i hakk aldırmayub mal-i mîrîye kemâl-i gadr ve zarar olmağa bais olmışlardır hatta bu muhibblerinden

(12) mukaddem mîr-i mîran olan Mehemmed Paşa ol knezlere bu husus içün mektub gönderdiğinde amel etmeyüb ve emin-i mezbur kullarının ol sebebden adamlarını kaleden dışara sürüb

(13) ve hâlâ bu muhibbleri dahi mektub gönderdiğimde knezler i'tibar etmiyüb ve gerü adamlarını kaleden sürmek kasd edüb ve İspilit kaştellerinde dahi knezler marifetleriyle her birinde

(14) hilâf-i kanun iskeleler ihdas etmekle İslam canibinden olan eminler mîrî canibinden olan bacı ve rüsumı zabt etmeğe kadir olmayub mala ziyade zarar olub

(15) ve iskelelerde füruht olınan tuzlardan üçünci akçe mîrînin iken on beşer akçeden dörder akçe aldırıb bir akçesini her bir muzurdan noksan üzere verdirib ve tuz iskelelerde

(16) füruht olınduğı zamanda emin dahi mevcud olmak lazım iken knezler mani' olub ve tuzı bi-vakt zamanda satdırıb ve füruht olan her bir muzurda dörder

(17) vukye tuz eksik çıkub bu husus içün vilayet halkı şikâyet eyleyüb hatta bu def'a emin-i merkum Baldasar kullarından mukataaların kıstı akçesi taleb olındıkda işbu

(18) tahrir olınan vücuhdan iki yük akçe kesri olduğın haber verüb ve kendüye fuzulî kesir ve zarar etdirilmekle mal-i padişahîden füru-nihade etdirilmesin ilhah etmişdir

(19) hâlâ zikr olan iskelelerde kanun-i kadim icra olınmak içün ve knezler bu vecihle emin-i mezbura müteallik umur-i maliyeye dahl etmemek içün cenab-i devletden knezlere mektub-i

(20) muhabbet-amiziyle işbu varaka-i vedad tahrir ve imlaya gelüb rafi'-i varaka müteferrika Zaim Ahmed Beğ ile irsal-i huzur olındı me'muldır ki vech-i mezkûr üzere tahrir olınan

(21) cemi hususlarda knezler men' olmayub ve kanun-i kadim icra olınmak babında himmet kılına ve mezbur Baldasar bu def'a bu muhibblerinin hizmetinde olub iskelelere varmağa kudreti

(22) olmayub cenab-i şerifinizde caiz görilürse ol canibde iskelelerde olan adamlarınuzdan biri tayin kılınub ki ne-vecih üzere gadır olduğı ma'lûm-i mergûb oldıkdansonra
(23) zamir-i devletiniz müteallik olub her hususa lûtfınız ta'lik kılına inşaallahutaala sayir bu hususa müteallik hususı mezbur Ahmed Beğ zide kadrühü ile müşavere kılub layık-i cenab-i devlet
(24) olduğıyla amel kılınmak himmet olına gerü bu canibde vaki' hizmet mühimmatınızın edası ancak işarete mevkufdır baki ve's-selâm
(25) [Paraphe:] Hasan mîr-i mîran-i Bosna
(26) Bi-yurt Bana Luka el-mahruse

EDUCATION, MEDIA AND COMMUNICATION

Petra Piknjač: *Odmor*

Ivan DEVIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Mirta BLAŽEV
Institute of Social Sciences Ivo Pilar, Croatia
Iva ŠVERKO
Institute of Social Sciences Ivo Pilar, Croatia

VOCATIONAL AND EDUCATIONAL ASPIRATIONS OF YOUNG ADOLESCENTS IN MEDITERRANEAN CROATIA

Abstract

This study focuses on educational aspirations and career choices of primary school students in Mediterranean and Continental Croatia. The sample consisted of 1376 early adolescents aged between 11 and 13 years (53% of girls) enrolled in 5th to 7th grade of primary schools from Mediterranean Croatia (N = 369, six schools) and Continental Croatia (N = 1007, ten schools). Children filled out the online questionnaires and besides sociodemographic data, answered questions regarding their career decidedness, educational aspirations, and future occupational choices. Early adolescents in Continental Croatia and in Mediterranean Croatia mainly do not differ in their career decidedness and future occupational choices, but to some extent, we observed small differences in their educational aspirations. Educational aspirations were a bit lower in students from Mediterranean Croatia, likely due to their interest in occupations in the fishing and maritime industry, typical for the region. However, students' future occupational choices are just partly in line with labour market needs. This discrepancy should be the focus of career guidance counsellors who work with early adolescents.

Keywords: *career decidedness, educational aspirations, career choice, adolescents, Mediterranean*

Acknowledgment: This work has been fully supported by the Croatian Science Foundation under project number IP-2019-04-7537 (Free Career Choice).

INTRODUCTION

At the end of primary school, most students in Croatia are making their first career decision as they need to decide which secondary school to enrol in. Ideally, such career choices should be in line with their interests, values, and aspirations regarding the future profession, as previous studies indicate that person-environment fit leads to better career-related outcomes (Andela & van der Doef, 2019; Holland, 1997; Su et al., 2015).

Besides that, from a national, political and economic perspective, individuals' career choices should also be in line with current labour market needs to minimize countries' unemployment rates (Brodolini, 2020; Serban, 2012; OECD, 2014).

However, frequently the labour market needs for certain professions at the national, regional, and local levels are not in line with the students' vocational interests. Specifically, the labour market needs in the Mediterranean part of Croatia differ from the Continental part of Croatia (Croatian Employment Service (CES), 2021). For example, according to the *Recommendations for educational enrolment and scholarship policy* provided every two years by the Croatian Employment Service (CES, 2021), labour market needs for Mediterranean part of Croatia (Brač, Hvar, Vis Island) emphasize high demand for the following occupations: waiter/waitress, chef, confectioner, a stonemason, tourism and hotel salesperson, masonry technician; and the following occupational fields: Tourism business, Shipbuilding, Physiotherapy, and Nutritional technology. At the same time, for the City of Zagreb, that is the most densely populated part of Continental Croatia, the following occupations are in demand: carpenter, armorer, bricklayer, butcher, nurse, dental assistant; as well as occupations related to Mathematics, Medicine, Mechanical engineering, and Computer science.

So, the aim of this research was to examine and compare educational aspirations and career choices among primary school students in the Mediterranean and Continental parts of Croatia, and to compare them with regional labour market needs. Since previous research has shown that different individual and family characteristics of students are important factors related to their career choices, students' gender (Leppel et al., 2001; Trusty et al., 2011; Wang & Degol, 2013), and various indicators of family socioeconomic status were controlled in this study.

METHOD

Participants

The data in this study were collected within the research project "Free Career Choice" which longitudinally examines the career development of early and middle adolescents. In this study the focus was placed on early adolescents and a total of 1376 students from 16 primary schools in Croatia participated in this study (53.4% of girls, age cohorts from 5th to 7th grade, approximately 11 to 13 years old). Students from 6 schools in Mediterranean Croatia (N=369) participated together with their peers from 10 schools from Continental Croatia (N=1007).

In Mediterranean and Continental Croatia, the participants were equally distributed by gender, grade, and subjective SES. However, there were some differences in the education and employment status of their parents. In Continental Croatia, there were somewhat more parents with above secondary education compared to parents in

Mediterranean Croatia. Also, there are more families with both parents employed in the Continental than in the Mediterranean part of Croatia.

Table 1 – Sociodemographic characteristics of participants

		Mediterranean Croatia (n=369)		Continental Croatia (n=1007)		Full sample (N=1376)	
		n	%	*n*	%	*n*	%
Gender	Male	163	44.4	475	47.3	638	46.5
	Female	204	55.6	529	52.7	733	53.5
Grade	5th	132	35.8	284	28.2	416	30.2
	6th	115	31.2	322	32.0	437	31.8
	7th	122	33.1	401	39.8	523	38.0
Subjective SES	It is (very) difficult for us with the current income	2	1.8	11	2.9	13	2.6
	We manage with current income	28	25.0	97	25.3	125	25.3
	We live well with our current income	82	73.2	275	71.8	357	72.1
Mother's education	At least secondary	52	46.4	147	38.4	199	40.2
	Above secondary	48	42.9	176	46.0	224	45.3
	Do not know	12	10.7	60	15.7	72	14.5
Father's education	At least secondary	58	51.8	157	41.0	215	43.4
	Above secondary	39	34.8	146	38.1	185	37.4
	Do not know	15	13.4	80	20.9	95	19.2

Measures

Students answered several simple questions regarding their career and educational plans. We tapped three main domains related to career-decision making: students' career decidedness, students' educational aspirations, and students' future occupational choices.

Career decidedness was measured with a simple question that refers to having a clear idea of personal career path after primary school. Students were presented with the question "*Do you know what you will do after primary school*?", and had to choose among four possible answers: a) I don't know and I don't bother with it right now, b) I don't know yet, I have a lot of possibilities in my mind, and I don't know what I will decide, c) I have certain plans, but I haven't made up my mind yet, d) Yes, I clearly know what I'm going to do after primary school.

Educational aspirations were measured with questions that focus on students' choice of high school, by referring to the choice between gymnasium or Vocational Education and Training (VET), the planned duration of high school, and personal confidence in the choice of high school. The first question was "*Which high school will you try to enrol in?",* with possible answers*:* a) gymnasium, b) vocational school, c) I can't decide. Based on their answers, a measure of the planned duration of the school program was coded into three categories: a) three-year high school, b) four-year school, and c) five-year school. The last question was "*How sure are you about your choice of high school*?" on which students had to rate their confidence in their educational choice by using a five-point Likert scale (1 – I'm not sure at all to 5 – I'm completely sure).

Finally, we measured students' future occupational choices with two questions. At first, we asked students the open-ended question "*What do you want to be by a profession?"* on which they had to write their desired future occupation. Afterward, students had to estimate their confidence in their occupational choice by answering the question "*How sure are you about your choice of your future occupation?*" on a five-point Likert scale (1 – I'm not sure at all to 5 – I'm completely sure).

Procedures

Data was collected using group administration of computerized questionnaires in online (19.8%) and onsite (80.2%) settings. The time of filling out the entire questionnaire applied as part of the project Free Career Choice was 45 minutes. The completion rate was 70,2%.

RESULTS AND DISCUSSION

Career decidedness of early adolescents

Career decidedness reflects students' confidence about their future career path after primary school. Results suggest that only 18.7% of students in Continental Croatia and 14.8% in Mediterranean Croatia clearly know what they are going to do after primary school (Figure 1). Furthermore, 48.5% of those in Mediterranean Croatia and 46.9% of those in Continental Croatia have specific plans but have not decided what they will do after primary school. About a quarter of the students - 23.4% in Mediterranean Croatia and 28.2% in Continental Croatia - state they don't know yet, as they still have a lot of possibilities they are thinking of, so they still don't know what they will decide. The remaining 9.4% in Mediterranean Croatia and 10% in Continental Croatia don't know, and they are not interested in deciding right now. There is no difference in career decidedness between early adolescents in Mediterranean Croatia and in Continental Croatia ($\chi^2 = 5.1$; $df = 3$; $p = .164$), and overall results suggest their quite low career decidedness.

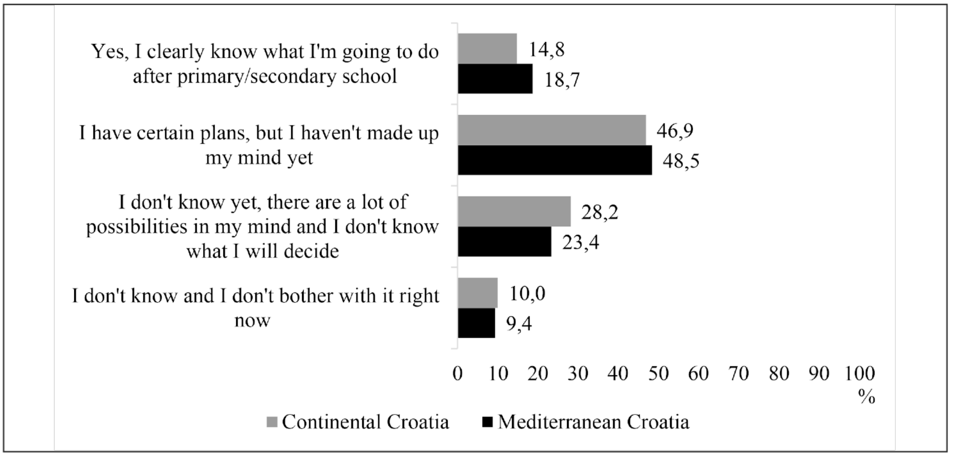
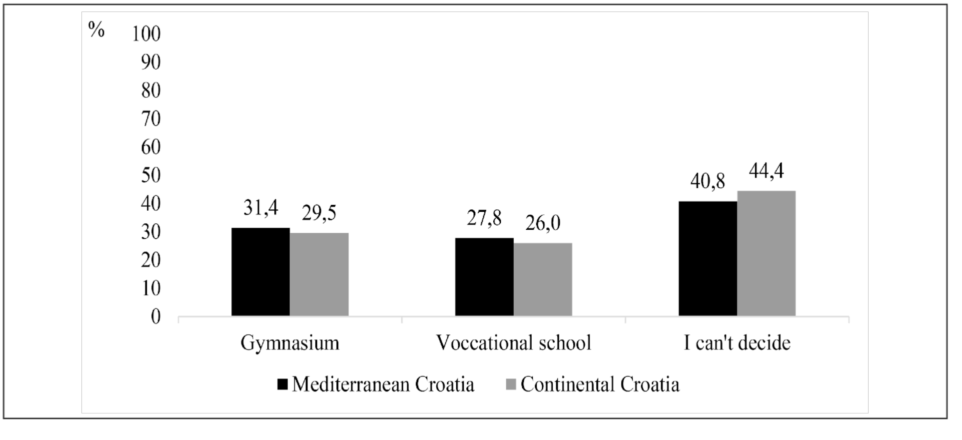


Figure 1 – Do you know what you're going to do after primary school? (N = 1362)

EDUCATIONAL ASPIRATIONS OF EARLY ADOLESCENTS

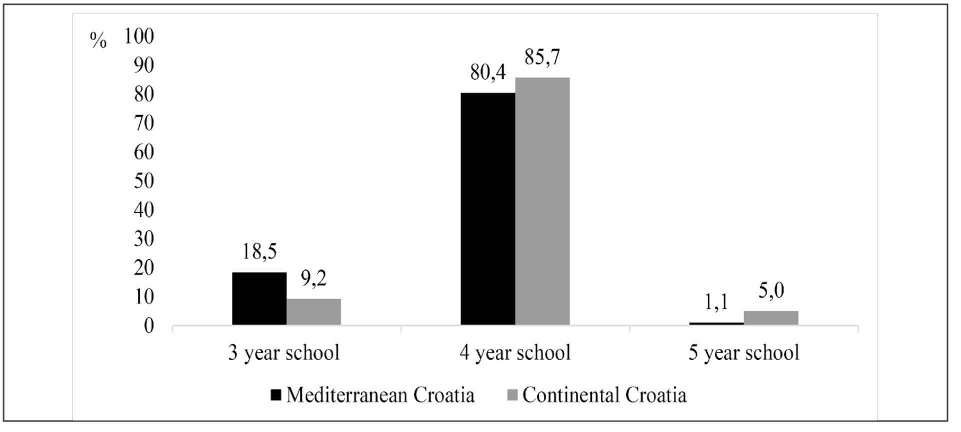
Educational aspirations reflect personal educational goals and motivate students to achieve their goals. To examine students' educational aspirations, we asked them which high school they will try to enter and how confident they are about their decision. About a third of students plan to enrol in gymnasium (31.4% in Mediterranean Croatia and 29.5% in Continental Croatia), and almost the same percentage plan to enrol in vocational school (27.8% in Mediterranean Croatia and 26% in Continental Croatia). Slightly less than half of the students (40.8% in Mediterranean Croatia and 44.4% in Continental Croatia) cannot decide which high school they will try to enter. Students in Mediterranean Croatia and in Continental Croatia do not differ regarding which high school they will try to enter ($\chi^2 = 1.46$, $df = 2$, $p = .481$).

Figure 2 – Which high school will you try to enter? (N = 1362)



Most students (80.5% in Mediterranean Croatia and 85.7% in Continental Croatia) plan to enrol in a 4-year school program, and 15.5% in Mediterranean Croatia and 9.2% in Continental Croatia plan to enrol in a 3-year school program (Figure 3). The remaining 1.1% of students in the Mediterranean and 5% in continental Croatia intend to enrol in a 5-year school, which is usually a medical school in Croatia. Observed differences suggest that early adolescents in Mediterranean Croatia tend to have somewhat lower educational aspirations than their colleagues from Continental Croatia ($\chi^2 = 12.51$; $df = 2$; $p < .05$).

Figure 3 – Planned duration of the school program (N = 640)



Confidence in educational choice in both Croatian regions is similar, as average confidence in educational choice in Mediterranean Croatia is $M = 4.16$ ($SD = 0.82$) and in Continental Croatia is $M=4.17$ ($SD = 0.69$), with no difference found ($t = 0.09$; $df = 458$; $p = .930$).

FUTURE OCCUPATIONAL CHOICE OF EARLY ADOLESCENTS

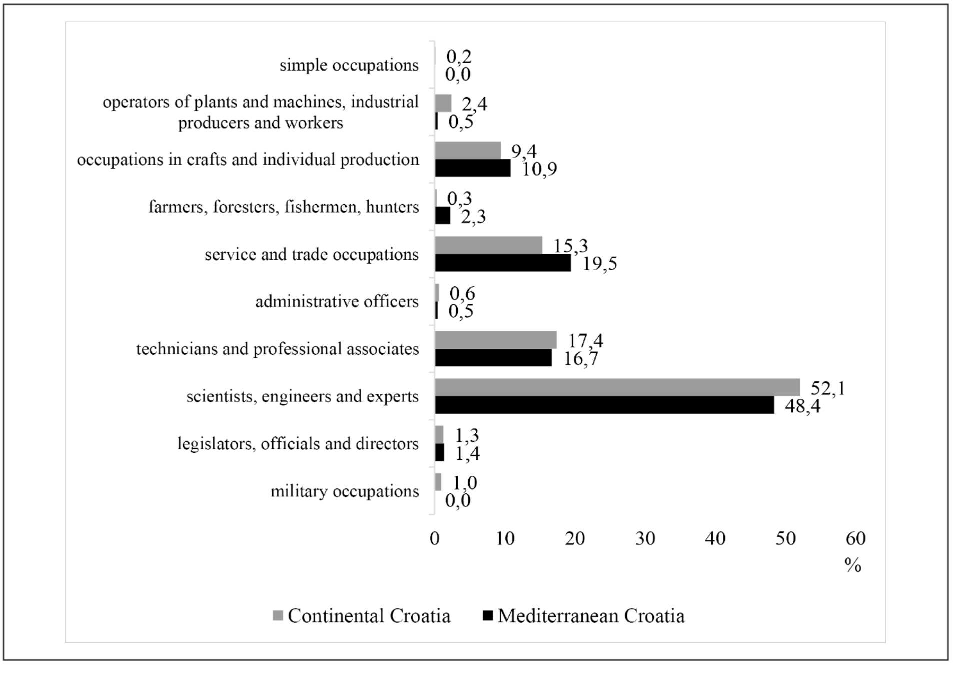
When asked what they want to be according to profession, early adolescents in Mediterranean Croatia most frequently mentioned football players, architects, programmers/computer scientists, hairdressers, medical doctors, chefs, police officers, sailors, and fishermen. In continental Croatia, early adolescents reported they want to be veterinarians, programmers/computer scientists, chefs, architects, football players, police officers, hairdressers, medical doctors, kindergarten teachers, lawyers, and mechanics. As expected, students in the Mediterranean region more often chose occupations in industry related to the sea (sailors and fishermen), while students in Continental Croatia more often chose occupations such as veterinarians, kindergarten teachers, lawyers, and mechanics.

Students' future occupational choices are partly in line with labour market needs since, as mentioned in the introduction, according to the Croatian Employment Service (CES, 2021) labour market needs for the Mediterranean part of Croatia (Brač, Hvar & Vis Island) amongst others emphasize high demand for occupations such as chefs, architects and urban planners, and IT specialists. For the City of Zagreb, which is the most densely populated part of Continental Croatia, among other occupations, there is a high demand for chefs and hairdressers, as well as occupations related to medicine, mechanical engineering, information technology/computer science, and early and preschool education.

A lack of occupational knowledge could explain the observed differences between labour market demands and students' future occupational choices. Walls (2000) discovered that, while occupational knowledge improved from the third to the twelfth grade, students continued to have inaccurate views of job availability, having the least accurate information about occupations on dimensions such as duration of education, earnings, cognitive requirements, and status. Therefore, more efforts are needed to guide children's occupational choices.

To present a broader picture of future occupational choice, all the occupations that students listed (865 occupations) were coded into 10 categories using the National Classification of Occupations (Croatian Bureau of Statistics, 2010).

Figure 4 – Professions students would like to pursue in the future (N = 847)



As presented in Figure 4, about half of the students (48.4% in Mediterranean Croatia and 52.1% in continental Croatia) would like to pursue an occupation in the category "scientists, engineers, and other experts". Less than a fifth of students would like to pursue a profession in the category "service and trade occupations" or in the category "technicians and professional associates". About 10% of the students would like to pursue a career in the category "crafts and individual productions". Students' career choices are very similar regarding the region, as students in Mediterranean and Continental Croatia do not differ statistically significantly in future occupational choices categorized into these broader categories ($\chi^2 = 15.81$; $df = 9$; $p = .071$).

Regardless of the region, confidence in occupational choice is moderate, both in Mediterranean Croatia ($M = 4.04$, $SD = 0.87$) and in Continental Croatia ($M = 3.99$, $SD = 0.83$), with no differences found between these two regions ($t = 0.83$; $df = 866$; $p = .410$).

CONCLUSION

To sum up, early adolescents in Continental and in Mediterranean Croatia do not differ much in their career decidedness and future occupational choices, but to some extent, we observed small differences in their educational aspirations. Educational aspirations were a bit lower in students from Mediterranean Croatia, likely due to their interest in occupations in the fishing and maritime industry, typical for the region. However, students' future occupational choices are just partly in line with labour market needs. This discrepancy should be the focus of career guidance counsellors who work with early adolescents.

References

Andela, M., & van der Doef, M. (2019). A comprehensive assessment of the person–environment fit dimensions and their relationships with work-related outcomes. *Journal of Career Development¸ 46*(5), 567–582. https://doi.org/10.1177/0894845318789512.

Brodolini F. G. (2020). *How to prevent unemployment in a changing world of work*? European network of Public Employment Services, European Commission, European Union. https://doi.org/10.2767/07594.

Croatian Bureau of Statistics. (2010). *National classification of occupations 2010*. – Nkz 10. NN 147/2010.

Croatian Employment Service. (2021). *Recommendations for educational enrolment and scholarship policy*. Zagreb.

Holland, J. L. (1997). *Making vocational choices: A theory of vocational personalities and work environments*. Psychological Assessment Resources.

Leppel, K., Williams, M. L., & Waldauer, C. (2001). The impact of parental occupation and socioeconomic status on choice of college major. *Journal of Family and Economic issues¸ 22*(4), 373-394.

Li, H., Ngo, H. Y., & Cheung, F. (2019). Linking protean career orientation and career decidedness: The mediating role of career decision self-efficacy. *Journal of Vocational Behavior, 115*. https://doi.org/10.1016/j.jvb.2019.103322.

OECD (2014). *Preventing unemployment and underemployment from becoming structural*. OECD publishing.

Serban, A. C. (2012). A better employability through labour market flexibility. The case of Romania. *Procedia – Social and Behavioral Sciences, 46*, 453-454.

Su, R., Murdock, C., & Rounds, J. (2015). Person-environment fit. In P. J. Hartung, M. L. Savickas, & W. B. Walsh (Eds.), *APA handbook of career intervention*, Vol. 1. Foundations (pp. 81-98). American Psychological Association. https://doi.org/10.1037/14438-005.

Trusty, J., Robinson, C. R., Plata, M., & Ng, K. M. (2000). Effects of gender, socioeconomic status, and early academic performance on postsecondary educational choice. *Journal of counselling & Development, 78*(4), 463-472.

Walls, R. T. (2000). Vocational cognition: Accuracy of 3rd, 6th, 9th, and 12th grade students. *Journal of Vocational Behaviour, 56*, 137-200. http://dx.doi.org/10.1006/jvbe.1999.1716.

Wang, M. T., & Degol, J. (2013). Motivational pathways to STEM career choices: Using expectancy – value perspective to understand individual and gender differences in STEM fields. *Developmental Review, 33*(4), 304-340.

Marija GEIGER ZEMAN
Institute of Social Sciences Ivo Pilar, Croatia

Mirela HOLY
VERN' University, Croatia

Zdenko ZEMAN
Institute of Social Sciences Ivo Pilar, Croatia

SAFETY, RESPONSIBILITY AND TOURIST ENJOYMENT: DISCOURSE ANALYSIS OF THE SAFE STAY IN CROATIA PROJECT WEBSITE (2021)

Abstract

Reflecting on the current pandemic situation, many sociologists point to the importance of Beck's concept of risk society and life in conditions of intensified uncertainty, new normality, increased anxiety, and stress (Beck, 1999; Mansouri & Sefidgarbaei, 2021). The pandemic affected travel, tourism, and hospitality sectors (McClinchey, 2021). Tourism associations and national authorities have responded to the crisis and have designed and presented new marketing approaches to promote tourist offerings, in accordance with pandemic restrictions and protection measures (Northern Development, 2020). In February 2021, the Stay safe in Croatia (SSIC) project was presented. At the SSIC website three types of discourse are interwoven: pandemic discourse of safeness, conventional tourism discourse and the discourse of the new tourist normal.

Keywords: *COVID-19, tourism, official web site, Stay safe in Croatia, discourse analysis*

INTRODUCTION: TOURISM INDUSTRY AND INTENSIFIED RISK

In the conditions of modernity, risk was transformed from a "*personal matter*" into a "*global danger*" (Beck, 1996, as cited in Zeman, 2004, p. 220; see Mansouri & Sefidgarbaei, 2021). In late modernity, risk shaped the "new architecture" of society and influenced political dynamics (Zeman, 2004, p. 219). Risks "cause *systematic* and often *irreversible* damage", they are invisible to the naked eye but are "open to *social definition* and *construction*" and therefore can be "enlarged, dramatized, minimized or contested" (Beck, 1996, according to Zeman, 2004, p. 220, 221).

On March 12, 2020, the World Health Organisation (WHO) designated COVID-19 as a pandemic that definitively changed the usual way societies and individuals function, thus transforming the late modern risk society (Beck, 1999) into a society of intensified uncertainty and significantly high risk. In 2020, the UNWTO inaugurated the slogan “stay at home”, which is “antithesis with the very soul of tourism whose prerequisite is a movement through time and space” (Spinzi & Maci, 2020, p. 139). The uncertainties produced by the coronavirus, in addition to leaving a mark on the economic aspect of the tourism industry, also had significant consequences on a micro level in terms of strong “psychological effects on individuals and institutional actors” (Spinzi & Maci, 2020, p. 140). “Fear and safety” became crucial when writing in the media, publicly discussing and individually thinking about tourism and travel, in a pandemic context (McClinchey, 2021, p. 2). Changing restrictions and inconsistent messages with a lot of (un)verified information further deepened a crisis of trust, causing confusion and mistrust in government institutions among citizens (McClinchey, 2021, p. 2). Despite dramatic and pessimistic analyses, a proactive and optimistic approach to the pandemic developed (Punzón, 2021). Accordingly, the pandemic is re-interpreted “as a transformative opportunity” (Mair, 2020, according to Sigala, 2020, p. 312).

METHODOLOGY

Words and images are important in tourism promotion and representation of destinations because “tourism is grounded in discourse” (Dann, 1996, as cited in Hallett & Kaplan-Weinger, 2010, p. 2). By creating and manipulating “linguistic and visual texts”: 1) the identity of a country is constructed and represented (Hallett & Kaplan-Weinger, 2010, p. 2, 4), and 2) these texts strive to inspire and motivate (post)modern subjects to a specific social action that will transform them “from potential into actual clients” (Dann, 1996, as cited in Hallett & Kaplan-Weinger, 2010, p. 1).

Official government websites play a significant role in tourism promotion (Hallet & Kaplan-Weinger 2010, pp. 4, 6). As online media and innovative promotional material (Spinzi & Maci, 2020) are “the most popular tool employed by tourists to discover tourism destination of the country”, partly because potential visitors/tourists collect information about tourist attractive localities through online media (Arfin, Salim & Som, 2018, p. 365). Websites provide key information and visual texts that construct certain localities as attractive places for socializing, leisure, carelessness, abundance, unique and unrepeatable experiences (Lipovetsky, 2008). Official tourism websites are produced “to promote their respective nations and communities as appropriate locales for the tourist” (Hallett & Kaplan-Weinger, 2010, p. 3). The pandemic situation affected the ways of officially constructing, representing, and promoting national and local tourist destinations (Northern Development, 2020).

The key research question is: how did the Croatian government construct, present and promote Croatia as a tourist destination in a pandemic context through a tourist website? The focus of the qualitative discourse analysis with a multimodal approach is the SSIC website. The following material are included in the analysis:

a) Primary materials – written texts, visual and video materials available on the SSIC website;
b) Secondary materials – overview of all websites that are referred to on the SSIC web platform; internet materials related to the SSIC project.

The method of written text analysis is considered discourse analysis, which identifies the main discourses – "key arguments that can be inferred from the text" (Zeman, Geiger Zeman, & Topić, 2022, p. 3260). Unlike traditional promotional tools, official tourist sites contain more complex messages that are created by combining visual, verbal, audio, and textual messages, so since the 1990s, multimodal discourse analysis has been increasingly applied (Spinzi & Maci, 2020, p. 141).

ABOUT THE PROJECT *SAFE STAY IN CROATIA (SSIC)*

The website SSIC is part of the project of the same name, which was implemented in 2021 by the Ministry of Tourism and Sports of the Republic of Croatia (MTS) and the Croatian National Tourist Board (CNTB). It is a national initiative created within the global project of the organization World Travel & Tourism Council (WTTC) called *Safe Travels*. This initiative suggests the need for defined global protocols and a stamp that signals the rigorous implementation of epidemiological instructions/measures aimed at effective risk management during the period of the pandemic ("WTTC/Safe Travels": Global Protocols & Stamp for the New Normal).

According to WTTC "Safe Travels" includes the following:

1) "Safe travels" include "global protocols" or "common rules" aligned with "current WHO and CDS guidelines"
2) Defined "common rules" – "insights & toolkits for interaction & implementation" which are intended for "public and private sectors"
3) "The SafeTravels Stamp" as a signifier of safety for travellers
4) Global protocols as "living documents" that change with new information related to COVID-19.

The SSIC project, created as part of the WTTC initiative, was presented at the press conference held on February 25, 2021. Tourist Minister Brnjac pointed out that (MTS, 2021):

1) Croatia "was recognized as a safe destination" and, in addition to the WTTC Safe Travels label, "a national label called Safe stay in Croatia was devised"
2) In addition to the "safety and health" of guests and residents, the desirability of Croatia as a tourist destination was emphasized
3) A website was designed as a source of information about the project and pandemic measures intended for employees in the tourism sector and tourist.

Advertising activities were carried out through 8 videos on online channels and social networks and the most read portals in the target countries (#SafeStayInCroatia).

DISCOURSE OF SAFETY

The slogan “Have a safe stay in Croatia from ‘Welcome’ till ‘Goodbye’” (see SSIC) suggests that the safety of visitors and employees in the tourism industry was a priority for Croatian tourism during the pandemic. The website presented general instructions and safety protocols for employees and guests in seven tourism segments (nautical; sport, recreation and health; attractions; accommodation; travel/transfer; restaurants and bars; tourist guides/ agencies/information centres) and the twenty-seven stakeholders operating within these categories.

On the SSIC website, the mechanism for constituting tourist facilities as safe places that receive “official authorization” from representatives of the MTS and professional associations in tourism, which confirms the application of the Croatian Institute of Public Health (CIPH) recommendations, is not completely clear or transparent. To guarantee the authenticity of the labels SSIC and Safe Travel, a system of supervision and control was organized – including “periodic and unannounced inspection” by authorised institutions (for example MTS, CIPH). The details of the surveillance and inspection system are not described on the website, but tourist inspections and “intensified surveillance of facilities” with the “Safe Stay” label were announced in the media (Pauček Šljivak, 2021).

The production and guarantee of safety are key topics in the pandemic discourse and the language of the new normality presented on the SSIC websites. Safety, safe, safely are the key words of tourist slogans/messages and the basis on which general recommendations and safety protocols are established for employees in the tourism sector and guests. Safety and safeness are: 1) the basis of tourist activities and tourist experience connected with health and responsibility, 2) a key attribute of the new tourist offerings and 3) an important factor in the tourist process and experiences. Safety is practiced and experienced through familiarization and (rigorous) practice of general and specific rules intended for employees and visitors. These rules are written clearly, precisely and in detail in accordance with the recommendations of the public health authority, and they codify, standardize, and manage the organization of work and relations between all actors involved in various forms of tourist interactions (for example, limiting social and physical contacts; intensified cleaning, ventilation, and disinfection; space re/organization, etc.).

Knowledge about risk has a political meaning, so when risks become recognized by society, they “become politically explosive” (Beck, 1996, according to Zeman, p. 222). In view of the economic, social and political consequences of the COVID-19 pandemic, governments around the world, despite the statistics on patients, adopted measures to ease or completely abolish the pandemic safety regime during the summer season of 2021.

CONVENTIONAL TOURIST DISCOURSE

Along with the pandemic discourse constructed around safety, responsibility, and health, there also coexists a (conventional) tourism discourse constituted around customary tourist topics that suggest hedonism, relaxation, and carefreeness. We are talking about the following words and expressions: welcome/hospitality, full of life, relaxing holidays, authenticity, accessibility, breath-taking attractions, exceptional food and drinks, dreams come true, etc. With this, Croatia is promoted as a most desirable tourist country that has not lost its appeal, even in the context of the pandemic. This discourse is further strengthened by the visual equipment (photos of nature, tourist activities practiced in nature and material cultural heritage) as well as video materials prepared for each of the seven tourism sectors.

Nature, culture and modern transport and accommodation infrastructure are vital in constituting the tourist identity and the narrative about Croatia's tourist attractiveness. Promotional texts on the SSIC website, visual and video materials were prepared and presented in such a way as to highlight the qualities and peculiarities of all seven tourism sectors and their stakeholders.

The SSIC website uses visual material, photos of the natural environments to reinforce the textual aspect of tourism promotion (SSIC, Attractions). In addition to "natural beauty" and biodiversity, the specific geographical position of the country as "one of the most indented coastlines in the world" with "a pleasant climate" and "favourable winds" (SSIC, Nautical) is highlighted. Positive presentation of geographical specificity directly linked to Croatia's tourist attractiveness in the nautical sector "sports, recreation and health" are also highlighted as an important segment of its attractive tourist offerings. By linking sports and sports successes of national athletes/teams with tourism excellence, Croatia is promoted as "a country that offers a wide range of choices for recreation and an active vacation" (SSIC, Sport, recreation and health). Narratives about cultural heritage and (invented) tradition are an important element in constructing a tourist identity. Cultural continuity (historicity and modernity) is associated with conventional tourist phrases such as "carefree enjoyment" in "beauties and secrets" of rich history and culture (SSIC, Tourist guides). Traffic connectedness and the antiquity of transport routes are also promoted as tourist attractions that connect Croatia as a Central European country (for centuries) with "Europe and the rest of the world" (SSIC, Travel/transfer). Emphasizing that "the first roads in Croatia were built by the ancient Romans" explicitly underlines the continuity of openness, non-isolation and connectivity of the country (SSIC, Travel/transfer). Gastronomy is an important part of the culture and cultural heritage and is an important element in tourism self-promotion. “Typical Croatian gastronomic specialties” are associated with “an unforgettable gastronomic experience” (SSIC, Restaurants and bars). Presentation and promotion of a variety of accommodation in Croatia is constructed through the use of several key elements: friendly (family/pet/plain), the beauty of (continental and coastal) natural wealth, but also elements of the pandemic discourse – “cleanliness, hygiene, and safety protocols” (SSIC, Accommodation).

DISCOURSE OF THE NEW TOURIST NORMALITY

Conventional tourism and pandemic discourse of safeness are constructed and presented in parallel and are mutually supported and legitimized, thus forming a hybrid pandemic-tourism discourse in the textual, audio, and visual segment – it is the discourse of the new tourist normality. The “new normal” identity of Croatia is produced and globally presented as a country full of attractive and interesting tourist destinations/places/locations that are safe in terms of health. Enjoying Croatia as a tourist country in a pandemic context is combined with responsibility and safety. The formula presented was a tourist vacation and pleasure combined with rigorous observance of epidemiological measures results in a joyful, relaxed and unforgettable vacation. The intertwining of the conventional tourist and the safeness discourses are evident and most present in the texts accompanying the video materials (see Table 1) and is explicit in the text for the presentation of the accommodation sector of tourism. Editing interweaves shots of conventional tourist scenes with shots showing segments of the new normality: *Safe stay in Croatia* and *Safe travel* logos, signs requiring physical distancing, employees and visitors who practice safety practices and follow safety protocols.

Table 1 – New tourist normal in the *SSIC Nautical* video

TOURISM	…you can set sail with peace of mind in Croatia, knowing that
PANDEMIC SAFENESS	every part of your nautical adventure has undergone rigorous health & safety measures.
SOURCE	Video 2, duration 0:51, 994 views, 13 likes, 0 dislikes. without comments Safe stay in Croatia – Nautical

DISCUSSION AND CONCLUSION

The COVID-19 pandemic has confronted the travel and tourism industry with many challenges and uncertainties. One of the ways to manage the crisis and reduce its negative effects is the global initiative “Safe travels” designed by the WTTC to create a sense of security among tourists in the current unpredictable and uncertain conditions. The website is an interesting linguistic and visual text in which three types of discourse are interwoven: pandemic discourse of safety, conventional tourism discourse and the discourse of the new tourist normal which is a hybrid form of the safety and tourism discourses. The new tourism-safety order in the pandemic context is not binding only for tourists, but also for all actors involved in the tourism and travel industry. Tourism as a sector that was equated with relaxed leisure, hedonistic stimuli, carefreeness, and abundance (Lipovetsky, 2008). The new (tourist and general) normality requires a new kind of vigilance and attention – knowledge of epidemiological measures, acceptance of restrictions, and self-monitoring as well as supervision over others. This is very explicitly indicated by the formula that is the basis of the discourse of the new tourist normality: tourist vacation, relaxation and pleasure combined with rigorous observance of epidemiological measures results in a joyful, relaxed and unforgettable vacation.

References

Arfin, M., Salim, M., & Som, A. P. M. (2018). Shaping Tourist Destinations Through Language and Visual Elements on Tourism Websites: A Tourism Discourse Perspective. International Journal of Engineering & Technology, 7 (4.34), 364-369.

Beck, U. (1999). World Risk Society. Cambridge: Polity Press.

Hallett, R. W. & Kaplan-Weinger, J. (2010). Official Tourism Websites: A Discourse Analysis Perspective. Bristol, Buffalo, Toronto: Channel View Publications.

Lipovetsky, G. (2008). Paradoksalna sreća. Ogled o hiperpotrošačkom društvu. Zagreb: Izdanja Antibarbarus.

Mansouri, F., & Sefidgarbaei, F. (2021). Risk society and COVID-19. Canadian Journal of Public Health, v.112(1). doi: 10.17269/s41997-021-00473-z. Available at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7814519/

McClinchey, K. A. (2021, October 13). From 'It's Not Safe!' to 'Saving Tourism': A Critical Discourse Analysis of Travel in Canadian News Media During COVID-19. TTRA Canada 2021 Conference. 2 (pp. 1-7). Available at https://scholarworks.umass.edu/ttracanada_2021_conference/2

Ministarstvo turizma i sporta (2021, February 25). Predstavljen projekt Safe stay in Croatia. Available at https://mint.gov.hr/vijesti/predstavljen-projekt-safe-stay-in-croatia/22307

Northern Development (2020). Northwest B.C. tourism organizations create new marketing campaign in response to COVID-19 restrictions. Available at https://www.northerndevelopment.bc.ca/explore-our-region/success-stories/northwest-b-c-tourism-organizations-create-new-marketing-campaign-in-response-to-covid-19-restrictions/

Pauček Šljivak, M. (2021, March 26). Doznajemo sve detalje o turističkoj sezoni i što se sve sprema. Index.hr. Available at https://www.index.hr/vijesti/clanak/doznajemo-sve-detalje-o-turistickoj-sezoni-i-sto-se-sve-sprema/2264161.aspx

Punzón, J. G. (2021). Empowering destinations after-COVID. Boosting confidence through the SGDS application and the "glocal"development. Turismo y Sociedad, 29, 333-347. https://doi.org/10.7440/res64.2018.03

Safe stay in Croatia (SSIC). Available at https://www.safestayincroatia.hr/en

Safe stay in Croatia (SSIC). Accomodation. Available at https://www.safestayincroatia.hr/en/protocols/accommodation

Safe stay in Croatia (SSIC). Attractions. Available at https://www.safestayincroatia.hr/en/protocols/attractions

Safe stay in Croatia (SSIC). Nautical. Available at https://www.safestayincroatia.hr/en/protocols/nautical

Safe stay in Croatia (SSIC). Restaurants and bars. Available at https://www.safestayincroatia.hr/en/protocols/restaurants-and-bars

Safe stay in Croatia (SSIC). Sport, recreation and health. Available at https://www.safestayincroatia.hr/en/protocols/sport-recreation-and-health

Safe stay in Croatia (SSIC). Tourist guides, tourist agencies and tourist information centres, Available at https://www.safestayincroatia.hr/en/protocols/tourist-guides-tourist-agencies-and-tourist-information-centers

Safe stay in Croatia (SSIC). Travel/transfer. Available at https://www.safestayincroatia.hr/en/protocols/travel-transfer

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. Journal of Business Research, 117, 312-321.

Spinzi, C., & Maci, S. (2020). From #traveltomorrow to #MagicalKenya: a sociosemiotic analysis of a tourism narrative response to Covid-19. In F. Burin (Ed.), Tourism facing a pandemic: from crisis to recovery (pp. 139-154). Bergamo: University of Bergamo Press. Available at at https://www.researchgate.net/publication/342715498_From_traveltomorrow_to_MagicalKenya_a_sociosemiotic_analysis_of_a_tourism_narrative_response_to_Covid-19

UNWTO. International tourism and COVID-19. Available at https://www.unwto.org/tourism-data/international-tourism-and-covid-19

Zeman, Z. (2004). Autonomija i odgođena apokalipsa: sociologijske teorije modernosti i modernizacije. Zagreb: Hrvatska sveučilišna naklada.

Zeman, Z., Geiger Zeman, M., & Topić, M. (2022). Challenges of the “New Hybrid Ecosystem”: Celebrities, Fake News and COVID-19. , 11(20), 3243-3267.

WTTC. “Safe Travels“: Global Protocols & Stamp for the New Normal. Available at https://wttc.org/Initiatives/SafeTravels-Global-Protocols-Stamp

Video materijal

Ministry of Tourism and Sports (2021, April 20). Safe stay in Croatia – Nautical. Available at https://www.safestayincroatia.hr/hr/protokoli/nautika and https://www.youtube.com/watch?time_continue=17&v=cOl_2NmK_Sw&feature=emb_logo

Mirela HOLY
VERN' University, Croatia

Marija GEIGER ZEMAN
Institute of Social Sciences Ivo Pilar, Croatia

Brigita MILOŠ
University of Rijeka, Faculty of Philosophy, Croatia

EMPOWERING FOR GENDER EQUALITY: ROLE OF DIGITAL COMMUNICATION IN ACTIVISM OF CROATIAN ISLAND FEMINIST GROUPS

Abstract

Digital communication plays a significant role in today's communication of activist groups and nongovernmental organisations - NGOs. A significant cohort within civil society is feminist groups that promote gender equality and parity democracy, without which there are no genuinely democratic societies. Unfortunately, today's societies, including the most developed ones in the EU Member States, are still not gender parity (Gender Equality Strategy 2020-2025, 2020). During the COVID-19 pandemic, the position of women in society became worse than before (Peterman, Potts, O'Donnell, Thompson, Shah, Oertelt-Prigione and van Gelder, 2020). Many women have been victims of cyberbullying (Gender Equality Strategy 2020-2025, 2020). As epidemiological measures during the lockdown meant an almost complete ban on all social contacts, much of the communication of feminist groups with the public and its users since 2020 has taken place through digital channels (Digitally empowered Generation Equality, 2021). Digital communication transformation has been a significant challenge for feminist groups, especially those operating on islands. Paper aimed to research the role of digital communication in the activism of Croatian island feminist groups, emphasising how much this role changed during the pandemic compared to the pre-pandemic. However, as there are just two Croatian island feminist NGOs, one of them permanently closed, and other without digital communication channels, we wrote a review paper of the digital communication of feminist organizations with a special emphasis on island associations.

Keywords: *digital communication, feminist groups, COVID-19, Croatia, islands*

INTRODUCTION

Due to the global lockdown phenomenon, the Covid-19 virus pandemic has primarily changed our world, which is particularly visible in the overall digitalization of society. The pandemic has accelerated the digital transition, visible not only from the digitalization of communication, especially media, but also from the digitalization of the economy, particularly trade and financial transactions, politics, leisure, and entertainment. Different sectors of society adapted to digitalization in their way and speed. Digitalization, in addition to economic, political and media sectors, also affected the activities of civil society, so many nongovernmental organizations now intensively use digital communication tools in their daily activities.

According to *Croatian Association Act* (2014), nongovernmental organizations (NGOs) are voluntarily established by natural or legal persons to promote human rights and freedoms, environmental protection, sustainable development and various ideas on a non-profit basis. A significant part of civil society are feminist groups that promote gender equality and parity democracy, without which there are no genuinely democratic societies. The pandemic also influenced feminist NGO's activities, not only in the digitalization area. Although the combination of feminism and cyberspace is not a new phenomenon, digitalisation accelerated by the global pandemic lockdown has largely turned today's feminist movement into cyberfeminism. Some feminist theorists equate cyberfeminism with the third (Hawthorne and Klein, 1999; Malinowska, 2020) and fourth wave of feminism (Locke et al., 2018; Larrondo Ureta et al., 2021). The increasing influence of social media on shaping public opinion made the #metoo movement a global phenomenon even before the pandemic outbreak. Intense use of hashtags in the promotion of gender issues created "feminist hashtivism" (Dixon, 2014), the new variety of cyberfeminism that some theorists equate with the fourth wave of feminism (Malinowska, 2020). Another negative consequence of the pandemic was increased violence against women and the deepening of inequality between women and men in society. This was indicated by Peterman et al. 2020, who warned that during the pandemic, the position of women in society became worse than before.

The original motivation of this paper was to research the role of digital communication in the activism of Croatian island feminist groups, emphasising how much this role changed during the pandemic compared to the pre-pandemic. Unfortunately, our research of online sources and of the *Register of Associations of the Republic of Croatia* showed that island feminism is poorly represented in Croatia. We detected two island feminist associations in the narrower sense of the word: the association *Kuća SEKA* on Brač and the association *Women's Group Lošinj* (*Ženska grupa Lošinj*) on Lošinj. Although the president of the Lošinj Women's Group promised to participate in the research in our first telephone conversation, she did not respond to our emails and later phone calls and text messages, from which we concluded that she had given up participating in the research. A later internet search showed that the association does not have a website nor communicates via social media, from which we concluded that they gave up participating in the research due to their lack of use of digital communication channels. We also found out that the association *Kuća SEKA* has permanently ceased its activities so we have changed the focus of our paper towards a review of the digital pre-Covid-19 and post-Covid-19 communication of feminist organisations, with a particular emphasis on island associations.

BETWEEN ACADEMIC FEMINISM AND FEMINST ACTIVISM: THEORIES AND PRACTICES

Feminism is a social movement that aims to establish gender parity from diverse theoretical starting points. These theories interpret, from the position of a whole range of different disciplines, the mechanisms of maintaining patriarchy and offering solutions for the abolition of gender social inequality. The main characteristic of feminism nowadays as a theoretical and social phenomenon is pluralism. Many historians of Western feminism divide the historical development of feminism into four waves, and "each wave marks a specific cultural period and women's involvement with the media" (Malinowska, 2020, p. 2). *First-wave feminism* (from 19th to mid-20th centuries) was focused on issues of women's suffrage, more precisely women's political rights, i.e., vote rights, but the first wave also "relates to social campaigns that expressed dissatisfaction with women's limited rights for work, education, property, reproduction, marital status, and social agency" (Malinowska, 2020, p. 2). *Second-wave feminism* (from the 1960s to the 1980s) was focused on "questions about the constituents of gender roles and women's sexuality", especially "the relationship between the structuring of womanhood (in social practice and media representation) and woman's lived experience" (Malinowska, 2020, p. 3). *Third-wave feminism* (from 1990s till 2010s) was focused on "the benefits of technological development, pointing to the opportunities emerging from women's contribution to tech-evolution and the emergence of cyberspace", more precisely how internet technologies that are traditionally a male-dominated arena can improve women "networking to advance the feminist agenda and restructure the sources of social impact" (Malinowska, 2020, p. 4). The third wave also emphasises race and queer issues. *Fourth-wave feminism* (from the 2010s till now) is focused on online mobilisation via social media "to protest violence against women and children" (Malinowska, 2020, p. 5). Malinowska claims that "the private and organised use of the social media became a real catalyst for the fight against women's harassment, professional discrimination, media sexism, and gender shaming" and that fourth-wave "also became a step toward a globally inclusive, participatory, and insightful feminism, open to women's voices from outside the Western context" (2020, p. 5). The fourth-wave feminism is, in the true sense, intersectional feminism. Intersectional feminism emphasises how women's overlapping identities, such as race, nationality, class, ethnicity, religion and sexual orientation, impact women's oppression and discrimination (Bilge, 2013).

In many variants of feminism, for example, especially in ecofeminism (Holy, 2007) there is tension between the so-called academic feminism, which is associated with theorists, and practical feminism, which is associated with feminist activists from NGOs. For Montoya (2016) "institutions" are "a central component of feminist analysis" as feminist theories analyse "'gender as an institution,' 'gender in institutions,' 'gendered institutions,' and 'institutions as producers of gender'" (p. 1).

FEMINISM AND GENDER ISSUES ON ISLANDS

Island feminism is a new, not well-explored variety of the fourth wave feminism as it emphasises intersectionality, i.e., overlaps between gender, sexuality, class, race, nationality, ethnicity, indigeneity, religion, geography, climate vulnerability and other intersections. Karides (2017) explains that "island feminism is offered as a synergistic perspective to enable critical analysis of the social inequalities and sexuality regimes within and across islands and the varied gendered strategies for maintaining island livelihoods and preserving island topologies" (p. 30). Island feminism is part of the island studies that were inspired by emerging postcolonial studies, which also strongly influenced third and fourth wave feminism. Although island studies flourished in the 1990s (Grydehøj 2017, p. 4), "research or theoretical consideration of how island societies construct and are shaped by gender and sexuality is almost absent in journals and publications dedicated to Island Studies" (Karides, 2017, p. 30). The bulk of "feminist and gender research conducted on islands", Karides claims, "uses postcolonial or political-economic critiques of gender and sexuality" (2017, p. 31). Besides postcolonial intersectional feminist research, indigenous feminism(s) and queer theory island feminism were recently strongly influenced also by environmental and climate issues as island communities are environmentally the most vulnerable communities. Mcleod et.al. (2018) claim that women's traditional knowledge on Pacific islands could have crucial positive impact on effective climate adaptation policies, but it is important to increase "recognition for the importance of traditional knowledge"; to support "local women's groups, including strategic planning and training to access climate finance mechanisms"; and to consider climate policies that include "alternative metrics for women's empowerment and inclusion, formalise women's land rights, and provide land for climate refugees" (p. 178). Island feminism covers different topics, for example, feminist scholar/academic activism on islands (Karides, 2020); gender approach to climate change adaptation on islands (Mcleod et al., 2018); feminist peace activism on islands (de Alwis, 2009); women island activism against military violence (Akibayashi, 2020); digital feminism on islands (Brimacombe et al., 2018) etc.

FEMINIST IDEAS IN CYBERSPACE: IMPORTANCE OF DIGITAL COMMUNICATION FOR FEMINISM

A report named *Digitally empowered Generation Equality: Women, girls and ICT in the context of COVID-19 in selected Western Balkan and Eastern Partnership countries* (2021) showed that in eight researched countries "girls and women's access to technology is more often controlled by family members, and they may have reduced access to digital devices within their families" (p. v). The Covid-19 pandemic accelerated digital transition, but "the pandemic also highlighted the intersectional nature of digital divides, which are wider in rural areas and among communities with lower educational and socioeconomic status" (Digitally empowered Generation Equality, 2021, p. v). The results of this research are consistent with the results of previous feminist studies that showed that access to technology has gender characteristics, that there is a gender imbalance in access to digital technology itself, and that digital technology itself is gendered (Grau-Sarabia and Fuster-Morell, 2021). Women are especially and "significantly underrepresented in the online populations of Google and Facebook in South Asia and sub-Saharan Africa" (Kashyap et al., 2020, p. 779). Unfortunately, although women have a more restrictive approach to digital technology, they are far more often victims of cyber violence (Cyber violence against women and girls, 2017). European Institute for Gender Equality (EIGE) warned that cyber violence as a form of gender-based violence will have been experienced by "one in three women" in their lifetime (Cyber violence against women and girls, 2017, p. 1). Peterman et.al. (2020) warned that the pandemic increased violence against women, and they documented nine pathways linking pandemics and violence against women, amongst others "quarantines and social isolation" and "inability of women to temporarily escape abusive partners". As "access to the internet is fast becoming a necessity for economic well-being" and nowadays is "viewed as a fundamental human right", it is necessary "to ensure that this digital public space is a safe and empowering place for everyone, including women and girls" (Cyber violence against women and girls, 2017, p. 1). When it comes to using digital media as a tool for feminist struggle, unfortunately, these channels can also turn into tools for cyber violence against feminists. Mendes et al. (2018) researched how social media platforms like Twitter can enable feminist politics and hashtag feminism and concluded that most participants in their research "experienced anxiety and fear of being attacked for their feminist views" (p. 244). On the other hand, the authors concluded that "digital feminism can simultaneously be experienced as extremely positive in generating community, connection and support for feminist views, and solidarity in calling out rape culture" (p. 244) and, additionally, activists feel much safer in cyberspace, than on the street in the real world. Riera (2015, p. 50) also claims that online feminist communities are supportive communities that help "young women feel affirmed in their beliefs and want to pursue them in a space where they feel safe and supported". Other authors also emphasised the importance of Twitter and other social media for cyberfeminism; for example, Locke et al. (2018, p. 4) emphasised that social media "disseminate feminist ideas, shape new discourses, connect different and diverse groups and allow new and creative forms of protest and activism".

When it comes to the digital communication of feminist island groups, Brimacombe et.al. (2018) researched the digital activism practices of a group of young women's rights activists in Fiji, and concluded that social media "has the potential to act as a platform for the amplification of activist concerns to an international audience" and that activists are "able to work through social media to exert pressure on policymakers from both the "bottom up" via public mobilisation efforts and from the "top down" through the generation of international media attention" (p. 520).

CONCLUSION

Our research showed that feminist NGOs are poorly represented on Croatian islands. A review of the existing feminist literature showed that island feminism is a new academic topic settled in the island studies field. Island feminism is not well researched globally and can be analysed as a part of the third or fourth wave of feminism and part of so-called intersectional feminism. Digital communication is fundamental instrument of island feminist groups' activism as it enables to exert pressure on policymakers in the "bottom up", but also in the "top down" perspective. It seems that foreign island feminist groups tend to develop anti-institutional organisational forms of action. It can be concluded that Croatian island feminism lags far behind global feminist trends, not only in terms of island feminism. In this sense, the possibility of establishing an entirely new academic field of research on gender and feminism on the islands opens up and opportunities for organizing and connecting cyberfeminist activist initiatives are also being raised on the island's civil scene.

References

Akibayashi, K. (2020). Okinawa women act against military violence: An island feminism reclaiming dignity. *Okinawan Journal of Island Studies, 1*, 37-5.

Brimacombe, T., Kant, R., Finau, G., Tarai, J., & Titifanue, J. (2018). A new frontier in digital activism: An exploration of digital feminism in Fiji. *Asia and the Pacific Policy Studies, 5*, pp. 508-521.

Government of Croatia. (2014). *Croatian Association Act. Official Gazette 98/2019, 70/2017, 74/2014*. https://narodne-novine.nn.hr/ search.aspx?upit=Zakon+o+udrugama&naslovi=da&sortiraj=1&kategorija=1&rpp=50&qtype=3&pretraga=da

European Institute for Gender Equality. (2017). *Cyber violence against women and girls* (2017). Vilnius: European Institute for Gender Equality. file:///C:/Users/mirel/Documents/Mirela%202022/cyber_violence_against_women_and_girs.pdf.

de Alwis, M. (2009). Interrogating the 'political': Feminist peace activism in Sri Lanka. *Feminist Review, 91*, pp. 81-93.

International Telecommunication Union (ITU) & United Nations Entity for Gender Equality and Women's Empowerment (UN Women). (2021). *Digitally empowered generation equality: Women, girls and ICT in the context of COVID-19 in selected Western Balkan and Eastern Partnership countries*. https://www.itu.int/dms_pub/itu-d/opb/phcb/D-PHCB-EQUAL.01-2021-PDF-E.pdf.

Dixon, K. (2014). Feminist Online Identity: Analyzing the Presence of Hashtag Feminism. *Journal of Arts and Humanities, 3*, pp. 34-39.

European Commission (2020). *Gender Equality Strategy 2020–2025.* https://ec.europa.eu/commission/presscorner/detail/en/qanda_20_357.

Grau-Sarabia, M. & Fuster-Morell, M. (2021). Gender approaches in the study of the digital economy: a systematic literature review, *Humanities and Social Sciences Communications, 8*(201). https://doi.org/10.1057/s41599-021-00875-x.

Grydehøj, A. (2017). A future of island studies. *Island Studies Journal, 12*(1), pp. 3-16.

Hawthorne, S., & Klein, R. (1999). CyberFeminism: Introduction. In S. Hawthorne & R. Klein (Eds.), *CyberFeminism: Connectivity, critique and creativity* (pp. 1-16). Spinifex Press.

Holy, M. (2007). *Mitski aspekti ekofeminizma.* TIM press.

Kashyap, R., Fatehkia, M., Al Tamime, R., & Weber, I. (2020). Monitoring global digital gender inequality using the online populations of Facebook and Google, *Demographic Research, 43*, pp. 779-816.

Karides, M. (2017). Why island feminism? *Shima Volume, 11*(1), 30-39, https://doi.org/10.21463/shima.11.1.06.

Karides, M. (2020). An island feminist approach to scholar-activism. In F. Gaini, & H. Pristed Nielsen (Eds.), *Gender and island communities* (pp. 21-45). Routledge.

Larrondo Ureta, A., Orbegozo Terradillos, J., & Morales Gras, J. (2021). Digital prospects of the contemporary feminist movement for dialogue and international mobilization: A case study of the 25 November twitter conversation. *Social Sciences, 10*(84). https://doi.org/10.3390/socsci10030084.

Locke, A., Lawthom, R. & Lyons, A. (2018). Social media platforms as complex and contradictory spaces form feminisms: Visibility, opportunity, power, resistance and activism. *Feminism and Psychology, 28*, 3–10.

Malinowska, A. (2020). Waves of Feminism. In K. Ross, I. Bachmann, V. Cardo, S. Moorti, & M. Scarcelli (Eds), *The international encyclopaedia of gender, media, and communication.* John Wiley & Sons, Inc.

Mcleod, E., Arora-Jonsson, S., Masuda, Y.J., Bruton-Adams, M., Emaurois, C.O., Gorong, B., Hudlow, C.J., James, R., Kuhlken, H., Masike-Liri, B., Musrasrik-Carl, E., Otzelberger, A., Relang, K., Reyuw, B.M., Sigrah, B., Stinnett, C., Tellei, J., &Whitford, L. (2018). Raising the voices of Pacific Island women to inform climate adaptation policies. *Marine Policy, 93*, 178--185. https://doi.org/10.1016/j.marpol.2018.03.011.

Mendes, K., Ringrose, J., & Keller, J. (2018). #MeToo and the promise and pitfalls of challenging rape culture through digital feminist activism. *European Journal of Women's Studies¸ 25*(2), 236-246.

Montoya, C. (2016). Institutions, In L. Disch & M. Hawkesworth (Eds). *The Oxford Handbook of Feminist Theory* (pp. 367-384). Oxford University Press.

Peterman, A., Potts, A., O'Donnell, M., Thompson, K., Shah, N., Oertelt-Prigione, S. & van Gelder, N. (2020). *Pandemics and Violence Against Women and Children.* Washington, DC: Center for Global Development.

Register of Associations of the Republic of Croatia (2022). https://registri.uprava.hr/#!udruge.

Riera, T. (2015). *Online Feminisms: Feminist Community Building and Activism in a Digital Age. Scripps (Senior Theses).* http://scholarship.claremont.edu/scripps_theses/653.

Ženska mreža – članice (n.d). http://www.zenska-mreza.hr/clanice-mreze.

Marija NAKIĆ
Josip Juraj Strossmayer University of Osijek, Croatia
Gordana LESINGER
Josip Juraj Strossmayer University of Osijek, Croatia

THE INFLUENCE OF THE USE OF COMMUNICATION TOOLS IN THE PROMOTION OF TOURIST DESTINATIONS

Abstract

Tourism has become one of the world's largest industries and the fastest growing economic and social phenomenon. To increase the number of tourists, companies use a wide range of tourist offers and numerous marketing and promotional forms that will direct them to the destination, by establishing public relations and two-way communication between tourists and tourism entities which can contribute to better visibility of the tourist destination. Due to the growing trend of competition among tourist destinations in attracting tourists, tourist entities use various communication tools and techniques in their promotional campaigns. A sensible choice of techniques and tools and their combinations achieves a balance between different promotional activities and maximizes the visibility of the tourist destination to the public. The goal of these tools is to reach the key message to the target group and convey a message that will affect it. With the invention of the Internet, there has been a change in the way tourism entities communicate with potential tourists. One way is to encourage two-way interactive communication with tourists in order to gather knowledge about their needs and preferences as well as their satisfaction with the tourist destination. The aim of this paper is to examine and determine the extent to which tourism entities, private and public, as providers of tourism in Zadar County use communication tools of public relations in order to promote and get better visibility of the tourist destination in public. Examine the local population as one of the stakeholders in tourism to what extent they are familiar with the promotional activities of the tourist entities of Zadar County.

Keywords: *public relations, communication tools, tourist destination, promotion, stakeholders in tourism.*

1 CONCEPTUAL FRAMEWORK – COMMUNICATION TOOLS AS PART OF PUBLIC RELATIONS IN TOURISM

The primary goal of public relations activities is to maintain a positive public image, with the aim of increasing sales performance. Therefore, the activity is aimed not only at the target market, but at all persons who can influence the success of the destination (Senečić, 1998). Due to the size of the tourism and travel industry, public relations in tourism must focus on accommodation, transportation, entertainment and recreation (Heath & Coombs, 2006). Modern trends do not mean only bringing the guest to a certain destination, accommodation and entertainment, but motivating them to return to the destination and talk positively about the destination. In this process, the application of public relations in certain segments of tourism (tourist communities, hotels, restaurants, travel agencies) plays a crucial role.

Within the profession, there are numerous techniques and tools used by public relations specialists. The goal of these tools is to reach a key message to the target group and convey a message that will influence it. Each technique has its advantages and disadvantages; it is optimal to choose a sequence of techniques that complement each other and that, taken, create effective communication towards the target group. A meaningful selection of techniques and their combinations achieves a balance between different activities. Gregory, (2010) believes that the ability to integrate communication techniques and channels is necessary for the successful performance of public relations practice. In her book *Planning and managing public relations campaigns: a strategic approach*, the author methodologically presented a series of techniques divided into 16 units, however, only some techniques are for a specific campaign, and the selection of a technique is possible through two tests:

> *Suitability* – Will the technique really reach the target audience? Will it have a strong enough effect? Will you get the message across with this technique? Is the technique influential enough to transmit information? Is the technique appropriate to the message?
>
> *Delivery* – Can these techniques be applied successfully? Are they within budget and time frames? Do you have competent people with the right skills to apply the techniques? (Ibid.:124)

What companies want to say to the target groups and the public is possible by using different tools. Communication tools for public relations used in tourism are the same as those used in other activities, however some specific to tourism are also applied (Deuschl, 2006). The most common tools used in public relations in tourism are: press releases, websites, promotional publications (brochures, leaflets, newsletters), social networks, blogs and press folders. There are also videos, special events, domestic and international fairs, study trips by journalists and bloggers.

The media do not only directly affect individuals, but also influence the social attitudes and values of society, therefore the choice of communication channel represents a strategic decision in communication planning. The choice of channel, that is, the use of certain media in order to deliver the desired message to a certain target audience that will cause a change in the behavior or opinion of the targeting public, is one of the most complex issues in communication planning, according to Windhal et al. (2008). The goal of public relations is to select those channels and tools that maximize the visibility of the message in public. The choice of communication channel can result in a strategic mix of channels that will ensure visibility and optimal repetition of the message (Heath, Coombs, 2006:307).

2 METHODOLOGY

The research conducted included a sample in Zadar County, the public and private sectors in tourism as providers of tourist offers, and the local population. The methodology of scientific research, which is carried out for the purpose of creating this paper, is based on quantitative scientific research methods, through a survey questionnaire.

To test the hypothesis, a non-probabilistic survey was conducted using a random sample in the private sector and a deliberate opportunity in the public sector. The sample size is a total of 762 respondents, 30 respondents from the public (tourist community), 135 private sector and 597 respondents from the local population. The research results were processed with descriptive and inferential statistics. The measuring instruments used in the survey questionnaire are, in addition to the nominal scale that serves to categorize respondents, an ordinary and a Likert scale so that the obtained results can be analyzed, synthesized and evaluated. Survey questionnaires for the public sector cover practically the entire population, and the calculated proportions of the analyzed answers are also the proportions of the basic sets. Considering the total number of private sector units and local population in that county, the selection fraction n/N is greater than 5%, it was considered when calculating the standard error for estimating the proportion. The survey was conducted from January to March 2021.

2.1 Research

For the purposes of this work, the research was conducted in the area of Zadar County as a tourist destination among the public and private sectors in tourism and among the local population. The aim of the work is to determine the application of communication tools for the promotion of the destination with the public and private sector in tourism as service providers. Therefore, two hypotheses were put forward:

H1: Tourist boards that operate within Zadar County do not sufficiently apply public relations tools with the aim of promoting the county as a tourist destination.

H2: Entities from the private sector operating in Zadar County do not sufficiently apply public relations tools for their own promotion and the promotion of the tourist destination.

Table 1 shows the results related to hypothesis H1 and H2.

Table 1 – Number and proportions of answers "often" and "extremely often" to questions about the level of application of communication tools for the purpose of promoting the destination

	Tourist boards Proportion 30 respondents	Private sector Proportion 135 respondents	Local population Proportion 597 respondents
Interview, guest on shows, videos via TV	9 30%	12 9%	67 11%
Guest appearance on the radio	10 33%	8 6%	44 7%
Other organization websites	6 20%	18 13%	92 15%
Websites of tourist boards	27 90%	88 66%	72 12%
Social networks Facebook, Twitter, YouTube, Instagram, Pinterest, etc.	28 93%	88 61%	171 29%
Blogs	3 10%	10 7%	67 11%
Participation in fairs	9 30%	42 31%	60 10%
Organization of various events	26 87%	36 27%	67 11%
Organization of awards	4 13%	11 8%	45 8%
Organizing an open day in order to get to know the offer and services	3 10%	17 13%	52 9%
By writing announcements for TV, radio and magazines	16 53%	15 11%	
Publications (brochures, leaflets and newsletters)	20 67%	57 43%	86 14%
Travel magazines			73 12%
Press folders	6 20%	10 7%	
Study trips of foreign journalists	11 37%	16 12%	63 11%
Press clipping	3 10%	29 22%	

(1-extremely little, 2-rare, 3-sometimes, 4-often, 5-extremely often)

The research results confirm the importance of social networks and websites in the tourism industry. All analyzed tourist entities have websites that can provide information about the tourist offer of the destination and the creation of virtual experiences. A very large percentage of those surveyed in tourism associations assessed that they often or extremely often use their own websites (90%) and social networks (93%) to communicate with the target group for the purpose of promoting the destination. All tourist boards have their pages on social networks. From the analysis of tourist board websites, 81% of tourist boards use Facebook to promote the destination, 50% of tourist boards use YouTube, and only 11 tourist boards have Instagram, while other social networks are used in small percentages. More than 50% of the respondents assessed that they often or extremely often write press releases for TV, radio and magazines (53%) and publications (67%). Among other communication tools, tourist boards rated that they often or extremely often organize various events (87%). The proportion of answers to questions about the application of communication tools of tourist boards, such as interviews, guest appearances on television and radio, writing blogs, participating in fairs, organizing awards, open days, press kits and study trips by foreign journalists, is small. Only three tourist boards use a blog. Use of press clippings; only 3 (or 10%) respondents answered often or extremely often. Based on the presented results, hypothesis H1 is confirmed.

$$z = \frac{\hat{p} - p_0}{\sigma_{p_0}} \qquad \mathrm{z} < -z_{0,05} \Rightarrow H_1$$

The private sector as well as tourist boards mostly use their own websites and social networks as communication tools, while other communication channels are below the 0.50 proportion limit. Based on the results from the sample, the intervals of the estimation of the proportions of all units of the private sector of Zadar County that would be rated as using public relations tools in promotional campaigns and promoting the mentioned forms of tourist offer often or extremely often were calculated with 95% reliability. It is concluded that with an interval of 95%, between 54% and 68% of the private sector uses its own websites, and social networks Facebook, Twitter, YouTube, Instagram, Pinterest, and so forth, between 59% and 72%, while interval estimates of the proportions of other indicators have a small lower and upper limit. Furthermore, a one-way test of the lower limit was performed for all indicators, whereby with a significance level of 5%, the null hypothesis is rejected as false, because the empirical z ratio is lower than the theoretical value of -1.65, so hypothesis H2 is confirmed.

The local population answered a slightly smaller number of questions related to the use of communication tools for the promotion of the destination. In the residents' survey questionnaire, respondents are asked to answer which communication tools they used to become familiar with the promotion of the destination by tourist boards. Starting from the number of answers of the surveyed residents who declared that they are often or extremely often familiar with these activities, the intervals for estimating the proportions of all adult residents of Zadar County who have the same opinion were calculated with 95% reliability. With the reliability of the estimate of 95% of the proportion of residents who are familiar with the activities of tourist boards for the purpose of promoting the destination, the 95% interval of Social networks Facebook, Twitter, YouTube, Instagram, Pinterest, and so forth, is in the interval $0.25<p<0.32$, respectively there are between 25% and 32% of such residents who answered that they are familiar with the promotion of the destination through social networks, which is also the largest interval from that group of questions. The 95% interval for other answers is extremely low; between $0.05<p<0.18$.

2.2 Research results

There is a large arsenal of communication tools and techniques that enable key messages to reach the target group in order to influence them. In tourism, standard communication tools are press releases, press kits, websites, promotional publications (brochures, leaflets, newsletters), interviews, social networks, blogs, special events, various fairs, trips for tourist journalists, press kits and tourism magazines. Of the tools offered, 90% of respondents from tourist boards often or extremely often use social networks and their own websites, which is also agreed by respondents from administrative departments. Today, the Internet and websites are an excellent two-way communication tool as they provide information about a destination to the public and/or potential tourists, thus helping to create an image of the destination itself. Among other tools, tourist boards still mostly use promotional publications and various events. Almost 90% of respondents declared that they often or very often use the organization of various events as a communication tool.

Tourist boards at the local level see too few possibilities in the promotion of the tourist destination by writing blogs as a two-way communication tool. Writing a tourism blog is a great simple, immediate way to create a web presence to attract potential and retain old visitors. A good travel blog is an excellent tool for tourists to write about their experiences in the destination, which enables the organization to observe needs and preferences as well as insight into how tourists experience the destination. Writing interesting blogs about a certain tourist destination attracts many users with related interests, journalists, travel writers, bloggers and random visitors. If the blog is regularly maintained and contains a lot of interesting posts, a certain number of users will be created who follow the blog or the topics that are written about. Tourist boards also insufficiently use press maps, which are an excellent tool for various events, media conferences, media events, seminars, conferences and the like.

The proportions of the other answers are less than 0.5. When the local population was asked through which channels they were informed about the promotion of the tourist destination by the tourist board, with a reliability estimate of 95% for all answers, the proportions of the answers are extremely low between $0.05<p<0.32$, which indicates that the tourist boards do not sufficiently inform the local population about events in the tourist destination. Analyzing the results of the survey questionnaire to what extent the private sector applies communication tools for its own promotion; the largest number of respondents use their own websites and social networks. The proportions of these responses are above 0.5, while the proportions of responses to all other communication tools are less than 0.5. Both the lower and upper limits of the interval estimates are extremely low, which points to insufficient use of the possibilities provided by other communication tools. That is, more than 70% of the respondents answered that they use other communication tools little or very little.

Some good examples of their use are blogs, organizing events and awards, press kits and leaflets and brochures. Organizing awards or various events would certainly contribute to better visibility of the subject and the destination. For better visibility of the destination as well as the organization, videos are an excellent communication tool because it is possible to convey the beauty and interesting things about the destination. In addition to traditional media, videos are also possible through the social network YouTube, which is extremely useful for the visual presentation of the destination. It is particularly significant due to the possibility of measuring promotional campaigns and two-way communication.

2.3 Conclusion

From the results of the research, it is evident that the majority of respondents from the public and private sectors insufficiently use communication tools to promote their destinations. The local population is not familiar with the promotional activities carried out by tourist boards, which confirms the first hypothesis of the paper H1: Tourist boards operating within Zadar County do not sufficiently apply public relations tools with the aim of promoting the county as a tourist destination. These answers also confirm the second hypothesis of the paper H2: Subjects from the private sector operating in Zadar County do not sufficiently apply public relations tools for their own promotion and the promotion of the tourist destination. The tourist boards of Zadar County do not sufficiently manage communication with their external public, communication tools such as press folders, interviews and guest appearances on radio and television, fairs, study trips by foreign journalists, other people's websites, blogs, which are not used to a sufficient extent, also tools and platforms in increasing the potential of the tourist destination are not used sufficiently. The research results indicate that too few subjects use press clippings. By monitoring and analyzing the content (press clipping), a comprehensive view of the destination's media image is obtained. One of the important segments when making business decisions is the creation of a database of information about how the media, and thus the public, perceives a particular organization and its environment. The goal of communication tools is to reach key messages to the target audience and convey messages that will influence them.

From the point of view of public relations in tourism, it is extremely important to create appropriate messages that should be innovative, affirmative and stimulating for different groups. Although the tourist boards declare that in their campaigns, they promote most of the offered elements of the tourist offer, the local population has a conflicting attitude in their answers. It is precisely through the meaningful selection of public relations communication tools and their combinations that a good synergy is achieved in which the local community together with certain institutions of Zadar County would be aligned with the branding strategy of Zadar County.

The premise that the attractiveness of the tourist product is reflected in its authenticity and the diversity of the tourist offer should be the starting point for the private sector promoting tourism in Zadar County to include in their campaigns, in addition to hotel accommodation and gastronomy, other elements of tourist offers such as favorable geographical location, proximity to national parks, good transport connections, natural resources and cultural and historical heritage. The hotel sector, as the largest private sector in tourism, should promote the destination in which it operates through its campaigns. However, the largest number of hotels in the county are open from April to October, which certainly affects the promotion of the destination itself.

References

Deuchl, E.D. (2006). *Travel and tourism public relations¸* Elsevier, Butterworth-Heinemann.

Gregory, A., (2010). *Planning and managing public relations campaigns a strategic approach* (3rd ed.). Kogan Page.

Heath, R., & Combs, T. (2006). *Today´s public relations – An introduction.* Sage Publications, Thousand Oaks.

Senečić, J. (1998). *Promotion in tourism.* Mikrorad, Zagreb.

Windahl, S., Signitzer, B., & Olson, J.T. (2008). *Using communication theory: An introduction to planned communication.* Sage Publications.

Iva ŠVERKO
Institute of Social Sciences Ivo Pilar, Croatia
Toni BABAROVIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Maja MILKOVIĆ
The Stonemasonry School, Croatia

TRADITIONAL OCCUPATIONS IN THE MEDITERRANEAN: THE CASE OF THE STONEMASONRY SCHOOL ON THE ISLAND OF BRAČ

Abstract

Working in stone is one of the longest-standing traditions in the Adriatic part of the Mediterranean. The use of stone in construction and sculpture is typical of the Adriatic, which is known for its numerous stone churches, residential houses, streets, and plazas. Unfortunately, today the traditional approach of building in stone is being mainly abandoned, in favor of using easier and cheaper techniques, which continuously changes the typical and original appearance of Dalmatian cities. However, in the Stonemasonry school in Pučišća on the Island of Brač traditional stone carving is nurtured. The school is unique in the whole region as it relies on the traditional approach to stone shaping based on precise handwork, with limited use of modern technology. Today, the school has a total of 49 students, of whom 32 are housed in the dormitory because they come from all regions of Croatia. They decided on their profession at the age of 14, when they left their family home and came to live in a small town on Brač. We conducted focus groups with students and teachers to discover students' career motives and school prospects in this field. We found differences in career motives and aspirations of students enrolled in three- and four-year programs, as well as a different view of the traditional approach to stone carving. School professors pointed out the problem of reduced use of stone in contemporary construction in the Mediterranean. As means of preserving the traditional look of Dalmatian cities, they stressed the need for civil engineering legislation that would more rigorously insist on the use of stone. They emphasized that the traditional approach to stone carving nurtured in school is a basis for the preservation of stonemasonry and the conservation of the architectural tradition of the Mediterranean.

Keywords: *The Stonemasonry school, adolescents' career motives, stone carving tradition, Mediterranean*

Acknowledgment: This work has been fully supported by the Croatian Science Foundation under project number IP-2019-04-7537 (Free Career Choice).

STONE IN THE MEDITERRANEAN AND THE SPECIFICS OF THE STONEMASONRY SCHOOL IN PUČIŠĆA

Working in stone is one of the longest-standing traditions in the Northern Mediterranean. The use of stone in construction and sculpture is typical of the region, which is known for its stone churches, houses, streets, and plazas. The Šibenik Cathedral, the work of Juraj Dalmatinac, a famous Adriatic stonemason and architect from the 15th century, is one of the most beautiful works in stone (Fisković, 1963). Despite the rich Croatian tradition of working in stone (Škoro, 2020), today the old-fashioned stone carving and building in stone are being abandoned, in favor of using easier and cheaper techniques, which continuously changes the typical appearance of Dalmatian cities. Luckily, there is a small place on the Adriatic coast where the traditional stone carving is nurtured. In Pučišća, a small town on the island of Brač, located in a deep bay, there is the Stonemasonry school, unique as it relies on traditional, precise handwork in stone shaping, with limited use of modern technology.

The secondary Stonemasonry school Pučišća was founded in 1906 and was a very important educational tradition due to quarries in Pučišća and Selca and the regular use of stone in construction (Plastić & Vlahović, 2017). It offers two educational secondary school programs: the three-year program for stonemasons and the four-year high school program for stonemasonry technicians. The three-year program for stonemasons is heavily based on practice, with required theoretical foundations. Students learn stone processing which is needed to produce stone stairs or stone tombs, for example. The program prepares students for the world of work, for stonemasonry occupations in industry or small private firms. Students can switch to a four-year program if they wish to enrol in further university education. The four-year program for stonemasonry technicians is more strongly grounded in theoretical foundations and covers more artistic courses. Students also have plenty of stone carving practice, which is needed for art restoration and sculpture. Students are prepared both for the world of work and further university studies, among which the most frequent choices are sculpture, conservation and restoration, architecture, civil engineering, and geology.

Practical courses on stone carving and stone processing are taught in the school workshop, which is famous for its traditional approach. Tools and methods used in working in stone are traditional and have not much changed from ancient times. Students are taught to listen to the sound of stone during stone carving and to be very attentive, patient, and persistent when working in stone. During classes, students make beautiful pieces of art which are displayed in the school workshop. Visitors are often very surprised when they realize that these pieces are made by youngsters in their adolescent years.

Figure 1 – The Stonemasonry School Pučišća

Now, among professors employed in the school half of them teach practical courses and half theoretical ones. Although the school used to have as many as 150 students, today it has 49 students, of whom 32 are housed in the school dormitory as they come from distant regions of Croatia. Students enrolled in Stonemasonry school decided on their career at the age of 14, when they left their family homes and came to live on Brač.

The schooling system in Croatia forces students to make the first important career decision at the age of 14 when they finish eight-year primary school and must choose between general gymnasia or VET schools. Gymnasia provide general educational programs and students afterward mainly continue to university education. VET schools provide focused education for specific occupations, and they offer three- or four-year educational programs. After finishing four-year VET school students may decide whether they will begin to work or purse a university education. However, after finishing three-year VET programs, further university studies are mainly questionable, as a student who wishes to follow a university path would first have to switch to a four-year program and pass differential exams. It is dubious that the age of 14 is appropriate to make such important career decisions that will later strictly mark one's career path. Our studies pointed to questionable career maturity and vocational interest structure at that age (Babarović & Šverko, 2016; Šverko 2008). Career decisions made at that age are

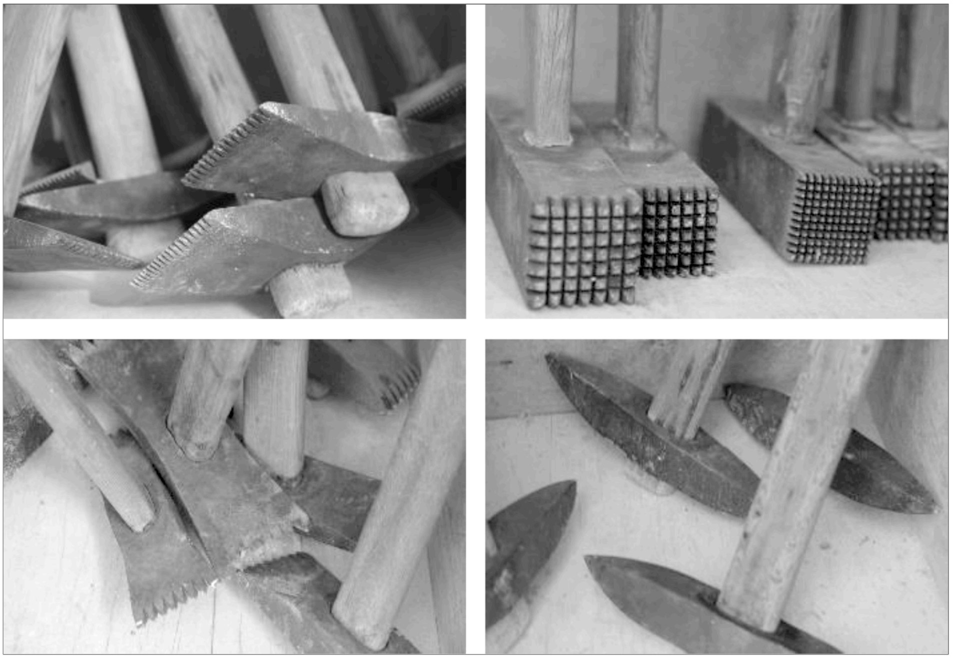


Figure 2 – The traditional stonemasonry tools

heavily based on primary school grades, which serve as a selection criterion for entrance to secondary school programs. Children mainly choose among several schools for which they have good-enough grades, strongly relying on parental suggestions and classmates' choices (Babarović & Šverko, 2017).

In this paper, we wanted to discover adolescents' reasons for becoming stonemasons and explore their future career plans. Furthermore, as stonemasonry is becoming an abandoned profession and as the number of students in stonemasonry has decreased over the years, we were also very interested in the strengths and opportunities of educational programs in the Stonemasonry school as keepers of the Mediterranean tradition. To this end, we relied on qualitative research methodology and conducted focus groups with students and professors at the Stonemasonry school to address these questions.

METHOD

The focus groups participants

We conducted three focus groups. The first focus group consisted of 11 students enrolled in the three-year program for stonemasons, the second focus group consisted of 10 students enrolled in the four-year program for stonemason technicians, and the third focus group consisted of four school professors. All focus group discussions lasted from 45 to

Figure 3 – In the school workshop

60 minutes and were audio-recorded, transcribed, and later analyzed. In focus groups with students, we wanted to explore their career motives and perceptions of their life and career as students and later as stonemasons, while in focus groups with professors we wanted to shed light on the perceived importance of stonemasonry occupations for the preservation of Mediterranean tradition and prospects of the Stonemasonry school.

RESULTS AND DISCUSSION

Results will be organized according to the focus group themes. Both descriptions and citations will be combined to provide informative results on each theme. The first four themes were discussed with students, while the remaining two themes were debated with school professors.

Reasons for a career in the field of stonemasonry and future career plans

Students enrolled in the three-year program for stonemasons are mainly inclined to have their own business in stone processing. They usually reported that their parents have small firms for stonemasonry and that they plan to inherit the family business in stone processing. Even half of the students knew they will enrol in this program even at the age of 11. The others made this decision at the end of primary school when they were 14. They stated that they did not do well in primary school, so had narrowed their career options due to lower GPAs. They preferred the three-year program over the four-year program because of its shortness and earlier entering of the world of work. They are not interested in studying and are just really oriented towards arts and artistic expression, except one student who is thinking about attaining in the future a university education in restoration or architecture.

I decided in the 5th grade (i.e., 11 yrs), I saw that I am not good at school, my father also finished this school and he has a firm for stone processing, so why wouldn't I also do this?

The path to professional success is to have your workshop. You can make good money in a private business, but then you must do a lot of work.

But it's not easy. For someone who does not have his workshop, it is difficult to get started, machines and tools are expensive, and the paperwork to resolve for (opening) the company is so complicated...

Students enrolled in the four-year program for stonemasonry technicians reported that they want to study at university, almost all of them. In particular, they are interested in art conservation and restoration, sculpture, architecture, or '*any of the studies*'. They find this school as an opportunity to finish a four-year program that allows further university studies, but with low entrance criteria for primary school achievement (it is not necessary to have a high GPA to enrol in the Stonemasonry school). None of the students has a family business in stone processing, but the important others are family members or teachers who work in arts and restoration. One student reported that one of his parents is a restorer, so he was well acquainted with this field of work even before school. Students reported that they previously explored occupations in this and related fields and that they decided upon this school at the end of primary school.

I decided to go to this school at the last minute, first I wanted art school, but my great-grandfather was a stonemason, so I decided to do it anyway. But I'm still more interested in sculpture.

My mom is a restorer, so we went to Šibenik to visit her colleague to see how he works, and he suggested this school to me.

This is a good foundation for further university studies – artistic restoration, architecture, geology, and civil engineering... I plan to study conservation and restoration.

Satisfaction with programs in stonemasonry school

Students enrolled in the three-year program for stonemasons do not see the traditional practical work as relevant. They consider it outdated, slow, and not in line with contemporary stone processing. They would prefer a stronger basis on modern tools for stone processing, more computerized technology, and more practice in carving letters

Figure 4 – In the school workshop

in stone. They also find the transition from a three- to the four-year program which is needed for further university studies as problematic.

> *The old masters want us to learn to work with our hands because anyone can use tools. It is good to maintain tradition, but the work should be speeded up, and we should avoid unnecessary tasks. In the first grade, you must get a feel for stone, but later you should accept modern technologies.*
>
> *The only downside to me is that I don't learn to carve letters here. That I must learn by myself.*
>
> *Back home in Slavonia, we construct tombs, benches, and stairs out of granite. Granite cannot be processed manually, so we don't even have it here. Here in Pučišća is a quarry of Brač stone and we work with it. It's different, I'm educated here to get my diploma, but my father will teach me the rest.*

Students enrolled in the four-year program for stonemason technicians have an interest in traditional approaches as they feel these approaches help preserve stonemasonry tradition, lasting from Roman and Greek times in this region. They feel related to the 110-year tradition of this school, and they feel the important artistic aspect of this occupation. In line with this, they reported that they would prefer a stronger orientation to arts through more courses on arts and the history of arts.

Here we do manual stone carving, by using ancient Roman and ancient Greek tools. Yes, these are the basics, that's what we want to learn, the school is 110 years old and is functioning still.

We have styles in architecture, sculpture, conservation and restoration, but these are elective courses that we can select only in the last year. It's a shame.

History should be replaced with art history; more artistic courses should be offered.

Perception of stonemasonry occupations and educational programs

All students refer to a low perception of stonemasonry occupations and educational programs in public and to a decrease in the number of students at school. They say that people perceive stonemasonry as having very low prestige and that grammar schools are nowadays more appealing to students than VET schools. When asked what should be done, students indicated that the state should provide more generous grants for students of both educational programs and a better renovated dormitory. It would be important to enable an easier transition from a three- to a four-year program to make university studies more attainable for all students. It would also be good to make some refreshing changes in educational programs. And last but not the least, life in Pučišća should be more appealing to students, by offering more leisure activities and better inter-island traffic connections to ensure ordinary adolescent life and visiting families and friends.

There used to be 150 students here. Now less than 50.

Today no one is interested in stonemasonry, nor attracted to work in stone. Maybe some people think it's beneath them to do that.

Among the people, you can hear 'stonemasons-bumps' (in Croatian it is in rhyme: klesari-klošari). Or 'He went for a stonemason, and I thought he was smart…'.

The largest and most luxurious dormitory should be built, and students should be given large scholarships.

It is important to make sure that students are better prepared for graduation and college.

The transition from a three-year to a four-year program should be made easier.

We need more frequent bus lines to other towns on Brač. And more sports, here in the town you can only do karate. Rowing club Pučišća would be good – you could then paddle nicely in the bay.

Tradition as an asset of the Stonemasonry school in Pučišća

The first and foremost issue delivered by school professors was the importance of the traditional approach nurtured in school as one of the means of preserving the traditional

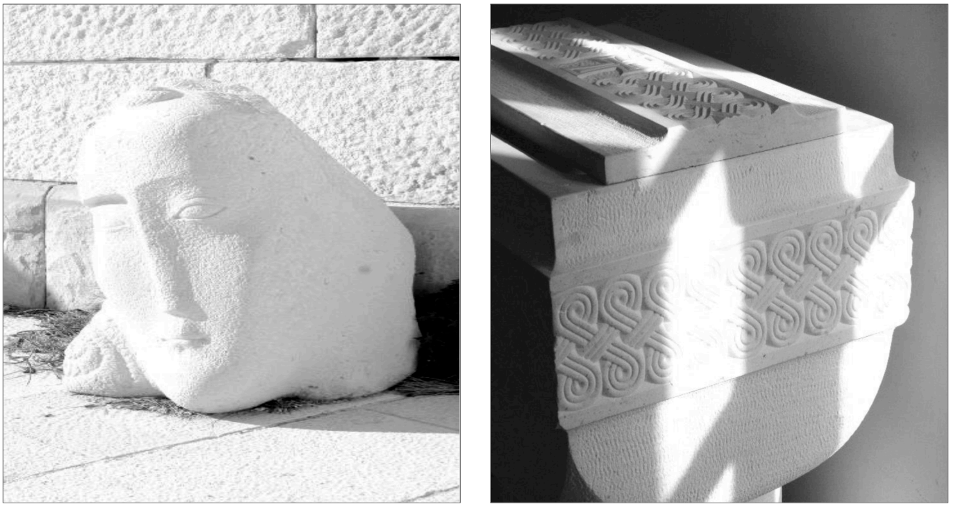


Figure 5 – Pieces of art made in the school workshop

Mediterranean setting. Professors have indicated that the Stonemasonry school in Pučišća is very specific due to its narrow focus on precise and manual stone carving and processing. This is the only school in Europe in which traditional practice and artistic inclination are valued. The school gallery, which is open in tourist season to visitors, speaks itself about the artistic gifts of their students: gallery visitors are impressed that students at their age can carve such wonderful and precise pieces of art in stone.

> *Tradition is in the first place. You must learn the craft, feel the contact with the material, feel, and listen, it is not possible to put on headphones and carve the stone, you must feel it. We will insist on that, and we will be a traditional stonemasonry school.*
>
> *We are unique in that it is done by hand, and if we want to do artistic conservation and restoration, it is the only way. This is how we fight against kitsch, and cheap, imported, already-done monuments.*
>
> *Tourists wonder if it is possible for children aged 14 to 18 years to construct such precise artworks in stone. We remove the border between crafts and arts.*

Strengths and weaknesses of stonemasonry programs and future opportunities of the Stonemasonry school

School professors reported their efforts in safeguarding the future of the Stonemasonry school. They are presenting school programs in primary schools throughout Croatia to motivate students to consider stonemasonry as a career option. They are working on new curriculums, to make both programs more interesting and more related to future practice. However, professors point out that their endeavours to preserve traditional education in stonemasonry will have no effect if the Croatian state does not provide adequate legislation that would protect the traditional use of stone in construction. In former years there was a legislative that defined the use of stone in urban planning of Dalmatian cities, but as time passed the legislative became weaker, and nowadays more and more houses are built with no stone at all, following cheaper and easier ways in construction. In previous times stonemasons were important members of Mediterranean society, with adequate earnings and public recognition, as they were regularly involved in the construction of houses and villas, streets and plazas, numerous monuments, graves, and churches.

Previously you could live very well from stone, you could live as the best surgeon. They built massive graves and houses, ... and today nothing.

We want to attract children from other regions, but we fight with today's approach where everything is ready-made, simple, kitsch...

Previous urban planning conditions required the use of stone in Dalmatia, but now this has reduced greatly. This is one of the reasons why Jadrankamen, a quarry in Pučišća, went out. Stone has disappeared from urban planning, and the use of much cheaper and easier materials is preferred. Like the house in Kaliternina street in Bačvice (Split) – there is not a single gram of stone! In such a beautiful part of Split…

Legislation should define the use of stone, then everything would work.

CONCLUSIONS

Students at the Stonemasonry school are motivated to work in stonemasonry and have plans to work in the stone processing industry or precise stone carving. They talked about the general decline in interest in stonemasonry nowadays and suggested possible conditions that could attract more students in this field. School professors pointed out the problem of reduced use of stone in contemporary construction in the Mediterranean and mentioned the importance of civil engineering legislation in preserving the traditional look of Dalmatian cities.

Today the tradition of working in stone is becoming abandoned in favor of cheaper construction approaches. Linked up, stonemasons are not getting adequate recognition in society, which further leads to the decline of interest in educational programs in stonemasonry. This spiral should be broken. Therefore, to preserve stone carving it is necessary to continue providing a traditional education in stonemasonry. Although the need for the preservation of stone construction is recognized (e.g., Živković, 2015), stonemasonry must be supported at the state level, by developing adequate legislation for the use of stone in construction and by providing proper administrative and material support both to the school and its students. This will give foundations for the fresh rise again of stonemasonry as the famous tradition in the Mediterranean which will preserve the well-known look of Dalmatian cities.

To conclude, one student's citation to consider:

When you make something out of stone, it lasts forever, at least two thousand years. Something will be left behind.

When you work in an office, you will be forgotten in 100 years.

We wish to thank all students and school professors at the Stonemasonry school in Pučišća for their participation in focus groups and for all the help they have provided us throughout the project.

References

Babarović, T. & Šverko, I. (2017). *Profesionalno usmjeravanje u osnovnim i srednjim školama iz perspektive učenika (Vocational guidance in primary and secondary schools from the student's perspective)*. Zagreb: Agencija za mobilnost i programe EU.

Babarović, T. & Šverko, I. (2016). Vocational development in adolescence: career construction, career decision-making difficulties and career adaptability of Croatian high-school students. *Primenjena psihologija, 9* (4), 429-448. https://doi.org/10.19090/pp.2016.4.429-448

Fisković, C. (1963). *Juraj Dalmatinac.* Zagreb: Zora.

Plastić, T. & Vlahović, T. (2017). Klesarska škola Pučišća. Jučer i danas, a sutra? (Pučišća stonemasonry school. Yesterday and today, and tomorrow?) *Klesarstvo i graditeljstvo, 27,* 3-13.

Škoro, F. (2020). *Kamenoklesarske tradicije Brača i Korčule (Stonemasonry traditions of Brač and Korčula.)*. Split: University of Split, Faculty of Humanities and Social Sciences, Department for History of Art.

Šverko, I. (2008). Spherical model of interests in Croatia. *Journal of Vocational Behavior, 72* (1), 14--24. https://doi.org/10.1016/j.jvb.2007.10.001

Živković, Z. (2015). *Tradicijska kamena kuća dalmatinskog zaleđa: priručnik za obnovu i turističku valorizaciju (The traditional stone house of the Dalmatian hinterland: a manual for the restoration and tourism valorization.).* Ministry of Tourism and Ministry of Foreign and European Affairs.

TOURISM, PUBLIC SERVICES

Karmen Ivančić: *Ogoljena*

Toni BABAROVIĆ
Institute of Social Sciences Ivo Pilar, Croatia
Ljiljana KALITERNA LIPOVČAN
Institute of Social Sciences Ivo Pilar, Croatia
Andreja BRAJŠA-ŽGANEC
Institute of Social Sciences Ivo Pilar, Croatia

COVID-19 VACCINATION IN CROATIA AND SOME POSSIBLE CAUSES OF LOW RATES, ESPECIALLY IN DALMATIA

Abstract

The paper aims to investigate the potential causes of low vaccination rates against the COVID-19 disease in Croatia, with emphasis on the residents of Dalmatia. The research was conducted on a sample of 1136 respondents (average age 43.4 years, 79% of women), who participated in the longitudinal survey on well-being. The survey was conducted online during the summer-autumn 2021. The logistic regression model explained 30.3% of the variability of the decision to vaccinate based on sociodemographic characteristics of respondents (age, gender, level of education, socioeconomic status), subjective health, attitudes towards pandemics, fear of COVID scale, and COVID coping scale. The significant predictors were age, level of education, the extent to which infection with COVID-19 was perceived as a dangerous disease, and the score on the COVID coping scale. Older and more educated respondents had a slightly greater preference for vaccination, while the best predictors of vaccination decisions were the perceived danger of the disease and the ability to cope with COVID. Additionally, in a small sample of residents from four Dalmatian counties (N = 126), we tried to investigate the potential causes of their low vaccination coverage. Appling the same logistic model it turned out that the only significant predictor in the Dalmatian subsample was the perceived danger of the disease. This finding emphasized the importance of this attitude for deciding whether to vaccinate or not. The paper further discusses public health policies in the context of the need to rise the vaccination rate.

Keywords: *vaccination, COVID-19, Croatia, Dalmatia*

INTRODUCTION

Even before the COVID-19 pandemic, WHO listed vaccine hesitancy as one of the ten threats to global health stating that "vaccination is one of the most cost-effective ways of avoiding disease" (WHO, 2019). And still, many people are hesitant to be vaccinated. Vaccine hesitancy "refers to delay in acceptance or refusal of vaccination despite the availability of vaccination services" (MacDonald, 2015). The underlying reasons why people choose not to vaccinate were reported by WHO (2019) as complex, ranging from the inconvenience of accessing vaccines to the lack of confidence in the vaccine. Many studies were performed in the last few years to examine and understand the factors that influence vaccine hesitancy (for review see Joshi et al. 2021; Finney Rutten et al. 2021). In the meta-analysis of 172 studies, Norhayati et al. (2022) showed that the most prominent factors associated with lower COVID-19 vaccine acceptance were concerns about the vaccine's safety, efficacy, and side effects, lower trust in the government or related authorities and religious beliefs. Among sociodemographic characteristics, studies showed that vaccine hesitancy was higher in middle-aged persons, those of lower educational attainment, lower household income and women (Terry et al., 2022, Kazeminia et al., 2022). Similar results were obtained also in Croatia that women, people with lower levels of education and inhabitants of smaller settlements had higher odds of vaccine hesitancy, while the best predictor of vaccine acceptance was risk perception – people who believed that SARS-CoV-2 infection was dangerous were more likely to accept the vaccine (Bagić et al., 2022). Fear of COVID-19 was found to be an important predictor of willingness to vaccinate also in some other research conducted worldwide (Scrima et al., 2022; Patelarou et al, 2021; Kerr et al., 2021).

Croatia can be perceived as one of the countries with a relatively high percentage of vaccine-hesitant people, especially in the southern parts of the country. Although the first vaccination against COVID-19 disease started on December 23, 2020 (WHO, 2022), by October 2022 the vaccination coverage in Croatia was 57.1% with the first and 45.4% with the second (booster) dose (HZJZ, 2022), while in the Split-Dalmatia County, vaccination coverage was 47.3% with the first and only 45.7% with the second dose (HZJZ, 2022). Global coverage of vaccinated people in December 2022 was 64.2% (WHO, 2022).

AIMS

This study had two aims. The first aim was to investigate the potential causes of relatively low vaccination rates against the COVID-19 disease in the Republic of Croatia. The second was to specifically investigate the potential causes of the low vaccination rate in Dalmatia.

METHODOLOGY

The sample consisted of 1136 Croatian citizens with an average age of 43.4 years (sd = 12.4), of which 79% were women. The subsample of four Dalmatian counties included 126 respondents. The data were collected during the spring of 2021 on a convenient sample of adult respondents by online questionnaire. The vaccination rate in this sample of respondents was higher than national data – 63.3% of participants reported receiving at least one dose. In the Dalmatian subsample, the vaccination rate with the first dose of vaccine was 54%.

The measures used in this research were sociodemographic characteristics of respondents (age, gender, level of education), the measures of subjective economic status (one item, answering from 1 – "it is very difficult for me with the current income" to 5 – "I live very well with my current income"), subjective general health (one item, answering from 1-"very bad" to 5-"very good), and attitudes towards pandemic (3 items): "In your opinion, is COVID-19 a dangerous disease?"; "How worried are you about the COVID-19 pandemic?"; and "How much has the situation caused by the COVID-19 pandemic disrupted your life?" (Answering scales from 1 – "not at all" to 10 – "to an extremely large extent". Besides, we have applied two scales: Fear of COVID scale FCV-19S (Ahorsu et al., 2020; 8 items, e.g., "I can't sleep because I'm worried about getting the coronavirus") and COVID coping scale (4 items, e.g., "I believe that I will overcome the difficulties related to the pandemic"). The reliability of the scales was high. Cronbach alphas were .84 and .80, respectively. In the logistic regressions, the total results on these two scales were calculated as factor scores.

RESULTS – TOTAL SAMPLE

We applied binary logistic regression to predict vaccination acceptance in the Croatian sample. Analysing direct bivariate predictive effects (Table 1) it can be seen that most of the predictors, except gender, subjective economic status and subjective health ($p>.05$) were related to the vaccination decision of Croatian residents. Two variables demonstrated the highest relation to vaccination decision – perception of COVID-19 as a dangerous disease ($\chi^2 = 220.470$; $p < .001$) and the level of worries about the COVID-19 pandemic ($\chi^2 = 118.296$; $p < .001$). Those who perceive the danger of COVID-19 and were worried about the pandemic were more likely to take the first dose of the vaccine. Other significant relations indicate that it is more likely that older participants, those who have higher fear of COVID-19, have higher education, can cope with COVID, and those whose life was more disrupted by the pandemic will take a vaccine.

The logistics model was able to explain 30.0% (Cox & Snell $R^2 = .219$; Nagelkerke $R^2 = .300$; $\chi^2 = 280.68$; $df = 10$; $p < 0.01$) of the variability of the vaccination acceptance. As presented in Table 2, significant predictors ($p < .05$) were the gender ($B = -.387$; Wald = 4.451; $p = .035$) and age ($B =-.022$; Wald = 11.863; $p = .001$) of respondents, level of education ($B =-.137$; Wald = 6.724; $p = .010$), COVID coping scale ($B = -.369$; Wald = 18.616; $p = .000$) and the extent to which infection with COVID-19 has perceived as a dangerous disease ($B = -.367$; Wald = 74.632; $p = .000$). The far best predictor of vaccination decisions was the attitude about the danger of the disease, followed by the COVID coping scale. Those who perceived the disease as more dangerous and cope better with the disease had higher vaccination acceptance. According to the Exp(B) or the odds ratio (the predicted change in odds for a unit increase in the predictor) for those two predictors, it can be concluded that by every unit increase in the perceived danger of COVID-19 or ability to cope with the disease, the odds to take the first vaccination dose increased approximately by 31%. Further, older, and more educated respondents had a somewhat greater preference for vaccination. Gender did not have a direct relation with the criteria but acted indirectly through attitudes as a suppressor variable, mostly because women perceived somewhat higher danger from COVID-19 disease ($r = .083$; $p < .01$) and, in our sample, were a bit younger than men ($r = -.115$; $p < .01$).

Table 1 – The bivariate predictive power of variables in two samples

	Croatian sample (N = 1136)		**Dalmatian subsample (N = 126)**	
	χ^2	Sig.	χ^2	Sig.
Gender	1.249	.264	.223	.637
Age	37.297	.000	2.927	.087
Educational level	13.391	.000	.006	.940
Subjective economic status	2.209	.137	.431	.511
Subjective general health	3.391	.066	1.843	.175
Is COVID-19 a dangerous disease?	220.470	.000	32.072	.000
How worried are you about the COVID-19 pandemic?	118.296	.000	17.833	.000
How much has the situation caused by the COVID-19 pandemic disrupted your life?	5.359	.021	6.429	.011
COVID coping scale	10.123	.001	.046	.830
Fear of COVID scale FCV-19S	18.733	.000	7.274	.007

Table 2 – Logistic regression coefficients of the predictors in the model for two samples

	Croatian sample (N = 1136)				**Dalmatian subsample (N = 126)**			
	B	Wald	Sig.	Exp (b)	B	Wald	Sig.	Exp (b)
Gender	.387	4.451	.035	.679	.407	.520	.471	.665
Age	-.022	11.863	.001	.978	-.037	3.244	.072	.963
Educational level	-.137	6.724	.010	.872	.162	.956	.328	1.176
Subjective economic status	-.013	.023	.878	.987	-.013	.003	.959	.987
Subjective general health	.116	1.622	.203	1.122	-.204	.506	.477	.815

Is COVID-19 a dangerous disease?	-.367	74.632	.000	.693	-.539	15.366	.000	.583
How worried are you about the COVID-19 pandemic?	-.061	2.359	.125	.941	-.087	.608	.436	.917
How much has the situation caused by the COVID-19 pandemic disrupted your life?	.003	.009	.924	1.003	-.116	1.324	.250	.891
COVID coping scale	-.369	18.616	.000	.691	-.039	.027	.870	.961
Fear of COVID-19 scale FCV-19S	-.004	.002	.966	.996	.199	.461	.497	1.220

RESULTS – DALMATIAN SUBSAMPLE

Analysing direct bivariate predictive effects (Table 1) in the subsample of Dalmatian residents, a similar pattern of relations as in the Croatian sample can be observed (on a smaller scale due to a much lower sample size). The highest relation to vaccination decisions has the perception of COVID-19 as a dangerous disease (χ^2 = 32.072; $p < .001$) and the level of worries about the COVID-19 pandemic (χ^2 = 17.833; $p < .001$). Other variables significantly related to the first dose vaccination decision were fear of COVID-19 and the perception that the pandemic disrupted the respondent's life.

Appling the same logistic model in the subsample of Dalmatian residents 39.5 % of the vaccination acceptance was explained (Cox & Snell R^2 = .295; Nagelkerke R^2 = .395; χ^2 = 43.78; df = 10; $p < 0.01$). The only significant predictor was the attitude about the danger of the disease (B = -.539; Wald = 15.366; p = .000). Same as in the Croatian sample those who perceived COVID-19 as a dangerous disease more like belong to the group of participants who took the first dose of vaccine. According to the Exp(B) or the odds ratio, by every unit increase in perceived danger, the odds to take the first vaccination dose increase approximately by 42% in the Dalmatian sample.

DISCUSSION

The COVID-19 pandemic made enormous changes in the lives of people worldwide. One of the best ways to overcome the danger of infection, besides hygienic measures that were introduced by many governments, is vaccination. Although less than a year from the outbreak of the pandemic, the first vaccine has been authorised for use in America and the EU (Čivljak & Markotić, 2022), many people in Croatia were and still are hesitant to vaccinate against the disease that took over six million lives worldwide and more than 17.000 in Croatia (Koronavirus, 2022). Our study aimed to examine some possible factors that can contribute to the decision to vaccinate against the COVID-19 disease, especially in the southern parts of Croatia where the vaccination rates are lower than in the rest of the country.

The results of our study showed that older people, more educated and those who had higher fear of COVID-19, felt that could cope with COVID, and whose life was more disrupted by the pandemic were more likely to take the vaccine. The best predictor within this set of variables was the extent to which infection with COVID-19 has been perceived as a dangerous disease. Those who perceived COVID-19 as a dangerous disease were less hesitant to vaccinate. Similar results were obtained when the same analyses were conducted on the subsample of four Dalmatian counties - the highest relation to vaccination decisions had the perception of COVID-19 as a dangerous disease. Fear of COVID-19 disease and negative perceptions about infection were found to be important to the intention to vaccinate also in some other research (Head et al. 2020; Patelarou et al. 2021; Schnell et al. 2021). Head et al. (2020) in their study conducted before the vaccine was available, found that individuals who expressed fear were more likely to get vaccinated when it became available. In a cross-sectional study of nurses across five countries, it was found that a high level of fear about COVID-19 was one of the key factors for willingness to get vaccinated (Patelarou et al. 2021).

To conclude, to address vaccine hesitancy it is necessary to inform the public about the possible negative consequences of COVID-19 disease and to build public confidence in vaccine programs. Powerful campaigns should aim to explain the effectiveness of the vaccine and the significance of population-wide vaccine coverage to attain community immunity (Joshi et al. 2021). Our study clearly showed that the most important factor in the willingness to accept the vaccine against COVID-19 disease in Croatia was the perception of the disease as dangerous.

References

Ahorsu, D. K., Lin, C. Y., Imani, V., Saffari, M., Griffiths, M. D., & Pakpour, A. H. (2022). The fear of COVID-19 scale: Development and initial validation. *International Journal of Mental Health and Addiction*, *20*(3), 1537-1545. https://doi.org/10.1007/s11469-020-00270-8.

Bagić, D., Šuljok, A., & Ančić, B. (2022). Determinants and reasons for coronavirus disease 2019 vaccine hesitancy in Croatia. *Croatian Medical Journal*, *63*(1), 89-97. https://doi.org/ 10.3325/cmj.2022.63.89.

Benham, J. L., Atabati, O., Oxoby, R. J., Mourali, M., Shaffer, B., Sheikh, H., Boucher, J. C., Constantinescu, C., Parsons Leigh, J., Ivers, N. M., Ratzan, S. C., Fullerton, M. M., Tang, T., Manns, B. J., Marshall, D. A., Hu, J., & Lang, R. (2021). COVID-19 vaccine-related attitudes and beliefs in Canada: National cross-sectional survey and cluster analysis. *JMIR Public Health and Surveillance*, *7*(12), e30424. https://doi.org/10.2196/30424.

Čivljak, R., & Markotić, A. (2022). Coronavirus disease 2019 pandemic two years later… What's next?. *Croatian Medical Journal*, *63*(1), 1-5. https://doi.org/10.3325/cmj.2022.63.1

Finney Rutten, L. J., Zhu, X., Leppin, A. L., Ridgeway, J. L., Swift, M. D., Griffin, J. M., St Sauver, J. L., Virk, A., & Jacobson, R. M. (2021). Evidence-based strategies for clinical organizations to address COVID-19 vaccine hesitancy. *Mayo Clinic Proceedings*, *96*(3), 699-707. https://doi.org/10.1016/j.mayocp.2020.12.024

Joshi, A., Kaur, M., Kaur, R., Grover, A., Nash, D., & El-Mohandes, A. (2021). Predictors of COVID-19 vaccine acceptance, intention, and hesitancy: A scoping review. *Frontiers in Public Health*, *9*, 698111. https://doi.org/10.3389/fpubh.2021.698111

Kazeminia, M., Afshar, Z. M., Rajati, M., Saeedi, A., & Rajati, F. (2022). Evaluation of the acceptance rate of Covid-19 vaccine and its associated factors: A systematic review and meta-analysis. *Journal of Prevention (2022)*, *43*(4), 421-467. https://doi.org/10.1007/s10935-022-00684-1

Kerr, J. R., Schneider, C. R., Recchia, G., Dryhurst, S., Sahlin, U., Dufouil, C., Arwidson, P., Freeman, A. L., & van der Linden, S. (2021). Correlates of intended COVID-19 vaccine acceptance across time and countries: results from a series of cross-sectional surveys. *BMJ open*, *11*(8), e048025. https://doi.org/10.1136/bmjopen-2020-048025

Croatian Government. (2002). *Koronavirus (2022) Official site of the Government of the Republic of Croatia for information about coronavirus*. Retrieved November 25, 2022, from https://www.koronavirus.hr/en

MacDonald, N. E., & SAGE Working Group on Vaccine Hesitancy. (2015). Vaccine hesitancy: Definition, scope and determinants. *Vaccine*, *33*(34), 4161-4164. https://doi.org/10.1016/j.vaccine.2015.04.036

Norhayati, M. N., Che Yusof, R., & Azman, Y. M. (2022). Systematic review and meta-analysis of COVID-19 vaccination acceptance. *Frontiers in Medicine*, *8*, 783982. https://doi.org/10.3389/fmed.2021.783982

Patelarou, A., Saliaj, A., Galanis, P., Pulomenaj, V., Prifti, V., Sopjani, I., Mechili, E. A., Laredo-Aguilera, J. A., Kicaj, E., Kalokairinou, A., Cobo-Cuenca, A. I., Celaj, J., Carmona-Torres, J. M., Bucaj, J., Asimakopoulou, E., Argyriadi, A., Argyriadis, A., & Patelarou, E. (2022). Predictors of nurses' intention to accept COVID-19 vaccination: A cross-sectional study in five European countries. *Journal of Clinical Nursing*, *31*(9-10), 1258-1266. https://doi.org/10.1111/jocn.15980

Robinson, E., Jones, A., Lesser, I., & Daly, M. (2021). International estimates of intended uptake and refusal of COVID-19 vaccines: A rapid systematic review and meta-analysis of large nationally representative samples. *Vaccine*, *39*(15), 2024-2034. https://doi.org/10.1016/j.vaccine.2021.02.005

Scrima, F., Miceli, S., Caci, B., & Cardaci, M. (2022). The relationship between fear of COVID-19 and intention to get vaccinated. The serial mediation roles of existential anxiety and conspiracy beliefs. *Personality and Individual Differences*, *184*, 111188. https://doi.org/10.1016/j.paid.2021.111188

Terry, E., Cartledge, S., Damery, S., & Greenfield, S. (2022). Factors associated with COVID-19 vaccine intentions during the COVID-19 pandemic; a systematic review and meta-analysis of cross-sectional studies. *BMC public health*, *22*(1), 1667. https://doi.org/10.1186/s12889-022-14029-4

World Health Organization. (2019). Ten threats to global health in 2019. Retrieved March 24, 2022, from https://www.who.int/news-room/spotlight/ten-threats-to-global-health-in-2019

World Health Organisation. (2022). World Health Organization. Retrieved December 5, 2022, from https://covid19.who.int/table

HZJZ. (2022). Croatia Institute of Public Health. COVID-19 – report from HZJZ. Retrieved December 5, 2022, from https://www.hzjz.hr/aktualnosti/covid-19-izvjesce-hzjz-a/

Diana BAUS
Institute for Tourism, Zagreb, Croatia
Lidija NUJIĆ
Institute for Tourism, Zagreb, Croatia

CARBON FREE ISLANDS WITH THE USAGE OF ALTERNATIVE TRANSPORTATION

Abstract

During the summer months, the Croatian islands are overloaded with tourists and thus pollution of all kinds. To bring the ecosystem into balance, a possible reduction in carbon dioxide emissions needs to be considered. This emission of CO_2 can be reduced the most by introducing alternative means of transportation, without an internal combustion engine, but rather with bicycles and scooters with electric engines or no engines at all. Since most visitors to the islands are tourists, such an approach would ensure a variety of benefits for the islands such as unhindered traffic on the island and would further solve the problem of parking that small island towns face. Given that the island towns are about ten kilometers away from each other, they are reachable by bicycles or electric vehicles. Moreover, the islands are very suitable for this type of transportation because the island roads are uncluttered and therefore safe zones for cycling and enjoying the fresh air, nature, and panoramic views. In addition, a transition to a carbon-neutral tourist oasis would ensure Croatian tourism the base for creating a national green tourism brand.

Keywords: *carbon-free islands, alternative transportation, electric scooters, bicycles, green tourism, green promotion, green certificate.*

INTRODUCTORY REMARKS

In 2019, travel and tourism were the world's largest sectors, accounting for 10.4% of the global GDP (9.2 trillion USD) and 10.6% of all jobs (334 million) (World Travel & Tourism Council, 2021). In recent years, tourism has had the fastest growth in both international and domestic travel. The trends have become to travel over shorter periods of time and at a greater distance that caused intensive dependence on transportation which resulted in a 5% contribution of the tourism sector to global greenhouse gas emissions. Besides that, destinations face excessive water consumption and untreated water discharge, waste generation, and damage to local terrestrial and marine biodiversity. It has been found that investments in energy efficiency and renewable energy generate significant returns in a short payback period (United Nations Environment Program, 2011).

However, it is projected that the growth of tourism is going to continue changing demographics, improving connectivity, and technological innovations, and increasing recognition of the need for this growth to be more sustainable and inclusive, which could dramatically transform the face of tourism by 2040, representing a range of opportunities and challenges for destinations (OECD, 2018). According to OECD (2020, p. 4), one of the key tourism policies for future growth is "*Rethinking tourism success for sustainable growth*". Among others, it includes a greater focus on the environmental and socio-cultural pillars of sustainability, delivering benefits to local communities, contributing to achieving the SDGs, and combating climate change. Furthermore, it implies taking additional steps to mainstream sustainability in tourism policies and industry practices, to better support the transition to a green, low-emissions, and climate-resilient tourism economy.

For Croatia as well as for other Mediterranean countries, tourism is an important sector of the economy. International tourists' expenditure in Croatia amounts to almost 20% of the GDP and it is by far the largest share in the EU (Orsini & Ostojić, 2018). In recent years, the rapid growth of the Croatian tourism demand has caused many challenges, and the term "overtourism" is already a part of scientific discourse, but also a matter of concern for locals living in tourist destinations. Therefore, the rapid increase of tourism requires a fast and efficient response to battle the carbon footprint. This is precisely where the alternative sources of transportation, powered by renewable sources, emerge as ideal candidates for preserving the pristine nature of Croatian destinations. This paper focuses on islands, where alternative transportation is necessary for preserving natural sustainability, but also for attracting tourists who want to experience green tourism and its benefits.

1 THE ISSUES OF TRANSPORTATION TO/AT THE ISLANDS

Croatia has more than 1000 islands in its archipelago, of which 68 are inhabited, and are between 1 to 70 km away from the mainland. Even though they require more time to be reached, especially during the summer, the islands enjoy the same popularity as the destinations on the mainland. Visitors' expectations from an island vacation are finding peace and tranquility, as well as enjoying the green surroundings and clear seawater. However, with the increased number of tourists, the traffic also increases and the main motives of tourists coming to the islands are becoming hard to meet.

The rapid growth and development of motorization combined with poor island infrastructure have led to serious problems in the unobstructed movements of vehicles in public traffic areas . Traffic jams at the ferry ports are an annual challenge for domestic tourists and those traveling from Central and Western Europe to Croatia. The number of vehicles waiting to get on board outweighs the allowed number of vehicles on the ferry, therefore, cars are parked in line for hours and tourists wait for a long period in the sun. Many times, travel itself requires using a day of vacation time. The outcome often results in giving up on booking a vacation on the island, due to the complicated and long journey. Moreover, the traffic jams from the mainland transfer to the islands due to poor road infrastructure and, therefore, limited speed. Driving at a low speed absorbs more CO_2 in the atmosphere, which causes pollution and damages all these benefits one comes to experience. If we assume that this flow of motor vehicles circulates every day of the summer season, the pollution levels are high and not in the line with Sustainable Development Agenda that Croatia is trying to achieve by 2030.

In addition, the issue with the traffic from the ferry ports moves on to the destination, where tourists often face the problem of finding a parking place for their personal motor vehicles. This occurs because the island destinations do not have underground garages and therefore the number of parking places is very limited without parking for many cars at the same time. Intense traffic occurs mostly in the morning and evening hours when various social and artistic activities are held in the centre of the city. This mostly refers to finding a parking place in the centre of the city during an event, such as a concert or festivity which is visited not only by tourists from the town but also tourists coming from other nearby places. The traffic congestion is immense and decreases the overall satisfaction of tourists' vacation and causes them stress.

It is important to emphasize that the Croatian islands are built with ancient and medieval architecture, therefore the centre of the town is not designed for driving cars or parking. This is precisely why tourists decide to park their cars in one place during their stay on the island, and prefer to take long walks to the centre. However, as the number of tourists increases, the accommodation units are built in the suburbs as the destination is spreading. Thus, the need for transportation is very pronounced, given that the accommodation units are in some cases a few kilometers from the centre of the town, and public transportation is not provided. In some places, there is an electric train, which is represented more as an attraction for children than as a real solution to the transportation problem.

Given that the issue with traffic must be solved and Croatia has the duty to follow Agenda 2030 Sustainable Development Goals, the number of motor vehicles will have to be reduced. It is also expected that the number of tourists will increase in the coming years, thus, an alternative solution for transportation should be introduced which would make everyday life easier for residents and make tourists' vacations more pleasant. Moreover, it should be considered that in the coming years, as the place expands, tourist accommodation will be further and further away from the centre of the town, which will put additional pressure on transport.

2 PROPOSAL: ALTERNATIVE TRANSPORTATION ON THE ISLANDS

2.1 Electric vehicles

To effectively solve the problem, we propose new alternative solutions that are acceptable for city driving as well as for the environment. This paper proposes a new solution that would be based exclusively on the use of bicycles, electric bicycles, and electric scooters. This would significantly reduce the use of motor vehicles on a daily basis and alleviate the traffic at the destination. The use of alternative means of transportation, such as those with electric engines, would emphasize the importance of solar power plants, such as the one built on Vis. The use of solar energy is highly recommended on Croatian islands due to more than 2700 sunny hours per year, which is enough to provide electricity for the whole hectic summer demand and slow winter months. The use of alternative transportation running on electricity provided by solar plants would make tourism present, but it would not allow it to degrade nature. Furthermore, it would be an attraction for tourists to use electric vehicles, such as electric bicycles or electric scooters. The solar panels are a great fit for the island, due to their efficiency in electric energy supply, but also do not disturb tourism by causing noise or diminishing panoramic views (such as wind power plants). Electric vehicles, such as scooters allow tourists to move around easily, especially in the tiny streets in which they could not get in with a regular car. Nevertheless, they do not require a parking place, and they could be easily stored anywhere around the person.

2.2 Bicycles

Using bicycles is the most prominent alternative solution for transportation and sports on the islands. They are of dual importance for tourists. Bicycles not only promote sustainable alternatives for transportation but also support healthy and active holidays. Diverse and active holidays have replaced the mass tourism of the 1960s and 1970s and the continuing demand for conventional tourism products a long time ago (Simonsen, Jorgenson, Robbins, 1998). Many tourists, while cycling, want to develop their experiential side, and be stimulated, educated, and inspired as well (Dezsi, et al., 2014). Cycling in an exceptional natural setting, as a means of travel, can be a sensitive indicator of the quality of tourists' experience and, therefore, can lead them to prefer a particular destination (Simonsen, Jorgenson, Robbins, 1998).

According to the TOMAS 2019 Survey (Marušić, et al., 2020), sea (77%) and nature (54,9%) are the most important motives for visiting Croatia, followed by touring and sightseeing (21,3%). Cycling and mountain biking reason for coming for 1,6% of visitors in Croatia. It seems that cycle tourism is another form of an additional offer in Croatia, and for a small proportion of visitors it is the main reason for coming to the destination. Moreover, cycle tourism has great potential, since Croatia has a favorable climate and abounds in the beauty of the landscape and fresh air, which favors the development of this type of tourism but also solves the question of carbon emission because it empowers zero-emission transportation alternatives. Therefore, it is necessary to start working on the development and improvement of the cycle tourism offer, as well as its promotion, to achieve maximum benefits.

3 METHODOLOGY AND PILOT PROJECT PROPOSAL

This research paper contains sources from other scientific papers, as well as those from international documents written on the topic of sustainable development. The topic itself requires further research which would need to be done when Croatia does its supply chain emissions, i.e., input-output analysis of carbon emissions of tourism-related goods and services. This paper is a proposal for a future project which could be done in two phases. In the first phase, which would last for two years, an island would be selected where it would be suggested to replace cars with an alternative means of transportation, such as electric vehicles or bicycles. The project would require the progressive education of the island's residents. This would be the most challenging stage of the first phase because the project could only succeed if residents would accept the suggested alternatives. Furthermore, local authorities would need to provide new charging stations available at a few points in the town, more importantly, start the new project of building a solar power plant, which is crucial for supplying electricity for the electric engines of the vehicles. Otherwise, if the electricity is used from a power plant that uses fossil fuels, there would be no positive impact on nature and no change would be done. At this stage of the project, it would be tested how residents and tourists react to the impossibility of reaching the centre of the town by car. However, bike and scooter rentals would offer an alternative for moving around.

In the second phase, possibly by 2030, the project would require moving a step further, and building a carbon-free oasis, where it would be no motor vehicles running on fossil fuels, but only electrical transportation and non-engine vehicles. Here it is considered that tourists have available buses and cars with electric engines supplied by the solar power plant. At this stage of the project, the new input-output analysis on carbon emission should be done to compare it with the previous stage of the pilot project. There are many possible obstacles that impact this pilot project; therefore, the project should be done on the island with the lowest number of residents and tourists. From that example, good practices can be detected as well as challenges, before moving on to the other island. This would be of crucial importance for Croatian tourism and its branding on the Mediterranean map, as well as on the global level.

4 GREEN TOURISM

Carbon-free islands would offer tourist services based on sustainable, environmentally friendly, and responsible tourism. Green travel practices include choosing eco-friendly hotels, and eco-friendly modes of transportation, limiting or even eliminating lights, not over-ordering in restaurants to prevent waste, eating local and organic foods, reducing your use of plastic and other garbage while traveling (Nekmahmud & Fekete-Farkas, 2021). Green Tourism has been considered one of the most powerful elements for marketing destinations. The 'green' concept allows the tourism industry to improve its image and practices while continuing a commercial profit strategy. Contemporary consumers have shown their readiness to pay extra for green products/services (Lin et al., 2017). Which would be in this case, paying for alternative transportation (e.g., bike rentals or scooter charging).

This leads towards a sustainable tourism certification program which is a way of business benchmarking, where participants are audited on their integration of sustainable management practices, the impact of their services on environmental and social issues, the client or other stakeholder's perception of the business, and the consistency between the services rendered and offered. Touristic 'green' certificates could be useful in promotion as much as the end guest, i.e., tourist, recognizes that certificate and sees its value. This implies that the tourist himself values sustainability and that this is one of the factors he reacts to when buying a service or a product.

The marketing strategy always starts from the end customers, that is, from the target market and their needs. Through their communication, marketers want to convey that their service or product can be expected to fully satisfy their needs. If for the needs of, for example, cycle tourism, the known facts about the modern tourist and tourists visiting Croatia are considered, it can be concluded that the ecological or 'green' factor would be used for promotional purposes. What would be emphasized also, is the possibility of cycling on the island's roads and the unique natural beauty of the landscape, new experiences, active tourism, and authenticity.

Given that there is a niche that is sensitive to sustainability, this kind of marketing communication will target them as well, therefore this approach and strategy make sense if there are those people who will react to this, that is if there are tourists that find some value in it. However, this should not be the only factor that will stand out - tourists continue to react to prices and the overall offer, therefore green tourism should not be viewed as a separate and independent factor of marketing promotion but integrated and as part of the entire sustainable tourist destination system.

5 CONCLUSION

The tourism industry is extremely carbon-intensive, requiring prompt response for the preservation of natural heritage. For this purpose, this paper suggested alternative transportation on the islands, which are congested with cars during the summer months. The proposed alternative suggests the use of non-engine and electric vehicles that would solely be powered by electricity from green energy sources, i.e., the sun which is an abundant source for the production of electric energy. On the other hand, one of the basic conditions of environmental protection would be met, i.e., CO2 emissions in tourist destinations would be reduced, and the overall experience would be branded as 'green'. For Croatian positioning and branding in the Mediterranean, it is important to embrace sustainable development as a real goal not only on paper but in practice as well. Carbon-free islands would be the first islands in Europe that control CO_2 levels, serving as a good example globally. This practice would not only impact the environment, but it would have an impact on residents, as it would change their habits but also preserve their habitat.

References:

Antolić, M., Stewart, D., & Baus, D. (2020). The use of solar energy for the production of electrical energy and sustainable development of Croatian Islands. *Mediterranean Islands Conference*, 283-294.

Dezsi, S., Rusu, R., Ilies, M., Ilies, G., Badarau, S., & Rosian, G. (2014). The role of rural tourism in the social and economic revitalisation of Lapus Land (Maramures County, Romania). *Proceedings of the 14th SGEM geoconference on ecology, economics, education and legislation, Albena, Bulgaria, 17-26 June 2014*, 783-790. Limited Liability Company STEF92 Technologies: Sofia, Bulgaria.

Lin, J., Lobo, A., & Leckie, C. (2017). Green brand benefits and their influence on brand loyalty. *Marketing Intelligence & Planning, 35*(3), 425-440. https://doi.org/10.1108/MIP-09-2016-0174.

Marušić, Z., et. al. (2020). *Stavovi i potrošnja turista u Hrvatskoj (Attitudes and tourist consumption in Croatia).* TOMAS Hrvatska 2019., Zagreb: Institute for Tourism

Mrnjavac, E., & Marsanic, R. (2007). Intelligent transportation systems in improving traffic flow in tourism destinations. *Tourism and Hospitality Management, 13,* 627-636.

Nekmahmud, M., & Fekete-Farkas, M. (2021). Green marketing, investment and sustainable development for green tourism. *Tourism in Bangladesh: Investment and development perspectives* (pp. 339-361). Springer.

OECD. (2018). *OECD tourism trends and policies 2018*. OECD Publishing. https://doi.org/10.1787/tour-2018-en.

OECD (2020). *OECD tourism trends and policies 2020.* https://www.oecd-ilibrary.org/deliver/6b47b985-en.pdf?itemId=%2Fcontent%2Fpublication%2F6b47b985-en&mimeType=pdf

Orsini, K., & Ostojić, V. (2018). Croatia's tourism industry: Beyond the sun and sea. European economy. *Economic Briefs 036*. https://www.google.com/

url?sa=t&rct=j&q=&esrc=s&source=web&cd=&cad=rja&uact=8&ved=2ahUKEwjGrqKNxYn5AhULCewKHa8xAvoQFnoECAsQAw&url=https%3A%2F%2Fec.europa.eu%2Finfo%2Fsites%2Fdefault%2Ffiles%2Feconomy-finance%2Feb036_en.pdf&usg=AOvVaw0nNqgun5nK2QBqeRpVae2.

Simonsen, P.S., Jorgenson, B., & Robbins, D. (1998). *Cycling tourism*. Research Centre of Bornholm, Unit of Tourism Research. https://crt.dk/wp-content/uploads/12_rapport_Cycling_tourism.pdf.

United Nations Environment Program. (2011). *Tourism: investing in energy and resource efficiency.* https://www.researchgate.net/publication/306107494_Tourism_in_UNEP_2011_Towards_a_Green_Economy_Pathways_to_Sustainable_Development_and_Poverty_Eradication.

World Travel & Tourism Council. (2021). *Global economic impact & trends 2021*. https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=&ved=2ahUKEwjG3NKJw4n5AhXA_bsIHdz4DxwQFnoECBIQAw&url=https%3A%2F%2Fwttc.org%2FPortals%2F0%2FDocuments%2FReports%2F2021%2FGlobal%2520Economic%2520Impact%2520and%2520Trends%25202021.pdf&usg=AOvVaw2KunMXXdcvVKy-hAmlzIOc.

Krešimir DABO
VERN' University, Croatia

Ivor GAVRILOVIĆ
Croatia

Dejan GLUVAČEVIĆ
Edward Bernays University of Applied Sciences, Croatia

THE ROLE OF COMMUNITY MANAGEMENT IN THE BRADNING OF THE TOURIST DESTINATION RIJEKA AS THE EUROPEAN CAPITAL OF CULTURE 2020

Abstract

The success of a tourist destination is difficult to achieve without the frequent and high-quality use of social networks and online presence. This paper investigates the influence and role of social networks in the branding of a tourist destination. The tourist destination that serves as an example in this paper is Rijeka, which has become the European Capital of Culture for 2020. For the purpose of the work, a semi-structured in-depth interview was conducted with employees of the Tourist Board of the City of Rijeka and the company Rijeka 2020 d.o.o., established for the implementation of the EPK 2020 project incorporating artistic events, especially in Rijeka in 2020. The research showed that the strategic design of social network management is extremely important for branding and strengthening the visibility of the destination. It must be part of integrated marketing communication as it can strengthen awareness of a certain tourist destinations and directly impact its attendance. 11 The paper was created as part of the research for the final thesis of the student Ivor Gavrilović at the Media and Public Relations study, Vern' University in Zagreb.

Keywords: *tourist destination branding, Rijeka 2020, social networks in branding, tourist destination*

INTRODUCTION

The topic of this paper is the role of social networks in branding the tourist destination of Rijeka as the European Capital of Culture in 2020. The European Capital of Culture project is one of the EU projects launched in 1985. As European capitals of culture, the cities are placed at the centre of cultural life throughout Europe, and through culture and art they improve the quality of life in their cities and strengthen the sense of community. On March 24, 2016, Rijeka and Irish Galway were declared European capitals of culture for 2020. The aim of this paper is to investigate the role of public relations and social networks in the branding of a tourist destination. The paper begins with the presentation of theoretical determinants in destination branding, followed by the role of social networks in this process. The research part of the paper follows the analysis of a semi-structured in-depth interview with the employees of the company Rijeka 2020, established to implement the European Capital of Culture 2020 project and the Tourist Board of the City of Rijeka. Based on the obtained results, a conclusion will be drawn and possible recommendations for improvement in the use of social networks will be presented.

THEORETICAL FRAMEWORK

By analyzing numerous definitions of a tourist destination in domestic and foreign literature, it is appropriate to define it as a market-recognizable spatial unit that is organized for tourism. With its set of tourist products, it offers consumers the satisfaction of tourist needs. From the above, it can be concluded that for the characterization of a certain place as a tourist destination, neither its geopolitical borders nor its size is decisive, but the ability to attract tourists and satisfy tourist needs (Križman Pavlović, 2008). Recently, an increasingly important part of marketing management is brand management. Organizations tie all marketing activities to a recognizable symbol that enters consumers' consciousness and defines their culture of behavior and values (Vranešević, 2007). The different characteristics of tourist destinations from those with physical products and services in tourism indicate different possibilities and the need for a different approach to marking the destination with a market brand (Križman Pavlović, 2008). When informing tourism destination stakeholders about the brand and showing how they can support the brand adoption and implementation program, there are several approaches that can be used. These are the online brand centre, posters, e-mail communication, direct marketing, announcements and interviews in the media, presentations and seminars, flyers, etc. (Križman Pavlović, 2008).

> "Activities related to promotion/marketing communication in culture and art institutions should be part of the promotion/marketing communication strategy as a complete program, targeted activities and necessary resources for effective communication with all current and potential target groups in order to reach them informatively and persuasively acted to achieve specific communication and/or sales goals. The tasks of marketing communication are: (1) to inform; (2) remind; and (3) persuade/convince. The process of marketing communication includes the process of interactive exchange and encoding/decoding of messages between the source and receiver in the communication channel". (Pavičić, Alfirević, Aleksić, 2006, p. 207)

It is the most powerful and important simply because it has direct permission to develop the brand of its country. The public tends to reject communication when it is directly initiated by the government or its agencies and is unsure how to respond to it. This is not surprising because the government or its agencies do not normally sell a particular product to any audience. On the other hand, the communication of tourist boards is perceived as a legitimate representation of the state to a global audience. Of secondary importance is that the product offered is actually a holiday in that country. It is important that new information can be conveyed to people through sent messages and, most importantly, new images of that country. People can be shown what the country looks like, what people do and what they produce, what the climate is like, what the food is like, and what the culture and history of that country is like (Anholt, 2009).

Following the emergence of social networks and the interaction with users they provide, their marketing potential quickly became visible and useful. The daily growing number of users has attracted the attention of marketers and public relations specialists, as well as various organizations that have opened their official profiles on leading social networks such as Facebook and Instagram.

> "Social networks are the most popular global communication phenomenon because man is a social being and because social communication interests and attracts him. We come to social networks to get closer, connect and make friends with new people, to share, receive or exchange various information, simply to communicate with people in every possible way". (Grbavac & Grbavac, 2014, p. 207).

The goal of the organization when opening its own profile is to increase the visibility of the brand and spread information about the offer that the organization offers to its consumers in order to acquire new ones and to receive direct feedback on its product or service. "Four revolutions took place in the history of media: the creation of the Greek alphabet, which enabled the modern way of writing, the invention of printing machines, the development of radio and television, and finally the invention of computers, the Internet, and social networks." (Macnamara, 2010, according to Klarin, 2017).

Social network users inform the public or only selected friends about their activities, interests or attitudes by posting on their wall. As they express their own thinking and attitudes about a certain product, service and tourist destination or any "object of observation", they can also influence the creation of an image. Therefore, the reality is that social networks and the Internet have become a kind of word of mouth marketing in modern society. This makes them the biggest opportunity, but also the biggest threat in the business of business entities that use them. Posts on social networks, positive or negative, can also influence the formation of the image of a destination. This image can be viewed through the prism of two basic levels, organic and induced. An organic image is mainly created on the basis of one's own experience and understanding of processed information that an individual receives from various sources based on daily assimilation and processing of a large amount of data. An induced image is created thanks to the influence of marketing activities and communication messages. It is precisely in this part that the role of communication tools can help when creating an image of a tourist destination, primarily the role of social networks, especially in developed tourist markets. (Markić, Bijakšić, Bevanda, 2018).

OBJECTIVES, RESEARCH QUESTIONS AND RESEARCH METHODOLOGY

The subject of this research was to determine whether social networks influence the selection of cultural and social events in Rijeka in 2020. The aim was to determine whether advertisements and announcements on social networks influenced the respondents and their visit to one of the cultural and artistic events within the Rijeka as European Capital of Culture 2020 project.

In order to make this possible, the following research objective was set:

— Determine the role of the company Rijeka 2020 and the Tourist Board of the City of Rijeka in the branding of the destination through the analysis of in-depth interviews.

Based on the set goal, the following research question was defined:

— How did the company Rijeka 2020 and the Tourist Board of the City of Rijeka contribute to the branding of Rijeka as the European Capital of Culture in 2020?

The research methods used in the research related to in-depth interviews with employees of the company Rijeka 2020 in the Tourist Board of the City of Rijeka.

RESEARCH RESULTS

The research was conducted with an in-depth semi-structured interview with employees of Rijeka 2020 and the Rijeka Tourist Board, and consisted of 10 open-ended questions related to the content of promotional activities, communication strategy on social networks, and satisfaction with followers' reactions and the success of the campaign. An online interview lasting one hour and 30 minutes was conducted with an employee of the Tourist Board, and an employee of Rijeka 2020 responded in writing. Below is an interpretation of the answers received.

Table 1 – Interpretation of the answers obtained from the in-depth interviews.
Source: creation of the authors.

	Employe Rijeka 2020	**Employee of Touristic Board Rijeka**
Promotional activities		
	"Organization Rijeka 2020 d.o.o. promotional activities during the implementation of the Rijeka 2020 – European Capital of Culture project were structured through advertising, public relations, the organization of promotional and press events, through the official website and social networks, promotional and informational and communication materials, the production of corporate and media content about the partnership and sponsorship, sales and international promotion."	"The Tourist Board of the City of Rijeka was one of the partners who participated in the creation of documentation and worked on publicity activities related to the European Capital of Culture until the moment when the company Rijeka 2020 d.o.o. was founded."
Colaboration		
	"Cooperation with the office of the Tourist Board of the city of Rijeka took place through the exchange of key information and announcements for the media, as well as all other promotional materials. TB Rijeka had at its disposal all the details of the European Capital of Culture program, and we referred all those who came to Rijeka and wanted to learn more about the city itself and what it offers in addition to the EPK project to them."	"We cooperated in activities with Rijeka 2020, such as joint articles in magazines and the marketing of the magazine "Time Out". We collaborated on advertisements, online and offline promotional activities and worked on joint presentations".
Communication strategy on social networks		
	"The initial strategy included more bilingual announcements in order to address a wider European audience, as well as addressing a domestic audience outside Rijeka. As soon after the opening there was a complete closure due to the COVID 19 pandemic and the interruption of international and domestic traffic, we had to adapt and fully focus on the local audience, but bearing in mind that we were being followed by all those followers who planned to come to Rijeka".	"The main part of the project and its advertising on social networks was in the domain of social networks of the company Rijeka 2020. Our entire plan of advertising on social networks remained unrealized due to the COVID-19 pandemic".

Social media advertising and guidelines	
"We paid for opening announcements, large exhibitions at the Museum of Modern and Contemporary Art, festivals and a number of musical events. We were guided by the desire for information about these events to reach as many people as possible, and above all those for whom these manifestations and events would suit their interests in such content".	"We did not advertise our announcements because it was in the domain of the company Rijeka 2020".
Targeting of target audiences	
"In addition to using different hashtags related to certain program directions and initiatives, as well as tagging partner institutions and collaborators, we would adjust the tone of posts if necessary if they are intended for a certain demographic group. We tried to target people according to their interests in culture.	TB Rijeka does not specify specific targeting.
Satisfaction with the level of interaction on official profiles	
"We are satisfied with the level of interaction. There were positive, critical and even negative reactions to certain programs, but they were at the level of expectations. What is important is that the key messages reached people, that people recognized the legacy of the project, that certain contents encouraged a different way of thinking about the city, and that citizens took advantage of the call for involvement wherever possible".	"We reached 16 thousand followers on Instagram without investing in advertising, and our Facebook profile is more informative."
Content with the best reactions from followers	
"Followers are best at content related to the lasting legacy of the project, the Benčić art district, which includes the Sugar Palace, the Children's House and the future new city library and the future Galeb museum ship. They also responded well to large exhibitions such as 51000 Balthazargrad and Fiume Fantastika, numerous murals created as part of the Rijeka Murala program and the grand opening on February 1, 2020".	"There is no specific rule to which content they react best, but sometimes followers know how to react very well to our original photos, taken with a mobile device. If the advertising plan had been implemented and if we had advertised the events of EPK 2020 during the year, we think that the best reactions would have been on the announcements concerning the concerts of internationally known performers, and we think that they

	would have generated interaction unrelated to paid advertising".
Number of followers and analysis	
"In January, the number of new fans on Facebook was 3,613, in February 2020, 4,892, while in later months it often varied from 150 to 400 per month. Equally, in the months of closure and adjustment to the "new normal", engagement was 10,000 people, and the reach of posts up to 50,000, while before and after the opening, engagement exceeded 100,000, and the reach of posts was a million people".	TB Rijeka does not state the reach of their posts or the number of new followers and note that they did not advertise the EPK 2020 project on social networks
Campaign success	
"We believe that the campaign was successful because we were able to present an extremely rich and diverse program, which for the most part took place in extremely demanding pandemic conditions. All the more so because in a very short period of time we were able to adjust the planned activities and start again with the communication of the program adapted to the "new normal".	"We think that the entire campaign was extremely successful until March 1, 2020, that is, until the moment of lockdown. Rijeka, as the European capital of culture, appeared in a large number of media, and the community had visits from journalists from all continents".

DISCUSSION

The company Rijeka 2020, which was founded to implement the European Capital of Culture 2020 project, structured its promotional activities through advertising, public relations, publication of content on the official website and advertising of that content on social networks, promotional and informative communication materials, and the production of corporate and media content, ticket sales and international promotion. The Tourist Board of the city of Rijeka was one of the partners that participated in the creation of documentation and also worked on publicity activities related to EPK 2020 until the moment when the company Rijeka 2020 was founded. They participated in some segments such as coordinating the visits of journalists from foreign countries. The organizations cooperated through the exchange of information, press releases and various promotional materials, and TB Rijeka had at its disposal all the details of the EPK program. They also collaborated in online and offline promotional activities and presentations. The strategy of both organizations on social networks was not fully realized due to the sudden pandemic of the disease COVID 19 and travel restrictions, so the company had to adapt and turn to the domestic audience. Since the project was extended for the above reasons, the Rijeka 2020 announcements were paid for in 2021 as well, guided by the desire that information about these events reach as many people and as many visitors as possible. The strategy also included the use of hashtags, tagging partner institutions and collaborators, and adapting to demographic groups, depending on the need and event. The audience was targeted according to their interests in culture, exhibitions, events, music, film and contemporary art. The reactions of users on social networks were positive, but also critical and negative about certain content and organization. Most of them are posts of an informative nature and invitations to the event, and photos were also published directly from the event or as a report in the days after.

In both organizations, they believe that the campaign was successful, especially until the moment of closure, but also in the demanding pandemic conditions. Although the cooperation between the organizations was good, the Tourist Board of the City of Rijeka could and should have published more content on its social networks and thus helped in the visibility of the event. The company Rijeka 2020 had a good strategy on social networks, but the content itself was excessive in the manner of reporting. There was a lack of calls to action with better thought-out texts and thus greater engagement of followers.

CONCLUSION

The subject of this research was to determine whether social networks influence the selection of cultural and social events in Rijeka in 2020. The work sought to determine whether advertisements and announcements on social networks influenced visiting which cultural and artistic events as part of the project Rijeka as the European Capital of Culture 2020.

The goals that were set were to determine the role of the company Rijeka 2020 and the Tourist Board of the City of Rijeka in the branding of the destination through the analysis of in-depth interviews, to determine their contribution to the project through the analysis of their social networks, and the analysis of the views and opinions of citizens on the role of social networks in the selection of cultural and artistic events in Rijeka in 2020.

The methods used in the research were the analysis of in-depth interviews with employees of the company Rijeka 2020 and the Tourist Board of the City of Rijeka.

In this work, all research questions were successfully answered. By conducting in-depth semi-structured interviews with the employees of the company Rijeka 2020 and the Tourist Board of the City of Rijeka, a more concrete insight into the implementation of the project was obtained, and the conclusion was that the cooperation between the organizations was good, but the pandemic of the disease COVID 19 unfortunately stopped their plans and strategy on social networks. Their role contributed to the organization and informing of the target public about cultural and artistic events as part of the EPK 2020 project, thus contributing to branding, but the role of the Tourist Board of the City of Rijeka could have been greater. By doing so, already acquired followers could be used for further promotion of the project and a kind of word-of-mouth marketing. Also, TZ Rijeka could publish a lot more content and thus help in branding the destination and the project.

This research has shown how strategic shaping of social network management is extremely important for branding and strengthening the visibility of a tourist destination. It must be part of integrated marketing communication in order to better convey the message to its target public, just as public relations can greatly influence the strengthening of awareness of a certain tourist destination and have a direct impact on its attendance.

References

Anholt, S. (2009). *Konkurentan identitet: Novo upravljanje markama država, gradova i regija*. (Competitive identity: New brand management of countries, cities and regions). Zagreb: M Plus d.o.o.

Grbavac, J., & Grbavac, V. (2014). Pojava društvenih mreža kao globalnog komunikacijskog fenomena. *Media, culture and public relations, 5* (2), 206-219. Accessed (25. 2. 2021).

Klarin, N. (2017). *Online komunikacija Hrvatske turističke zajednice: analiza objava na*

Facebooku, Twitteru i Instagramu (Diplomski rad). (Online communication of the Croatian Tourist Board: analysis of posts on Facebook, Twitter and Instagram). Accessed https://urn.nsk.hr/urn:nbn:hr:114:207445 (25. 2. 2021.).

Križman Pavlović D. (2008). *Marketing turističke destinacije (Marketing of the tourist destination)*. Zagreb: Sveučilište Jurja Dobrile u Puli, Odjel za ekonomiju i turizam "Dr. Mijo Mirković", Mikrorad d.o.o.

Markić, B., Bijakšić, S., & Bevanda, A. (2018). Komunikacija na društvenim mrežama i razvoj

imidža o brendu turističke destinacije (Communication on social networks and development of the image of the tourist destination brand). *Hum, 13*(19), 233-248. Accessed https://hrcak.srce.hr/212446 (25. 2. 2021.).

Pavičić J., Alfirević N., & Aleksić Lj. (2006). *Marketing i menadžment u kulturi i umjetnosti (Marketing and management in culture and art).* Zagreb: Masmedia d.o.o.

Vranešević T. (2007). *Upravljanje markama: (Brand Management)*. Zagreb: Accent.

Katerina FOTOVA ČIKOVIĆ
University North, Croatia
Ivana MARTINČEVIĆ
University North, Croatia
Joško LOZIĆ
University North, Croatia

SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA: A LAST DECADE PRISMA-COMPLIANT SYSTEMATIC LITERATURE REVIEW

Abstract

The term sustainable tourism has been quite commonly used in the last decade. It refers to considering the current as well as future economic, social and environmental impacts, simultaneously addressing the needs of tourists, the tourism industry, the environment and the national economy. The overarching goal of this article is to identify, present and analyse published studies regarding sustainable tourism development in the Republic of Croatia, to present their findings and to draw conclusions about sustainable tourism development in Croatia and the challenges faced. To achieve this goal, a systematic review according to the PRISMA statement guidelines with stringent selection criteria to include relevant studies on sustainable tourism development in Croatia has been conducted. The authors have surveyed the Scopus scientific database with the keywords "SUSTAINABILITY", "TOURISM", "DEVELOPMENT" and "CROATIA". The PRISMA method has led to a total of 53 papers. Thereafter, a manual survey of these studies followed, which eventually resulted in 17 relevant papers regarding sustainable tourism development in Croatia in the last decade (i.e., 2012 to 2022). Major findings reveal that the implementation of sustainable tourism practices and sustainable tourism development can potentially bring significant advantages to the Croatian economy. The core purpose of this paper is to raise awareness among academic members, researchers, analysts and practitioners regarding the importance of sustainable tourism development in Croatia.

Keywords: *Sustainability, Croatia, tourism development, literature review*

1 INTRODUCTION

Tourism is one of the fastest growing and most contributing economic sectors that has transformed in the last two decades as a consequence of the "profound shifts within social, economic and technological environments in developed markets leading to their transition toward post materialistic experience economies" (Ivandić et al., 2012).

Croatia, as a part of the Mediterranean tourism sub-region, enjoys the status of being "the world's leading receptive tourism destination characterized today by a mature 'sun and sea' product, intense intra-regional competition and being, at the same time, challenged with a steadily decreasing market share" (Ivandić et al., 2012).

The concept of sustainability has been lingering in the literature for a few decades now, however, the concept of sustainable tourism and sustainable tourism development is quite a novel but very contemporary concept. Therefore, the main objective of this research is to identify, present and analyse the relevant published studies in the Scopus database regarding sustainable tourism development in the Republic of Croatia, to present their findings and to draw conclusions regarding sustainable tourism development in Croatia and the challenges it faces. Moreover, another purpose of this paper is to raise awareness among academic members, researchers, analysts and practitioners regarding the importance of even faster sustainable tourism development in Croatia. The remainder of the paper is structured as follows. Section 2 offers a theoretical background on the emergence and development of sustainable tourism. Section 3 reveals the research design, whereas Section 4 presents the results of the research. Thereafter, Section 5 offers a discussion and the paper's conclusion.

2 THEORETICAL BACKGROUND ON THE EMERGENCE OF SUSTAINABLE TOURISM

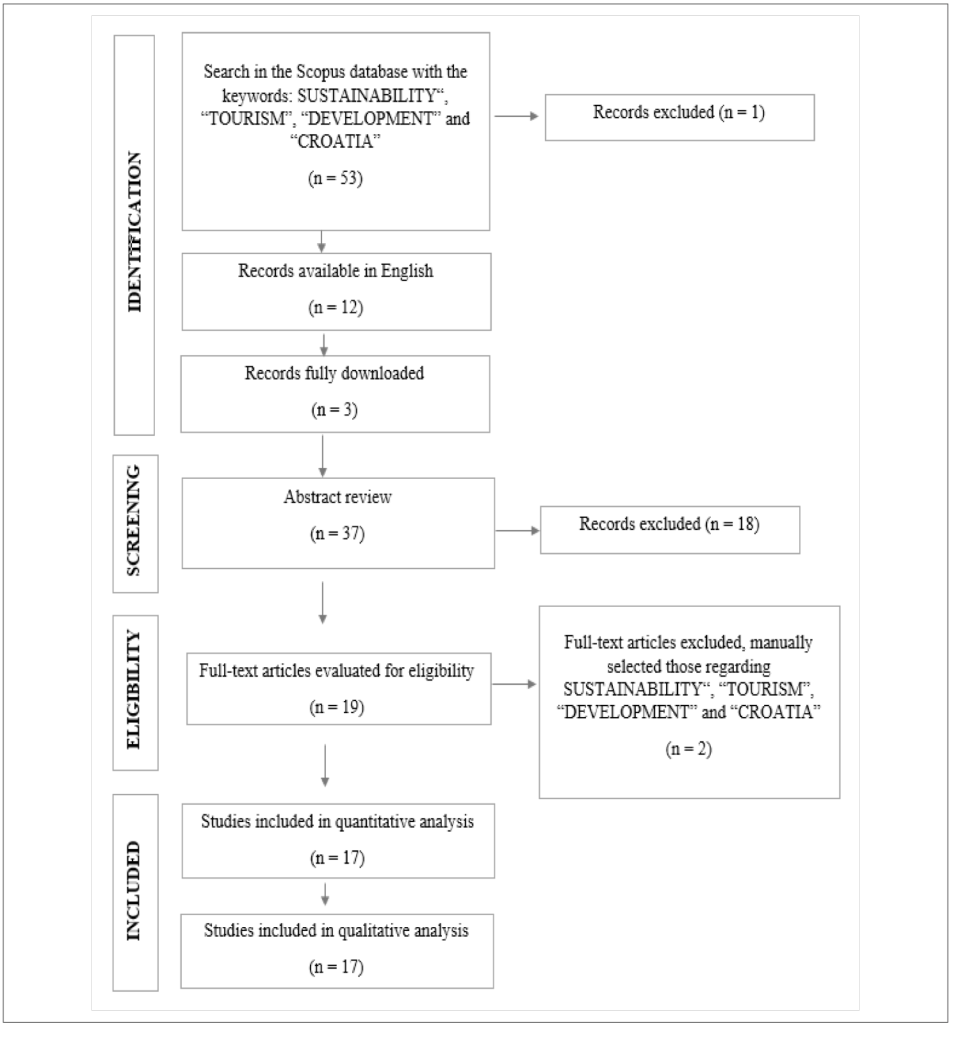
Ever since the inception of the concept of sustainability and sustainable development back in the 1990s, the term sustainability has been defined in different ways in different research sections. Today, sustainable development is one of the most prevalent concepts in science, media and civil society, and yet it often remains unknown how to apply sustainability in reality. The concept of sustainable development is based on meeting the needs of current and future generations. Existing trends such as strong industrialization and rapid population growth have created great pressure on each country's already burdened capacities.

In the context of sustainable tourism, the term itself implies primarily high-quality and responsible spatial planning that focuses on local cultural values. Following the beforementioned, new investments require the necessary preservation of non-renewable resources. Thus, tourism offers that are aligned with the principles of sustainability should market a unique tourist offer that, with its uniqueness, meets the needs of guests without harming the environment. This is supported by modern trends in the development of tourism, which imply an increasing awareness of consumers, as well as the concept that implies "the return of the people to nature". This approach implies the creation of a tourist offer that is based on a combination of healthy and organically produced food, an untouched natural environment and recreational activities in the function of cultural customs and traditions (Sunara et al., 2013).

3 RESEARCH DESIGN

This systematic literature review has applied the PRISMA guidelines. Figure 1 presents the research approach together with the four phases (identification, screening, eligibility and inclusion). Namely, after starting with 53 papers in the Scopus database, there were only 17 relevant papers regarding sustainable tourism in Croatia left in the last inclusion phase.

Figure 1 – The PRISMA-compliant review of papers on sustainable tourism in Croatia.



4 RESULTS OF THE RESEARCH: SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA

This study explored the Scopus scientific database and the main goal is to present papers regarding sustainable tourism in Croatia. As shown in Figure 1, it becomes obvious that from the total of 53 papers, there were 17 relevant papers published in this research area. These 17 papers are shown in Table 1 and their studies and findings are elaborated thereafter.

Table 1 – Surveyed papers regarding sustainable tourism development in Croatia.

Author/s and year of publication	Title of the paper
Ivandić & Telišman-Košuta (2012)	*Criteria for planning sustainable tourism development zones in coastal regions: Case study of Croatia*
Krneta & Pivčević (2013)	*The effects of chosen governmental financial policy measures aimed at Croatian islands' economic sustainability enhancement with special stress on tourism*
Van Rogen & Zlatić (2013)	*Spatial Analysis of the Sustainability of Small Communities: A Case Study on the Island of Ilovik, Croatia*
Pavia, Gržinić & Floričić (2014)	*The perception of gastronomic events within the framework of sustainable tourism development*
Štahan (2014)	*Energy-efficient Architecture in Sustainable Urban Tourism*
Šulc & Zlatić (2014)	*Demographic Challenges to Sustainability of Small Adriatic Islands: the Case Study of Ilovik, Croatia*
Tsoutsos et al. (2016)	*Cooling in Mediterranean hotels during summertime. Experience from the neZEH (Nearly Zero Energy Hotels) project*
Dvarskas (2017)	*Dynamically linking economic models to ecological condition for coastal zone management: Application to sustainable tourism planning*
Kantar & Svržnjak (2017)	*Development of sustainable rural tourism.*
Carić (2018)	*Perspectives of greening tourism development – the concepts, the policies, the implementation.*
Krstinić Nižić, Trinajstić & Šverko Grdić (2019)	*Towards sustainable cities in Croatia*
Margeta (2019)	*A review of sustainable septage management strategies on the islands in Croatia*
Čorak, Boranić Živoder & Marušić (2020)	*Opportunities for tourism recovery and development during and after COVID-19:Views of tourism scholars versus tourism practitioners*
Afrić Rakitovac, Urošević & Vojnović (2021)	*Community Participation in Sustainable Valorisation of Cultural Heritage: The Case of the Municipality of Vrsar*
Rudan, Krstinić Nižić & Šverko Grdić (2021)	*Effect of Circular Economy on the Sustainability of Cultural Tourism (Croatia)*
Trišić, Štetić & Privitera (2021)	*The Importance Of Nature-Based Tourism For Sustainable Development—A Report From The Selected Biosphere Reserve*
Krajnović, Zdrilić & Miletić (2021)	*Sustainable Development of an Island Tourist Destination: Example of the Island of Pag.*

Ivandić & Telišman-Košuta (2012) propose "a system of interrelated ecological, social and economic criteria for evaluating and planning tourism zones in Croatia", as a tool that would support the spatial planning of sustainable tourism development. They developed a strategic tourism destination development framework, covering an extensive set of interrelated environmental, social and economic criteria.

Krneta & Pivčević (2013) focus on the impact chosen governmental financial policy measures had on the Croatian islands' economic sustainability enhancement. They constructed a conceptual research model that includes: "(1) forms of support i.e., grants and loans, and (2) the usage of support (competitiveness, innovation, co-operative enterprise, targeted activities, etc.)". Their results are relevant since they cover around 43 thousand businesses (or 22% of the total population of active businesses registered in 2010 in Croatia).

Van Rogen & Zlatić (2013) conducted a spatial analysis of sustainability in the small community of the small island Ilovik. The interviews of 95% of the local inhabitants took place in two weeks in mid-June 2011, and they were interviewed "about their current socio-economic status and perceptions of tourism, the natural environment, and government".

Pavia, Gržinić & Floričić (2014) tackle the perception of the importance of organisation of gastronomic events within the framework of sustainable tourist destination development and their research occurred at the event Days of Fresh Olive Oil in Vodnjan, Croatia. The overall findings reveal that there is a great and not enough used potential for gastronomic events.

Štahan (2014) explore the energy-efficient architecture in sustainable urban tourism, i.e., in the city as a tourist destination. Moreover, the author has given case-study hotel examples of energy-efficient architecture in urban sustainable tourism. Most hotels are energy inefficient and have a negative impact on the environment, and this was the main reason for this research. The evaluation results indicate that none of the reviewed hotels fully satisfy any group of sustainability criteria, therefore suggesting that the urban city hotels in Croatia are not green and do not follow the global sustainable tourism development trends.

Šulc & Zlatić (2014) investigate the demographic challenges to the sustainability of the small island of Ilovik, Croatia. Namely, they performed an extensive survey of Ilovik's residents (57 households and all 10 business owners) in June 2011 regarding their "current socioeconomic status, the natural environment, the residents and vacation homeowners' perception of tourism, the government's impact on socio-economic change, and the perception of the influence of the EU on future development". They found that challenges of successfully managing sustainability in Ilovik are enormous and that the "long-term development perspectives on Ilovik are fragile and will depend on population recovery and further increase of employment opportunities".

Tsoutsos et al. (2016) focus on the performance of neZEH (nearly Zero Energy Hotels) Mediterranean hotels in Greece, Croatia, Italy and Spain with the special aspect of the cooling demand during their summer peak season. They present 16 pilot projects of refurbishment projects leading to nZEB status in 7 target countries (Greece, Croatia, Italy, France, Sweden, Romania and Spain). However, their study reveals the results from four out of these seven countries.

Dvarskas (2017) focuses on the application of sustainable tourism planning in the context of coastal zone management. In other words, he has developed and proposed a descriptive and visual model which represents a "potential manner in which the economic behaviour of individuals and ecologic components may be combined to evaluate the evolution of the tourism industry over time". The proposed model is based on "parameterization from a small set of economic and ecological data related to beaches in Croatia, translated to two hypothetical beaches".

Kantar & Svržnjak (2017) explore the possibilities for the development of sustainable rural tourism in Koprivnica-Krizevci county in Croatia. For this purpose, they conducted a qualitative empirical research interview method on a sample of 30 "owners of tourist farms, decision-makers, experts and other stakeholders in tourism development". They tackle the ecological, economic, socio-cultural and political dimensions. Their findings reveal that the ecological dimension has reached its highest level, while the socio-cultural, political and economic have not reached their potential.

Carić (2018) covers the perspectives of greening tourism development, referring to greening tourism as "a response to the questions of competitiveness and ecological sustainability of tourism, but also the policies of United Nations and European Union". In his paper, he has found that greening tourism has the potential "to increase the multiplying effect to the local economy", impacting as educational, ecologically informative and environmentally responsible.

Krstinić Nižić, Trinajstić & Šverko Grdić (2019) focus on exploring the sustainability of Croatian cities and the so-called urban sustainability. The main objective of their research is to explore the impact and role of tourism as "a generator of the city's overall development" with the application of secondary available data. Sustainable cities are defined as "cities that provide social and economic progress for their inhabitants". In their paper, the examples of 20 Croatian cities have been presented, together with their development index.

Margeta (2019) analyses the issue of septage management on Croatian islands in the circular economy framework. The author states four aspects of septage management systems: Environmental, Economic, Social and Technological. This paper tackles the permanent issue of septage management and gives guidelines on how to resolve these issues (i.e., in accordance with the principles of the waste hierarchy and with the application of "a life-cycle based framework approach to quantitatively assess the environmental and economic sustainability performance").

Čorak, Boranić Živoder & Marušić (2020) have analysed the views of tourism scholars versus tourism practitioners regarding the opportunities for tourism recovery and development during and after the COVID-19 pandemic. Their main goal was to compare points of view on "the short-term recovery of tourism, as well as the long-term possibilities to transform the sector" and make it a more "sustainable and more inclusive sector" that would encourage and amplify regional competitive advantages. Their findings reveal that the practitioners and scholars share similar points of view when analysing and predicting the recovery of tourism in the short-term period.

Afrić Rakitovac, Urošević & Vojnović (2021) present the local community participation in the sustainable valorisation of cultural heritage in the case of the municipality of Vrsar, Istria (Croatia). Their research took place in ArchaeoCulTour, a "recent scientific project whose main goal is to analyse the development potential of archaeological heritage through sustainable tourism".

Rudan, Krstinić Nižić & Šverko Grdić (2021) have focused on the effect of circular economy on the sustainability of cultural tourism in Croatia. Interestingly, they define the term cultural tourism and include its subsectors as follows: Heritage tourism, Gastronomy tourism, Archaeological tourism, Creative tourism, Rural tourism and Urban tourism. In their paper, they also provide examples of good practices of application of the concept of circular economy in cultural tourism in Croatia: Revitalization of St. Michael's Fortress – Šibenik, The Routes of the Frankopans – Primorje-Gorski Kotar County, Petrapilosa Castle – Buzet, The City of Rijeka – European Capital of Culture 2020, Diffuse Hotels and Gastro- and enotourism.

Trišić, Štetić & Privitera (2021) have explored the importance of nature-based tourism for sustainable development in the Special Nature Reserve (SNR) Gornje Podunavlje. This research is cross-country since SNR Gornje Podunavlje "includes 10 protected areas in the following five countries: Austria, Slovenia, Croatia, Hungary, and Serbia". The obtained results reveal that "the level of sustainable tourism development is positive in all the four dimensions of sustainability", with lowest economic dimension (3.42) and socio-cultural (3.74) and institutional dimensions (3.74) as the highest-rated dimensions of sustainability.

Krajnović, Zdrilić & Miletić (2021) explore the issue of sustainable development with the example of the Island of Pag. Moreover, the key research question revolves around the "model of tourism development which is optimal for the sustainable development of the island of Pag as a tourist destination". The research took place in 2019 and involved a questionnaire/interview consisting of 4 complex questions, on a sample of 21 respondents. Their empirical results revealed that "47.6% of respondents stated that sustainable tourism is developing poorly on the island of Pag".

5 DISCUSSION AND CONCLUSION

This PRISMA-complaint review has the main objective to explore the scientific database Scopus and to survey the papers focusing on sustainable tourism in Croatia in the past decade. Moreover, the key objective is to present each of the 17 papers, their methodology, and most importantly, their findings. The Scopus database has been explored with the use of the following keywords: "SUSTAINABILITY", "TOURISM", "DEVELOPMENT" and "CROATIA". The obtained results from the systematic literature with the application of PRISMA guidelines (as shown in Figure 1) reveal that most of these studies have been published in the last two years, i.e., during the COVID-19 pandemic (5 of the total 17 surveyed papers are published in 2020 and 2021). Most of the surveyed papers (5) concern the sustainable tourism practices of Croatian islands, three papers focus on the Croatian coastline, two papers investigate the sustainability of Croatian cities and two focus on the energy-efficient architecture and tourism in Croatia.

The paper gives a solid scientific contribution to literature and gives new insights to Croatian policymakers, government and active NGOs since it sheds light on the concept of sustainable tourism and thus works towards its further development. The future work of the authors will include the development and growth of sustainable tourism globally.

References

Afrić Rakitovac, K., Urošević, N. & Vojnović, N. (2021). Community Participation in Sustainable Valorisation of Cultural Heritage: The Case of the Municipality of Vrsar. *Academica Turistica – Tourism and Innovation Journal, 14* (1), 7-22.

Carić, H. (2018). Perspectives of greening tourism development – the concepts, the policies, the implementation. *Tourism: An International Interdisciplinary Journal, 66* (1), 78-88.

Čorak, S., Boranić Živoder, S. & Marušić, Z. (2020). Opportunities for tourism recovery and development during and after COVID-19: Views of tourism scholars versus tourism practitioners. *Tourism: an international interdisciplinary journal, 68* (04), 434-449. doi:10.37741/t.68.4.5.

Dvarskas, A. (2017). Dynamically linking economic models to ecological condition for coastal zone management: Application to sustainable tourism planning. *Journal of Environmental Management*, 188, 163-172.

Ivandić, N. & Telišman-Košuta, N. (2012). Criteria for planning sustainable tourism development zones in coastal regions: Case study of Croatia. In Favro, S. & Brebbia, C. (Eds.), *Island Sustainability II*, 81-92.

Kantar, S. & Svržnjak, K. (2017). Development of sustainable rural tourism. *DETUROPE-The Central European Journal of Regional Development and Tourism, 9* (1), 26-34.

Krajnović, A., Zdrilić, I. & Miletić, N. (2021). Sustainable Development of an Island Tourist Destination: Example of the Island of Pag. *Academica Turistica Tourism & Innovation Journal – Revija za turizem in inovativnost, 14*(1), 23-37 doi:10.26493/2335-4194.14.23-37.

Krneta, M. & Pivčević, S. (2013). The effects of chosen governmental financial policy measures aimed at Croatian islands' economic sustainability enhancement with special stress on tourism. In Favro, S. & Brebbia, C. (Eds.), *Island Sustainability II*, 51-62.

Krstinić Nižić, M., Trinajstić, M. & Šverko Grdić, Z. (2019). Towards sustainable cities in Croatia. In: Mambretti, S. & Miralles i Garcia, J. (eds.)*WIT Transactions on Ecology and the Environment*. 443-454. doi:10.2495/SC190391

Margeta, J. (2019). A review of sustainable septage management strategies on the islands in Croatia. *Water science and technology, 79* (10), 1833-1843 doi:10.2166/wst.2019.184.

Pavia, N., Gržinić, J. & Floričić, T. (2014). The perception of gastronomic events within the framework of sustainable tourism development. In: Brebbia, C., A., Favro, S., Pineda, F.D. (eds.) *Sustainable Tourism VI*, 277-289.

Rudan, E., Krstinić Nižić, M. & Šverko Grdić, Z. (2021). Effect of Circular Economy on the Sustainability of Cultural Tourism (Croatia). *Ekonomia i Środowisko, 1* (76), 120-138. doi:10.34659/2021/1/7.

Sunara, Ž., Jeličić, S. & Petrović, M. (2013). Održivi turizam kao konkurentska prednost Republike Hrvatske (Sustainable tourism as a competitive advantage of the Republic of Croatia). *Zbornik radova Međimurskog veleučilišta u Čakovcu, 4*(1), 83-88.

Štahan, K. (2014). Energy-efficient Architecture in Sustainable Urban Tourism. *Prostor, 22*(2:48), 278-289.

Šulc, I. & Zlatić, M. (2014). Demographic Challenges to Sustainability of Small Adriatic Islands: the Case Study of Ilovik, Croatia. *Sociologia i prostor, 52* (1), 3-22 doi:10.5673/sip.52.1.1.

Trišić, I., Štetić, S., Privitera, D. (2021). The Importance Of Nature-Based Tourism For Sustainable Development – A Report From The Selected Biosphere Reserve. *J. Geogr. Inst. Cvijic., 71*(2), 203–209.

Tsoutsos, T., Tournaki, S., Frangou, M., Morell, R., Guerrero Hernandez, I.,Derjanecz, A. (2016). Cooling in Mediterranean hotels during summertime. Experience from the neZEH (Nearly Zero Energy Hotels) project. *Refrigeration Science and Technology*, 224-231. http://dx.doi.org/10.18462/iir.iccc.2016.0030

Van Rogen, E., Zlatić, M. (2013). Spatial Analysis of the Sustainability of Small Communities: A Case Study on the Island of Ilovik, Croatia. *Hrvatski geografski glasnik, 75*(2), 29-40.

Tomislav KLARIN
University of Zadar, Department of Tourism and Communication Studies, Croatia
Božena KRCE MIOČIĆ
University of Zadar, Department of Tourism and Communication Studies, Croatia
Gabrijela VIDIĆ
University of Zadar, Department of Tourism and Communication Studies, Croatia

CHALLENGES IN THE APPLICATION OF ECONOMIC INDICATORS IN RURAL DESTINATIONS: EUROPEAN TOURISM INDICATOR SYSTEM IN RAVNI KOTARI (CROATIA)

Abstract

Indicators for measuring and monitoring sustainable tourism indicate the state and changes caused by tourism. Such indicators are also used to monitor development goals, as they support the tourism destination management. Therefore, the interest of every tourism destination is to determine relevant indicators and to ensure the necessary data. In this sense, the European Tourism Indicators System for sustainable destination management (ETIS) has been developed in the European Union. Unfortunately, many tourism destinations, especially those at the beginning of tourism development, use only basic indicators related to tourist traffic and economic indicators, often neglecting other, more complex and serious tourism impacts in the destination. According to this, the aim of this paper is to determine possibilities and limitations of the application of sustainable tourism indicators in contemporary tourism management. The area of Ravni Kotari was analysed, which is situated in the hinterland of the developed coastal tourism destinations in Zadar County (Croatia). The area of Ravni Kotari is a rural tourism destination in the development phase. Based on the assumption that tourism encourages the development of rural areas, data were collected to calculate relevant economic indicators for the ETIS system for this area, which were considered to be the most important ones in the development phase. Results showed the lack of data necessary for calculating relevant economic indicators. Given proposals are directed towards using indicators in sustainable destination management.

Keywords: *sustainable tourism, sustainable tourism indicators, rural destination, Ravni Kotari, Croatia*

INTRODUCTION

Indicators of sustainable tourism development are quantitative time series data, and their basic purpose is to show the cause-and-effect relationship between tourism and the environment (UNWTO, 2004). They serve as support for destination management to recognize certain impacts of tourism in a timely manner, to take necessary actions before real problems arise (Krce Miočić et al., 2018). Indicators are key elements of development plans, because they monitor and control the process of achieving the goals. Each destination develops its own set of indicators, which it integrates into the development plan, according to its peculiarities and development goals. In this way, destinations can fully and continuously monitor their development and act accordingly, but it allows them also comparison with other destinations (Lozano-Oyola et al., 2012).

Availability, reliability, predictability, clarity and feasibility are the fundamental characteristics of the application of indicators, however the biggest problem is the availability of data, given that for certain indicators data do not exist at all, or they are not regular or complete (Blancas et al., 2010, 2016; Kožić & Mikulić, 2011ab). For this reason, it is often not possible to calculate a static indicator (state) of sustainability or a dynamic indicator (trend) of tourism sustainability. Ko (2005) emphasizes the need for the involvement of all destination stakeholders in the entire process of development, selection and application of indicators. The role of the public sector is particularly important when creating and implementing development policies, where it has to provide basic infrastructure and set administrative standards in tourism (UNWTO, 2004; Wagenseil et al., 2022). Thus, the application of sustainable tourism development indicators is a complex interdisciplinary, multi-stakeholder and multi-phase process (Torres-Delgado and Saarinen, 2014), which today is increasingly based on the use of new data sources and the use of information and communication technologies (Ivars-Baidal et al., 2021).

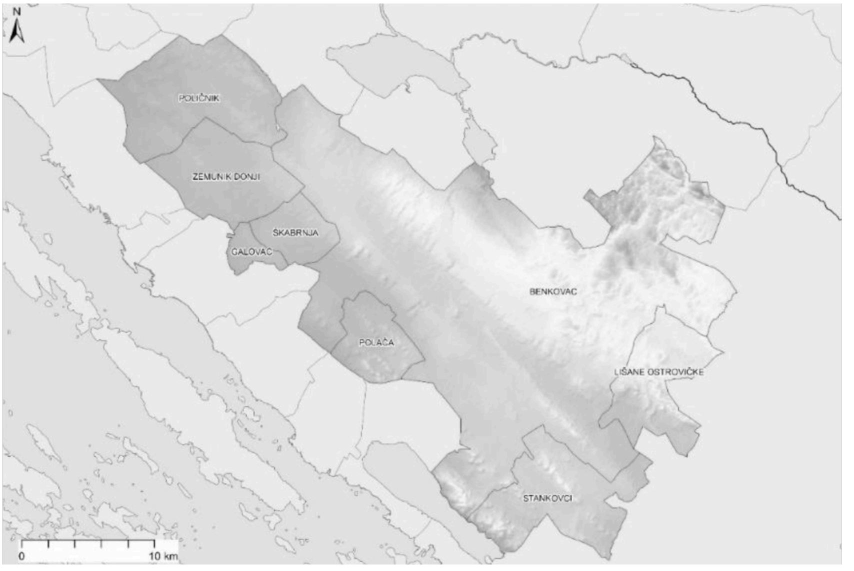
ETIS FOR SUSTAINABLE DESTINATION MANAGEMENT

European Tourism Indicators System for sustainable destination management (ETIS) (European Commission, 2016) represents a reference framework of indicators whose goal is to create a unique and comparable instrument for monitoring and measuring the sustainable development of tourism destinations in the territory of the European Union. ETIS should, above all, contribute to a more efficient management of tourist destinations through the identification of key areas of destination sustainability, but it should also enable an easier access to data, cooperation and knowledge sharing. This system includes 27 basic and 40 additional sustainable tourism development indicators in the areas of ecology, economy, society and space. It is still in the testing phase and although the increasing application of this system is visible at the level of the European Union, it is still not possible to conclude with certainty how this system achieved its purpose in the context of the set goals (Font et al., 2021).

RESEARCH AREA – RAVNI KOTARI AS A RURAL TOURISM DESTINATION

The area of Ravni Kotari is a rural tourism destination. It is close to the developed coastal destinations of Zadar County. The area of Ravni Kotari achieves a relatively small share in the tourist arrivals of Zadar County as a destination – an average of about 1% in the last five years (Ravni Kotari Tourist Board, 2022; CBS, 2022). This distribution is common in Mediterranean countries (Drakakis, 2022; Lagarias et al., 2022), because it is conditioned by the attractive power of the key resources of the sun and sea of nearby coastal destinations. However, such areas have preserved natural and cultural heritage, and unique lifestyle. These resources enable them to create different products related to special interest tourism, such as cultural tourism, food and wine tourism, cycle tourism, adventure tourism, etc. Specific products from such areas also contributes to the relief of coastal areas, already burdened with tourism. The proximity of coastal areas simultaneously provides them an opportunity to develop tourism activities. However, Ravni Kotari does not have sufficiently developed accommodation and catering facilities, nor other tourist facilities. The majority of accommodation units are in private accommodation, primarily in holiday homes. In addition, the limitations of development, most often appropriate for rural areas, are depopulation, aging of the population, lack of certain infrastructure, lack of financial resources, transport connections, etc. (Ravni Kotari Tourist Board, 2022). Tourist arrivals are very seasonal, from June to September. There has been an increase in tourist capacities and tourism offerings in recent years. The association of local tourist boards into a single Ravni Kotari Tourist Board, which plays the role of a destination management organization (DMO), certainly contributes to this. The goal of this is to create and promote a unique common space and product. Taking into account the life cycle models of a tourism destination (Butler, 1980; Buhalis, 2000) and the findings of Krce Miočić et al. (2022), it can be concluded that Ravni Kotari, as a tourism destination, is at the beginning of tourism development. Regardless of the stage it is in, the destination must plan and control its development.

In the initial stage of destination development, tourism statistics are usually taken as performance indicators. These data are also most often used to show the success of the tourist season. However, they only serve as partial indicators of development. Also, given that tourism is often perceived as a generator of economic development with multiplicative economic effects in the local community, the greatest attention is paid to the economic indicators of tourism. Accordingly, the goal of this paper is to calculate economic indicators of sustainable tourism development as a starting point for systematic measurement and monitoring of sustainable tourism development in Ravni Kotari. As a result of this, it can be assumed that data for the area of Ravni Kotari are needed to calculate the economic indicators of sustainable tourism development. Since the ETIS



Picture 1 – The area of Ravni Kotari Tourist Board. Source: Geoportal, 2022.

system for measuring and monitoring the sustainable development of tourism destinations is increasingly being used in the European Union (Font et al., 2021), this system was also used in this paper. Also, the Croatian Sustainable Tourism Observatory (CROSTO) is being implemented in the territory of the Republic of Croatia. Based on the ETIS system, the fundamental goals of the CROSTO observatory are: the determination of a common methodology for measuring indicators, institutional organization of stakeholders through local working groups, and raising the level of public awareness related to the importance of measurement (CROSTO, 2022). These efforts are also in line with the fact that Croatia has not yet developed a common system of sustainable tourism development indicators, as pointed out by some authors (Kožić & Mikulić, 2011ab; Klarin, 2017). Namely, in 2008, the Croatian Agency for the Environment and Nature drafted a national list of indicators for tourism, which were later revised, but never systematized (Klarin, 2017). An important source of data are the database and reports of the Croatian Bureau of Statistics, the Institute for Tourism, tourist boards, the Croatian Chamber of Commerce, various ministries and local authorities and organizations. Certain data exist, but they are not systematized and fully available, they are used partially and in different areas, and they are not complete and continuous, which limits their function. Therefore, it is possible to conclude that so far no unique and proper system of indicators has been established, that would enable monitoring and comparability of tourism sustainability in Croatia.

ANALYSIS OF THE COLLECTED DATA FOR THE CALCULATION OF ECONOMIC INDICATORS OF THE ETIS SYSTEM

Based on all of the above mentioned, data was collected for the area of Ravni Kotari with the aim of calculating indicators according to the ETIS sustainable tourism development indicator system. As previously stated, only the economic indicators of tourism sustainability were calculated. The data for the calculation of the indicators were collected from various sources mentioned above. In accordance with the problem related to the lack of data for the calculation of the indicators, in Table 1. it is possible to see that the vast majority of data for the calculation does not exist.

Table 1 – Economic indicators of ETIS system for Ravni Kotari (Source: Processed by the authors according to the data of CBS, 2022; Ravni Kotari Tourist Board, 2022)

Destination management and economic value	ETIS core indicator	Year							
		2015	2016	2017	2018	2019	2020	2021	2022
Sustainable tourism public policy	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility								
Customer satisfaction	Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination								Research 2022
	Percentage of repeat/return visitors (within 5 years)								
Tourism flow (volume and value) at destination	Number of tourist nights per year		76,711.00	94,833.00	118,208.00	130,869.00	83,878.00	122,754.00	160,785.00
	Number of same-day visitors per month								
	Relative contribution of tourism to the destination's economy (% GDP)								
	Daily spending per overnight tourist								Research 2022
	Daily spending per same-day visitors								Research 2022
Tourism enterprise(s) performance	Average length of stay of tourists (nights)		11.39	10.49	10.62	9.79	10.60	9.37	9.16
	Occupancy rate in commercial accommodation per month and average for the year		34%	27%	24%	21%	12%	14%	14%
Quantity and quality of employment	Direct tourism employment as percentage of total employment in the destination								3%
	Percentage of jobs in tourism that are seasonal								
Tourism supply chain	Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises								

Only basic data of tourist traffic, such as tourist overnights and accommodation capacities, are available. From this table, it can be concluded that the measurement and monitoring of the development of this undeveloped tourism destination is not in the focus of the responsible institutions. This can be further explained by the fact that it is a rural destination, that is in the "second plan" phase compared to developed coastal destinations. Previous analyses carried out as part of the Innoxenia project (2019) showed that there is no such data at the county level. However, it would be useful to investigate whether there is data for developed coastal tourism destinations (e.g., for the City of Zadar). Also, it should be considered that Ravni Kotari as a destination is at the beginning of its tourism development. In that phase, tourism often "happens" as a result of the expansion of tourism from coastal to rural areas.

As for the indicators themselves, the basic data on tourist numbers indicate significant tourism development. Namely, in the considered period (with the exception of the year of the pandemic), the number of tourist overnights increased annually by about 25% on average, while tourist arrivals and the number of beds in the destination increased by about 33%. Certainly, strong seasonality is visible, because except for the year of the pandemic, the capacities were occupied on average about 80 days a year, mostly from June to August. This is also supported by the very small share of directly employed in tourism. The average length of stay is slightly above the Zadar County average, which is related to the type of accommodation that prevails in this rural area (mostly holiday homes and holiday homes with swimming pools), the relatively short distance from the busy coast and behavioural changes caused by the pandemic. Regarding other indicators, it can be seen that Ravni Kotari Tourist Board has undertaken some primary research on their tourist market, to conduct data about the tourist demand and to be able to adjust their offer.

CONCLUSION

Indicators serve as prevention in mitigating negative and intensifying positive effects. They provide necessary information to all relevant destination stakeholders and ensure continuous control regarding the development. Therefore, they should contribute to a more efficient decision-making and management process, with lower risks and costs. The system of indicators for measurement and evaluation needs to be developed according to the particularities and development goals of a destination. In this context, indicators should be understandable and easy to implement, measure and interpret the results. However, data is often not available, continuous and complete. All relevant stakeholders should be involved in the process of development, selection and application of indicators of sustainable tourism development, whereby the role of the government is very important.

Considering the results of the analysis, it is seen how Ravni Kotari opens up to tourist development. Although it is still in the initial stage of development, there is a possibility of uncontrolled development and devastation of the destination's natural and cultural resources. Therefore, planning and controlling the tourism development in the future is one of the key management challenges of this destination. At this moment, it is evident that many data for the calculation of economic indicators do not exist. A similar situation would probably be with other indicators (ecological and sociological) of the applied ETIS system. However, this does not mean that the same should continue in the future.

Involvement in tourism is primarily undertaken for economic reasons, because tourism initiates economic activities in the area, transforms non-economic resources into economic ones and multiplies the economic effects. The assessment of these effects is often lumpy and based on personal experiences. Therefore, monitoring by economic indicators at the national level and individual destinations would show the economic impact of tourism in the destination. This certainly requires the inclusion of all relevant stakeholders in the destination. As a result of this process, recommendations could be made for future development and achieving better economic effects from tourism activities. In doing so, it is necessary to respect the social and ecological aspects, in order to prevent the unwanted negative impacts of tourism.

References

Blancas, F. J., González, M., Lozano-Oyola, Guerrero, F. M., & Perez, F. (2010). The assessment of sustainable tourism: Application to Spanish coastal destinations. *Ecological Indicators¸ 10*, 484--492. https://doi.org/10.1016/j.ecolind.2009.08.001.

Blancas, F. J., Lozano-Oyola, González, M., & Caballero, R. (2016). Sustainable tourism composite indicators: a dynamic evaluation to manage changes in sustainability. Journal of Sustainable Tourism¸ 24(10), 1403-1424. https://doi.org/10.1080/09669582.2015.1122014.

Buhalis, D. (2000). Marketing the competitive destination of the future. Tourism Management, 21, 97-116. https://doi.org/10.1016/S0261-5177(99)00095-3.

Butler, R. W. (1980). The concept of a tourist area cycle of evolution: implications for management of resources. Canadian Geographer, 24(1), 5-12. https://doi.org/10.1111/j.1541-0064.1980.tb00970.x.

CBS, Croatian Bureau of Statistics (2022). Tourist data series. Available at www.dz.hr. (Accessed 28/10/2022).

CROSTO. (2022). *Croatian Sustainable Tourism Observatory (2022).* Retrieved October 28, 2022, from www.crosto.hr.

Drakakis, P. (2022). Does Tourism Contribute to Balanced Regional Development? Evidence from Greece. In Transcending Borders in Tourism Through Innovation and Cultural Heritage, 185--201. doi:10.1007/978-3-030-92491-1_11.

European Commission (2016). European Tourism Indicator System toolkit for Sustainable Destinations. Publications Office, 2017, Available at https://data.europa.eu/doi/ 10.2873/983087 (Accessed 20/10/2022).

Font, X., Torres-Delgado, A., Crabolu, G., Martinez, J. P., Kantenbacher J., & Miller, G. (2021). The impact of sustainable tourism indicators on destination competitiveness: the European Tourism Indicator System, Journal of Sustainable Tourism. doi:0.1080/ 09669582.2021.1910281.

Geoportal (2022). Available at https://geoportal.dgu.hr.

Innoxenia project (2019). Innovation in Tourism in the Adriatic-Ionian Macroregion. Internal data. Available at https://innoxenia.adrioninterreg.eu.

Ivars-Baidal, J. A., Vera-Rebollo, J. F., Perles-Ribes, J., Femenia-Serra, F., & Celdrán-Bernabeu, M. A. (2021). Sustainable tourism indicators: what's new within the smart city/destination approach?. Journal of Sustainable Tourism, 1-24. doi: 10.1080/09669582.2021.1876075.

Klarin, T. (2017). Creating the model of sustainable development of tourism in urban destinations in the Republic of Croatia. PhD thesis. Rijeka: University of Rijeka, Faculty of Economics.

Ko, T. G. (2005). Development of a tourism sustainability assessment procedure: A conceptual approach. Tourism Management, 26(3), 431-445. doi: 10.1016/j.tourman.2003.12.003.

Kožić, I., & Mikulić, J. (2011a). Mogućnost uspostave sustava pokazatelja za ocjenu i praćenje održivosti turizma u Hrvatskoj (The possibility of establishing a system of indicators for the evaluation and monitoring of the sustainability of tourism in Croatia). *Privredna kretanja i ekonomska politika, 127,* 57-81. Available at https://hrcak.srce.hr/70964.

Kožić, I., & Mikulić, J. (2011b). An exploratory assessment of tourism sustainability in Croatian coastal destinations. Serija radova Ekonomskog fakulteta u Zagrebu, 11-04. Zagreb: Ekonomski fakultet Sveučilišta u Zagrebu. Available at http://web.efzg.hr/repec/pdf/Clanak%2011-04.pdf.

Krce Miočić, B., Klarin, T., & Vidić, G. (2018, September, 12-14). The application of sustainable tourism indicators Evidence from Croatia. In Demetris, Vrontis, Yaakov, Weber, Evangelos, Tsoukatos (eds.). Research Advancements in National and Global Business Theory and Practice. Paper presented at 11th Annual Conference of the EuroMed Academy of Business: Research Advancements in National and Global Business Theory and Practice, 834-848, Valletta. Malta: EuroMed Press.

Krce Miočić, B., Vidić, G., & Buljan, B. (2022, May, 15-20). Sustainable management of cultural heritage in the initial development stage of a rural tourism destination. Paper presented at 7th UNESCO UNITWIN Conference 2022: World Heritage and Tourism Innovation. Slovenia, Portorož.

Lagarias, A., Zacharakis, I., & Stratigea, A. (2022). Assessing the coastal vs hinterland divide by use of multitemporal data: Case study in Corinthia, Greece. European Journal of Geography. *European Journal of Geography, 13*(2), 1-26. https://doi.org/10.48088/ejg.a.lag.13.2.001.026

Lozano-Oyola, M., Blancas, F. J., González, M., & Caballero, R. (2012). Sustainable tourism indicators as plannig tools in cultural destinations. *Ecological Economics, 18,* 659-675. https://doi.org/10.1016/j.ecolind.2012.01.014

Ravni Kotari Tourist Board. (2022). *Internal data.*

Torres-Delgado, A., & Saarinen, J. (2014). Using indicators to assess sustainable tourism development: a review. *Tourism Geographies, 16*(1), 31-47. https://doi.org/10.1080/14616688.2013.867530.

UNWTO, United Nations World Tourism Organization (2004). *Indicators of Sustainable Development for Tourism Destinations: A Guidebook*. Madrid: UNWTO.

Wagenseil, U., Wyss, M., & Huck, L. (2022). The Case of Sustainable Tourism Development in Alpine Destinations: Importance, Implementation, and the Role of the Local DMO. *Tourism Planning & Development*, 1-23. https://doi.org/10.1080/21568316.2022.2107561.

Marko KOŠČAK
University of Maribor, Faculty of Tourism, Slovenia
Tony O'ROURKE
Green Lines Institute for Sustainable Development, Barcelos, Portugal

THE PANDEMIC AS A REGENERATIVE FORCE IN PROTECTING AND DEVELOPING LOCAL SUSTAINABLE TOURISM – CASE OF PERIPHERAL AND MARGINAL ISLANDS

Abstract

Europe has over 1,600 small islands — often peripheral and marginalised from their mainlands. Major concerns for these islands include maintaining and developing their cultural identity whilst ensuring economic development (e.g., sustainable tourism, marine harvesting and low-impact energy development). The challenges which island communities face are: (1) finding a balance between existing economic activities on islands and the preservation of cultural and environmental heritage and (2) Dealing with declining traditional sectors (e.g. fishing and agriculture) which have been replaced by or have tended towards a dependency on tourism activity. Connected to this is the fact that COVID-19 has had a devastating effect on islands and created significant challenges for tourism. It created a greater degree of socio-economic peril for islands due to their distance from mainland facilities and lack of social amenities. The shutdown of tourism, particularly on islands where it provides the major income and employment input emphasised the need for tourism resilience strengthening whilst highlighting environmental fragility and the need to protect it. It represents an opportunity to accelerate sustainable consumption and production patterns and to build back better tourism (One Planet Sustainable Tourism Programme, 2020). It creates an opportunity to pause, reflect and reset (Koščak & O'Rourke, 2021).

Keywords: *Covid 19, transformation, regeneration, local destination, heritage & cultural tourism, peripheral and marginal areas, strategic development*

INTRODUCTION

Europe's islands are home to over 14 million people and almost 80 million if island-states are included. They form a highly varied picture in regard to size, geographical location, proximity to the mainland, resources, demographic trends, degree of autonomy and overall level of development. Being often peripheral and rather isolated, islands face multiple development challenges, all the more accentuated in an era of fierce global competition where nevertheless unique local identities, traditions and landscapes need more than ever to be preserved. As the vast majority of Europe's islands depend on only a few economic activities or essentially only one (often referred to as 'mono-activity') for their livelihood – be it fisheries, mainly in the north, or tourism, especially in the Mediterranean and other southern islands – their exposure to fluctuations in global markets, and hence their vulnerability, is particularly pronounced. Tourism remains one of the most important economic sectors in most island regions. If developed in a sound manner that makes the best possible use of limited island resources, tourism can provide a sustainable livelihood to local populations. Moreover, it views the diversification of tourism offerings as another imperative in order to allow a better distribution of visitor flows across seasons and sites (EU Report, 2005).

Coastal communities continually deal with change but recently, they have been faced with a tsunami of changing circumstances - the 2008 financial crisis, and subsequent fiscal austerity; the global COVID-19 pandemic, which created socio-economic depression through 2020 to 2022. In the background loomed, a range of global warming issues already evidenced in 2022 by drought, excessive heat, flooding and other super-normal climate changes. Yet we should observe that such crises are not wholly negative. When adverse circumstances oblige us to radically rethink our situation, this is an exceptional opportunity. The future may not be the same as the past but if we undertake the correct analysis, we provide ourselves with the best chance to reset the system and achieve a wholly positive solution (Haase & Maier, 2021). This paper is presented in two parts which have a comprehensive similarity. Importantly they link the post-COVID world for tourism with the specific situation in the Mediterranean islands.

PART 1: COVID-19 CRISIS – TOURISM IN PAUSE

By March 2020, global travel and accommodation systems had been effectively closed and the tourism industry was in suspension. Mass tourism destinations had become silent and empty; millions of employees whose livelihood depended on travel and tourism had their employment suspended or were only receiving a portion of their previous salaries. Large travel companies and airlines were dependent on state loans to remain in business, whilst many smaller travel and tourism companies collapsed into insolvency. The pandemic has been disastrous – the loss of life as well as the physical and mental strains on populations.

Therefore, we must consider how both the pandemic and the resultant economic issues will affect ethical and responsible tourism – that tourism which sustains and develops local communities – including small islands - in a balanced way for the benefit of future generations (Koščak & O'Rourke, 2020). The challenge is how ethically and responsibly focused tourism is likely to adapt, develop and hopefully to succeed in this new reality. This would help to maximise tourism's benefits whilst reducing potentially negative impacts on the environment, cultural heritage and societies at a global level (UNWTO, 2020).

Ethical tourism

Ethical tourism is defined as tourism which operates by accepting a range of ethical values concerning host destinations. It seeks to ensure an avoidance of over-capacity; reliance on practices which are detrimental to the physical and cultural environment in which host destinations are located and the beliefs, values and culture of host populations. It engages by ensuring that seeking such values will provide a degree of well-being to both host and visitor (Morand & Lajaunie, 2018). It may be observed as a response to the fact that tourism in many fragile environments has been destructive to local ecology, culture and heritage (Koščak & O'Rourke, 2020). It is therefore important when understanding ethical tourism to be able to comprehend the measurable impacts on host communities and their culture (Jones & Travis, 1983).

Indeed a balancing act is involved for ethically-focused destinations especially in peripheral regions. Small islands such as Vis are a good example of this peripherality. They seek to create sustainable socio-economic inputs for local inhabitants given that success as an ethical destination may improve income flows and maintain viable populations. Unfortunately, whilst such regions seek to strengthen the unique cultural, historical, ethnological and ecological structures that makes them worthy of preservation, the risk of becoming a cultural/heritage theme park overrun by tourists is a clear threat (Koščak & O'Rourke, 2020). Thus, striking a balance between important economic inputs and preserving unique environments, cultures and languages is indeed a very difficult and hard balancing act. Essentially ethical tourism is a vital component of the actions and concepts which lead to sustainability in tourism. It focuses on the important values of (Koščak & O'Rourke, 2021):

- resisting the destruction of fragile local environments
- boosting the ability of local stakeholders to develop tourism which meets capacity requirements
- protecting physical and cultural heritage
- ensuring sustainable socio-economic benefit to local communities

Local tourism destination matters

An important element in understanding ethical tourism is the local tourism perspective; ethical tourism generally tends to operate at a local level rather than in mass tourism locations. Indeed, it may be possible to suggest that the most effective developments of ethical niche sectors such as eco-tourism, cultural tourism, heritage tourism and activity and adventure tourism have tended to be at a local level. In many cases, such forms of tourism have developed in regions that are geographically peripheral, rural or coastal in nature and have a lower level of socio-economic development than the country in which they are located (Koščak & O'Rourke, 2020).

It may be proposed that locality becomes more important given the COVID pandemic, as well as the shift in ecological discourse towards resilience. A need for resilience in a locality places emphasis on the capacity and quality of local planning/ /governance since the focus is the functioning of urban systems, both soft and hard. Undoubtedly the pandemic created conditions in which it became necessary for the tourism community as a whole to pause, reflect and reset.

Pause, reflect & reset

This period of radical re-calibration – to pause, reflect and reset – was expected to certainly result in a paradigm shift for the market. As air travel copes with increased hygiene concerns, testing systems and higher levels of international border controls, there are opportunities for slow travel itineraries, which may make travel to a destination an exciting part of any holiday which may also stimulate an extended length of stay. All of these possibilities may create a unique experience for visitors and help them to enjoy their stay holistically and safely. Such a dramatic transformation opens the door to a number of new opportunities including the following:

- Slow tourism
- The experience economy
- Multi sensorial products
- Responsible local destination management

Locally based ethical tourism - in the shorter term - may be more attractive and safer for domestic markets. In the medium to longer term, ethical tourism products may meet rising demands for environmental protection, the reduction of waste and the lowering of excessive consumption (Koščak & O'Rourke, 2021). This entails the transformation of development strategies and the search for new development paradigms which no longer bypass the principles of ethical tourism nor utilise them as "greenwashing".

PART 2: NEED FOR DEVELOPMENT STRATEGY

Designing a local strategy requires an understanding of the processes that are under way that may eventually present threats. 2020 has proved that big changes can happen quickly; they can also vary enormously from one area to another. The presence of the vibrant public-private partnership or network of local stakeholders in the area itself is, therefore, an asset that can become essential. Being resilient therefore relies on (FARNET, 2021):

- *Openness:* having access to many types of information from the outside, which enables you to anticipate impending change.
- *Connectedness:* being able to communicate quickly and easily within your area, so that you can muster your forces to make a rapid response.
- *Diversity:* the availability of numerous different responses and resources, contributed by a wide range of people and institutions. Having a range of different economic activities means your area's prosperity does not depend on just a single make-or-break endeavor.
- *Participation:* having a large number of mobilised people with different skills, enabling a response at sufficient scale.
- *Redundancy:* having back-up systems in case your primary system fails.
- *Learning:* the capacity to continually adapt to change, gradually transforming the area.
- *Flexibility:* sufficient number of people willing to do things differently.

Certain areas of activity require particular attention by policymakers and investors in order to consolidate island development and improve the quality of life in island societies. They include (EU Report, 2005):

- *diversification of employment opportunities* through the development of the services sector (notably regarding quality tourism, for instance cultural and ecotourism);
- *special support for the creation and growth of small and medium sized enterprises* by increasing their access to micro-credit facilities and business advisory services;
- establishing, or strengthening as the case may *be, integrated territorial planning strategies that promote respect for core environmental protection principles* in all economic activities and urban planning. This is in consideration of the environmental uniqueness of many islands, forming a central element of their identity and a key competitive advantage;
- the development of *innovative systems for water, energy and waste management*, via pilot projects and increased recourse to renewable energy sources and waste recycling;
- *improving transport links* to the mainland and between islands (including enhanced safety and "multimodal" capacity of transport means), modernisation of ports and greater emphasis on public transport on islands;

- *the use of special support measures*, including taxation, in order to stimulate investment and island settlement;
- more extensive use of EU structural and cohesion funds to enhance *investment in infrastructure.*

What are the advantages that European islands could offer?

Islands, as peripheral and often isolated regions, do not follow the traditional development patterns. Limited local resources and more or less developed connections with the mainland have determined their economic specialisations. Many islands, especially in the Mediterranean, share common features, in that their service and tourist industries have grown tremendously in recent years.

Many such islands have given up the bulk of their traditional primary sector activities, more or less wholesale, not only because they are less competitive for reasons of insularity or scale, but also because of the allure of tourism. Some islands fall into the trap of having tourism hurt rather than assist balanced development, it is essential that they think hard about how to shape it in order to preserve the often exceptional beauty of their landscapes.

It is essential to preserve the cultural heritage of islands, often unique to each one of them. Island cultures have been shaped over centuries if not millennia and it must be ensured that tourism can help maintain, or even revive, this heritage, rather than damage it. Island tourism must therefore be developed in consultation with the local population. Income from tourism should benefit island municipalities and serve new investment in infrastructure - roads, modern communications, medical facilities and schools - that will make islands more attractive to visitors and inhabitants alike. Preserving and correctly using the riches of islands will lay the foundation for enhanced prosperity in the future (ECR, 2020).

Which are the problems and challenges of the small islands?

Many islands suffer from *limited supplies of many resources* such as drinking water, energy, raw materials, living space and arable land. There is often a shortage of skilled labour due to seasonal migratory flows or depopulation. Investment may be insufficient and means of transportation poor. Most islands rely excessively on a single type of economic activity. This lack of diversity accentuates the vulnerability of island economies to technological change and fluctuations in economic conditions.

Part-time farming can be something of a rescue provided it can be combined with, say, employment in tourism, the crafts or trade. In this context, “green tourism”, including the “holiday on the farm” concept, has already proven very helpful in many islands, by raising farmers’ income, boosting local infrastructure investments and employment.

This is also one way of making better use of the islands' natural riches, fostering insular development and diversifying economic activities.

However, tourism sometimes has to be 'tempered', particularly when it does islands harm. Careless tourism development has been shown to consume the natural beauty of islands with particular severity. Man-provoked *fires* have destroyed many forests – particularly vulnerable on islands because they are limited in size – as well as crops. *Erosion of coastlines and soil* is a further related problem. In the Mediterranean, for instance, mass tourism may not only disfigure the landscape but also reduce the ground water level, allowing sea water to penetrate the soil and harm agriculture. *Water management* is of particular importance as farming, cities and tourist facilities on islands engage in fiercer competition for water than on the mainland. Excessive water use by agriculture and tourism will endanger long-term supply to both sectors. Income from tourism often bypasses islanders to the exclusive benefit of absentee investors. There are examples of islands which, because they have been overbuilt and *overexploited*, have lost their attraction for tourists, leaving only 'ghost villages', heaps of rubbish and a deformed landscape behind for the inhabitants (EC, 2020).

Towards a shared objective of sustainable development

Sustainable development in Europe's island regions must start by recognising their strengths on the one hand and their limitations on the other, enabling them to achieve balanced and dynamic development. Investment needs there are as great, if not greater, to those on the mainland. Six broad areas of action require supplementary investment in order to consolidate island development and to improve the quality of life in island societies (EU Report, 2005, Haase & Maier, 2021):

- diversification of local economies through support to small and medium sized enterprises (such as through increased access to micro-credit facilities and business advisory services);
- specific aid to traditional sectors (agriculture and fisheries) and modernisation of transport links;
- emphasis on the development of services' sector, with special attention to quality tourism development, tele-learning and tele-working;
- establishing – or strengthening – integrated territorial planning strategies;
- implementing policy measures for the preservation of natural resources and coastal areas; and
- move towards increased use of renewable energy sources and waste recycling technologies.

What is the role of sustainable tourism in the future development of small islands and what assistance is needed for this?

Tourism can be an important ally of sustainable island development but may also mortgage or overstretch island resources. Vulnerable island environments require rational solutions and policies for balanced, quality-oriented tourism that preserves authenticity, local traditions and heritage, as well as the interests of both local populations and visitors. The emphasis must be on preventive planning, improved services, the rehabilitation of sites where needed, and the diversification of tourism offerings. Such an approach would not only help attract more visitors but would also encourage them to return.

CONCLUSION

Sustainable development on the Mediterranean islands will only take place if there is widespread public and private support to supplement the enthusiasm of the islanders. National and, where applicable, international institutions require engagement in coherent, long-term and visionary planning. But above all, there is a need for local administration to take on a proactive role and to understand that their islands can serve as pilot projects for innovative approaches to integrated regional and local development. It is important to counter worrying demographic trends, as many young people in search of higher education and employment are leaving in great numbers the many less fortunate islands.

At the same time, we must take cognisance of the effect of the COVID-19 pandemic. That pandemic had devastating effects on small island communities, effects which they are now slowly recovering from. Sustainable island development remains a challenge in island communities. Exceptional natural landscapes offer vast opportunities for island development, notably in the tourist sector. However, islands are also confronted with ageing populations and punishing economic isolation. It is therefore necessary to promote specific measures for more balanced island development.

In order to reduce the isolation of Europe's islands through improved transport links, promote measures to foster investment, diversify tourist activities and preserve landscapes, there is also a need to achieve better policy co-ordination – among international institutions, national authorities and regional and local governments – in favour of balanced island development.

References

EU Report – Doc. 10465, (2005): Development challenges in Europe's islands, Committee on Economic Affairs and Development, available at: http://assembly.coe.int/nw/xml/XRef/X2H-Xref-ViewHTML.asp?FileID=10912&lang=EN.

EC - European Commission, (2020): The Blue Economy Report, 2020, available at: https://ec.europa.eu/maritimeaffairs/sites/maritimeaffairs/files/2020_06_blueeconomy-2020-ld_final.pdf.

ECR - European Committee of the Regions, PES Group, (2020): A necessary EU Strategy for the Mediterranean Islands, available at: https://pes.cor.europa.eu/necessary-eu-strategy-mediterranean-islands.

FARNET, (2021): Resilient Communities – a guide for the future of coastal areas, ISSN 2363-4030, European Commission, Directorate-General for Maritime Affairs and Fisheries, Director-General.

Haase, D., & Maier, A., (2021): Research for REGI Committee – Islands of the European Union: State of play and future challenges, European Parliament, Policy Department for Structural and Cohesion Policies, Brussels.

Jones, A, & Travis, A. (1983). *Cultural Tourism: Toward a European Charter*, Report to Wales Tourism Board. EW Tourism Consultancy, Birmingham, UK.

Koščak, M. & O'Rourke, T. (2020). *Ethical & Responsible Tourism – Managing sustainability in local tourism destinations*. Routledge: Abingdon, UK; New York, USA.

Koščak, M & O'Rourke, T (2021). "*Post-Pandemic Sustainable Tourism Management – The New Reality of Managing Ethical and Responsible Tourism*". Routledge, Abingdon UK and New York, USA.

Morand, S. & Lajaunie, C. (2018). *Biodiversity and Health. Linking Life¸ Ecosystems¸ Societies.* ISTE Press, London, UK.

OECD (2021), News Release: G20 GDP Real Growth, 10 June 2021. OECD, Paris.

One Planet Sustainable Tourism Programme (2020) – One Planet Vision for a Responsible Recovery of the Tourism Sector, available at: en-brochure-one-planet-vision-responsible-recovery.pdf (amazonaws.com), Retrieved on 2.4.2021.

United Nations World Tourism Organisation (2020). *Ethics¸ Culture and Social Responsibility* website. Retrieved: 22.2.21 from: https://www.unwto.org/global-code-of-ethics-for-tourism.

Melis MLADINEO BRNIČEVIĆ
University of Split, Faculty of Law, Croatia

IMPACT OF COASTAL ROWING ON LOCAL COMMUNITIES

Abstract

Open-water or coastal rowing is a relatively new type of rowing and the adventurous side of this traditional sport. It involves rowing along a seacoast and/or out into the open sea. It is getting popular and has steady growing communities of rowers in many countries. Although coastal rowing can be found in some communities all around the globe, it is still relatively underdeveloped in the majority of countries, even those which are coastal oriented and have natural conditions and people with a long maritime tradition, like Croatia. Coastal rowing is easier to learn than flat-water rowing, due partly to the stability and robustness of the boats. This type of rowing can be practiced by everyone, with no age or physical condition limitations. It is ideal for first-time rowers and seniors, as the boats are stable and virtually unsinkable, while the rowing technique required is very basic. The standard boats used in coastal rowing training and competitions are singles (or solo), doubles and quadruple sculls. We use a SWOT analysis to present the benefits of coastal rowing for local communities, and we analysed an increased interest in coastal rowing over the years. Coastal rowing is part of the EU project for coaches education.

Key words: *rowing, coastal, communities, sport, coaching*

INTRODUCTION

The World Rowing Coastal Championships are raced on the open sea or lake in a boat designed for wavy water. It is one of the fastest growing disciplines in the sport of rowing with the championships taking place annually in solos, double sculls and coxed quadruple sculls. An endurance race, the event has buoy turns usually with a minimum distance of 4000m to 6000m.

Rowing sometimes on choppy water, with a number of buoyed turns included, means that coastal rowing is quite different from the flat - water Olympic - style rowing in a straight line, which adds a whole new dimension to this sport. To become a good coastal rower, a person must be aware of waves, tides and currents, learn about the course's topography and know what to do in case of bad weather. Croatia has thousands of kilometres of coastline, lots of islands and coastal towns, making it natural and attractive to try out rowing on these seas, either recreationally or competitively.

One big step forward for coastal rowing was the introduction of FISA (International Rowing Federation)-sanctioned World Rowing Coastal Championships in 2008, inclusion of coastal rowing to Youth Olympic Games Program in Dakar, Senegal YOG 2022 and an almost certain inclusion of this sport discipline to the Olympic Program in Los Angeles OG 2028 (formal decision to be made at the IOC Congress).

WORKING METHODS

- The data used for the purposes of this research were taken from the website http://www.worldrowing.com/.
- We analysed the increased interest in coastal rowing over the years.
- We use SWOT analysis to present benefits of coastal rowing for local communities.
- To process the obtained data, we used Statistica version 13 programme package (Stat Soft, Inc. TULSA, USA).

RESULTS AND DISCUSSION

To process the obtained data, we used Statistica version 13 programme package (Stat Soft, Inc. TULSA, USA). According to the objectives of this research, we will be using the following methods: the calculation of basic descriptive parameters for all the variables, normality distribution variables will be tested using the Kolmogorov-Smirnov test.

Table 1 – Basic descriptive statistic parameters

Variable	**N**	**AM**	**MIN**	**MAX**	**SD**
WC1X	12	20,67	7,00	37,00	10,48
WC2X	12	20,17	6,00	36,00	10,52
WC4X+	12	19,25	9,00	35,00	7,25
MC1X	12	42,17	7,00	75,00	19,25
MC2X	12	43,50	12,00	71,00	17,70
MC4X+	12	32,67	13,00	54,00	12,88

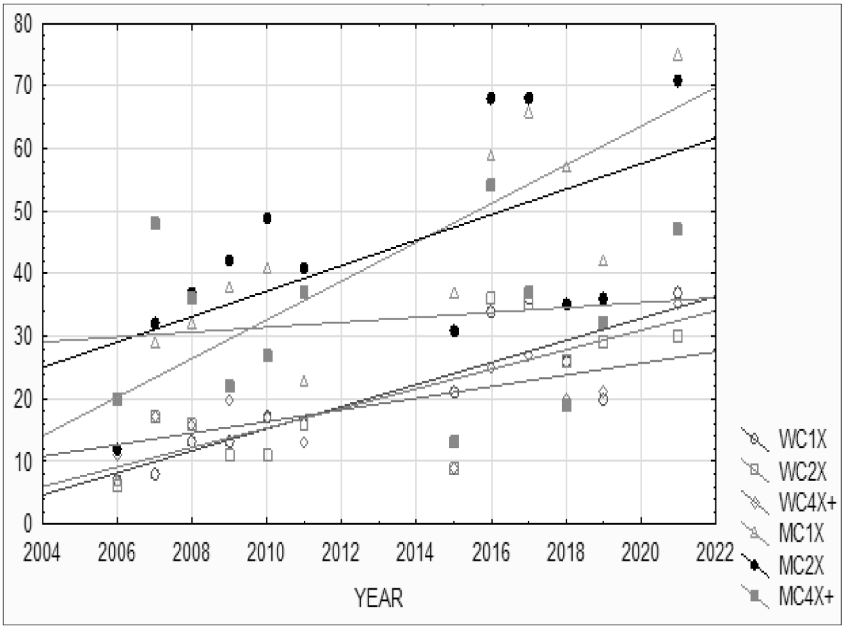
AM (arithmetic mean), MIN (lowest result), MAX (best result), SD (standard deviation)

Table 1 presents basic descriptive parameters for all the studied variables, arithmetic mean (AM), the lowest (MIN) and the best (MAX) result, standard deviation (SD).

Descriptive statistics showed us that the number of participants in the World Championships in coastal rowing increased every year. Growing interest and the natural attractiveness of natural, cultural, historic and rural attractions of the island can contribute to the implementation of this type of sports tourism in Croatia.

The graphic representation gives us a clear picture of the growing interest in costal rowing over the years.

With the diagram, we can clearly see which disciplines have the greatest trend of growing interest. Single rowing in itself is the most represented because you row alone and do not depend on a partner.



Graphic presentation of interest in coastal rowing over the years

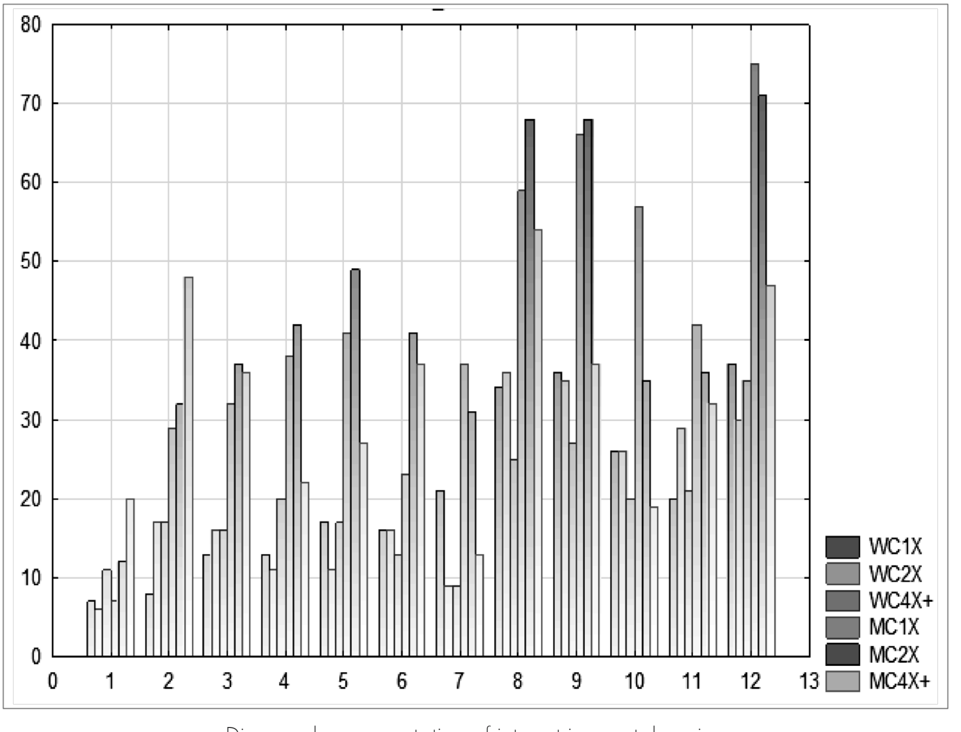


Diagram bar presentation of interest in coastal rowing

SWOT analysis

Coastal rowing is easier to learn than flat-water rowing, due partly to the stability and robustness of the boats which differ from the Olympic-style, fragile and narrow, rowing boats. This type of rowing can be practiced by everyone, with no age or physical condition limitations. It is ideal for novices (first-time rowers) and seniors, as the boats are stable and virtually unsinkable while the rowing technique required is very basic.

The standard boats used in coastal rowing training and competitions are singles (or solo), doubles and quadruple sculls.

SWOT analysis makes it possible to create a framework for the systematic analysis and facilitates a comparison of external threats and opportunities with internal strengths and weaknesses.

The main purpose of a SWOT analysis is to isolate key facts and events to facilitate a strategic approach and recognition of strategic problems. Likewise, SWOT analysis can be seen as a tool for understanding and studying organizational internal strengths and weaknesses and opportunities and recognize threats from the environment.

Inner strength lies in an attractive tourism area, location attraction, coast and weather. All of the above provides great potential for the development of coastal rowing. It also provides opportunities of global tourism, education and EU projects. Unfortunately, every project has its own shortcomings, such us infrastructure, capacity and political strategy. With cooperation with the local community, success could be achieved.

According to Rudan (2012), including the local population when defining the needs and potential of the destination, i.e., creating it vision, and at the same time using the enthusiasm of the local population, can result in an offer that understands the needs of the local area. As a result of such an approach, management sustainability is achieved tourist content of the tourist destination. Sustainability presupposes successful management of the emergence of a negative attitude of the population whose presence makes it difficult to build a destination in the tourist sense.

According to Dulčić and Petrić (2001), tourism development planning at the local level should be based on general development goals and priorities determined by the local population. To achieve permanent positive results, the community should be an active participant instead of a passive observer. Muganda et al. (2013) note that in order to achieve greater local engagement in decision-making, for example, governments can enable and support citizens in requesting a certain part of tax revenues from tourism to be intended for community development and protection of tourist resources.

CONCLUSION

Coastal rowing is getting popular and has steady - growing communities of rowers in many countries. This type of rowing can be practiced by everyone, with no age or physical condition limitations. It is ideal for first-time rowers and seniors, as the boats are stable and virtually unsinkable, while the rowing technique required is very basic. The standard boats used in coastal rowing training and competitions are singles (or solo), doubles and quadruple sculls. Croatia has natural conditions and people with a long maritime tradition. It gives us the opportunity to develop sports and health tourism with the possibility of extending the tourist season. A SWOT analysis was used to present the benefits of coastal rowing for local communities, and we analysed an increased interest in coastal rowing over the years. Coastal rowing is part of the EU project for coaches education.

References

Archer, B., Cooper, C., Ruhanen, L., & Theobald, W. F. (2005). *Global tourism.*

Dulčić, A., & Petrić, L. (2001). Upravljanje razvojem turizma (Tourism development management). *Marketing-tehnologija*

Muganda, M., Sirima, A., & Ezra, P. M. (2013). The role of local communities in tourism development: Grassroots perspectives from Tanzania. *Journal of Human Ecology*, *41*(1), 53-66.

Rudan, E. (2012). Uloga lokalnog stanovniötva u razvoju turizma destinacije (The role of the local population in the development of destination tourism). *Tranzicija*, *14*(29), 58-67.

Strategija i razvoj turizma otoka Visa (Strategy and development of tourism on the island of Vis) Retrieved from Website https://spasimobisevo.org/plan-ravoja-ekoloskog-i-ruralnog-turizma/

Rezultati svjetskih prvenstava koja su odrûana u period od 2006. – 2021. (The results of the world championships that were held in the period from 2006 to 2021). Retrieved September 6, 2022, from https://worldrowing.com/events/coastal-events/world-rowing-coastal-championships.

Zdenko ZEMAN
Institute of Social Sciences Ivo Pilar, Croatia
Brigita MILOŠ
University of Rijeka, Faculty of Philosophy, Croatia
Marija GEIGER ZEMAN
Institute of Social Sciences Ivo Pilar, Croatia

"...WE WENT TO RELATIVELY SAFE DESTINATIONS": EXPERIENCES OF VACATIONS DURING THE COVID-19 PANDEMIC PERIOD

Abstract

Leisure is most often considered in relation to the sphere of work (Scott, 2012). Vacations are an important part of the sphere of leisure, which was traditionally understood as the sphere opposite to the sphere of work, daily activities and obligations (Lefebvre, 1991). Disasters and crises such as the current crisis caused by the COVID-19 virus have affected tourism (Sigala, 2020). The paper is based on the analysis of semi-structured interviews conducted in the context of the project *Body, health, prevention: media-constructed discourses and lived cultures in the age of new 'bio-realities'* (project funded by the Institute of Social Sciences Ivo Pilar). Based on the analysis of the collected data, four main themes were determined: (un)changed routine, uncertainty, security, and recovery.

Keywords: *leisure, vacation, tourism, COVID-19, semi-structured interviews*

INTRODUCTION: GOING ON HOLIDAYS/VACATIONS AS LEISURE ACTIVITIES

Leisure is most often considered in relation to the sphere of work, and it is defined and described as "'time off' from doing what we should be doing, a break from the routine that allows us to indulge in non-essential tasks (Rybczynski, 1991, according to Scott, 2012, p. 161). Vacations are an important part of the sphere of leisure, which was traditionally understood as the sphere opposite to the sphere of work, and daily obligations (Lefebvre, 1991). Leisure and work are temporal categories that shape everyday life. Summer (June–August) and winter (December–January) vacations are periods of the year that are considered periods "for rest and recuperation" (Rybczynski, 1991, according to Scott, 2012, p. 164), and, along with "longer periods of designated free time within the rhythm of the calendar year", serve for physical, emotional and mental distancing “from the sphere of everyday life“ (Scott, 2012, p. 174). Relationship between holidays/vacations and everydayness is not self-evident and simple but rather complex, contradictory and. “mutually supporting“ each other (Hall & Holdsworth, 2016, p. 290).

TRAVEL, TOURISM AND LEISURE IN COVID-19 PANDEMIC TIME

Tourism arses in the gap created by separating the sphere of work from the sphere of leisure (Urry, 2002; Urry & Larsen, 2011). Since tourism is not a “homogeneous phenomenon” (Wang, 2000, p. 11), it is possible to investigate it from different conceptual starting points (according to Cohen, 1984, p. 374-376), such as a (post)modern leisure activity (Urry & Larsen, 2011, p. 4). The development of tourism also created a new type of role – tourist.

In this paper, we approach tourism as a leisure activity, i.e., we consider going on vacation as a leisure activity, and by tourist we understand “a person at leisure who also travels“ (Nash, 1981, as cited in Wang, 2000, p. 4). Besides, it is important to emphasize the following:

1) Travel and leisure are key elements of (international/domestic) tourism (Wang, 2000, p. 4);
2) “A tourist is a temporarily leisured person who voluntarily visits a place away from home for the purpose of experiencing a change“ (Smith, 1989, as cited in Wang, 2000, p. 4). The goal of these trips are “non-instrumental purposes such as recreation and pleasure“ (Wang, 2000, p. 6);
3) A trip to an (international/domestic) destination far from home includes a stay there for less than or more than 24 hours (tourist trip, excursion) (Wang, 2000, p. 4);
4) Short-term/temporal trips “for non-leisure purpose“ (e.g. business trips, visiting international conferences, study trips) are not included in the analysis and research, which does not mean that this type of trip does not include some elements of leisure (Wang, 2000, p. 6);
5) Secondary housing as important institution.[1]

The COVID-19 pandemic has updated reflections on risk that shaped sociological theory in the 1990s and early 2000s. Lupton and Willis (2021, p. 3) point out that Beck’s “risk society“ has been transformed into a “global ‘COVID society’“. As a global pandemic, COVID-19 is “a crisis on every level: social, cultural, environmental and economic“ (Lup-

[1] Secondary housing is a “type of housing“ that “implies the possession of another apartment (or more) that is occasionally used exclusively for rest and recreation“ implying “a kind of hierarchical relationship between everyday, active housing and the one focused on leisure“ (Miletić, 2013, p. 229).

ton & Willis, 2021, p. 4). Travel and tourism industry have always been sensitive/vulnerable to natural disasters, health crises (Vărzaru, Bocean, & Cazacu, 2021, p. 1), political conflicts, terrorist attacks, etc. (Aldao, Blasco, Espallargas, & Rubio, 2021, p. 930). Public health measures and safe protocols dramatically affected the travel and tourism industry (Sigala, 2020, p. 312). During 2020, due to COVID-19 and prevention measures "tourism has been virtually stopped for a few months" (Vărzaru et al., 2021, p. 3).

METHODOLOGY

As part of the project "Body, health, prevention: media-constructed discourses and lived cultures in the age of new 'bio-realities'" (funded by the Institute of Social Sciences Ivo Pilar), qualitative research was conducted from February 27, 2022 until June 1, 2022. The research is based on a phenomenological perspective that highlights "the standpoint of everyday commonsense understanding", or, the perspective of the participants as "'native' social actors" (Wang, 2000, p. 101). In order to ensure a heterogeneous sample, participants were recruited using the snowball method. Interviews were conducted and lasted approximately 30 to 91 minutes in length. Twenty (20) participants (ten women, ten men) of different ages (21–69 yrs), educational (high school, BA, MA, PhD), work status (student, retired, retired/part-time job, employed) and monthly family income (5,000–150,000 HRK) took part in the research.[2] The Ethics Committee of the Ivo Pilar Institute of Social Sciences determined that the research instrument complies with all ethical standards and regulations. Participants had the option of choosing the location of the interview – 10 interviews were conducted in virtual space and 10 interviews in physical space. In order to completely anonymize the names, the participants chose their own pseudonyms.

All interviews were transcribed and a thematic analysis was made based on the transcripts: 1) multiple reading and familiarization with the data; 2) "generating initial codes"; 3) "searching for themes"; 4) "reviewing themes"; 4) "defining and naming themes"; 5) writing the text (Kiger & Varpio, 2020, pp. 3-8; Clarke & Braun, 2013).

FINDINGS AND DISCUSSION

Based on the analysis of the collected data, four main themes were determined: (1) (un)changed routine, (2) uncertainty, (3) security, and (4) recovery.

(Un)changed routine

Holiday-making and going on holidays/vacation are organized around work and collective rhythms (annual vacations, school holidays) and in this sense are an important

[2] One participant refused to provide information about the monthly family income.

part of the “temporal structure of modernity“ (Wang, 2000, p. 91). Going on holidays/vacations are an important part of participants’ lives, characterized by elements of routinization and annual/semi-annual regularity, so holidays/vacations function as institutions:

> “…I´m mostly always in Croatia for summer vacations, it´s kind of a rule throughout life“ (Hepburn, F)
>
> “…winter holidays, let´s say, I choose a distant destination and go somewhere in the sun for ten days“ (Kadchelito, F).

During the summer period, almost all participants spend their annual vacations exclusively in Croatia (Adriatic destination or a mountainous area). For participants who own secondary real estate, the pandemic did not affect the choice and decision regarding the choice of summer vacation spot:

> “We have that apartment in Š. and we don’t actually go anywhere on vacation... we go to friends in P., to relatives in D., in T.“ (Veronika, F)

The pandemic had the most significant impact on choices regarding foreign tourist travels, and mostly on travels that were practiced in the winter period or outside the summer tourist season. Thus, the pandemic caused by COVID-19 destabilized and disrupted winter vacations. During 2020, participants completely gave up traveling abroad. Foreign pandemic regimes were perceived as complicated, excessively variable and were interpreted as the cause of problems and unnecessary risk and stress.

For some participants, the abandonment of foreign travels was compensated byan increased number of trips to domestic destinations

> “... due to the fact that we didn’t travel anywhere in the winter, when the summer came I stepped on the gas and visited an even greater number of Croatian destinations than I do in some, call it that, regular times“ (Kadchetolito, F)
>
> “…one positive detail of the pandemic that…I discovered that Gorski kotar“ (Tina, F).

Uncertainty

The pandemic situation has generated increased risk and uncertainty, which are especially present in the domain of tourism and travel to both domestic and foreign destinations. Part of the participants engaged in a series of “adaptive travel behaviors“ (Strömblad, Winslott Hiselius, Smidfelt Rosqvist, & Svensson 2021) to cope with the new normal:

> “… we were supposed to go to Andalusia…I had all kinds of things planned, Paris, i fit wasn´t for that corona, then a bit of Portugal, all kinds of things, we had al-

ready agred…we already knew who was going…and then in the end it all went down…“ (Veronika, F)

The new normality in the sphere of tourist travels produced a situation where it was not only impossible to plan a trip, but it was also difficult to organize it:

“…nothing is being planned anymore, that means no big plans, no plans for a long time“ (Eva, F)

The uncertainty generated by the pandemic also affected the experience of a tourist destination – the moments of staying in a certain locality were more valued:

“…And you appreciate the moment you are in now, during the pandemic, more than it was before…“ (Kadchetolito, F).

Security

Security is a key topic for understanding the travel experience and tourism practices. Although some participants described the summer as a more relaxed period of the year there was no lack of concern about safety and prevention. The usual and unquestionable security characteristic of the pre-pandemic period is now seriously shaken. Pre-pandemic trips were described with positive attributes as relaxed while trips in the pandemic period were described as burdened by disease, tense, limited, risky, filled with fear, observing pandemic measures:

“Before the pandemic, you’re relieved of all that, you don’t think about masks, you don’t think about distance, you think about distance in the sense that it’s comfortable for you… and not because of illness, it’s not always for you, you like not to be in a crowd… on the beach, but the cause is not illness but pleasure... you are not burdened with that disease… you are not burdened“ (Ana Vaski, F)

Concern for personal safety and commitment to practicing prevention measures were emphasized by almost all participants:

“... any type of hotel and so on is avoided... we go to another one because there are a lot of people there, well, like… restaurants, masks... everyone touches everything, I don’t know, that coffee or tea probe... or juice in the morning... and so on... mostly, you go somewhere where you can prepare a meal in your own arrangement and so on... So that someone doesn’t come in... um... change the sheets... that... but you will change them yourself and so on ...“ (Rajko, M)

The self-regulation practiced by some participants was accompanied by an evaluation of other people’s behavior in terms of compliance with the measures:

“I remember that in R. and that’s why we saw people dancing on a terrace, so we said, look, they dared, didn’t they, and then we watched them dance, were they far from each other or something, so it seemed to me that they kept a bit of a distance.“ (Eva, F)

A smaller number of participants were critical of personal prevention measures and binding public restrictions and pointed to the gap between the prescribed pandemic preventive regime and reality:

"A lot of it should have been different, considering what measures were prescribed, but it was not different... the employees did not comply with the measures, which was positive for all of us...“ (Marta, F)

Publicly prescribed restrictive prevention measures had, according to the majority of participants, a negative impact on tourism and the tourist offer.

Recovery

According to the experiences and interpretations of participants, 2020 was much more restrictive than 2021. 2021 was still characterized by uncertainty and fear, but it was somewhat more relaxed. In the second half of 2021, with the easing of restrictions, part of the participants started international trips again. This recovery, however, is not yet free from compliance with the mandatory pandemic measures. Participants who decided to travel abroad during 2021 and 2022 still provoke suspicion from their loved ones, and interpret their tourist experiences in the terms of safety and overcoming fear:

"... what I imagine to go further, I reduce to closer. I always prefer closer destinations... during this pandemic, not otherwise... I wouldn't have gone to Mexico, you understand, a trip like that, but there would be, say, Austria, Bosnia… and then Italy. That's what I would do.“ (Ana Vaski, F)

"... we went to relatively safe... we went to relatively safe destinations, we avoid Paris, Rome, all the crowds... we went on smaller trips..." (Mečka, M)

CONCLUSION

Experiences of going on holiday/vacation are heterogeneous and varied. The pandemic situation influenced the participants to think and make decisions about which leisure trips they will pursue and which ones they will give up (Strömblad et al., 2021, p. 2). Depending on their engagement in tourist activities before the pandemic, the participants assessed the impact of the pandemic on their tourist-leisure practices in different ways. The biggest changes were highlighted by people who practiced international leisure travel activities before the pandemic period. For others, these changes were little or none (Strömblad et al., 2021, p. 7). Given that tourist activities and plans during the summer holiday/vacation were still practiced during the pandemic period, the seaside holiday can be categorized as "an important cultural tradition“ (Scott, 2012, p. 174).

The pandemic caused by COVID-19 destabilized temporal order during winter vacations. Abandoning foreign trips, which were perceived as a source of stress and complications were compensated by relocating tourist trips and excursions to domestic tourist destinations.

Safety is crucial for understanding the phenomenology of going on holidays/vacation during the COVID-19 pandemic and is exclusively related to the "health-care dimension" (Aldao et al., 2021, p. 932) – health measures and safety protocols that are practiced in order to minimize risk and stress for all social actors involved in the sphere of travel and tourism. Holidays – as idealized time– are transformed into a time that resembles everyday time – burdened by COVID-19 and prevention practices. Changes are evident both in individual tourist decisions, preferences, behaviors and activities, as well as in the social dimension (Aldao et al., 2021, p. 933) – in terms of new social habits (for example social distancing, etc.). The mandatory prevention and safety measures have had a negative impact on the economic and cultural dimension (Aldao et al., 2021, p. 933) of the tourist offer during the summer season. The loosening of preventive measures and less rigorous restrictions motivated participants who regularly practiced international tourist leisure activities during the pre-pandemic period to renew travel leisure practices in accordance with the current pandemic situation.

In conclusion, we should point out both the limitations and the contribution of this research for future gender research. Observing from a gender perspective, the gender and class structure of the sample indicate the establishing of a specific and sociologically important group of consumers of international and domestic travelers – economically situated and emancipated women who regularly practice tourist trips that they go on together with their friends and colleagues. In the context of the sociology of gender, feminist theory and the sociology of leisure, these empowering women's travels are certainly a relevant, compellingly emerging topic.

References

Aldao, C., Blasco, D., Espallargas, M. P., & Rubio, S. P. (2021). Modelling the crisis management and impacts of 21st century disruptive events in tourism: the case of the COVID-19 pandemic. *Tourism Review*, 76(4), 929-941.

Clarke V. & Braun, V. (2013). Teaching thematic analysis: overcoming challenges and developing strategies for effective learning. *The Psychologist*, 26(2),120-123.

Cohen, E. (1984). The sociology of tourism: approaches, issues, and findings. *Annual Review of Sociology*, 10(1), 373-392. doi:10.1146/annurev.so.10.080184.002105.

Hall, S. M., & Holdsworth, C. (2016). Family Practices, Holiday and the Everyday. *Mobilities*, 11(2), 284-302.

Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical Teacher*, 42(8), 846-854. doi:10.1080/0142159X.2020.1755030.

Lefebvre, H. (1991). *The Critique of Everyday Life*, Volume 1. London: Verso.

Lupton, D., & Willis, K. (2021). COVID Society: Introduction to the book. In D. Lupton & K. Willis (Eds.), The COVID-19 Crisis. *Social Perspectives* (pp. 3-13). London, New York: Routledge/Taylor & Francis Group.

Miletić, M.-G. (2013). Jednom nogom na otoku: sekundarno stanovanje na Zlarinu. *Migracijske i etničke teme*, 29(2), 225-249. doi:10.11567/met.29.2.5

Scott, S. (2012). *Making Sense of Everyday Life*. Cambridge, Malden: Polity.

Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312-321.

Strömblad, E., Winslott Hiselius, L., Smidfelt Rosqvist, L., & Svensson, H. (2021). Adaptive Travel Behaviors to Cope with COVID-19: A Swedish Qualitative Study Focusing on Everyday Leisure Trips. *Sustainability*, 13(12979), 1-17. https://doi.org/10.3390/su132312979.

Urry, J. (2000). *The Tourist Gaze Leisure and Travel in Contemporary Societies*. London, Thousand Oaks, New Delhi: SAGE Publications.

Urry, J., & Larsen, J. (2011). *The Tourist Gaze 3.0*. Los Angeles, London, New Delhi, Singapore, Washington DC: SAGE Publications.

Vărzaru, A. A., Bocean, C. G., & Cazacu, M. (2021). Rethinking tourism industry in pandemic COVID-19 period. *Sustainability*, 13(6956), pp. 1-19. https://doi.org/10.3390/su13126956.

Wang, N. (2000). *Tourism and Modernity: A Sociological Analysis*. Amsterdam, Lausanne, New York, Oxford, Shannon, Singapore, Tokyo: Pergamon Press.

OTHER ISSUES

Katarina Trpčić: *Sreća prati hrabre.*

Ilija BARIŠIĆ
VERN' University, Croatia

A SEMANTIC/SYNTACTIC APPROACH TO HORROR VIDEO GAMES

Abstract

This paper examines how different kinds of video games fit into the horror genre. By applying Rick Altman's semantic/syntactic genre theory to horror video games, this paper will argue that some of those video games are horrors solely on surface level semantics, e.g., looming atmosphere, low key lighting, scary creatures and monsters, blood and gore, etc. However, those games are not horror on the syntax level if they fail to inspire fear into players through gameplay. Games usually succeed in priming players to be scared by putting them in a passive, vulnerable position. Therefore, games (or game franchises) which give players too much power and control and put them in an offensive position, like Diablo or Castlevania, should rather be considered as role-playing games or platform-adventure games with a horror theme. Thus, this paper proposes a clearer distinction between genre and theme when describing video games.

Key words: *video games, genre theory, film genre, horror games, video game genre*

INTRODUCTION – MOVIE AND VIDEO GAME GENRES

The relationship between video games and cinema has been researched considerably in game studies. Many books and papers describe how cinema and video games influence one another on many levels, usually emphasizing the fact that video games borrowed many structural and semantical elements from movies[1]. Those include visual aesthetics, iconography, plotlines, characters and some other elements, which are also recognizable components of some film genres. In that way, by appropriating those elements into their own audiovisual identity, video games tend to look and feel like some movie genres.

In other words, by taking some generic traits from movies, video games tend to fit that genre description as well and are often labeled, marketed and distributed as such. That is mostly true for four genres: science fiction, fantasy, western and horror. Those four movie genres sometimes define video game genres as well.

Other movie genres, on the other hand, even though their typical motives, plotlines and narratives can be found in some video games, do not define video game genre in marketing or other kinds of video game classifications. For instance, the story of MyCa-

[1] For example, King & Krzwynska (2002), Galloway (2006), Nitsche (2008), Barišić (2019).

reer mode in video game *NBA 2K16* (Visual Concepts, 2015) would be a typical biographical social drama in cinema terms, and in fact, it was directed by Spike Lee, who is well-known for directing movies of that genre. However, *NBA 2K16* is labeled and distributed purely as a sports game, a basketball simulation. Its cinematic generic traits are completely discarded.

On the contrary, whenever a video game has some typical western genre features, it is in most cases indeed promoted and described as a western video game. If a game is set up in the 19th or early 20th century American West, with the usual western iconography, props and stock characters like gunslingers, with or even without typical western plotlines and themes, that game will be labeled as a western game. Certainly, gameplay genre description will be emphasized in that game as well, but only next to "western". In that way *Red Dead Redemption 2* (2018, Rockstar Studios) was typically promoted as a western action-adventure game. Its cinematic generic trait was almost never left out when that game was described.

While film genres definitely construct the texture of some games, it is not always their definitive generic feature. In fact, the classification of video games prefers game mechanics or types of gameplay as the main criterion when discerning different genres. In that way, category of genre in video games is mostly defined by how the game is played rather than by visual or narrative elements.

One rare exception to this rule is the horror genre. Horror video games are defined by how they elicit emotions of fear into players and historically they did that mostly through audiovisual design, themes and narratives that are typical of horror movies as well.

However, herein lies a big problem with many video games that are labeled as horror. Some horror video games are not scary at all. It is not necessarily that they fail to be scary because of the audiovisual design, though sometimes that is also the case. The main problem is that some horror games put the player in active combat positions, which makes the players feel powerful, which is the opposite of the feelings the designers want to stimulate in horror games.

Games like *Friday the 13th* (Atlus, 1989), which is based on the horror franchise of the same name, with its wide shots, messy, difficult and action-based gameplay is one example of a game that received negative reviews, and one of the main arguments was that it failed to scar anyone[2]. That game and the backlash it created is a typical example of using the horror genre label too loosely.

So how can we clarify this confusion over classifying horror game genre, which can be a big problem, when designers and publishers want to brand the games in right

[2] For example of those articles, see Juba (2008).

way and distribute them? While there are some serious papers which try to address the issues of video game genres (Aarseth, Smedetad & Sunnanå, 2003, Arsenault, 2009, Căşvean 2016, Rauchner, 2012), they do not tackle this particular question of horror video games. On the other hand, Perron (2018) wrote about horror video games extensively, but he did not deal with this particular problem.

This paper will show how Rick Altman's semantic/syntactic approach to film genre (1984, 1999) can clarify some ambiguities when discussing horror video games.

A SEMANTIC/SYNTACTIC APPROACH TO GENRE

In his seminal paper, *A Semantic/Syntactic Approach to Film Genre (1984),* which was later further elaborated in his book *Film/Genre* (1999), Rick Altman proposes that genres could be observed from a semantic and syntactic viewpoint. The semantics of the genre are its individual elements like "common traits, characters, shots, locations, sets, and the like" (Altman, 1984, p. 10). Altman (1984) calls those elements "the genre's building blocks, while the syntactic view privileges the structures into which they are arranged" (p. 10). The syntax of the genre constitutes the overlying structure, deeper themes, plotlines and narratives associated with the genre. In other words, the syntax is the logic behind the arrangement of those individual elements, the reason those semantic building blocks are put in a specific order and given meaning. If we expand this into a metaphor borrowed from linguistics, the semantics of the genre are like words, vocabulary of the genre, while the syntax is the arrangement of those words in a specific order. They are the rules that govern how those elements are organized.

Altman (1984) insists "these two categories of generic analysis are complementary, that they can be combined, and in fact that some of the most important questions of genre study can be asked only when they *are* combined" (p. 11). Altman explains it through the western genre, so we will use his example here as well. The semantics of the western would make up the setting and iconography from the 19th or early 20th century, in the American West, characters like cowboys, Native Americans, outlaws, sheriffs, etc. Props such as hats, guns, boots with spurs, horses, trains, saloons, etc. Typical syntax of the western would be stories and themes about the frontier justice dispensed by wandering gunslingers with personal honor, the conquest of the wilderness, building society in the new frontier, etc.

That viewpoint on the genre can be used for a more fitting description of generic traits of certain movies. For instance, some movies which are traditionally not considered as westerns because of the lack of western semantical elements can be viewed and better understood as westerns on a syntactical level. Even though they do not have individual western elements like cowboys and horses, most post apocalyptical movies, for instance, those from the *Mad Max* series, have a strong western aura simply through their narratives and themes.

Altman (1984) points out that "it is simply not possible to describe Hollywood cinema accurately without the ability to account for numerous films that innovate by combining the syntax of one genre with the semantics of other" (p. 12). Thus, his framework for approaching genres is useful for a better understanding of cinema and genre theory in general, and it was, consequently, quite influential.

SEMANTICAL AND SYNTACTICAL ASPECTS OF HORROR VIDEO GAMES

How can we apply this theoretical framework to horror video games and how can it be useful in improving the classification of video game genres? First, we have to adopt a semantic/syntactic view on genre to video games in general. Semantical elements of video game genres would be all those same audiovisual elements which constitute film semantics e.g., iconography, locations, props, characters, and music. However, I would argue that video game semantics should also include the themes developed only through audiovisual design (e.g., in cinematic cut scenes). The syntax of video game genres includes game mechanics, game rules, gameplay experience, and consequently themes depicted mostly through gameplay.

Now, how does this apply to horror video games? The main feature of horror genre is that it tries to induce certain emotions and feelings in players, namely those of fear, disgust and horror, as the very name of the genre suggests. Generally, in video games, designers can achieve that through scary audiovisual design and stories on the one hand, and, on the other hand, through gameplay that frightens the players. Therefore, the semantics of horror video games is comprised of all those elements which are typical of horror movies as well, e.g., looming atmosphere, low-key lighting, scary creatures and monsters, blood and gore, sound design, etc. The syntax of horror video games, on the other hand, emerges from a certain kind of gameplay – a game mechanic which puts the player in a passive, vulnerable position.

Just like in cinema, many video games combine the syntax of one genre with the semantics of another. Sometimes it gets confusing when classifying video game genres. A few examples show that vividly.

Diablo (Blizzard, 1997) is semantically a horror game. Besides the titular devil that is the main and final antagonist, the game has all kinds of other evil monsters and creatures that lure in the dark and threaten the game protagonist. The story of the game also contributes to the overall sense of horror and dread. However, syntactically *Diablo* (1997) is an action role-playing game. The game puts the player in an active, aggressive position and gives him a lot of power to hack and slash through all the scary creatures that might come his way. In that way, Diablo was never scary and was never branded or considered as a horror game despite its obvious semantical horror elements. If *Diablo* (1997) were a movie, it would undoubtedly be in the horror genre. However, as a game it is far from it.

Similar can be said about another video game classic – *Castlevania: Symphony of the Night* (Konami, 1997). Semantically that game has all the features of a gothic horror. Evil vampires and other monsters threaten the player in Dracula's dark and menacing castle. Yet again, syntactically the player is in an active combatant mode and when *Castlevania* (1997) is defined in the terms of the genre, it is an action-adventure, or action-adventure role-playing game.

When determining the genre of the video game *Bloodborne* (FromSoftware, 2015), things are a little bit more complicated. The game syntactically again puts the player in an active position and again can be described as an action RPG. However, the mere sense of the dread because of the difficult and challenging gameplay, with overall horror semantics that includes gothic aesthetic, disfigured threatening creature design and a Lovecraftian narrative, all those factors could be enough to categorize *Bloodborne* (2015) as a horror game. *Bloodborne* (2015) indeed is sometimes referred to as an action horror game.

In many video games, as expected, semantics and syntax of the genre are matched. *Alien: Isolation* (Creative Assembly, 2014) is such a game where the player is put in a very passive position and can do little to fight actively and aggressively against the alien monster from the title. Gameplay emphasis is on stealth and survival, so the very game mechanics, constant threats and protagonist's vulnerability primes players to be scared. With typical horror atmospheric and lighting effects, bloody and gory set design and intimidating sound design, all typical horror semantics, the game succeeds in installing the sense of dread into the players. Therefore, *Alien: Isolation* (2014) indeed can be categorized as a survival horror, without a shadow of the doubt that plagues some other allegedly horror games.

PROPOSED TERMINOLOGY

The problem with transferring movie genres into video games has been well-recognized and has been dealt with in studies about video games. For instance, to describe the types of worlds reproduced within games in terms such as location and atmospheric or stylistic conventions King and Krzywinska (2002) proposed the term "milieu" (p. 27). In that way, a game like *Diablo* (1997) would be labeled as a RPG, but within a horror milieu. However, that term has not been adopted in the game industry or in the gaming community. A better term, prominent in the video game industry and game design manuals (for example, Schell, 2015) would be – "theme". Theme is the idea that pervades or recurs in a specific video game, but that term also implies a specific setting. In that context specifically, it can imply semantic generic traits of a video game, and in that way, to some extent, it is already used in the gaming industry, theory and broader gaming community.

To conclude, Diablo would be an action RPG genre (and) *horror themed* game. Castlevania would be an action-adventure (and) *gothic horror themed* game.

CONCLUSION

Horror video game genre can be discerned and understood in a better way with Altman's semantic/syntactic genre theory. It helps us to distinguish different ways in which the players are primed to be scared in horror video games. Sometimes, horror is just a themed background borrowed from all kinds of horror mythos while the focus of the gameplay is directed toward different kinds of experiences for the players. In that kind of horror games game mechanics and game experience is usually empowering and provides positive feedback on the players' competence and is not aimed at making the players feel terrified. Consequently, when there are only semantical horror elements in the game, the term "theme" should be preferred over the term "genre" to describe it and label it. Therefore, this paper exposes the need for clearer distinction between genre and theme when describing video games. By better understanding the dynamics between different genre elements, designers and publishers can better brand and market their product, and better communicate what their game is about. A semantic/syntactic genre approach helps us to clarify some confusion concerning video game genre issues in general. It provides a more precise theoretical framework which is useful for better understanding the core principles of how video games are structured.

References

Aarseth, E., Smedetad, S., & Sunnanå, L. (2003). A Multi-Dimensional Typology of Games. *DiGRA '03 – Proceedings of the 2003 DiGRA International Conference: Level Up*, pp. 47-53.

Altman, R. (1984). A Semantic/Syntactic Approach to Film Genre. *Cinema Journal*, *23*(3), 6-18.

Altman, R. (1999). *Film/Genre*. BFI Publishing.

Arsenault, D. (2009). Video Game Genre, Evolution and Innovation. *Eludamos. Journal for Computer Game Culture*, *3*(2), 149-176.

Barišić, I. (2019). *Film Grammar of Video Games*. Zagreb: Croatian Film Clubs Association.

Căşvean, T. (2016). An Introduction to Videogame Genre Theory. Understanding Videogame Genre Framework. *Athens Journal of Mass Media and Communications.* Volume 2, Issue , pp. 57-68.

Galloway, A. (2006). *Gaming: Essays on Algorithmic Culture*. Minneapolis: University Of Minnesota Press.

Juba, J. (2008). The Wrong Kind of Scary: Worst Horror Games Ever. *Game Informer*. No. 186. GameStop. October 2008. p. 120.

King, G. & Krzywinska, T. (Ed.). (2002). *Screenplay: Cinema / Videogames / Interfaces*. London: Wallflower Press.

Nitsche, M. (2008). *Video Game Spaces: Image, Play, and Structure in 3D Worlds*. Cambridge MA, London UK: MIT Press.

Perron, B. (2018). *The World of Scary Video Games: A Study in Videoludic Horror*, New York: Bloomsbury Academic.

Schell, J. (2015). *The Art of Game Design: A Book of Lenses*, Boca Raton, FL: CRC Press.

Video games

Alien: Isolation (2014) Creative Assembly

Bloodborne (2015) FromSoftware

Diablo (1997) Blizzard

Castlevania: Symphony of the Night (1997) Konami

Friday the 13th (1989) Atlus

NBA 2K16 (2015) Visual Concepts

Red Dead Redemption 2 (2018) Rockstar Studios

Beata BARSZCZOWSKA
Katowice Business University, Poland

HYDROGEN VALLEYS AS OPPORTUNITIES FOR SME IN POLAND

Abstract

Hydrogen is the most common element in the universe and can be used as a raw material, a fuel, an energy carrier or storage. Hydrogen can play a significant role in the process of decarbonisation of the economy, as it can replace fossil fuels, also in some energy-intensive and high-emission technological processes. Its use may also contribute to energy independence, which is very important, especially after the Russian attack on Ukraine. The implementation of the Polish hydrogen strategy will contribute to the decarbonisation of the economy and will be an important element on the road to Poland's energy independence. The strategy is consistent with both the European hydrogen strategy, the assumptions of the European Green Deal and Fit for 55. The emerging hydrogen valleys, local production and local demand will be an opportunity for the development of small and medium-sized enterprises which in Poland generate nearly 3/4 of the gross domestic product. The aim of the article is to provide a brief description of the Polish hydrogen strategy and the hydrogen valleys that have emerged in Poland, as well as a description of where and why the developing hydrogen economy and valleys can be an opportunity for the development of the small and medium-sized enterprise sector in Poland. The following research methods were used: literature review and direct interviews.

Keywords: *Hydrogen, hydrogen valley, decarbonisation, SME in Poland*

INTRODUCTION - HYDROGEN AND ITS COLOURS

Hydrogen is the most abundant element in nature and forms the largest number of compounds. However, it rarely occurs in the free state (in natural and volcanic gas). It is the first element in the periodic table. It is now called the fuel of the future. It is known to alchemists probably already in the 16th century. Its properties were first described by the British Henry Cavendish in 1776 and he is considered the discoverer of hydrogen (Jonas, 2009). The name hydrogen comes from the Greek words Hydro and Gen which mean water generator.

Hydrogen was first produced by electrolysis in 1789 but first used as a fuel in 1792 (fuelcellesworks, 2022). Jules Verne in 1874 in the novel The Mysterious Island wrote that " water will one day be employed as fuel, that hydrogen and oxygen which constitute it, used alone or simultaneously, will furnish an inexhaustible source of heat and light, of an intensity of which coal is not capable" (Hydrogen Europe, 2022).

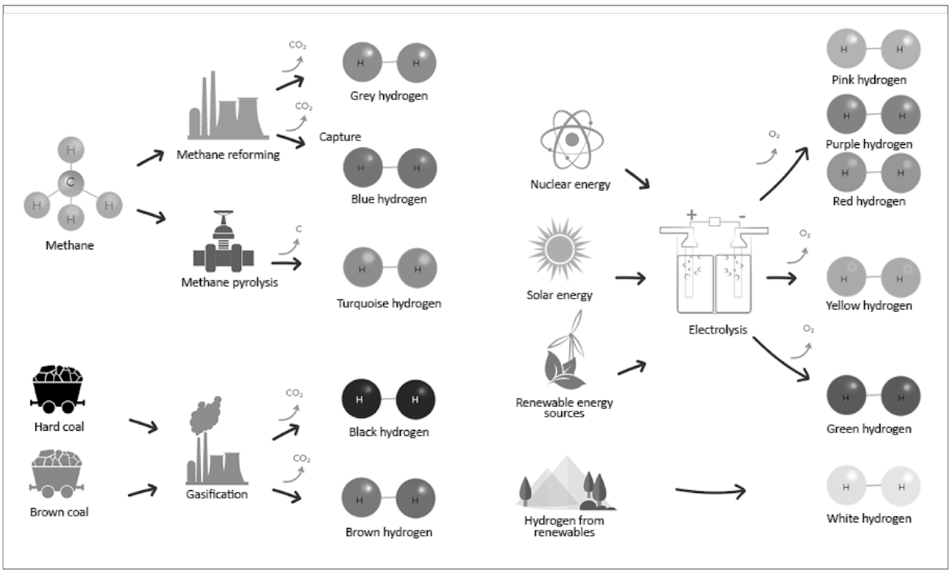
Hydrogen can be obtained from many energy sources and with the help of various technologies. The literature on the subject talks about the colours of hydrogen, although, for example, the hydrogen strategy of the European Union does not use such nomenclature. It should be emphasized that this colour classification of hydrogen is not unambiguous.

Currently, most hydrogen is produced from conventional fuels. Unfortunately, it is highly emissive and is also called grey hydrogen. Most hydrogen is produced from natural gas in the methane reforming process (SMR – *steam methane reforming*). This is currently the cheapest method of producing hydrogen. Brown hydrogen is obtained on the basis of lignite and the blue version is produced from fossil fuels combined with carbon dioxide capture processes. Turquoise hydrogen is produced in the pyrolysis of methane or in the processing of waste plastics. The pyrolysis process is carried out in an oxygen-free atmosphere with low carbon dioxide emissions.

Electricity and heat from a nuclear power plant can drive electrolysis for emission-free hydrogen production. The emission-free hydrogen thus produced is 'given' a pink colour.

Diagram 1 shows the different methods of hydrogen production with the colours of this gas.

Figure 1 – Hydrogen and its colours (h2polnad.eu)



However, the most desirable is green hydrogen produced from renewable energy sources, in which the European Union sees the future, but in the transition period it will certainly also support other colours, especially considering the current energy crisis.

Hydrogen can play a significant role in the process of decarbonisation of the economy, as it can replace fossil fuels, also in some energy-intensive and high-emission technological processes. It can be used as a raw material, a fuel, an energy carrier or storage.

Poland is the third European producer of hydrogen, after Germany and the Netherlands, with an annual production of approx. 1.3 million tons. Hydrogen is used in Poland primarily as a raw material in the chemical, petrochemical and refining industries. Its main producer in Poland is Grupa Azoty (manufacturer of nitrogen fertilisers), however, this gas is produced for the needs of its own chemical synthesis. Other significant producers of hydrogen include: Koksownia Zdzieszowice and Przyjaźń, PKN Orlen and Grupa Lotos. The remaining producers, with a market share of about 40%, are smaller ones and the oil industry, which produces hydrogen for its own needs, e.g., for hardening vegetable oil (PHS, 2021).

To show the scale, it is worth quoting global data here. According to Hydrogen Europe in 2022, the demand for hydrogen is estimated at between 8.4 and 8.7mt. The decarbonisation process with hydrogen will require 15 trillion dollars between 2022 and 2050 (Hydrogen Europe, 2022).

POLISH HYDROGEN STRATEGY. HYDROGEN VALLEYS IN POLAND - A SHORT OVERVIEW

On July 8, 2020, the European Commission announced the Hydrogen Strategy for a climate-neutral Europe. Hydrogen is a key priority to achieve the European Green Deal, a clean energy transition in Europe. Investments in hydrogen will have a positive impact on sustainable economic growth and create employment across the Union. The development of renewable hydrogen produced using wind and solar energy is a priority. However, during the transition period, it will be necessary to use low-emission hydrogen. The strategy assumes ambitious goals. By 2030, electrolysers with a capacity of at least 40 GW will produce at least 10 million tons of renewable hydrogen.

In May 2022, the European Commission adopted the REPowerEU plan (REPowerEU, 2022), which aims to make Europe independent of Russian fossil fuels well before 2030. The reason for this is the Russian invasion of Ukraine. “REPowerEU is about rapidly reducing our dependence on Russian fossil fuels by fast forwarding the clean transition and joining forces to achieve a more resilient energy system and a true Energy Union “ (REPowerEU, 2022).

The European Commission assumes the acceleration of renewable hydrogen utilisation, which is to replace natural gas, coal and oil where it is difficult to quickly reduce emissions, i.e., in intensive industrial precesse and transport. The aim is to produce 10 million tonnes of renewable hydrogen within the European Union and to import the same amount, from countries outside the UE by 2030 (REPowerEU, 2022).

Based on data published on 2021 by Hydrogen Europe, by 2025, countries with published national strategies will account for more than 80% of the global GDP.

Poland is among several European Union countries that have adopted a national hydrogen strategy. In December 2021, the Polish hydrogen strategy, until 2030 with an outlook until 2040, was announced (PSW). The document is consistent with both the EU hydrogen strategy and the Polish Energy Policy until 2040 (PEP2040). "The vision and overriding goal of the PSW is to create a Polish branch of the hydrogen economy and its development to achieve climate neutrality and maintain the competitiveness of the Polish economy" (PSW, 2021).

The strategy is based on six goals, which are:

Objective 1 – implementation of hydrogen technologies in the power and heating sector

Objective 2 – use hydrgen as an alternative fuel for transport

Objective 3 – supporting the decarbonization of industry

Objective 4 – hydrogen production in new installation

Objective 5 – efficient and safe hydrogen transmission, distribution and storage

Objective 6 – creating a stable regulatory environment.

It should be emphasized that the Polish strategy, like the European hydrogen strategy, does not refer to the colours of hydrogen, but only to its emissivity. Poland believes that the assignment of colours is arbitrary and should be replaced by the criterion of the amount of CO2 emitted in the entire production chain of a kilogram of hydrogen. PHS therefore uses the following classification of hydrogen:

- conventional hydrogen – produced by various processes that use fossil, such as steam reforming of natural gas, coal gasification or separation from coke oven
- low-carbon hydrogen – produced from renewable or non-renewable energy sources with a carbon footprint of less than 5.8 kg CO2 eq/kg
- renewable hydrogen – produced by electrolysis of water in an electrolyser powered by electricity from renewable sources, by reforming of biogas, biomethane, biochemical conversion of biomass with CO2 emissions less than 1 kg CO2 eq/kg H2.

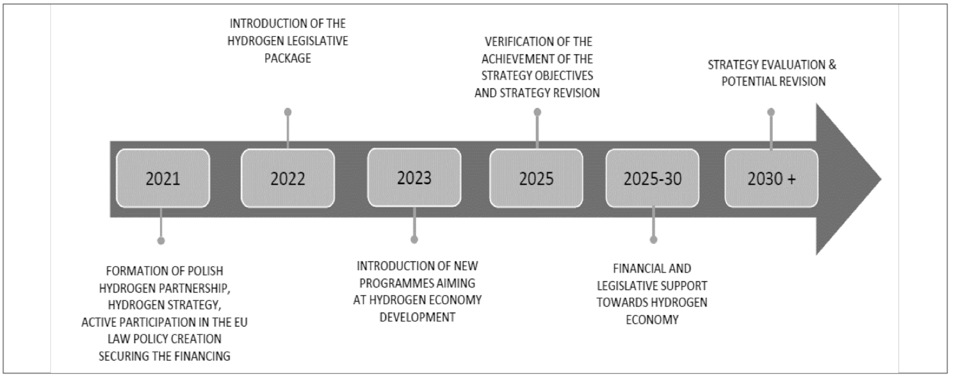
The implementation of hydrogen technologies in the energy sector may have a positive impact on Poland's energy security. Hydrogen will contribute to the reduction of emissions in transport, and its use in public transport will contribute to achieving the goals in the field of low-emission transport set out in the Sustainable and Smart Mobility Strategy.

One of the key indicators of the implementation of the PHS is the installed capacity of low-carbon hydrogen installations. It is assumed that by 2030 it will amount to 2

GW (by 2025 - 50 MW). A very ambitious and optimistic goal. The strategy assumes that 250 hydrogen-powered buses will be on Polish roads by 2025, and by 2030 there will already be 1,000 (PHS, 2021).

The road map of the planned activities is presented in Figure 2

Figure 2 – Hydrogen Strategy Roadmap (Source: PHS, 2021)



It is also assumed that the PHS may be modified along with a change in the Polish Energy Policy until 2040 (PEP2040).

The Polish hydrogen strategy provides for the creation of at least 5 hydrogen valleys. So, what are hydrogen valleys? It is an ecosystem whose goal is to build a value chain related to the hydrogen economy and related to the production, transport, storage and final use of hydrogen in industry (PHS). It is crucial that the transport of hydrogen takes place over short distances, and that its production is based on local demand also from small and medium-sized enterprises. The hydrogen valley can also be considered as a financial project.

Today, five such valleys have been created in Poland, the location of which is shown in Figure 3.

Pomeranian Hydrogen Valley is the oldest Polish Valley operating in the form of a cluster. It currently has over 400 members. A hydrogen hub is to be built here to power the equipment and transport in the port of Gdynia, as well as the emerging production of hydrogen-powered service ships to service wind farms.

In May 2021, actions were initiated to create the Subcarpathian Hydrogen Valley. It currently operates as an association of 18 entities. It is worth emphasising that the zero-emission hydrogen bus developed by the Autosan Company from Sanok and the developed prototype of a high-performance hydrogen electrolyser powered by energy from photovoltaic installations. Among the projects, there is also the Laboratory for Research on Hydrogen Burning Processes in Aircraft Engines implemented by Rzeszów University of Technology

Figure 3 – Hydrogen valleys in Poland

In July 2021, work began on the foundation of the Greater Poland (Wielkopolska) Hydrogen Valley. The valley is characterized by a very active role of the Wielkopolskie Voivodeship Self-Government and Self-Governors (the region has been implementing measures for the development of hydrogen technologies since 2018).

Another valley is the Silesian and Lesser Poland Hydrogen Valley. The founding members are nineteen people associated, among others, with Industrial Development Agency, Orlen Południe, Grupa Azoty, Polenergia, Columbus and the Katowice Special Economic Zone (Barszczowska, 2022). In June 2022, a mobile hydrogen refuelling station was launched in Krakow. It is delivered from the refinery in Trzebinia, owned by Orlen Południe (Orlen, 2022). In this refinery, the first installation in Poland for the production of ecological propylene glycol was launched, an integral part of which is a hydrogen hub.

In September 2021, during the Economic Forum in Karpacz, a letter of intent was signed to create the Lower Silesian Hydrogen Valley. Formally, the association has been operating since May 2022. Among the projects, the following deserves attention: ZAK project construction of the Alternative Fuels Laboratory for hydrogen quality determination based on ISO 14687:2019-11, intended for use, among others, in in the automotive industry.

The letter of intent regarding the establishment of the Masovian Hydrogen Valley was signed in October 2021. It operates in the form of a cluster, and its members are 37 entities. The key role here is played by PKN Orlen - the largest multi-energy concern in Poland, which implements, among others, the Hygrogen Eagle project implemented in Poland, the Czech Republic and Slovakia. This project includes construction of 54 hydrogen refuelling stations in Poland, 22 in the Czech Republic and 26 in Slovakia. The goal of Orlen's strategy is also to build 10 hectares in this area.

The smallest hydrogen valley is the Central Hydrogen Cluster, which was established on November 25, 2021 in the Jaźwica mine in the municipality of Chęciny belonging to the Świętokrzyskie Mines of Mineral Resources. The aim of the cluster is to produce hydrogen from zero-emission energy sources, including water from mine drainage. Numerous technical universities and research institutes play an important role in all valleys.

SME SECTOR IN POLAND

For 25 years, the Polish Agency for Enterprise Development (PARP) has been examining the condition of the small and medium-sized enterprise sector in Poland. The aim of PARP's activity is to implement programs for the development of the Polish economy and to support the innovative and research activities of small and medium-sized enterprises. According to data (2019), there are over 2 million small and medium-sized enterprises in Poland. For comparison, there are over 23 million of them in the EU (EU-27). Poland, after France, Spain and Germany, is the 5th country in the EU with the highest number of them. The structure is definitely dominated by micro-enterprises - 4.9%, in comparison, micro-enterprises in the EU account for 93% of all enterprises (Tab. 1). Analyses of the Polish Agency for Enterprise Development indicate that the number of SMEs has been constantly growing since 2013. In 2020, nearly 2.3 million such entities were registered (PARP, 2022).

Tab. 1 – Poland – European Union (U-27) (PARP, 2022)

	Poland	**EU-27**
Number and structure of companies (2019)		
Number of compagnies	2 022 248	23 168 929
micro	1,918,147 (94.9%)	21,553,171 (93%)
small	85,580 (4.2%)	1,361,258 (5.9%)
medium	14,961 (0.7%)	211,000 (0.9%)
big	3,290 (0.2%)	43,500 (0.2%)
Working in enterprises (2020)		
Number of employed persons	9 800 591	89 397 942
micro	35.2%	29.6%
small	16.7%	19.7%
medium	15.8%	15.8%
big	32.3%	34.8%

Most enterprises operate in the service sector, and every 5th company operates in trade. This is a very important sector in the Polish economy because these companies generate nearly ¾ of Polish GDP. The largest contribution is made by the service sector, and in large enterprises it is industry (PARP, 2022).

Unfortunately, companies in the sector show some conservatism in terms of research and development. According to the PARP report, only 31.4% of industrial enterprises introduced new or significantly improved processes, products or business processes. This is very worrying in the context of the rapidly developing innovative economy and the challenges facing the hydrogen economy. In Poland's currently functioning hydrogen valleys, the key role is played by entities often with the participation of the state treasury. Whether small and medium-sized enterprises will find themselves in the hydrogen economy chain depends on many factors. These companies must either have research and development skills or simply acquire those skills on the market, e. g., in the form of patents. In the first phase of the development of hydrogen valleys, research institutes will be the main beneficiaries. SME can look for some kind of niche (perhaps a common system design). Small and medium-sized enterprises can work together with large players as suppliers of components or components.

References

Barszczowska, B. (2022). Śląsko-Małopolska Dolina Wodorowa szansą na wykorzystanie potencjału gospodarczego i naukowego Górnośląsko-Zagłębiowskiej Metropolii (w:) P. Kosin, J. Podsiadło, Górnośląsko-Zagłębiowska Metropolia. Strategiczne wyzwania.

Jonas, J. (2009). *The history of hydrogen*. Retrieved from https://www.altenergymag.com/article/2009/04/the-history-of-hydrogen/555.

REPoweEU. (2022). Retrieved from https://eur-lex.europa.eu/legal-content/EN/TXT/DOC/?uri=CELEX:52022DC0230&from=PL.

H2poland.eu. (2022). Retrieved from https://h2poland.eu/en/categories/production/grey-hydrogen/zielony-niebieski-a-moze-turkusowy-jak-zorientowac-sie-w-wodorowej-kolorystyce-i-czy-ma-ona-sens.

PHS. (2021). Retrieved from https://www.gov.pl/web/klimat/polska-strategia-wodorowa-do-roku-2030.

PARP. (2022). Raport z badania "Raport o stanie sektora małych i średnich przedsiębiorstw w Polsce 2022, przeprowadzonego przez PARP w 2022 roku na zlecenie Polskiej Agencji Rozwoju Przedsiębiorczości, Warszawa 2022 rok. Retrieved November 27, 2022, from http://www.parp.gov.pl.

Hydrogen Europe, 2022). Retrieved November 27, 2022, from https://hydrogeneurope.eu/cop27-special-report-on-hydrogen.

Fuelcellsworks. (2022). Retrieved from https://fuelcellsworks.com/news/afc-energy-ten-hydrogen-myths-busted.

Orlen. (2022). Retrieved from https://www.orlen.pl/pl/o-firmie/media/komunikaty-prasowe/2022/czerwiec/pierwsza-stacja-wodorowa-ORLEN.

Nikolina BORČIĆ
VERN' University, Croatia

Sanda MARJANOVIĆ
University of Applied Health Sciences, Croatia

Mara PEKEZ
VERN' University, Croatia

LANGUAGE ANALYSIS OF GERMAN MEDIA NARRATIVES IN CROATIA WITHIN THE PANDEMIC PERIOD

Abstract

The paper's topic is the linguistic analysis of narratives about Croats, Croatian tourism and Croatia during the pandemic in texts on German portals. Pandemic communication on foreign countries in domestic media can be seen as a frame for tourist branding. It is expected that the image of a particular country as a tourist destination during the pandemic will be related to the topic of security. One of the sources from which potential tourists get information about the epidemiological safety of specific sources is their media. Therefore, in this article, the emphasis is on analysing the German media related to the mentioned topics. The research was conducted on texts that have been singled out on the most visited portals in 2021. According to the data available on statista.de, the following portals were used: tportal.de, FOCUS ONLINE and bild.de (statista.de). Texts and statements published during 2020, 2021 and 2022 were analysed. Linguistic analysis refers to the qualitative analysis of the texts and discourse based on semantics and grammar structures in order to indicate dominative narratives. The results show the presence of a narrative about Croatia and insufficient information related to epidemiological frameworks, vaccination, and general behaviour during the pandemic.

Keywords: *media discourse, pandemic discourse, tourism and hospitality industry, impact through the language nation, state, narrative*

1 INTRODUCTION

The topic of this paper is the linguistic analysis of narratives about Croats, Croatian tourism and Croatia during the pandemic in texts on German portals. Pandemic communication on foreign countries in domestic media can be seen as a frame for tourist branding in the short or long term because it can influence the creation of associations with the experience of a particular country. The influence of media on the formation of the identity and image of a state or nation is significant today. That influence is significant at the time of the pandemic and after. The image of a particular country as a tourist destination was related to health security during the pandemic. One of the sources from which potential tourists get information about epidemiological safety, but also other characteristics, is their media. This way, it is possible to position the destination as safe and desirable or with a particular attribute. Accordingly, in media discourse, speech acts such as informing, arguing, proving (legitimizing), criticizing, appealing to feelings, and evaluating achieve the effect of the impression of a safe or unsafe destination, i.e., whether it is possible to recommend going on vacation to that country.

Stuart Hall (1997) believes that the media has the power to represent the world in a specific way. In this paper, the emphasis is on the titles and the presentation of the topic within the title. Text titles are created last in the text creation process, following the rules of journalistic practice (Bell, 1991). The title summarises the text to highlight one of the themes or perspectives from the text. The title can thus assume the function of informing. Therefore, it serves as a platform for creating attitudes about the topic. As headlines are short texts, the linguistic and thematic strategy within the media discourse directs the audience's attention. It influences the creation of an impression of the destination to which the headline refers. Accordingly, destination discourse is created within text and subtext. In the text's title about another country, there are semantic and grammatical structures of linguistic dominance, such as positive representation, negative representation, or speech acts that evoke positive or negative information, associations and emotions. In this way, the identity and image of the country, which is a potential tourist destination for media users, is created. Accordingly, the paper consists of a theoretical and an empirical part. The theoretical part explains the title as a text regarding the textuality and the textual functions. The second part describes the relationship between the media discourse about a foreign country and the informative-persuasive function of the headline text. The empirical part describes the paper's methodology and presents the research results. The conclusion provides key insights and an incentive for future research.

2 THE THEORETICAL FRAMEWORK

2.1 Text function of title and subtitle

The text consists of a system of related sentence contents, which, in addition to the surface structure, also has a deep structure, which influences the total structure. The structure of the text also indicates the subtext. Therefore, the text is the sum of linguistic realization and social interaction (Brinker, 2005). The text is a communication unit that meets the criteria of textuality (de Beagurunde & Dressler, 2010). Textuality refers to the production and use of text in context. The cohesion of the text refers to the surface structure, semantics and grammar (Ivanetić, 2003). De Beagrunde and Dressler (2010) describe the text as the interaction of language units within the text and the meaning of the text.

In this paper, titles and subtitles construct a text that contains the coherence of terms within a text. Intentionality refers to the linguistic means used by authors to achieve their intentions in the text (de Beagrunde & Dressler, 2010). The intention of creating a text is equal to the communicative function of the text. The characteristic of the title is its brevity and content. It often depends on the headlines whether a person will read the text. Titles and subtitles should thus have the following effects on media users (Borčić, 2009, p. 32, cf. Brinker, 2005):

- Draw attention to the characteristics of the destination, which achieves an appealing function.
- Build and strengthen the image by providing factual information, which realizes the informative text function.
- Be comprehensible, acceptable and recognizable, and in this way, achieve its persuasive textual function of persuasion.
- To influence the acceptance of information and to evoke agreement or disagreement with the content.

The above functions of the text evoke narratives about the image of a certain topic (Manning & Cullum-Swan, 1998).

2.2 Appellative and informational – persuasive function within discourse analysis

As an element of social events, the text is part of the discourse that influences the knowledge, beliefs, attitudes and values of media audiences (Fairclough, 2003). Discourse mirrors society at the level of identity, knowledge and beliefs, and social relations. Accordingly, discourse analysis should include the text as a communicative unit, the context of the text, and the interpretation. Discourse analysis includes the level of topic development and the relationship between semantics and grammar. The next phase of discourse analysis is interpretation, while the third is a contextual explanation of the relationship between the structure and function of the text through interpretation (Fairclough, 1995; 2003; Jäger, 2004; 2007). In the media discourse of titles as texts realizes the appellative and informative-persuasive text communication function through informing, attracting attention and evaluating (Girnth, 2002). The term persuasive refers to persuasion, which is indirect or immediate.

Linguistic analysis of discourse starts from the fact that the purpose of language is to construct different realities and that language reflects different views on reality. At the same time, linguistic discourse analysis means trans textual analysis, whose subject is a set of texts (Niehr, 2014). Considering the titles and subtitles as a set of texts that make up the discourse, it is necessary to analyze several levels (Brinker, 2005). Brinker refers to the Anglo-Saxon theory of the speech act of Austin and Searle in his description of the text function indicator. He compares the illocutionary indicators of a spoken statement with the indicators of textual function. Indicators are linguistic forms and structures that signal the type of communicative intent. Indicators of function include, for example, performative formulas and specific language patterns characteristic of a textual function. The second group refers to the language forms and structures that express a point of view towards the topic. Contextual indicators are the third group of indicators. Here we include, for example, the social context, and the text can be considered a notification, a promise, a warning or a threat (Fulton, 2005).

Based on the fact that headlines are the first, often, and only thing an online media user sees before opening the entire content (Brautović, 2011) and from the assumption that headlines are sometimes the only thing a user will read, the headlines are unit of analysis within this paper. The analysis of the text focuses on the language choices that make and the potential of such language choices, which invoke the appellative and informative-persuasive function in context.

3 THE RESEARCH

3.1 Research sample and the analysis method

The unit of analysis is the title and subtitle. The corpus includes headings and subheadings in which there is a reference to Croatia as a country. The research is conducted on texts selected from the most visited portals in 2021. According to data available on statista.de, the portals used are faz.de, Focus online and bild.de (statista.de). Titles and subtitles of texts published in 2020, 2021 and 2022 were analyzed.

The first level of analysis is extracting titles and subtitles. Then a lexical analysis of the text and a manual analysis of the obtained data is carried out. Based on the obtained data, a qualitative analysis of the text in terms of semantics and grammar is carried out to determine the title's dominant text communication functions. Therefore, the linguistic analysis of this paper's discourse is three-dimensional. The first level of research refers to identifying individual segments of the topic. The second level refers to the interrelationship between the topic and language structures. The third level refers to the interpretation of the realization of the informative-persuasive function.

Semantic analysis indicates informing to provide data related to the pandemic, then positive or negative evaluation, emphasizing advantages or disadvantages, and praise or criticism. These parts of the narrative about Croatia as a tourist destination are determined by identifying the lexical field, verb mode, modal particles, adverbs and adjectives.

3.2 The research aim and questions

The focus is on headlines about Croatia/Croats during the pandemic period. In that period, the pandemic is the master frame through which various information and topics about tourist destinations are (un)consciously perceived.

For this purpose, the following research questions are formed:

RQ1: How are the semantic and thematic levels of titles and subtitles connected?

RQ2: How does the choice of lexemes affect the creation of narratives about the security and responsibility of Croatia in foreign media during the pandemic?

3.3 Findings and Discussion

A total of 65 titles were identified using the keywords: Croatia and Croatian. The first phase of analysis includes the identification of themes and sub-themes. The analysis showed that the theme of the pandemic was identified in a total of 11 titles. The informative and persuasive function is realized based on the focus on human interest and economic consequences that highlight challenges but omit strength. In all the analyzed titles, access to information and persuasion is related to the manner of behaviour during the pandemic in Croatia. Among the other topics, the topics geopolitics regarding internal politics and security policy (in five titles in total), earthquake (in five titles in total), natural beauty and tourism (in six titles in total), football (in ten titles in total), economic opportunities were identified (a total of seven titles), society and individuals (a total of six titles), accidents of foreign tourists in Croatia (a total of six titles), natural disasters/fires (a total of two titles) and heritage (a total of seven titles).

The semantic analysis includes headlines that can be connected with the creation of the state's image and directly relate to specific segments of society. Headlines related to football were omitted from the semantic analysis because they are mainly informative because they bring information about results and standings. Likewise, information about the accidents of German tourists. In the presentation and interpretation of the results, selected examples are listed as symptomatic of the analyzed sample. As the interpretation is based on qualitative analysis, such a procedure is accordingly. Therefore, the analysis showed the following tactics that evoke narratives about Croatia as a potential destination in pandemic tourism:

(1) A method of naming and choice of other words

Naming is a common tactic in creating an image in public communication, focusing on media discourse. The selection of the lexical field, verb mode, modal particles, adverbs and adjectives evokes narratives that emphasize the topic's subject. In this way, certain information is highlighted by informing to provide data related to the pandemic, then positive or negative evaluation, emphasizing advantages or disadvantages, and praise or criticism. In the following example, the informative-persuasive function evokes the narrative of a prosperous state that is considered strong and responsible:

A matter of national honour. Croatia as a leading EU country: Zagreb wants to recommend itself as a border guard (Focus online, 1. 1. 2020)[1]

(2) A method of creating contrast

Tactics of creating contrast are part of texts considered to achieve the evaluation. In this way, information is provided that can be compared. Here is an example comparing information related to pandemic management in Croatia:

Travel warning issued. How a phenomenon turned Croatia from a corona model country into a risk area (Focus online, 21. 8. 2020)[2]

(3) A method of highlighting a positive perspective

In the headlines, using a positive perspective, information is given that emphasises the country's positive image during the pandemic. In this way, the narrative of strength, security and credibility is presented, which can be seen from the following example:

Travel behaviour in Corona times. Germany and Croatia are the big winners (Focus online, 8. 10. 2020)[3]

(4) A method of highlighting a negative perspective

Some headlines emphasise the negative point of view of the situation and contain warnings and/or threats. Such narratives create an image of Croatia that is not safe for travel. A pandemic image is also a tool that encourages users to choose their vacation destination carefully. This tactic evokes the narrative of an insecure state, as can be seen in the following examples

AUSTRIA ALREADY WARNS... How much longer can we go on vacation in Croatia? (Bild.de, 17. 8. 2020)[4]

NUMBER OF CORONA INFECTIONS IS INCREASING Is this Croatian bar the new Ischgl? (Bild.de, 19. 8. 2020)[5]

---

[1] https://www.focus.de/politik/ausland/eine-frage-der-nationalen-ehre-kroatien-als-eu-fuehrungsland-zagreb-will-sich-als-grenzhueter-empfehlen_id_11507835.html (retrived 10. 11. 2022).

[2] https://www.focus.de/gesundheit/news/reisewarnung-ausgesprochen-wie-ein-phaenomen-kroatien-vom-corona-musterland-zum-risikogebiet-machte_id_12344176.html (retrived 10. 11. 2022).

[3] https://www.focus.de/auto/news/reiseverhalten-in-corona-zeiten-deutschland-und-kroatien-die-grossen-gewinner_id_12520772.html (retrived 10. 11. 2022).

[4] https://www.bild.de/bild-plus/geld/wirtschaft/politik-ausland/adria-urlaub-trotz-corona-wie-lange-koennen-wir-noch-nach-kroatien-72424744.bild.html (retrived 10. 11. 2022).

[5] https://www.bild.de/news/ausland/news-ausland/steigende-corona-infektionen-kroatische-bar-das-neue-ischgl-72471204.bild.html.

Language choices show how positive and negative associations are created. The examples emphasize contrast and partly paradox: a beautiful country with many opportunities but a weak system and many challenges. The analysed examples show the effect of the selection of the lexical field on the achievement of positive and negative evaluations of pandemic management.

The results show the presence of a narrative about Croatia and insufficient information related to epidemiological frameworks, vaccination, and general behaviour during the pandemic. Analysis of the frame shows that the human-interest frame, conflict frame and economic consequences and negative connotations dominate the headlines. As far as linguistic strategies are concerned, the following strategies were identified: (1) a method of naming and choice of other words; (2) a method of creating contrast (3) a method of highlighting a negative and positive perspective to emphasize the weakness of the system, but also the strength of natural resources.

4 CONCLUSION

The article shows how to create an image of the state during the pandemic. The analysis includes headlines and subheadings because it assumes that most people only read headlines. Therefore, the textual function of the title is important for creating an attitude about the state. By choosing a topic and perspective and semantic and grammatical constructions are mediated by narratives about the country that encourage a trip to Croatia or dissuade tourists from that trip. The results show the presence of a narrative about Croatia and insufficient information related to epidemiological frameworks, vaccination, and general behaviour during the pandemic. Accordingly, the results evoke the image of Croatia as a safe, developed and responsible society. Applied to the perspective of the use of titles for the purpose of creating an image, the analysis shows that the use of words, the meaning of terms and themes can become a tool in creating attitudes about destinations. Focusing on the importance and attributes of destinations affects market positioning and management of the created image.

References

Bell, A. (1991). *The Language of news media*. Blackwell.

Borčić, N. (2009). *Kontrastivna analiza tekstne vrste politički intervju s obzirom na rodne osobitosti. (Contrastive analysis of the text type political interview with regard to gender characteristics) (Master thesis)*. Sveučilište u Zadru.

Brinker, K. (2005). *Linguistische Textanalyse. Eine Einführung in die Grundlage und Methoden (Linguistic text analysis. An introduction to the principles and methods)*. Erich Schmidt Verlag.

de Beaugrande, R.-A., & Dressler, W. U. (2010). *Uvod u lingvistiku teksta (Introduction to text linguistics)*. Disput.

Fairclough, N. (1995). *Media discourse*. Norman.

Fairclough, N. (2003). *Analysing discourse – Textual analysis for social research*. Routledge.

Fulton, H. (ed.) (2005). *Narrative and media.* Cambridge University Press.

Girnth, H. (2002). *Sprache und Sprachverwendung in der Politik. Eine Einführung in die linguistische Analyse öffentlich-politischer Kommunikation (Language and language use in politics. An introduction to the linguistic analysis of public-political communication)*. Max Niemeyer Verlag.

Hall, S. (1997). *Representation. Cultural representation and signifying practices.* SAGE.

Ivanetić, N. (2003). *Uporabni tekstovi (Useful texts).* Zavod za lingvistiku Filozofskog fakulteta Sveučilišta u Zagrebu.

Jäger, S. (2004). *Kritische diskursanalyse. Eine einführung (Critical discourse analysis. An introduction)*. Edition DISS.

Jäger, S. (2007). Diskurs als "Fluss von Wissen durch die Zeit". Ein transdisziplinäres politisches Konzept zur Deutung gesellschaftlicher Wirklichkei (Discourse as a "flow of knowledge through time". A transdisciplinary political concept for the interpretation of social reality). In M. J. Siegfried Jäger, *Deutungskämpfe. Theorie und Praxis kritischer Diskursanalyse* (Battles of Interpretation. Theory and practice of critical discourse analysis) (p. 15-37). Wiesbaden: VS-Verlag für Sozialwissenschaften.

Manning, P.K. & Cullum-Swan, B. (1998). Narrative, content, and semiotic analysis. In N. K. Niehr, T. (2014). *Einführung in die Politolinguistik (Introduction to political linguistics).* UTB.

Ooi, C.S. (2015). Soft power, tourism. In Jafari J., & Xiao H. (Eds.), Encyclopedia of Tourism. Springer, Cham. https://doi.org/10.1007/978-3-319-01669-6_184-1

Roche, J., & Roussy-Parent, M. (2006). Zur Rolle der kontrastiven Semantik in interkultureller Kommunikation (On the role of contrastive semantics in intercultural communication). *Fremdsprachen Lehren und Lernen, 36*, 228-250.

White, C. (2012). Brands and national image: An exploration of inverse country-of-origin effect. *Place Branding and Public Diplomacy, 8*(2), 110-118.

Claude CELLICH
International University in Geneva, Switzerland

SUCCESSFUL START-UPS: WHAT ARE THEIR SECRETS?

Abstract

In today's digitalized economies, start-ups are economic drivers, employment generators and innovators but only a few of them manage to survive the early phase of development to become successful and sustainable. Various surveys show that about only one-third of start-ups are still operating after 10 years. To survive in a competitive, disruptive and ambiguous environment, successful entrepreneurs are able to adapt flexible strategies or modify their business models to meet the needs of their stakeholders. Start-ups doing well share similar characteristics such as having done thorough market research to estimate potential demand for their products or services with highgeneratingpotential, scalability and generate new business opportunities. In addition, they surrounded themselves with a core entrepreneurial team of cross-functional experts committed to the success of the start-up. Moreover, they are able to access financial resources from investors aligned with their goals, business model and growth potential.

Keywords: *Business models, characteristics of success, competition, innovation, intangible assets, entrepreneur mind-set, negotiating with investors, pitfalls, team building and timing*

1 WHAT ARE THE CHARACTERISTICS OF SUCCESSFUL START-UPS?

Successful start-ups go through 3 stages starting with the initial stage of launching the enterprise, followed by the survival and stability stage and finally reaching business success and sustainability. Only 20% to 30% of start-ups reach the 3rd stage as most fail due to various factors. A study of 885 venture capital investors found that the most important factor for investing in a start-up was the quality of the management team (Gompers et al., 2020). Another survey of the literature pertaining to start-ups consisting of articles from all geographical regions of the world showed that 7 key factors contribute to success (Sevilla-Bernardo et al., 2022). In most countries, ideas rank first, followed by the role of entrepreneurs. In third place is the business model, fourth is marketing, fifth is team, sixth is funding and seventh is timing. Mastering these key factors is essential to survive and prosper in a volatile, uncertain, complex and ambiguous business environment. Concerning these 7 key factors, it becomes clear that the role of entrepreneurs and their ideas play a critical role in the success of start-ups. In view of these key factors, it is possible to combine ideas, entrepreneur and team into one category. The second category includes the business model and funding and the third category is made of the product, market and timing as per the table below.

Figure – Start-up tripod

These 3 categories are essential to the success of start-ups and can be compared to the photographer tripod. If one of the legs is missing, the photographer will not be able to work efficiently. The tripod of a start-up consisting of 7 key successful factors is shown in Figure below:

Category 1	Category 2	Category 3
– Entrepreneurial Mind-set	– Businesw Model	– Product/Market
– Idea	– Funding	– Timing
– Team		

As can be seen, each leg represents a set of factors essential to the success of the start-up. Each category of factor must be coordinated with each other to ensure the smooth functioning of the business. The silo mentality is detrimental to the efficient management of start-ups. Detailed descriptions of each category of key successful factors are provided in the following sections.

1.1 Category 1: Idea, entrepreneur mind-set and team building

Some of the key success factors are the entrepreneur mind-set, idea, motivation and leadership. These traits are essential to lead the firm to success. Entrepreneurs are problem solvers because they see problems as potential sources of inspiration and opportunities to develop new business ideas. They are able to find real problems and turn them into new business ventures. Entrepreneurs display critical thinking, are persuasive, effective communicators and willing to delegate certain tasks to subordinates. Delegation is an obstacle as most entrepreneurs think they can do everything by themselves. Frequently, start-ups owners devote up to 40% of their time to activities that do not generate income such as hiring, payroll and other secondary tasks. Too often, entrepreneurs tend to have an inflated ego that may weaken their ability to listen, ask questions, observe and understand others (Dinnar & Susskind 2007). Generally, entrepreneurs are reluctant to share or give greater responsibility to employees due to the fear that once they learn the business they will leave to start their own firm. Successful entrepreneurs bring innovative ideas that will disrupt the market. An example was the introduction of electric cars that caused car manufacturers to shift from gas driven engines to battery led ones. There are many other examples of how artificial intelligence is upsetting many traditional industries. In fact, the bulk of start-ups in recent years are in the hi-tech field. Previous industry experience and a mix of skills are essential ingredients to success.

A low priority task, yet critical, is the building of well-knit cross-functional teams. As start-ups grow, few of them have an organigram with well-defined tasks for each member of staff. In the early stages, every member of staff has to be flexible to handle various tasks as needed. As the start-up grows, it becomes essential that each staff member is assigned to specific tasks. The lack of sufficient funds to hire qualified personnel as well as the inability to offer long-term employment security is a serious impediment to retaining qualified employees. Start-ups have a high turnover of staff in the early phase of development due to working in a mostly unstructured and fast-changing environment. This is due to several factors including hiring the wrong people, the lack of prospects or better opportunities elsewhere, particularly from competition. Moreover, the tendency of entrepreneurs to associate themselves with persons having similar background or experiences can have a negative impact on performance. For example, two engineers investing in a start-up are likely to concentrate their efforts on the technical side of the business while neglecting other key functions such as marketing or budgeting. As mentioned earlier, to be successful, all three categories are important. According to a survey of early-stage failures of start-ups show that failures are due to various factors rather than a single cause (Eisenmann 2021).

1.2 Category 2: the business model and funding

In case of a shifting in demand or a flawed business model, entrepreneurs will review the existing strategy and adapt or pivot it to the new conditions as they display an open mind, persistence and willingness to learn as the organization grows and gains experience. A pivot allows entrepreneurs to consider a new direction when alternative opportunities arise or the current market strategy fails to meet expectations. Disruption of traditional practices of doing business in an interconnected world is making way for new innovative models (Gupta 2018). Another important point is the protection of intellectual property rights in the case of non-traditional business models, software or trade secrets.

Professional investors considering funding start-ups appreciate receiving a business plan including financial projections for the next 5 years. This point is important point as on average, successful start-ups take 3 to 4 years to become profitable. Entrepreneurs can improve their fund raising by understanding the mind-set of investors to ensure they will be supportive of the project and willing to provide advice, yet do not strive to maximize their investment. Concerning sources of investment, initially, most entrepreneurs provide their own funds followed by external sources principally professional investors. Finally, entrepreneurs from successful start-ups know how to communicate and negotiate with investors, angels, venture capitalists and stakeholders to pitch their projects. It is possible that entrepreneurs must raise funds a second time and even a third round as original funds are spent and there is insufficient revenue to cover recurring operating expenses. Consequently, it is imperative that entrepreneurs develop a healthy working relationship with their financial backers as well as maintaining a close watch on cash flow.

1.3 Category 3: Product, market and timing

As far as the product/market is concerned, it is preferable for start-ups to have an innovative product that will disrupt the market. Timing is critical in the launching of the product. Being first in the market is a significant factor of success. The product or service has to be innovative and readily accessible to attract potential customers. A good idea is not sufficient unless there is sustainable demand for it. Usually, entrepreneurs are overoptimistic concerning their ideas and tend to exaggerate the market potential for their product to attract the interest of investors. It is possible that the initial demand is substantial but may not be sustainable in the long term. Paying attention to customer needs is essential particularly in the early phase of development. For this reason, a thorough market survey is required to identify any shortcomings and recommend changes to ensure a viable and sustainable market.

Many mistakes are due to poor marketing and product mistiming. Misreading the market is a common cause of failures. The development of appropriate marketing tools and the selection of marketing channels are essential to the development of the firm. Most start-ups depend on personal contacts in the early phase of development. Personalized marketing is a key factor to success, particularly in the initial stage. Storytelling, if done properly, can become an effective and inexpensive promotional tool (Fryer, 2003). Instead of having a clear marketing strategy, entrepreneurs rely mostly on ad hoc activities, informal networks and intuition leading to learning by doing (Fillis & Telford, 2020). Having a website has been a powerful tool for start-ups to promote their product or service worldwide without having to invest substantial funds.

2 CONCLUSIONS AND LIMITATIONS

In this paper, the tripod was used to illustrate how 7 key factors contribute to the success of start-ups. Although a plethora of articles on why start-ups fail are available, few have studied why some succeed. Experience shows that between 70 to 90% of all start-ups fail in the early phase of development. The remaining 10 to 30% that succeeded share several key success factors. These factors include entrepreneurs having innovative ideas, a well-developed business model, an efficient marketing plan, assembled a well-knit team, ensure access to adequate sources of funding and the right timing when launching the start–up ahead of others. Start-ups have to find a market niche that will place them in a favorable position vis-a-vis competition. Being a leader in the marketplace is a great asset. The main challenge of start-ups is to find a real problem and then provide a solution that can develop into a viable business enterprise. Although the literature in the field has expanded, too many articles are mainly theoretical. Practical research aimed at entrepreneurs operating in today's turbulent, unpredictable and competitive business environment would be welcomed. Moreover, this practical research would be valuable to potential investors considering funding start-ups in the initial stage of development.

References

Dinnar, S., & Susskind, L. (2007) *Entrepreneurship Negotiations: Understanding and Managing the Relationship that Determine Your Entrepreneurial Success*. Palgrave Macmillan.

Eisenmann, T. (2021). Why Start-ups Fail? *Harvard Business Review. May-June.*

Fillis, I., & Telford, N. (Eds.) (2020). *Handbook of Entrepreneurship and Marketing.* Edward Elgar Publishing, UK.

Fryer, B. (June 2003). Storytelling that Moves People. *Harvard Business Review.* Boston.

Gompers, P., Gornall ,W., Kaplan, S., & Strebulaev, I. (2020). How Do Venture Capitalist Investors Make Decisions? *Journal of Financial Economics, January, 135*(1) 169-190.

Gupta, S. (2018). *Driving Digital Strategy: A Guide to Reimagining Your Business*. Harvard Business Review Press. Boston.

Sevilla-Bernardo, J., Snachez-Robles, B., & Herrador-Alcaide, T. (2022). Success Factors of Start-ups in Research Literature within the Entrepreneurial Ecosystem. *Administrative Sciences.*

Ivona ČULO
University North, Croatia

Miljenko MUSTAPIĆ
University North, Croatia

Ivan MILAS
University North, Croatia

THE ROLE OF PERSONAL BRANDING IN THE CONTEMPORARY HEALTH SECTOR

Abstract

This paper analyses the role of personal branding of employees of the modern health sector, primarily medical doctors1. The emergence of digital media changed the entire communication context, and the importance of communication is increasingly pronounced in all public services, including healthcare. The image of medical doctors, their personal branding and communication with the media has become very important, both in their personal careers and in their organisations. The research was carried out through a quantitative survey among medical doctors of different specialisations who work in different institutions in Croatia. The main goal of the research was to investigate the role of personal relations with the public in modern healthcare through the attitudes, opinions, and experiences of medical doctors in Croatia. Three secondary objectives emerged from the main objective: to determine the importance and role of personal public relations/personal branding in the health sector; examine the current way of managing personal relations with the public in the health sector; to investigate the experience and reasons for using professionals in the field of personal relations with the public; determine the importance of using the services of experts in the field of personal relations with the public and interest in specific knowledge and skills within the same field. The results showed that medical doctors are aware of the importance of personal relations with the public, but that they hardly use them in practice.

Keywords: *health sector, personal branding, public image, public relations*

INTRODUCTION

In the digital age, the importance of communication process has never been greater. The emergence of digital media changed the entire communication context. Interactivity and the high speed of information exchange enable each participant to receive immedi-

[1] The terms “doctor” and “respondent” are used in a generic sense, and as such do not imply gender discrimination, but refer equally to men and women.

ate feedback in the communication process. Therefore, the emphasis on communication has never been larger in all services, including healthcare. The image of medical doctors, their personal brand and communication with the media has become very important, both in their personal careers and in their organisations. Personal relations with the public are created by individuals establishing relationships, that is, communicating with their primary audience. In this communication, people create a certain image which defines them with regard to the public (Tomić, 2016). Skoko (2011) defines a personal brand as "the total value of an individual which contrasts with other individuals on the market, highlighting his uniqueness, superiority and value". A personal brand is a clear, strong and attractive public image which speaks of values, personality, expertise and qualities that make an individual unique among their competition (Montoya, Vandehey, 2009). A personal brand is not the same as fame. Although famous people have a personal brand, it does not automatically mean that they manage it well, nor that everyone who manages a personal brand becomes a celebrity (Montoya, 2002). The creation of a personal brand leads to the acquisition of influence, reputational power which is manifested in the contribution to a certain field of activity, and the basic skill of brand management is precisely the intelligent and responsible use of this power (Peters, 1997).

Personal branding becomes necessary not only for the sake of the individual, but also for the organisation in which they work. On the other hand, health workers, especially medical doctors, are prominent in their organisations and as experts in their field have a special authority in the public, which was especially evident during the COVID-19 pandemic, when the public first of all trusted doctors, whose personal branding also came into the spotlight and they became bigger stars than politicians. However, too little attention is still paid to public relations, especially to the personal branding of doctors, which is the main purpose of this research.

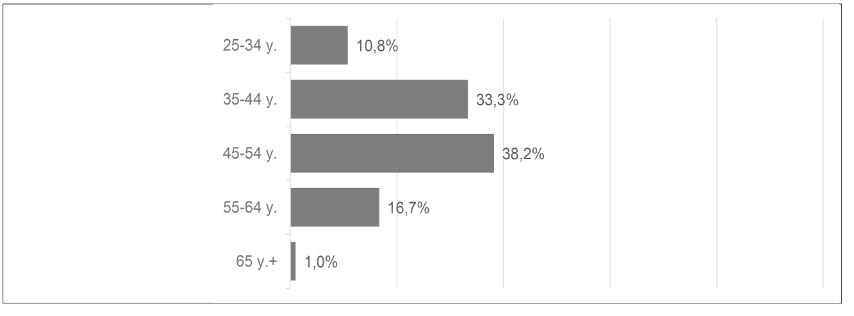
RESEARCH METHODOLOGY AND THE OBJECTIVES

The main goal of the research is to investigate the role of personal relations with the public in modern healthcare through the attitudes, opinions and experiences of medical doctors in Croatia. Three secondary objectives emerged from the main one: (1) to determine the importance and role of personal public relations/personal branding in the health sector; (2) examine the current way of managing personal relations with the public in the health sector; (3) to investigate the experience and reasons for using professionals in the field of personal relations with the public; (4) determine the importance of using the services of experts in the field of personal relations with the public and interest in specific knowledge and skills within the same field.

Empirical data analysed in this paper were collected in the period from July 14 to August 29, 2022. Data collection was carried out by means of a written survey in an electronic form, applying the CAWI interviewing technique (CAWI - Computer-Assisted Web Interviewing). The research was conducted on a convenient sample of 102 medical doctors, who were at the time of the research employed in healthcare institutions in Croatia. Considering the way the research was carried out, it is a non-probabilistic sample, while in terms of the type of sample, it is a convenience sample.

Socio-demographic characteristics of the examined medical doctors

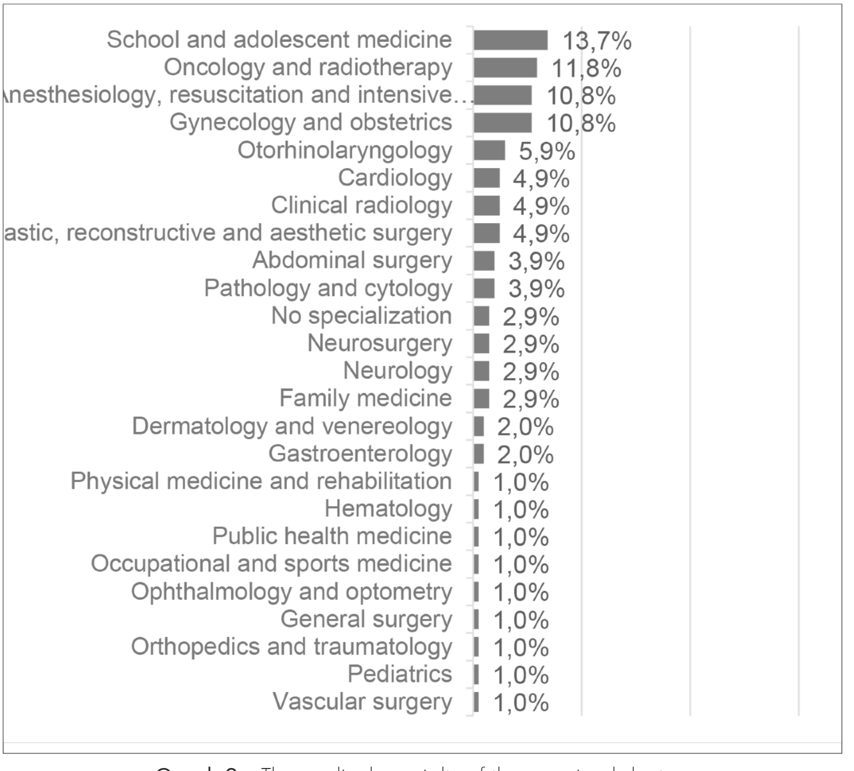
The socio-demographic characteristics of the respondents included their age structure, length of medical experience, medical specialty and hierarchical position within the healthcare institution where they were employed at the time of the research. Regarding the age structure and the time of the research, 10.8% of the respondents were under 35 years old, a third of the respondents (33.3%) were between 35 and 44, 38.2% of the respondents were between 45 and 54, 16.7% of the respondents were between 55 and 64, while one research participant (1%) was over 65 years old. This is shown in Graph 1.



Graph 1 – Socio-demographic structure of the examined doctors

Regarding the length of medical experience, the largest number of respondents, 27.5% of them, had between 21 and 25 years of experience at the time of conducting the research, while more than half of the respondents, 68% of them, had more than 15 years of experience at the time of conducting the research, that is, years of medical practice.

As for the medical specialty, the largest share of respondents, 14% of them specialised in school and adolescent medicine, 12% of respondents specialised in oncology and radiotherapy, 11% of respondents each specialised in anaesthesiology, resuscitation and intensive care medicine, that is, gynaecology and obstetrics, while less than 10% of the respondents specialised in other fields of medicine. Considering the hierarchical position of the respondents within the healthcare institution, the research sample included 34% of managers, of which 6% were directors/directors/owners and 28% of managers of clinics, institutes, departments, services or other organisational units; and 66% of employees who were without people management responsibilities. The medical specialty of the examined doctors from Croatia is shown in Graph 2.



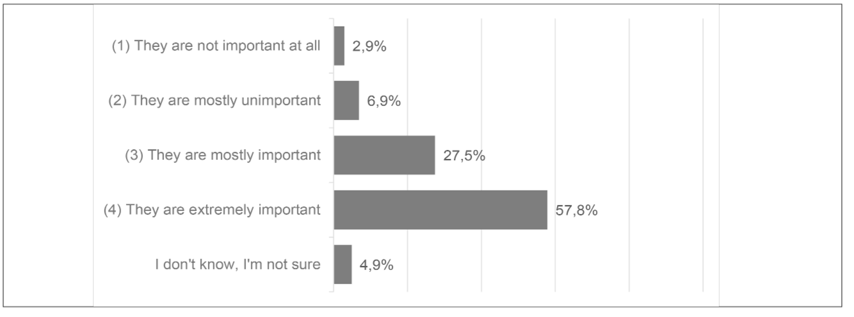
Graph 2 – The medical specialty of the examined doctors

Considering the health care institution where the respondents were employed at the time of conducting the research, 73% of the respondents were employed in the hospital system, mostly in clinical hospital centres, while 28% of the respondents were employed outside the hospital system, and mostly in different institutes. Regarding the regional affiliation of the healthcare institution where the respondents were employed, more than a half, 63% of them, at the time of the research, were employed in Zagreb and its surroundings, 29% of the respondents were employed in Dalmatia, 5% of respondents were employed in North-western Croatia, 2% of respondents were employed in Istria, the coast and Gorski kotar, while one research participant was employed in Slavonia. In regard to the health care system categorisation of the institutions in which the respondents were employed at the time of conducting the research, 91% of them were employed in the public health sector, while 9% of them were employed in the private health sector.

THE RESEARCH RESULTS

Opinion on the importance of public relations in the health sector

Respondents' opinions about a PR institution in healthcare was measured by one direct indicator (the question: "How important, in your opinion, is public relations (PR) in the healthcare sector?"), followed by an ordinal Likert-type assessment scale of four degrees (from 1 - "Not at all important" to 4 - "Extremely important"), where the lower scale score indicated a lower importance of public relations in the health sector, while the higher scale score indicated a greater importance of public relations in the health sector. The scale results show that the respondents consider public relations (PR) in the health sector important. At the same time, the largest share of respondents, more than a half, 57,8% of them, believe that relations with the public in the health sector are extremely important. This is shown in Graph 3.



Graph 3 – The importance of public relations in the health sector

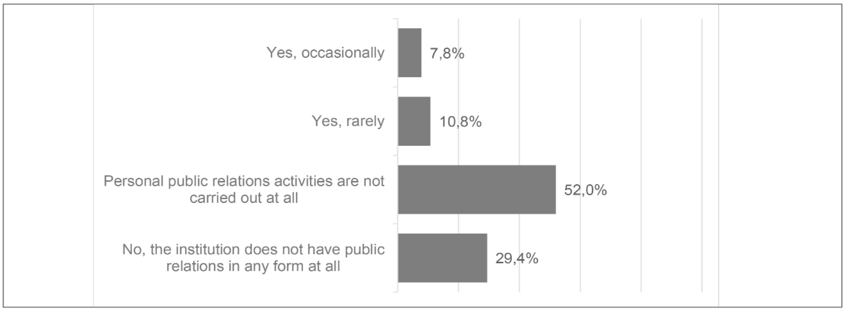
Public relations practices within a healthcare institution

Considering the profile of the person in charge of media relations within the health institution where the respondents were employed at the time of conducting the research: the largest share of respondents, a half of them (50%), were employed in institutions which did not have a person in charge of media relations. 28% of respondents could not assess whether they had a person in charge of media relations within the health institution, while 22% of the respondents specifically mentioned the profile of the person in charge of media relations within the health institution where they were employed.

When it comes to the existence of a department which deals with public relations within the health institution, 39% of the respondents could not assess whether there was such a department in their health institution, 6% of the respondents were employed within health care institutions where there was a department dealing exclusively with public relations, 27% of respondents were employed within health care institutions where there was no department dealing exclusively with public relations, but there were people who exclusively (2%), or alongside other activities (25%), dealt with public relations, while 28% of the respondents were employed within health institutions where there were no public relations of any form. When asked whether the health institution, where the respondents were employed, had an adopted public relations strategy, the largest share of respondents, 55% of them, could not assess whether the institution had it, a third of the respondents (33%) were employed within health institutions where there were no public relations strategies, while 12% were employed within health institutions which had public relations strategies.

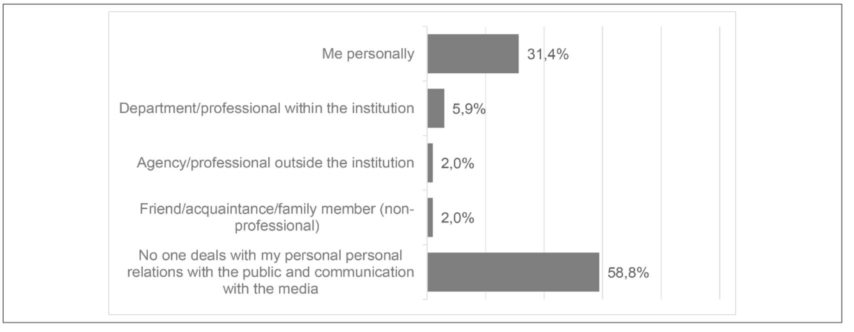
The attitude of medical doctors and healthcare institutions towards personal relations with the public

When asked about the implementation of activities specifically related to personal relations with the public within the healthcare institution where the respondents were employed, 29.4% of them answered that they were employed in institutions where there were no public relations at all in any form, and 52% of respondents were employed in institutions where personal relations activities with the public were not carried out at all. Furthermore, 7.8% of them were employed within institutions where the activities specifically related to personal relations with the public were carried out occasionally, while not a single research participant was detected to have been employed in institutions where the activities were specifically related to conducting personal relations with the public on a regular basis. This is shown in Graph 4.



Graph 4 – Implementation of activities specifically related to personal relations with the public within the health institution

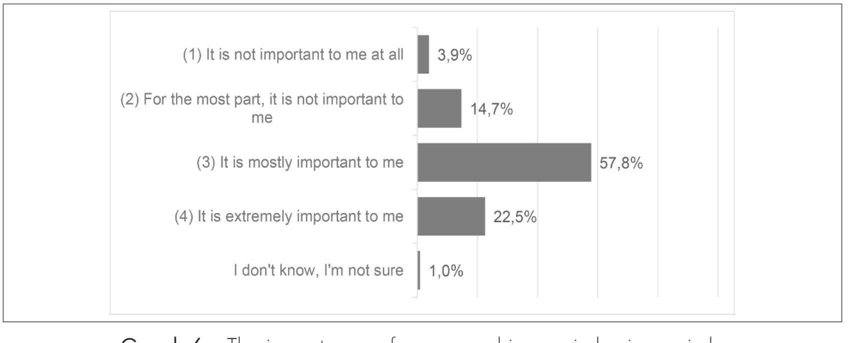
Among medical doctors who consider personal relations with the public extremely or mainly important, the largest share considers them important because they positively influence their recognition in the profession and their image in the public (77%). 47% consider personal relations with the public important because they positively influence their reputation among patients, while 37% consider personal relations with the public important because they positively influence success in the health profession. 26% consider personal relations with the public important because they positively influence their reputation among colleagues, and 14% of respondents consider personal relations with the public important because they positively affect their ability to advance in the profession and increase their earnings. Regarding the person/agency who deals with personal relations with the public and communication with the media on behalf of the respondents, the largest number of respondents, 58,8% of them, declared that no one deals with their personal relations with the public and communication with the media. The person/agency who deals with personal relations with the public on behalf of the respondents is shown in Graph 5.



Graph 5 – The person/agency who deals with personal relations with the public on behalf of the respondents

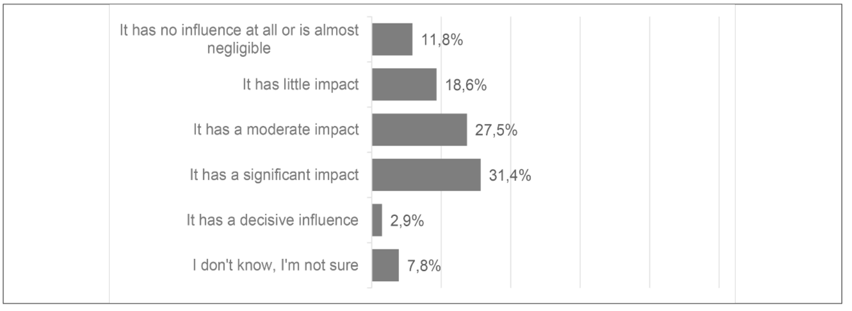
The importance of a personal image in private and business circles

When it comes to the importance of a personal image in private circles, it is very important to the respondents. In addition, 31% of respondents consider personal image in private circles completely (6%) or mostly (26%) unimportant, while 68% of respondents consider personal image in private circles very (49%) or extremely (19%) important. However, when it comes to the importance of personal image in business circles, it is mostly important (57,8%) to the interviewees. The importance of a personal image in business circles is shown in Graph 6.



Graph 6 – The importance of a personal image in business circle

With regard to the influence of a personal image on the public perception of the institution where the surveyed employees work, the medical doctors believe that their personal image has a moderate influence on the public perception of the institution where they work. At the same time, the largest number of respondents, 31,4% of them, believe that their personal image has a significant influence on the public perception of the institution where they work. The influence of a personal image on the public perception of the institution where the respondents work is shown in Graph 7.

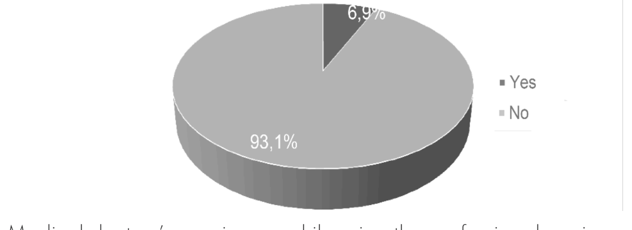


Graph 7 – The influence of a personal image of medical doctors on the public perception of the institution where they work

Half of the respondents (50%) consider their personal image has a positive effect on the image of the institution they work for, 48% of the respondents believe that their personal image increases the recognition of the institution they work for, 29% of respondents believe that their personal image increases the success of the institution they work for, 24% of respondents believe that any possible personal negativity also affects the institution where they work and that their personal image helps to achieve some projects or advantages for the institution where they work.

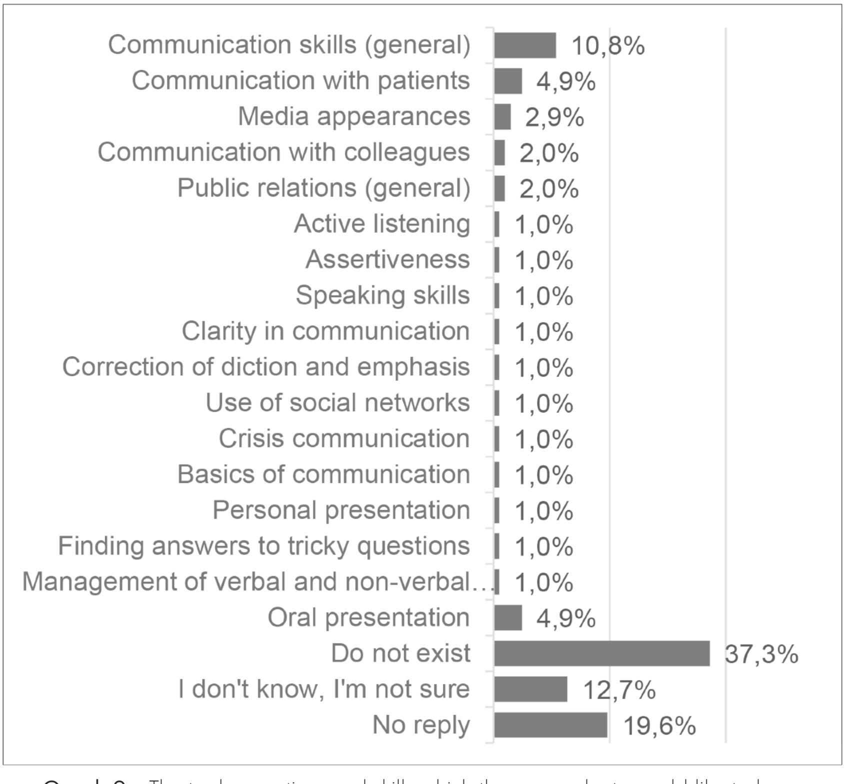
Experiences and attitudes of medical doctors concerning professional services in the field of personal relations with the public

When asked about the previous use of professional services in the field of personal relations with the public, only 6.9% of the respondents answered that they used them, while 93.1% of respondents never used professional services in the field of personal relations with the public.



Graph 8 – Medical doctors' experiences while using the professional services professionals

Regarding attending media training, only 4% of respondents attended them, while 96% of respondents never attended media training. The tools, practises and skills which the respondents would like to learn from professionals in the field of personal relations with the public, and which they would use every day in their work, are shown in Graph 9.



Graph 9 – The tools, practises and skills which the respondents would like to learn from professionals in the field of personal relations

CONCLUSION

Public relations are surely perceived as important in the health sector, but at the same time, more than half of the respondents were at the time of the research employed in institutions where personal public relations activities were not carried out at all, and its organised use in health institutions is more the exception than the rule, especially when it comes to personal relations with the public specifically. The conclusion is additionally highlighted by the fact that there are few health institutions which have adopted a public relations strategy. Most doctors believe that there is an influence of their personal image on the public perception of the institution where they are employed, and they describe this influence as moderate or stronger than that. The most common form of influence is the positive influence on the general image of the institution and its recognition. Among those doctors who have some experience with personal public relations, most of them manage it independently with almost negligible cases using professional help, either from the institution where they work or from a personal public relations professional outside the institution.

Taking into account all the indicators of this research, we can conclude that despite the declared high importance of public relations in the health sector, the highly expressed perception of the influence of the personal image of medical doctors on the public perception of the institution where the interviewed medical doctors work, and the perception of the high importance of their personal image in business circles, there is a big gap in relation to the general practices, whose frequency, way of organisation and non-strategic approach, on a personal and institutional level, suggest that it has yet to become important. So far, the systematic practice of public relations and specifically personal public relations in the health sector is still an exception.

References

Montoya, P. (2002). The Personal Branding Phenomenon published by *Personal Branding Press*, Summary by Graham Wilson. Retrieved October 10, 2022, from http://www.the-confidant.info/uploads/montoya.pdf.

Montoya, P., & Tim V. (2009). *The Brand Called You.* McGraw-Hill.

Peters, T. (1997). The brand called you. *Fastcompany.com*. Retrieved October 10, 2022, from https://www.fastcompany.com/28905/brand-called-you.

Skoko, B. (2011). Fenomen osobnog brendiranja: kako postati brend na tržištu? (The phenomenon of personal branding: How to become a brand in the market?). Retrieved October 10, 2022, from http://www.quantum21.net/slike/src/2011/11/30/1322674065fenomenosobnogbrendiranja.pdf.

Tomić, Z. (2016). *Odnosi s javnošću, teorija i praksa (Public relations, theory and practice).* Zagreb-Sarajevo: Synpopsis.

Kardelen GÖKÇEDAĞ
Budapest Metropolitan University, Hungary

THE ROLE OF LIKE AND SHARE BUTTONS IN SOCIAL MEDIA IN THE CONTEXT OF REGULATING PUBLIC OPINION, SOCIAL INTERACTION AND CONNECTIVITY FROM THE PERSPECTIVE OF ELISABETH NOELLE-NEUMANN'S *THE SPIRAL OF SILENCE THEORY*

Abstract

Analyzing "like" and "share" buttons in social media which produce the ways of how the users of these platforms interact and connect with each other, this essay investigates the modes in which how public opinion stabilizes and regulates society to avoid conflict among individuals by using social mediums. Considering the power of new media that conducts peoples' behavioral and emotional processes, where people tend to hide their true opinion away due to the fear of rejection and isolation from society, it creates fear and threat that operates subconsciously among individuals in terms of their decision-making process. The essay argues that the reenactment of certain models of fashion in social media generates a public opinion where people keep pace with society in order to be approved. By using interaction and connectivity as guidance concepts, the article briefly gathers the reasons behind people's motivations to like and share certain types of contents in social media with Elisabeth Noelle-Neumann's (1998) famous theory of The Spiral of Silence which ultimately lead to polarization in the digital world although it once has had democratic potential.

Keywords: *Public opinion, social media, connectivity, approval, spiral of silence*

"When we are no longer children, we are already dead."
(Krauss, 1986, p.7).

INTRODUCTION: SOCIAL MEDIA AND LATE-MODERNITY

Elisabeth Noelle-Neumann (1998) whose name is closely related to the theory of *"The Spiral of Silence"* which claims that people unconsciously tend to support the majority's views; explains the reasons why one's own opinion inextricably depends on the other's opinion around them. Along with the development of the Internet which has created a wider space of freedom for individuals, social media became an important actor having a role in strengthening public opinion formed in digital media platforms by constituting *like* and *share* buttons, letting people react, therefore; *interact,* and *connect* in the late-modern world. Social media displays late modernity, becoming modern through the contemporary landscape of one's own narratives. What it presents are mass culture and various forms of popular culture products; films, music, fashion, forms of entertainment, new perceptions to relationships, free time activities, everyday life practices, and cultural experiences. This article argues that social media became one of the essential elements that defined *late modernity* and gained new dimensions through reshaping the postmodern individual's ego, emotions, and identities by connecting people around certain models of fashion that some people keep pace with to get rid of the fears of exclusion.

METHODOLOGY

By looking at the perspective from the theory developed by Neumann, the article which was also influenced by the ideas of sociologists like; Zygmunt Bauman, Anthony Giddens, and Jean Baudrillard, aims to analyze the reasons why the fears of *isolation* and *loneliness* are strengthened in the late modern age. The research approach of this article is to analyze the arguments, and notions concerning the current media landscape by asking open-ended questions and bringing a critical approach.

ME IN THE EYES OF 'OTHERS'

Although not all, people step into the world of *the social* through the pressure of *others' eyes* on the ego. The gaze of the other which becomes the norm shapes these individuals. In this regard, to understand the true reasons behind an individual's urge to use like and share buttons in social media, one shall first examine the relationship between one's own ego and others. Jacques Lacan's concept of the 'Mirror Stage' is probably the most well-known theory which helps one to understand the constitution and recognition of oneself through the eyes of others. In *"The Four Fundamental Concepts of Psychoanalysis",* Jacques Lacan (1981) argues that when people are still infants, they understand that the self is different from the universe, which at first they think is the same. But as long as 'the ego' can not separate himself from the universe, he can not take any action. Therefore, he necessarily separates himself from the universe. Then he notices the people called 'the others' who can put pressure on him and dictate their own thoughts, values, and desires and whom he can put pressure on to dictate his own thoughts, values, and desires. In that sense, it is meaningful to ask this question: what is the driving force that makes people take action? In order to answer this question, one can look at the true meaning behind the *other's gaze*.

The driving force which helps some people to take action and make choices is *other people's gaze* which ultimately creates public opinion. As has been stressed before while explaining 'The Spiral of Silence' theory; people are inclined to hide their opinion away when they assume that they would be exposed to public isolation and that their thoughts would not be gratified by the mass. However, these unconscious fears ultimately mislead people to restructure themselves not as they really are but as they are *expected to be* in the contemporary landscape. With this regard, Lacan continues in his book that: "Judgements made on someone else's form are often wrong because people have the ability imitate." (Lacan, 1981, p.203). Why do people imitate? Is it necessarily a negative act? In that case, it is appropriate to look at the reasons why individuals are coerced to like certain content on social media. As the essay analyzes the problem from the perspective of Elisabeth Noelle-Neumann's theory, it would be essential to maintain her supposals. According to Neumann:

> "Imitation, which is a very important and overt behavior of human beings, has two different origins that do not seem obvious from the outside world. The first one of these is imitation for learning, with the aim of acquiring knowledge; imitation of approved behavior presumed intelligent judgment and perceived good taste. The second one is the imitation made to resemble the other, the imitation stemming from the fear of being isolated from one's own environment." (Neumann, 1998, p. 140).

People can portray themselves differently to each other. Therefore, in the relationship between the ego and others, the ego is often a loner and this loneliness almost never recovers until one dies. To overcome this loneliness, people lie…

SELF-IDENTITY AS A TASK TO *PERFORM*

Generally, however not always, people build themselves according to the criticisms and comments coming from the outside, not according to the drives coming from within. For this reason, people lie first to themselves rather than others by denying their individualistic nature in order to conform due to the fears of isolation and loneliness. By constructing themselves around these lies, they satisfy their needs for validation. Because the ego wants to prove that he is like others and shares the same values and thoughts to get rid of the feeling of loneliness. He constantly seeks reconciliation with others to avoid feelings of isolation. Nevertheless, this is a lie because self-construction is not something to be substantiated under compulsion. The self-construction for approval is no longer an existence but a set of images, a representation, and the birth of the narcissist who sees self-identity only as a task to perform and a tool to be seen… To strengthen the theory of Lacan, it can be alleged that, while the ego consists of one person, the others are infinite people which creates fear and anxiety among the individuals as their reprimands procreate repression on the self. Generally, the ego is overwhelmed by the infinite number of criticisms of others about himself. Therefore, the self wants to present itself as a positive image in order to be able to raise the level of comments about him in a favorable way. In the end, if he gets approval from others, he feels relieved. In that sense, it can be claimed that others are much more decisive about some people than they are about themselves. As Lacan suggests; while the others surveil the ego, it creates an endless tension between the relationship of the self and the others. In that sense, like and share buttons in social media reveal an important part of human nature to apprehend the individual's motivations for conformance to one's own environment. It can be said that these buttons serve as silent communication tools which glomerate various ideas, contents, and agendas and finally decides on what is fashionable and what is not which ultimately creates, and later forms public opinion. Although they do not communicate verbally, their symbolic communicative effect should not be underestimated as they have a strong influential and informatory power over people, especially for today's youth. These buttons, in a way, help people to express their opinions. Within the context of Elisabeth Noelle-Neumann's social, psychological, and therefore, political theory, it can be said that individuals who would like to feel that they are in harmony with the spirit of their period, tend to like and share the most shared and liked content in social media platforms so as to be approved, stay in harmony with other people's gaze and avoid conflicts. In that sense, it would be indispensable to shortly look at the period of modernity and what modernism necessitates.

MODERNITY AND RATIONALITY

With the formation of modernism, the individual begins to see the depiction of the world he created in his mind. The individual was alone in nature and realized that there was a reality in nature by starting to think that his mind was capable of comprehending this reality. In this regard, with the innovation of the printing press and the arrival of the book, centers started to produce models with their own dialect, their own syntax, and their own emotional descriptions which consequently allowed people to indirectly observe their environments and follow models of fashion. In that sense, it would be necessary to ask these questions: What is the model? What does it dictate? This new model tells us how to fall in love, what to wear in a job interview, how to build relationships with other countries, and how to behave in a specific environment. It can be said that modernism brought new concepts and constantly shocked societies. These new concepts vary from the other lives that one does not come across in traditional societies, other geographies, mental palaces, and respect models. From this moment, people get involved with modernism because modernity has told people that the 'rational one' is accessible and that, the rationale is sole and creates a 'model'. This model spreads to people through books, newspapers, radio, cinema, television, and finally with social media. By dictating these models, the media standardizes people.

ANNIHILATION OF REALITY

The invention of the Internet which once emerged to bring more democracy created more polarization among people and transformed the concept of reality where modernity lost its direction and entered into a new phase. In this new landscape, images and seduction substitute reality, and like and share buttons form and sell attractions. Zygmunt Bauman states in Culture in a Liquid Modern World: *"As in the other departments of this megastore, its shelves are overflowing with attractions changed on a daily basis, and its counters are festooned with the latest promotions, which will vanish as instantly as the aging novelties they advertise."* (2011, p.16). The example can be given through the most favored content shared on Instagram. On Instagram; the number of followers, self-disclosure, and body display are fetishized and gain more likes by the majority. It is a visuality-dominated medium where the concepts such as fame, body, beauty, and popularity are worshipped even more compared to previous media platforms. The reason Instagram contents look so appealing is due to the desire to validate the idea that another human form/appearance might exist. In order to hide the fact that perfection does not rule anywhere, for example by offering augmented reality design, these metamorphosic filters sway people to be the idealized form dictated by the mass whereas the media makes them realize that they are actually not perfect. This new ideology ensures the third type of simulation case that Jean Baudrillard mentioned in his book Simulacra and Simulation: *"The image that hides the absence of a deep reality."* (Baudrillard, 2005, p. 20). It can be said that these applications try to hide the fact that the real form does not resemble the ideal form, and that if people do not meet the criteria of the idealized form, they would be isolated. Whereas, users who meet the criteria popular culture deems necessary, and share accepted content determined by the mass they get rid of the feeling of loneliness. However, does perfection really exist? Thus, the unreal images built on social media create trendsetters constantly fed by other people's gaze. However, as people view these influencers' images rather than their content on social media platforms, they are favorable to be deceived. Whether those role models deserve to be admired is doubtful. What exists behind their images is generally unknown and in fact mostly empty. In any case, people who are idealized by the mass on social media, are taken into consideration by others as well. Therefore, people want to be their idealised weight, live in the same neighborhood as they live, dress like them, talk like them, behave like them and be like them by attributing the formal criteria imposed by social media.

NARCISSISM AND EXTRINSIC NATURE

Within that context, fears of isolation and loneliness which invent self-censor in societies lead to the birth of a narcissistic person who is struggling to be a subject in a society where he constantly tries to adapt to certain regulations inflicted by late-modern society. Anthony Giddens in Modernity and Self-Identity states that:

> "Consumption addresses the alienated qualities of modern social life and claims to be their solution: it promises the very things the narcissist desires-attractiveness, beauty and personal popularity-through the consumption of the 'right' kinds of goods and services. Hence all of us, in modern social conditions, live as though surrounded by mirrors; in these we search for the appearance of an unblemished, socially valued self." (1991, p.172).

However, in such a case, it is impossible for someone to become an individual in the real sense and form a true identity. Analyzing the extrinsic nature, it can be stated that the narcissist, on one hand, observes his external environment, on the other hand, he understands which *identity as an appearance* is trailing other people more, therefore, becomes motivated to create a socially approved identity in order to get rid of the feelings of isolation. However, preferring power consciousness over conscious individuality, he is thrust into an unconscious sense of helplessness which ultimately results in, if not external, internal loneliness. But which values do people sacrifice so as to conform? According to the theory of The Spiral of Silence: "Consciousness of freedom, honesty, individuality... these values that people consciously acquire and perceive as an expression of their own existence are incompatible with the behavioral patterns defined by the spiral of silence hypothesis" (Neumann, 1998, p.72). Within that context, the pressure, called public opinion, which forces people to conform, breeds shame. In order to fully comprehend the true nature of human beings, one shall examine the feelings of embarrassment and pride which organize interpersonal relationships or so to speak; social nature.

CULTURE OF GOSSIP

It can be said that the other reason to avoid isolation from one's own environment can be analyzed through the concept of gossip which is constantly being brought to the agenda by social media as it opened a door for everyone who can easily peep into each other's lives. As has been stressed before in the preceding pages, to get validation from the masses, everyone takes form/shape according to the majority's criticisms, judgments, and opinions. To be prevented from being gossiped about by others, the individual unwillingly chooses to compromise. Therefore, the notion of gossip emerges. To gossip means to let someone know that one among the others has done what is normally not agreed upon by the majority which ultimately creates feelings of embarrassment and shame for the individual, and hurts his pride. Thereby, by gossiping, the chain of 'norms' is once again reminded, and the reason is the pressure of others. The notion of gossip detects these uncompromising escapees and by criticizing those who threaten the order of social values, the eyes of the other intimidate these escapees in order for society not to embody them in the social order anymore. In that way, societal norms are preserved. This happens with the pressure of others' judgments on the ego. The narcissist, in that sense, is the one who tries to flee from the feelings of shame and guilt and from the fear of exclusion created by others, however, at the same time takes others' gaze upon him vulnerably while constituting his defensive social shell, yearning to be impeccable...

CONCLUSION

To conclude, the aim of this article was to understand human beings' motivations to like and share a certain type of content on social media, and how social media directs some people to create a self-identity based on images in the late-modern age. The main problems created by social media can only be solved by gaining insight and by making more and better criticisms. In spite of the individual's own honest feelings, desires, and thoughts, the extrinsic existence of human nature exists. Everyone desires to be accepted somehow or another. And in a way, that is how it should be. What could have happened if people removed the feelings of embarrassment, shame, and guilt? How free would a person become? Can people only be governed by their conscious without the regulation of rules by the authorities? What about those who have no conscience and rationale? Although these questions shall be evaluated thoroughly, it can be said that the pressure to adapt conjured by the public eye, destroys the critical power which already exists in the individualistic nature of human beings, and like and share buttons in social media help models of fashion to be formed and inflicted on the masses. According to Jean Baudrillard: "What is called hegemony is something other than all the ways in which the capitalist or ruling classes maintain their material domination" (2015, p.14). In that sense, hegemony starts when the power of criticism ends. So then, what will happen now? Power, originating from the masses in late-modern times, and preventing people from individualising in a real sense, actually originates from one's subconscious fears. Due to fear people seek power. Social media successfully manipulates those fears by creating new models of fashion, letting people communicate through like and share buttons, and ultimately creating power structures on new media which are easily internalized by the masses.

References

Baudrillard, J. (2005). *Simulacra and Simulation*. (3rd. ed.). Doğu Batı.

Baudrillard, J. (2015). *The Agony of Power.* (1st. ed). Doğu Batı.

Giddens, A. (1991). *Modernity and Self-Identity*. Polity Press.

Krauss, R., E. (1986). *The Originality of the Avant-Garde.* MIT Press.

Lacan, J. (1981). *The Four Fundamental Concepts of Psychoanalysis. The Seminar, Book 11.* (11th ed). W.W. Norton & Company.

Neumann, E-N. (1998). *The Spiral of Silence.* (1st ed). Dost.

Josipa JUTT FERLAN
University of Rijeka, Faculty for Management in Tourism, Croatia

FRANCHISING IN HOSPITALITY – A KEY POINT FOR STRATEGIC DEVELOPMENT

Abstract

This research paper aims to show the key differences between management and franchise as business models that are applied in the operations of hotels with international hotel brands. The intention is to identify key success factors to facilitate aligning decisions with the appropriate business model that should be applied, so as to simplify the process. The paper's findings are based on available empirical studies published in scientific journals and magazines. The implementation of the franchise business model in the past 10 years became more important for the stronger development of brands. Also, it is a key factor for flexibility in operations and more cost efficient for the investors. Franchising became a highly valued business model not only for the investors who realized that the franchise model optimizes the costs but also because it maximizes benefits of being part of the global brand in the commercial context and keeps control of operations under local management. This research paper will contribute to the general understanding of what the purpose of franchising is as a business model that is applied in hospitality today, how and in which circumstances it should be considered prior to a direct brand management model.

Keywords: *franchise, management, development, hotel operations, development*

INTRODUCTION

Over the last few decades, the concept of franchising has expanded internationally. Franchising is one of the strategies for entering a foreign market. In this way, companies can quickly expand into those markets at a lower cost. Therefore, the franchise as a strategy of entering foreign markets differs from other strategies. A franchise can be one of several company strategies to enter a particular foreign market. Some companies regularly use it as a strategy. Namely, multinational franchisors, including hotel chains, are actively looking for opportunities to grow and expand on international markets. Franchising is one of the fastest-growing business strategies globally as it allows the franchisor to grow with minimal capital investment (Xiao, O'Neill & Wang, 2008).

FRANCHISE CONCEPT DEFINITION

Franchising concepts, which is the system of selling goods, services and/or technology operating based on a written contract signed between two legally, financially and fiscally separate and independent enterprises – a franchisor and each of his individual franchisees, a system through which the giver allows the recipient the right, at the same time imposing an obligation of running a business in accordance with the franchisor's concept and business model (European Franchise Federation, 2011).

FRANCHISE IN HOSPITALITY

A franchise agreement is a legal license agreement between a hotel brand and a hotel owner that gives the hotel owner the rights and obligations to operate under the franchisor's brand in exchange for fees. Certain services (brand, reservation system, support, etc.) are provided within the hotel franchise (Fladmoe-Lindquist, 1996). In the hotel industry, a number of alternative operating arrangements exist. Among them are independent, franchise, and chain managed operations. Independent operations are independently owned and managed hotel properties which are not affiliated with any other hotel units. Hotels operated by an independent businessperson under a license from an international organization such as Hilton, Marriott, IHG, etc. are franchise units. Such hotels follow standardized operating and marketing procedures, benefit from international advertising, and are interlinked via a computerized reservations network.

The hotel industry is one of the fastest-growing sectors in the 21st century. Hotel management plays a crucial role in this industry, while technology has significantly improved and facilitated business, especially interaction with guests. In addition, the lifestyle has changed significantly – social attitudes have changed, new technologies have developed, and economic and demographic changes have occurred. All of that dramatically affects the trends in the hotel industry. Hotels are categorized by their size, function, service and price. Service levels can be divided into limited service, middle-class service, and full service. Additional services include business, casino, spa, extended stay, bed and breakfast and more. The most famous international hotel brands have reorganized their business models. They are less and less engaged in traditional hospitality, and more and more develop and strengthen brands, sales and marketing, based on franchises because it allows them to increase revenue while reducing investment risk (Alon, Ni & Wang, 2012).

Namely, for hotel chains, franchising provides space for fast expansion into countries where these hotels are not present and makes it easier to overcome specific legal, technical and cultural difficulties that are usually related to the internationalization of business (Kandžija & Ivandić, 1996). Hotel groups such as AccorHotels, IHG, Marriott or Hilton are examples of franchising in the hotel industry. The owners of these hotels are different (wealthy individuals, businesses or institutions), but they all want to maximize their business. Therefore, they cooperate with other hotels and, with the help of franchising, expand their network and generate revenue from fees for services provided (Rakušić Cvrtak, Borovac Zekan & Pivčević Vranješ, 2022).

A hotel franchise is a contract between a hotel chain and a hotel owner by which the hotel chain allows the hotel owner to use the name and specific services such as business procedures, technical-technological standards and the central reservation system. The franchisor has no ownership or financial interest in the hotel. The franchisor is not directly responsible for the hotel's business results. The franchisee is required to pay a franchise fee, including a trademark, based on the percentage of hotel turnover. Mandatory fees refer to service fees that typically cover marketing and sales, distribution and loyalty, Information technology, hotel quality control and brand. compliance audit fees (Grzelak & Matejun, 2013).

Table 1 – Positive and negative aspects of applying the concept of franchising in the development of entrepreneurship in SME sector companies. Taken from Grzelak & Matejun (2013).

Benefits	**Drawbacks**
of using franchising in entrepreneurship development in the SME sector	
1. opportunity to base one's business activities on proven market concept and a known brand. Enables to e.g., limit the entry barriers and lower the level of risk of running a business, 2. opportunity to start a business activity Assisting the situation of a person without the proper preparation in terms of knowledge and capabilities, 3. content-related, technical and organizational knowledge provided to the recipients by the franchisor, 4. access to the benefits of the economies of scale, 5. opportunity to gain experience in running one's own business, based on the modern management methods, 6. opportunity to gain stable economic and financial benefits.	1. limitation to one's own initiative and innovativeness resulting from the necessity to work based on a model proposed by the system's provider, 2. necessity to engage relatively large amounts of finance in order to join the system, 3. significant dependence on the franchisor's strategy and economic as well as financial condition, 4. lack of full freedom in managing one's own business, with respect to e.g. ownership changes, restructuring or selling one's company, 5. growth limitations imposed on the company, referring to e.g., product or market development, or territorial expansion.

Table 2 – Franchisee's rights and obligations. Compiled by Author. Source: (Rakušić Cvrtak, Borovac Zekan, Pivčević Vranješ, 2022)

Rights	Obligations
1. the right to use the name of the protected hotel brand and to operate under that name, 2. business know-how, 3. tested systems and procedures, 4. quality standards, 5. centralized reservation, marketing and distribution system, 6. business support, 7. training of employees to maintain a certain quality, 7. lower risk of business failure, 8. certain independence in business, 9. increase in sales and revenue, 10. reduction of operating costs and 11. more favorable lending conditions.	1. comply with the provisions of the franchise agreement, 2. use the name of the franchisor, 3. participate in the joint reservation, marketing and distribution system 4. give the franchisor access to the business books.

THE HOTEL FRANCHISING AGREEMENTS

A hotel franchise is a contract between a hotel chain and a hotel owner by which the hotel chain allows the hotel owner to use the name and specific services such as business procedures, technical-technological standards and the central reservation system. The franchisor has no ownership or financial interest in the hotel. The franchisor is not directly responsible for the hotel business results. The franchisee is required to pay a franchise fee, including a trademark, based on the percentage of hotel turnover. Mandatory fees refer to service fees that typically cover marketing and sales, distribution and loyalty, information technology and hotel quality control, and brand compliance audit fees. In addition, the franchisor must provide specific brand standards and provide mandatory services. The essential elements of a hotel franchise agreement are the fees and obligations of the franchise owner and recipient.

The fees paid by the hotel franchisee to the franchisor mainly include:

- association fee (one-time fixed fee)
- royalties (fees determined according to the amount of realized income)
- marketing fees (also determined by the amount of income, and used for marketing)
- reservation fees (fees paid for the operation of the reservation system) and
- fees for training hotel employees (if such a service is provided)

Therefore, the franchisees pay the provider various franchise fees, some of which are one-off and some multiple, i.e., they are paid during the entire period of the contracted franchise. From the stated above, it is clear that the franchisee must meet certain conditions to operate in this form of business.

The franchisor receives:

– fees guaranteed by the franchise agreement,
– an increase in the revenue of his brand due to the increased number of hotels operating
– reduced fixed operating costs due to the increased number of hotels.

A franchise agreement is usually concluded for one to two decades. Franchisors usually have the right to control the business results of the franchisee by inspecting his business books. In addition, they reserve the right to terminate the contract in case of business failure, bankruptcy, non-payment of contractual fees, violation of the law, etc. On the other hand, franchisees generally have no right to terminate the contract without paying damages. Most European hotel franchises are located in Germany, Great Britain, France, Italy, Spain, Romania, Russia, and Poland. The largest hotel groups often have several brands, each of which targets a specific market segment and indicates a recognizable type, category and purpose of the facility. As a result, existing hotel businesses can strengthen their business and increase their earnings, while the newly created business franchisee is given a less risky form of starting a business. Hotel chains typically insist on training hotel staff to effectively embrace the various systems, procedures, programs, and policies developed by the franchisor. The nature of such training should be specified in detail in the franchise agreement. The franchise fee is usually determined based on the principles explained above.

Table 3 – Advantages and disadvantages of a franchise contract for the franchisee. Compiled by Author. Source: Rakušić Cvrtak, Borovac Zekan & Pivčević Vranješ, 2022.

Advantages	Disadvantages
1. instant recognition (strong portfolio of brands), 2. shortening the period required to "get into" business, 3. attracting certain market segments, 4. a specific set of tools, 5. availability of proven business methods 6. the possibility of using advice and training programs.	1. costs related to the wrong choice of franchise, 2. Lack of guarantee of success, 3. short period of contracting the right to use the franchise, 4. inability to franchise other users in the same market, 5. mandatory acceptance of various hotel chain standards, 6. Lack of control over the quality and image of the hotel chain.

If a hotel uses a franchise model in its business, it does not necessarily mean that it will succeed and be competitive. The franchisor does not guarantee and is not liable in the event of a business failure of a particular hotel as the franchisee. Therefore, hotel management should be well acquainted with the advantages and disadvantages of franchising and based on these advantages and disadvantages, with business analysis, choose the best option for the hotel at a given time.

THE MOST SUCCESSFUL HOTEL FRANCHISE EXAMPLES

Theannual list of the 100 most successful franchise systems in the world shows that the best franchise system is the American fast-food chain McDonald's. In fourth place is the global hotel franchise chain Marriott International. It is followed by the global hotel franchise InterContinental Hotels and Resorts in twelfth place and Choice Hotels in fourteenth place. Hilton Hotels & Resorts is in eighteenth place, and Wyndham Hotels and Resorts is in twenty-third. Almost half (47%) of all franchised hotels are owned by four large franchise chains:

1. Accor's franchise network with 256 hotels and 35,073 rooms,
2. Marriott International with 208 hotels and 33,395 rooms,
3. Hilton with 172 hotels and 26,466 rooms and
4. InterContinental Hotels Group (IHG) with 147 hotels with 24,483 rooms.

FRANCHISE HOSPITALITY IN THE REPUBLIC OF CROATIA

Although it is seasonal tourism, the hotel industry plays an important role in Croatian tourism and the economy (hotel facilities are generally not used outside the summer season). The Republic of Croatia has a franchise way of doing business in the hotel industry, but it is not fully accepted by other tourist developed countries in the world. One of the reasons for the lower representation of international hotel brands is administrative procedures. That is why investors were waiting for a more favorable moment for a significant step forward in the Croatian market. The advantage of franchise hotel companies entering the Croatian tourism market is primarily reflected in the fact that entering the market through franchising would open international hotel chains to guests with significantly higher purchasing power, which would result in increased revenues from the tourism sector. In addition, large global hotel chains orient their business to business through franchise agreements, so the franchise way of doing business in the hotel industry can be a way to expand the hotel network in the Republic of Croatia. However, whether franchising will be sustainable is a business decision of every hotel owner, and it should be based on a comprehensive business analysis.

Although the data do not refer only to the hotel sector but to the overall economy, it should be said that there are about 200 franchise brands in the Republic of Croatia, with 17,000 employees working in franchises. However, franchises create significantly more jobs in European Union countries compared to the Croatian market. Thus, in France, the franchise industry employs approximately 700,000 people, in Germany 450,000, and Poland 300,000. The value of the entire franchise industry in Europe is 350 billion euros and includes three million employees.

CONCLUSION

The above data shows that franchising is a way of doing business that gives the franchisor and recipient good business results. For existing businesses as franchisees, the franchise provides an opportunity to strengthen business and increase earnings, while for new businesses, the franchise provides a less risky form of investing and starting a business. Although the franchise is a business model that can be used in various economic activities, the Croatian market is a significant franchise in the hotel and catering industry related to tourism, with a total share in GDP of about 20%. Systems operating through franchises have been shown to overcome economic crises faster. Although hotel franchises are less present, the potential for franchise business development in Croatian hotels is exceptionally high.

References:

European Franchise Federation. (2011). Franchising: a Vector for Economic Growth in Europe (2011), European Franchise Federation, Bruksela. Retrieved March 26, 2013, from www.eff-franchise.com.

Fladmoe-Lindquist, 1996): International franchising: Capabilities and development. *Journal of Business Venturing, 11*(5), pp. 419. *Social Science Development Journal¸ 7*(29) 171-183. http://dx.doi.org/10.31567/ssd.5321.

Grzelak, K. i Matejun, M. (2013): Franchising as a Concept of Entrepreneurship Development in the SME Sector. U: Matejun, M. i Walecka, A., ur., Modern entrepreneurship in business practice: Selected Issues. Lodz: Lodz University of Technology Press, p. 47. *Social Science Development Journal*, 7(29),171-183. http://dx.doi.org/10.31567/ssd.5321.

Kandžija, V. i Ivandić, N. (1996): Ugovori o hotelskom managementu i franšizi. *Tourism and hospitality management¸ 2*(1), 150.

Rakušić, K., Borovac Zekan, S., & Pivčević Vranješ, K. (2022). Franchising as a strategy of entering foreign markets in the hotel industry. *International Journal of Hospitality Management*, 27, 325.

Xiao, Q, O'Neill, J. W. i Wang, H. (2008). International hotel development: A study of potential franchisees in China. *International Journal of Hospitality Management¸ 27*, 325.

Martina KLANJČIĆ
University of Applied Health Sciences, Croatia
Nikola NOVAKOVIĆ
University of Applied Health Sciences, Croatia
Sanda MARJANOVIĆ
University of Applied Health Sciences, Croatia

EXPERIENCES OF STUDENTS OF HEALTH STUDY PROGRAMMES IN CROATIA WITH THE FORMS AND CONTENT OF FOREIGN LANGUAGE STUDY DURING THE COVID-19 PANDEMIC

Abstract

The COVID-19 pandemic has imposed a new communication framework which introduced numerous challenges. Tertiary education has experienced dramatic changes during the COVID-19 pandemic, including foreign language study at universities, which have employed online, in-person, and hybrid models of teaching. Each teacher was set the goal of conveying content using digital resources and new or updated platforms. Teaching skills, good lesson organization, and the teacher's personality were no longer the sole foci – the teacher was suddenly expected to be versatile in several areas to fulfil their role of a foreign language teacher professionally under difficult and unfamiliar conditions imposed by the pandemic. The goal of this paper is to analyse the experiences of students of health study programmes and related programmes with the forms and content of foreign language study during the COVID-19 pandemic. To what extent were students (dis)satisfied with foreign language study? To what extent did teachers adapt to the new situation and how successful were they in conveying the content of their courses? Answers to such questions were received from students of health study programmes and related programmes in Croatia using an anonymous questionnaire.

Key words: *content, foreign languages, pandemic, teaching*

INTRODUCTION

On March 13, 2020, the Croatian Ministry of Science and Education issued a *Decision on the suspension of teaching in universities, secondary and primary schools, as well as the regular work of preschool education institutions and the establishment of distance* *learning* (2020) which meant that all in-class activities were halted overnight and teachers at higher education institutions had to transfer all their activities into the virtual environment. This abrupt change of the teaching environment had to be implemented without much guidance, experience or preparation of both teachers and students. Teachers needed to find a way to ensure that teaching continued without much obstruction while at the same time making sure that the resources and methodologies, they employed equalled in effectiveness those used in face-to-face teaching. At the same time, students (with almost non-existent experience of virtual or online teaching (Plantak, 2021)) also needed to adapt to the new learning situation, new ways of content delivery and communication.

This unprecedented emergency resulted in online teaching being viewed as a future indispensable part of the higher education process (World Economic Forum, 2020) alongside the “traditional” face-to face approach. Online education offers a great variety of content delivery methods, therefore creating a more dynamic and interesting educational environment. However, to engage in such teaching, teachers need to be adequately prepared and trained (which was lacking at the start of the pandemic – in fact, the classes usually took the form of a “classical learning model” (Bagarić et al., 2021)) while necessarily considering student experience and opinions. Since learning is both an individual practice as well as a collective endeavour (UNESCO, 2020), how students view and what they think of the methodology, platforms, activities, and communication in an online educational environment should be the guiding and corrective factor in distance education and should, therefore, be taken into account when designing and creating an online course in order to make it effective and optimize the learning process.

AIM

The aim of this study was to analyse the experiences of students of health study programmes and related programmes with the forms and content of foreign language study conducted online during the COVID-19 pandemic. The authors wanted to establish to what extent the students were satisfied with foreign language study and how well their teachers adapted to the new and unfamiliar situation, and how successful they were in conveying the content to their students.

METHODOLOGY

The study involved conducting an anonymous survey among students at higher education institutions offering study programmes for health professionals in Croatia whose programmes include at least one foreign language course. The survey was conducted using an anonymous questionnaire specially designed for the purposes of this study. The questionnaire was created using the Google Forms online tool and contained questions on demographic data, the type of study, year of study, choice of language, online platforms, materials used in online learning, availability of lecture recordings, success in communication with lecturers, methods for following student progress, adaptability of foreign language courses to the online environment, and potential difficulties in participating in online classes. The students were also able to provide voluntary comments on their satisfaction with foreign language courses conducted online.

Prior to providing students with the link to the questionnaire, the necessary approval for the survey was obtained from the Ethics Committee of the University of Applied Health Sciences in Zagreb.

RESPONDENTS

The study included 132 respondents (109 female and 23 male) studying at higher education institutions in Croatia which offer health study programmes and related programmes. All respondents were informed of the purpose and manner of conducting the anonymous survey, and they were requested to indicate that their participation was voluntary. The participants received the link to the online questionnaire via email. Their responses were collected over a period of one month, between 13 May and 15 June 2022.

RESULTS

The questionnaire consisted of 17 mandatory questions and one voluntary open-ended question, in which respondents could express their satisfaction with foreign language courses conducted in an online environment. The first four questions were used to gather demographic data (sex and age) and information on the students' year of study and choice of foreign language. The results of these initial questions show that most respondents were female (82.6%), while the remaining 17.4% were male. Most of the respondents (94.7%) fall within the 18–25 age range, while six (4.5%) belong to the 26–30 age group and only one participant (0.8%) to the group of 30 or more years of age. As most health study programmes of higher education institutions in Croatia offer foreign language courses in first or second year of study (Klanjčić et al., 2021), it is unsurprising that most of the respondents are first (118, or 89.3%) or second (8, or 6.06%) year students and that an overwhelming majority are therefore undergraduate students (89.4%). Most respondents studied English (95.5%), while only six (4.5%) chose to study German.

The next five questions were multiple-choice questions (with the possibility of writing answers not covered by the provided options) on the specifics of foreign language courses taught online. The first of these, examining which online platforms were used for online teaching, shows that the great majority of respondents used Moodle (62.9%).

Considering that Moodle is among the most comprehensive platforms, offering a multitude of options (including video conferences, testing, and monitoring of student progress), it is perhaps not surprising that it outscores other, more limited, or specialized platforms: Microsoft Teams (41.7%), Skype (19.7%), Zoom (6.1%), Google Meet (2.3%), and Google Classroom (0.8%). Regarding the use of materials by lecturers in the online environment, a great majority used presentations (97.7%) and handouts (67.4%), while only around half employed video content (50.8%). Interestingly, only a small minority (8.3%) used online applications such as Kahoot and Wordwall, but some did make use of options available on Moodle (quizzes and short tests, 0.8%) and online dictionaries (0.8%). A very small percentage (2.3%) claimed that no online materials had been used by their lecturers. Extending the topic of course materials, the next question was about the availability of lecture videos. 75.8% of respondents claim that no lecture videos are available to them, while only 20.5% of respondents report that they did have access to such materials (others are either unsure or report that PowerPoint presentations are available to them online). Finally, this section ended on the question about the methods lecturers used to track student progress. Two options received the approximately same number of answers: in-class discussion (58.3%) and continual assessment tests (56.1%). Closely following those were two answers, with an identical number of responses (40.2%): homework and individual or group work in class. Two further answers were identically represented (24.2%): student presentations and final exam. Other answers received a comparatively small number of responses: student paper and presentation (0.8%) and student paper (0.8%). Only 1.5% of respondents claim that no methods of following student progress were employed.

The next section was focused on students' experiences with the success and quality of communication in online classes, as well as other aspects that may have impacted student satisfaction with learning a foreign language in an online environment. Apart from the first question, all contained statements which the respondents were asked to mark depending on their level of agreement using a 5-point Likert scale (from "I agree completely" to "I disagree completely"). Firstly, the students were asked to assess whether they had successfully communicated with their teachers (in written or spoken form) during the period of online teaching. Interestingly, a vast majority expressed satisfaction (94.7%). Secondly, the participants were asked to assess their agreement with the statement "Foreign language lessons were well adapted to the online setting". Overwhelmingly, the respondents selected the answer "I agree completely" (79.5%) and "I somewhat agree" (15.2%), while the remaining answers received comparatively few responses (Fig. 1). The satisfaction expressed in the two initial questions of this section apparently represents a trend reflected in the remaining questions, to a greater or lesser extent, with positive impressions generally outweighing negative ones.

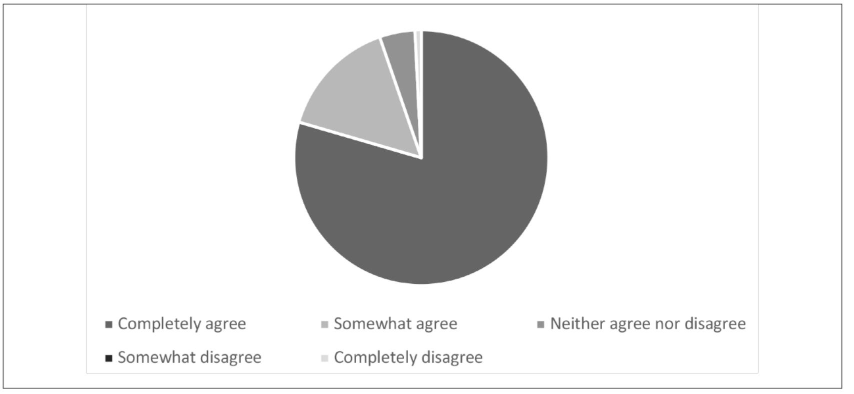


Figure 1 – Replies to the statement "Foreign language lessons were well adapted to the online setting."

The following two questions examine communication in the online environment. When asked to assess the statement "It was more difficult to participate in online classes because it was more difficult to get the chance to speak", 50% of respondents disagreed completely and 15.9% somewhat disagreed, while a much smaller percentage expressed partial or total agreement (9.8% and 1.5%, respectively). Interestingly, a relatively high percentage of respondents neither agree nor disagree with the statement (22.7%) (Fig. 2).

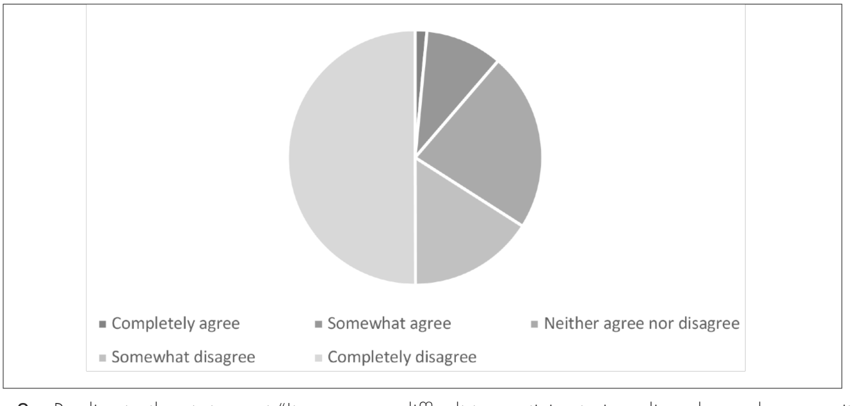


Figure 2 – Replies to the statement "It was more difficult to participate in online classes because it was more difficult to get the chance to speak."

The next statement moves the focus to communication among students: "It was more difficult to understand other students in the online environment". A great majority of respondents disagree completely (62.9%) or somewhat disagree (9.1%). Only 15.2% somewhat agree, and no respondents selected the answer "I agree completely". In the case of the next statement, "I felt uneasy when speaking in class in the online environment", negative answers again form the majority (47% disagree completely, 20.5%

somewhat disagree), with only 13.6% agreeing somewhat and 4.5% agreeing completely (Fig. 3).

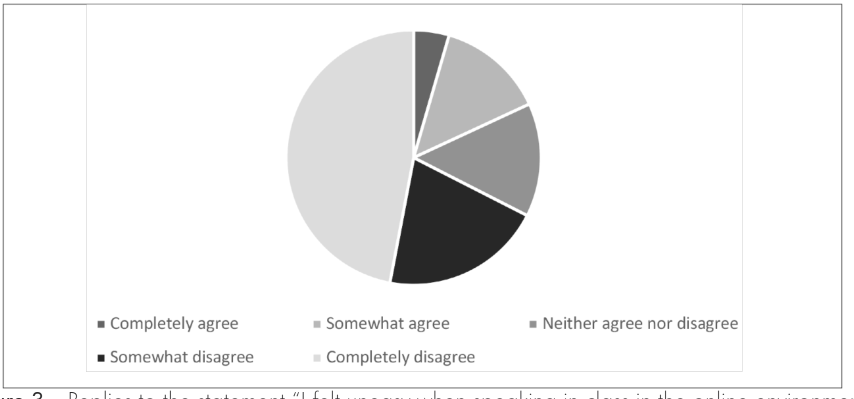


Figure 3 – Replies to the statement "I felt uneasy when speaking in class in the online environment."

The remaining two statements retain the focus on the individual respondent, with the first assessing the respondent's experiences with performing as a student: "I was able to study and fulfil all of my obligations during the period in which classes were held online". Most respondents either agree completely (54.5%) or somewhat agree (24.2%). Finally, the respondents were asked to assess their performance in class: "It was more difficult for me to stand out in the online environment". While over half of the respondents either disagree completely or somewhat disagree (38.6% and 14.4%, respectively), it is interesting to note that the results (Fig. 4) are somewhat more complex than in previous questions, with a comparatively high percentage of undecided respondents (28%).

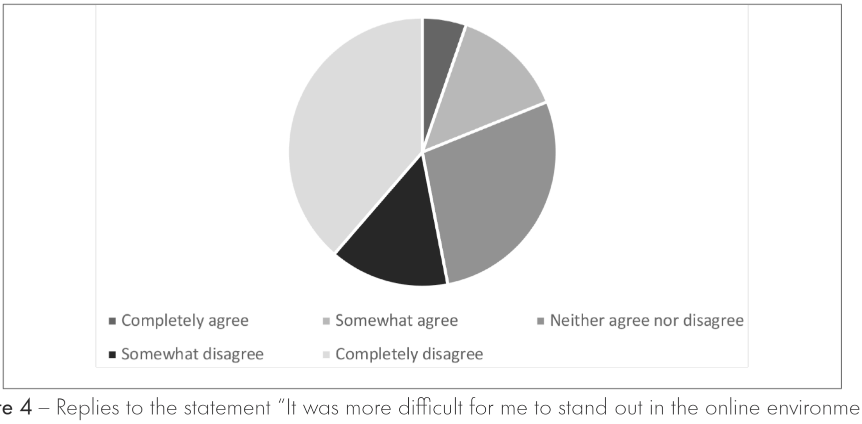


Figure 4 – Replies to the statement "It was more difficult for me to stand out in the online environment."

The last question was a voluntary open-ended question in which respondents could voice their opinion on what they were particularly satisfied or dissatisfied with in foreign language lessons conducted online. While most respondents declined to provide an opinion, those who did (12 respondents, or 9.09%) expressed a high level of satisfaction. Respondents praised their teachers' encouraging attitude; willingness to help students; efforts at conveying knowledge in an interesting way; and use of class discussions. A minority of respondents, however, expressed serious dissatisfaction with certain aspects of online lessons. While some criticism was not specifically connected to the lecturers' organization of foreign language lessons online (such as poor internet connection or problems with students' levels of attention), other complaints may be related to problems that emerged because of the strictures imposed by the online environment. For example, one student complained that foreign language lessons took the form of lectures, which they found unsuitable to teaching language, and expressed a desire for more communication and interaction in class. Another student complained that an insufficient amount of new material was taught in online classes and that the number of lessons prior to the final exam was low. Overall, however, positive impressions outweigh the negative ones.

CONCLUSION

The results of this study show that, in general, respondents' experiences with online foreign language lessons have been positive which corresponds to the findings in another similar research (Bačić, Krstinić, 2020). Almost all respondents have used some of the available platforms for online learning, suggesting that they were provided with a more structured and guided form of teaching. This is corroborated by the fact that most respondents reported that their foreign language lecturers used materials commonly employed in face-to-face teaching, such as presentations, handouts, assignments, dictionaries, and videos, as well as methods of monitoring student progress. Interestingly, despite the constraints of online learning, most respondents found that they had successfully communicated with both their lecturers and fellow students, although the results show that students did experience some problems with getting the chance to speak and that some experienced certain levels of discomfort while speaking in an online setting. Despite such issues, most respondents reported success in studying and performing their obligations, and most found that foreign language lessons were well adapted to the online environment. However, the results also indicate that, according to the respondents' experiences, there is some room for improvement in online foreign language teaching. It is notable that most of the respondents did not have recorded lessons available to them, which may be of some significance since students reported problems with maintaining concentration during online learning.

This study joins a growing field of studies on the experiences of students with online learning, which should continue to receive attention as online learning remains a viable solution to future problems both with the ongoing COVID-19 pandemic and with any other, unpredictable situations that may necessitate such interventions in the educational process. It is to be hoped that this study will contribute to the conversation around solutions to educational challenges imposed by the pandemic and that insights into past student experiences may lead to the improvement of both planning and execution of online learning. Although the results of this study show a high level of satisfaction among respondents, future studies should focus on those areas where students reported more difficulties. Therefore, a future study may want to examine why so many respondents neither agreed nor disagreed with the statements referring to their participation in class, as this may be connected to the number of opportunities for students to practice speaking and interacting during lessons conducted online or, conversely, it may point toward a shift in student willingness to interact in such an environment.

References

Bačić, L., & Krstinić, M. (2020). Zadovoljstvo studenata Tehničkog veleučilišta u Zagrebu provođenjem online nastave. Obrazovanje za poduzetništvo – E4E, 10(2), 34-42. doi:10.38190/ope.10.2.6.

Bagarić, Ž., Plantak, D., & Škof, B. (2021, March 8-9). Croatian experience of distance learning at the beginning of the public health crisis caused by COVID-19 (Paper presentation). Paper presented at 15th International Technology, Education and Development Conference, INTED2021, Valencia, Spain (2859-2866). doi:10.21125/inted.2021.0610.

Klanjčić, M., Nikola, N., & Marjanović, S. (2020, September 16-19). Foreign languages and higher education curricula of health study programmes in Croatia – student needs and the current status of language courses. Paper presented at 3rd International Multidisciplinary Scientific Conference MIC – Vis, 2020, the island of Vis, Croatia (465-480). Available at: https://www.mic-vis.eu/Conference/MicVis2020.

Odluka o obustavi izvođenja nastave u visokim učilištima, srednjim i osnovnim školama te redovnog rada ustanova predškolskog odgoja i obrazovanja i uspostavi nastave na daljinu. Official Gazette 29/2020.

Plantak, D. (2021). Studentsko iskustvo u nastavi na daljinu na početku pandemije Covid-19 u Hrvatskoj. (Publication No. 122:344576) [Undergraduate thesis, University North]. Digitalni repozitorij Sveučilišta Sjever.

UNESCO (2020). Visioning and framing the futures of education. International Commission on the Futures of Education held in Paris, 28-29 January 2020. Available at: https://unesdoc.unesco.org/ark:/48223/pf0000373208.

World Economic Forum. (2020). The COVID-19 pandemic has changed education forever. This is how. Available at: https://www.weforum.org/agenda/2020/04/coronavirus-education-global-covid19-online-digital-learning.

Mária KMETY BARTEKOVÁ
University of Economics in Bratislava, Faculty of Business Management, Slovakia
Daniela RYBÁROVÁ
University of Economics in Bratislava, Faculty of Business Management, Slovakia

RENEWABLE ENERGY PRODUCTION IN EUROPE AND ITS IMPACT ON EMPLOYMENT

Abstract

Energy provides the basic input to any economic activity. In the interests of sustainability, it is transformation of the processes of energy acquisition, supply and consumption that is essential for sustainability. The current energy system is heavily dependent on fossil fuels, the use of which negatively affects air quality and contributes to carbon emissions. The aim of the paper is to assess the impact of renewable energy production in Europe on employment by using regression analysis. Renewable energy has the potential to generate employment opportunities. Renewable energy production is more labour intensive than conventional energy production in delivering the same amount of energy output. It also uses less imported goods and services, particularly during operation, since renewable energy sources are by their nature indigenous, local energy sources. A higher use of renewable energy can therefore benefit not only the national economy but is also a valuable industry at the local or regional level, where it can stimulate local investment and employment. However, the results of our analysis showed that there is no statistically significant relationship between the renewable energy sources employment and the overall employment in EU-27. In this case, there is no impact of the renewable energy sources employment on the overall employment in EU-27.

Keywords: *Renewable energy sources, employment, regression analysis, EU-27, sustainable energy*

INTRODUCTION

Today, sustainable energy is the centre of attention in the climatic change agenda and economic growth (Wei, Patadia & Kammen, 2010; Gradziuk & Gradziuk, 2020), attracting concerns from around the globe about approaches to designing pathways for a sustainable transition of energy and energy transitions are being carried out with different processes (Lehr, Nitsch, Kratzat, Lutz & Edler, 2008). With respect to resources and technologies, different methods of energy production including geothermal energy, wind technology, electricity and salinity gradient technologies, and solar heating and cooling have been considered (Muniyoor, 2020; Moreno & López, 2008). To increase the EU economy's energy efficiency is one of the main pillars for reaching an affordable, reliable, sustainable, and modern energy system as envisaged in SDG 7. Efficient energy systems reduce consumption and costs, decrease energy dependency, and diminish the environmental and climate impacts linked to energy supply and use (Sher, Curnick & Azizan, 2021; Kurek, Heijman, van Ophem, Gędek & Strojny, 2021). One understands that the present energy transition relies on energy storage assets that encompass all technical solutions and pervade the whole energy system in assisting production, consumption and grid stability and management, from the very-high through to the low voltage levels, as well as off-grid needs and solutions. The whole system requires stored energy available at top grid level and decentralized at urban, industry/commercial, community and household size plants and devices. Distributed storage in electric vehicle fleets is included in the broad range of storage solutions. European legislation will contribute to the development of a clean energy system over the next decade by stimulating innovation, investment and creating a new market demand in the EU, while ensuring a socially just transition (Pekaslan et al., 2020; Radzka, Rymuza & Michalak, 2019).

RESEARCH DESIGN

The aim of the paper is to assess the impact of renewable energy sources on employment in the EU and its sustainability.

The study's research questions are:

- Research question no. 1 – What is the impact of renewable energy sources on overall employment in the EU?
- Research question no. 2 – What is the impact of renewable energy sources on the economic development of the EU?

In the research paper, descriptive statistics for all the variables were examined to make sure they fell within the acceptable range and skewness is one such statistic that was carefully looked at. We have chosen a linear regression analysis to assess the impact of renewable energy sources on overall employment in the EU-27. Variables are the overall employment rate in the EU-27, employment in Renewable energy sources and GDP. The data sources are the Eurostat database, the OECD database and IRENA's data & statistics.

RESULTS AND DISCUSSION

The most developed renewable energy sector is in neighbouring Germany, which is one of the European and world leaders in green energy (Dvořák & Martinát, 2014). Renewable energy has long been responsible for almost 1/3 of all EU jobs in this sector and one quarter of the European green energy turnover. To put this in perspective, in 2012 the RES sector employed 377,800 people, and looking at the structure of economic activity in more detail, the production of green energy equipment (a significant part of the production is exported) and its installation led the way with 227,100 jobs, followed by operation and maintenance staff (80,700 jobs) and biofuel workers (60,600 jobs), complemented by 9,400 research and administrative staff, for example, providing publicity.

China's big push on investing in renewable energy since 2007 implies a promising future of a greener economy in China. However, one of the concerns for building a renewable-based economy is the likelihood that a significant contraction of production within China's traditional energy sectors – coal, oil and natural gas – will lead to major employment losses in these traditional fossil fuel sectors (Chen, 2019; Trypolska, 2021).

Table 1 shows the results of the regression analysis that provided the answer to research question no. 1. We should state that the p-value (0.703) is higher than 0.05. It means that no impact of the renewable energy sources production on the overall employment in the EU-27 was confirmed.

Table 1 – Results of the regression analysis (Research question no. 1).
Source: author's calculations according to IRENA (2022).

Model Fit Measures

Model	R	R^2
1	0.138	0.0191

Model Coefficients - EU-27 Total Employment

Predictor	Estimate	SE	t	p
Intercept	167003.1	43412.5	3.847	0.005
EU-27 RES Employment	12.1	30.7	0.395	0.703

The second research question was focused on the impact of the renewable energy sources production on the economic development of the EU-27. According to the p – value (0.455), we should reject the statistically important impact of renewable energy production on the economic development of the EU-27.

Table 2 – Results of the regression analysis (Research question no. 2).
Source: author's calculations according to IRENA (2022).

Model Fit Measures

Model	R	R^2
1	0.268	0.0716

Model Coefficients - EU-27 RES Employment

Predictor	Estimate	SE	t	p
Intercept	1235	226	5.457	< .001
GDP	1.38e−5	1.76e−5	0.785	0.455

CONCLUSION

Renewable energy sources are under strong institutional, legislative, and financial support in the whole European Union, which, in addition to environmental benefits and reducing dependence on fossil energy sources, also contributes to GDP growth and creates new job opportunities. The policy of promoting renewable energy requires considerable investments, on the other hand it brings new job opportunities, innovations and new technologies.

The results of both regression analysis showed that there is no statistically significant impact on the production of renewable energy sources and on economic development as well as employment within the EU-27.

Acknowledgement

This research was supported by the VEGA Project no. 1/0708/20 "Socio-economic Determinants of Sustainable Consumption and Production in Terms of Impact on Business Performance and Competitiveness 2020" (100 %).

References

Chen, Y. (2019). Renewable energy investment and employment in China. *International Review of Applied Economics*, *33*(3), 314-334. https://doi.org/10.1080/02692171.2018.1513458.

Dvořák, P., & Martinát, S. (2014). Obnovitelné zdroje energie a zaměstnanost v České republice. *17. Mezinárodní Kolokvium o Regionálních Vědách. Sborník Příspěvků. 17th International Colloquium on Regional Sciences. Conference Proceedings.*, 645-650. https://doi.org/10.5817/CZ.MUNI.P210-6840-2014-83.

Gradziuk, P., & Gradziuk, B. (2020). *Renewable energy sources as a development opportunity for peripheral areas*. https://doi.org/10.22004/AG.ECON.305736.

IRENA. (2022, May 23). *Data & Statistics*. Retrieved from https://www.irena.org/Statistics.

Kurek, K. A., Heijman, W., van Ophem, J., Gędek, S., & Strojny, J. (2021). The contribution of the geothermal resources to local employment: Case study from Poland. *Energy Reports*, *7*, 1190--1202. https://doi.org/10.1016/j.egyr.2021.01.092.

Lehr, U., Nitsch, J., Kratzat, M., Lutz, C., & Edler, D. (2008). Renewable energy and employment in Germany. *Energy Policy*, *36*(1), 108-117. https://doi.org/10.1016/j.enpol.2007.09.004.

Moreno, B., & López, A. J. (2008). The effect of renewable energy on employment. The case of Asturias (Spain). *Renewable and Sustainable Energy Reviews*, *12*(3), 732-751. https://doi.org/10.1016/j.rser.2006.10.011.

Muniyoor, K. (2020). Is there a trade-off between energy consumption and employment: Evidence from India. *Journal of Cleaner Production*, *255*, 120262. https://doi.org/10.1016/j.jclepro.2020.120262.

Pekaslan, D., Wagner, C., Garibaldi, J. M., Marin, L. G., & Saez, D. (2020). Uncertainty-Aware Forecasting of Renewable Energy Sources. *2020 IEEE International Conference on Big Data and Smart Computing (BigComp)*, 240-246. https://doi.org/10.1109/BigComp48618.2020.00-68.

Radzka, E., Rymuza, K., & Michalak, A. (2019). Wind Power as a Renewable Energy Source. *Journal of Ecological Engineering*, *20*(3), 167-171. https://doi.org/10.12911/22998993/99780.

Sher, F., Curnick, O., & Azizan, M. T. (2021). Sustainable Conversion of Renewable Energy Sources. *Sustainability*, *13*(5), 2940. https://doi.org/10.3390/su13052940.

Trypolska, G. (2021). Prospects for employment in renewable energy in Ukraine, 2014-2035. *International Journal of Global Energy Issues*, *43*(5/6), 436. https://doi.org/10.1504/IJGEI.2021.118930.

Wei, M., Patadia, S., & Kammen, D. M. (2010). Putting renewables and energy efficiency to work: How many jobs can the clean energy industry generate in the US? *Energy Policy*, *38*(2), 919--931. https://doi.org/10.1016/j.enpol.2009.10.044.

Maja KOLEGA
VERN' University, Croatia
Irena MILJKOVIĆ KREČAR
VERN' University, Croatia

PREDICTORS OF FOREIGN TRAVEL INTENTIONS DURING THE PANDEMIC AMONG CROATIAN TOURISTS

Abstract

The coronavirus pandemic has imposed objective travel restrictions around the world, which negatively affected tourism in general. In addition, it created a strong subjective constraint, in literature known as Corona/Covid/pandemic travel anxiety/fear/phobia. In this paper, the basic research goal was to investigate the effects of pandemic travel anxiety and passion for traveling on future foreign travel intentions among participants who like to travel and usually travel at least twice a year prior to the pandemic. The online questionnaire was applied in February 2022 on different travel forums or websites which promotes tourism. The sample consisted of 738 participants. The results of regression analysis showed significant effects of travel passion and, in smaller extent, pandemic travel anxiety on travel intentions during the pandemic. These findings could contribute to an understanding of pandemic travel decision-making processes and provide useful implications for tourism practitioners.

Key words: *pandemic travel anxiety, traveling passion, travel intentions*

INTRODUCTION

Understanding motivation for traveling under different conditions could play an important role in predicting future tourist behaviour and developing more attractive tourist offerings. In December 2019, a new acute respiratory disease, called coronavirus, occurred in Wuhan, China, and in the short period of the time, spread throughout the world. Many countries have taken different measures to slow down the disease spreading process, among other things, lockdown and severe travel restrictions. As a consequence, the tourism industry has been heavily affected by these new conditions. The main goal in this paper is to gain better understanding of the factors that could affect travel decisions during the pandemic.

Theoretical background

Most theories of tourist motivation stem from Maslow's (1943) hierarchy of needs, such as Travel Career Ladder (TLC), Travel Career Patterns (TCP) or Dann's push and pull theory (Miljković, Rijavec & Miljković Krečar, 2018; Yousuf, Amin & Santos, 2018).

Maslow's hierarchy of needs is arranged in hierarchical order and suggests that people are motivated to fulfil basic needs before moving on to other, higher needs. Regarding tourism, tourists want their physiological needs to be satisfied in terms of suitable accommodations and good gastronomy. The second need is safety, assuming that tourists want to be in a safe environment and feel protected. The risk perception of a particular destination proved to be essential to travel decision making (Huang et al., 2019; Reisinger & Navondo, 2005; Yang & Nair, 2014). Social needs are also a very important drive to travel. Traveling could help to create new and strengthen existing relationships. Furthermore, traveling could help one gain higher social status and raise one's self-esteem. Finally, traveling around enables improving different skills, interests deepening or doing something that is beneficial to society, which is connected to self-actualisation (Yousuf, et. al., 2018). Search for self – actualisation is typical for the Millennial generation who are more often looking for outstanding experiences, altruistic behaviours and perceive travel as possibility of education and personal development (Veiga et al., 2017).

Maslow's theory could be beneficial for understanding the different tourists needs and creating attractive arrangements which could create different experiences that travellers seek.

However, needs-based motivation theories have been frequently criticised because concepts are too general and cannot be tested empirically (Kay, 2003). Moreover, tourists' needs evolve constantly and differ considerably between individuals. Along with investigating what needs motivate people to travel, researchers put more effort into understand the underlying factors that lead to particular travel intentions and behaviours.

In this paper, the risk-as-feelings (RAF) concept (Loewenstein et al., 2001) was used as a theoretical background for researching travel intention during the pandemic. Loewenstein et al. (2001) suggest that affective risk perception could offer a better explanation of human behaviours, especially in highly risk situations. Anticipatory emotions, such as worry, fear, dread, or anxiety, could have a crucial role in a decision making process. Having that in mind, limited studies have developed scales to measure anxiety or fear of COVID-19 (Ahorsu et. al., 2022, Magano, et. al., 2021, Zenker, Braun & Gyimóthy, 2021). Kobbeltvedt and Wolf (2009) define decision ambivalence as perceived tension between the hedonic quality of the behaviour and its potential consequences in behavioural choices. For the purpose of our study, it is defined as a perceived tension between positive attitude toward traveling (travel passion), and travel anxiety. Vallerand et al., (2003, p. 756) define passion as a "Strong inclination towards an activity that a person likes, finds important, and invests time and energy". In our study, travel passion is defined as a strong inclination toward traveling. Due to the pandemic, for many tourists, the positive feelings about traveling have been replaced by anxiety, insecurity and psychological distress. Since there are limited studies on how travel passion and fear of COVID-19 influence travel intentions, this study could offer some evidence about tourist decision making in the pandemic context.

METHODOLOGY

Sample and data collection

The target population for this study were travellers who travelled at least twice a year before and during the pandemic. To reach that population, an online survey questionnaire was distributed in February 2022 to different travel forums, websites that promote tourism and social networks for people who like to travel. The final sample consisted of 738 participants.

Instruments

The questionnaire included demographic questions and four variables: three independent and one dependent variable. SPSS was selected as the statistical tool for the data analysis.

Demographic questions

The first part of the questionnaire consists of demographic questions regarding the general characteristics of the respondents as gender, age, and education. Some additional questions were included about vaccination, personal experience with corona virus and perceived changes in travel behaviour due to the pandemic.

Independent variables

Passion for traveling

For the purpose of this study, a 5 item Travel Passion Scale (TPS) was developed. As mentioned before, an operational definition of travel passion in this study is: a strong inclination toward traveling, which include positive emotions, active thinking about and planning of future trips. The item example of this scale is: *I get very excited as soon as there is an opportunity to travel.* Items were appraised on a 5-point Likert scale, where 1 means "strongly disagree" and 5 means "strongly agree". Cronbach's Alpha (α) for this scale is 0,87.

General travel anxiety

As a measure of general travel anxiety, original Pandemic Anxiety Travel Scale (PATS) was used. This scale was developed by Zenker, Braun, and Gyimσthy (2021) and shows good psychometrics characteristics. Cronbach's Alpha (α) in original research was 0,93, and in this research Cronbach's Alpha (α) is 0,85. The item example of this scale is: *I do not feel safe to travel due to COVID-19.* The 5-point Likert scale, (1 means "strongly disagree" and 5 means "strongly agree") is used too.

Specific travel anxiety

For the purpose of this study, another anxiety scale is developed for measuring anxiety and concerns, regarding concrete administrative or technical obstacles or difficulties which could occur in pandemic conditions, during the travel. This scale is named Technical Travel Obstacles Anxiety Scale (TOAS). The item example of the scale is: *I am worried about the various administrative obstacles that COVID 19 has created for travel (e.g. COVID certificates, mandatory tests, various forms, quarantines...).* Cronbach's Alpha (α) for the scale in this study is 0,85.

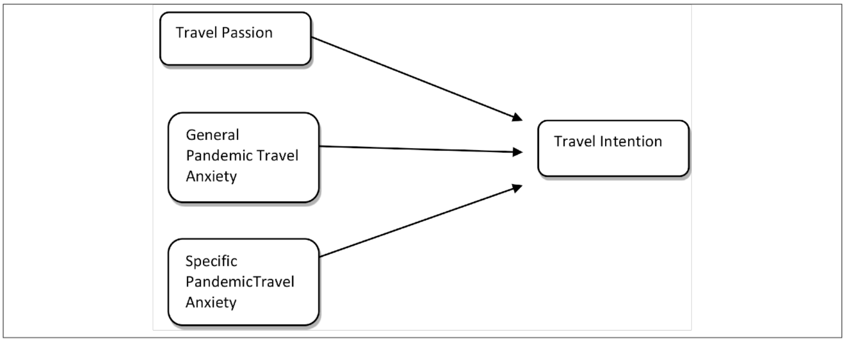
Depended variable

The dependent variable in this study is behavioural intention, i.e., Foreign Travel Intention (FTI). It was measured by one item on 5-point Likert scale (1 means "strongly disagree" and 5 means "strongly agree") :

I'm planning to take tourist travel abroad in the next six months, even if the pandemic continues.

Research model

Figure 1. Proposed theoretical model.



Based on the proposed model, the following hypotheses were formulated:

H1: The passion for travelling has a positive impact on foreign travel intentions.

H2: General pandemic travel anxiety has a negative impact on foreign travel intentions.

H3: Specific pandemic travel anxiety caused by anticipated technical obstacles has a negative impact on foreign travel intentions.

RESULTS

Characteristics of the sample

Of the 738 participants, 87.5% (n = 646) were females and 12.5% (n = 92) were males. The participants' ages ranged from 19 years old to 71 years old, and the average age was M = 38.87 (C = 38, D = 44). In regard to the respondents' education level, only 20.1% were high school graduates, and 79.9% reported they were bachelor or university graduates. 74% participants have received a Covid-19 vaccine, and 56.1% had recovered from the disease.

Regression analysis results

The correlations between all variables are given in Table 1.

Table 1 – Mean, SD and correlations for all variables

	M	SD	N	FTI	PATS	TOAS	TPS
Foreign travel intentions (FTI)	4.54	.953	738	1	-.205	-.225	.262
Pandemic Anxiety Travel Scale (PATS)	2.51	.972	738		1	.632	-.011
Technical travel obstacles anxiety scale (TOAS).	3.5	1.03	738			1	.029
Travel passion scale (TPS)	4.59	.576	738				1

It is evident from the correlation table that all independent variables are hardly correlated to the dependent variable. According to Pallant (2011), these correlations should be r > 0,3. This condition in this study is not fulfilled, which should be considered in the result interpretations. Pallant (2011) also suggests that correlations between independent variables should not be r > 0.7. Since the correlations between the independent variables are smaller, we decided to keep all predictor variables. The Tolerance and Variance inflation factor (VIF) shows there was no multicollinearity, which is shown in Table 4.

Based on the research objectives, the multiple regression analysis was used. The results are shown in Table 2.

Table 2 – Multiple regression analysis results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.357[a]	.128	.124	.892

a. Predictors: (Constant), PATS, TOAS, TPS

b. Dependent Variable: OTI

As can be seen from the table, the model displays approximately 13 % of the variance of travel intention. This percentage, although small, is still statistically significant (Table 3).

Table 3 – Statistical significance of the model (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	85.439	3	28.480	35.799	.000[b]
Residual	583.922	734	.796		
Total	669.360	737			

a. Dependent Variable: OTI
b. Predictors: (Constant), PATS, TOAS, TPS

In Table 4, the contribution of each predictor is shown. Travel passion has a highest significant effect on foreign travel intention. General and specific pandemic anxieties also have significant effect, although this effect is small.

Table 4 – Coefficient table of independent variables

Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	3.309	.285		11.604	.000		
PATS	-.090	.044	-.092	-2.058	.040	.600	1.667
TOAS	-.161	.041	-.175	-3.921	.000	.599	1.669
TPS	.440	.057	.266	7.704	.000	.998	1.002

a. Dependent Variable: OTI

DISCUSSION

For the purpose of this study, foreign travel intentions were measured in a specific condition of COVID-19 pandemic that emerged in December 2019 and spread around the globe. The unknown and unpredicted health risks situation directly influenced the travel intentions and behaviours (Bae & Chang 2021). Reisinger and Mavondo (2005) determine perceived risk as ìcognitive possibilities regarding exposure to threats or dangerî while, Loewenstein et al. (2001) suggest the risk-as-feelings (RAF) hypothesis, claiming that affective risk perception could offer a better explanation of human behaviours, especially in highly risk situations. RAF hypothesis assumes that in a conflict between cognitive evaluations and feelings, feelings will be more influential and important for behaviour (Loewenstein et al., 2001).

As mentioned in the previous chapter, the model that includes travel passion and travel pandemic anxiety as antecedents explains the approximately 13 % in variance of future travel intention. This percentage, although small, is still statistically significant. Travel passion has the highest significant effect on foreign travel intention. These results are not surprising considering the fact that a sample consisted of people who travelled during the pandemic and who were active on traveling forums. In other words, these tourists didn't lose their motivation to travel because of perceived risks. It could be useful information for tourist agencies, how to turn a similar situation into an opportunity and adapt the offer to tourists who want to travel despite restrictions. In other words, tourist – related business should focus on providing timely information and accurate instructions on how to behave under unfavourable circumstances so travellers could have more self-efficacy and feelings of control. Furthermore, developing contactless technologies and ensuring limited crowds at destinations could increase the feeling of security. Zhu and Deng (2020) suggested rural tourism as a secure and attractive solution in the pandemic conditions.

It is important to acknowledge several limitations to this study. Firstly, the sample, although quite large, is not representative. Self-selection bias should be taken into account, which explains the gender imbalance in the responses (i.e., females contribute more to online surveys than males). Furthermore, this study considered only three antecedents which are hardly correlated with the dependent variable. Consequently, the findings of this study should be further tested on a more representative sample with more variables included. One of the commonly used theoretical approaches for predicting human behavior is Ajzen's (1991) Theory of Planned Behavior (TPB). According to Ajzen's theory (1991), the antecedents which form intentions are: the attitude toward the behaviour, the subjective norm, and perceived behavioural control. The TPB is a frequently used theory in the field of tourism for better understanding travellers' decision-making processes and behaviours (Ajzen & Driver, 1992; Chen & Tung, 2014; Ulker-Demirel, & Ciftci, 2020; Seong, & Choi, 2014). This model could be expanded to include more pandemic specific variables.

CONCLUSION

The study results show that three suggested antecedents could explain 12.8 percent of the variance in travel intentions. The model is statistically significant. Travel passion has a highest effect on foreign travel intention. General and specific pandemic anxiety also have significant effect, although this effect is smaller. An implication of these findings is that both positive attitude and anxiety should be taken into account in creating strategies to improve travel experience and safety in a pandemic context. This is a preliminary study with a small variable set and further research should be carried out to substantiate these findings.

References

Ahorsu, D. K., Lin, C. Y., Imani, V., Saffari, M., Griffiths, M. D., & Pakpour, A. H. (2022). The Fear of COVID-19 Scale: Development and Initial Validation. *International Journal of Mental Health Addiction, 20*(3):1537-1545. https://doi.org/10.1007/s11469-020-00270-8.

Ajzen, I. (1991). The theory of planned behaviour, *Organizational behavior and human decision processes, 50*(2), 179-211. https://doi.org/10.1016/0749-5978(91)90020-T.

Ajzen, I., Driver B. L. (1992) Application of the Theory of Planned Behavior to Leisure Choice, *Journal of Leisure Research, 24*(3), 207-224. https://doi.org/10.1080/00222216.1992.1196988.

Bae, S. Y., Chang, P., J. (2021) The effect of coronavirus disease-19 (COVID-19) risk perception on behavioural intention towards 'untact' tourism in South Korea during the first wave of the pandemic, *Current Issues in Tourism, 24*(7), 1017-1035. https://doi.org/10.1080/13683500.2020.1798895.

Chen, M. F., Tung, P. J. (2014). Developing an extended theory of planned behaviour model to predict consumers' intention to visit green hotels. *International Journal of Hospitality Management, 36*, 221-230. https://doi.org/10.1016/j.ijhm.2013.09.006.

Huang, D., Liu, X., Lai, D. and Li, Z. (2019). Users and non-users of P2P accommodation: differences in perceived risks and behavioural intentions, *Journal of Hospitality and Tourism Technology*, *10*(3), 369-382, https://doi.org/10.1108/JHTT-06-2017-0037.

Kay, P. (2003). Consumer motivation in a tourism context: continuing the work of Maslow, Rokeach, Vroom, Deci, Haley and others, in *ANZMAC 2003: A celebrations of Ehrenberg and Bass: marketing discoveries, knowledge and contribution: Proceedings of the Australian and New Zealand Marketing Academy conference* https:// dro.deakin.edu.au/eserv/DU:30036658/kay-consumermotivation-2003.pdf.

Kobbeltvedt, T., & Wolff, K. (2009). The risk-as-feelings hypothesis in a theory-of-planned-behaviour perspective. *Judgment and Decision Making, 4*(7), 567-586.

Loewenstein, G. F., Weber, E. U., Hsee, C. K., & Welch, N. (2001). Risk as feelings. *Psychological Bulletin*, *127*(2), 267. https://doi.org/10.1037/0033-2909.127.2.267.

Magano, J., Vidal, D. G., Sousa, H. F. P., Dinis, M. A.P ., & Leite, Â. (2021). Validation and Psychometric Properties of the Portuguese Version of the Coronavirus Anxiety Scale (CAS) and Fear of COVID-19 Scale (FCV-19S) and Associations with Travel, Tourism and Hospitality. *International Journal of Environmental Research and Public Health*, *18*, 427. https://doi.org/10.3390/ijerph18020427.

Maslow, A. H. (1943). A theory of human motivation. *Psychological Review, 50*(4), 370-396. https://doi.org/10.1037/h0054346.

Miljković, D., Rijavec, M., Miljković Krečar, I. (2018) *Psihologija u turizmu* (Psychology in tourism) IEP-D2, Zagreb.

Pallant, J. (2011). *SPSS Priručnik za preživljavanje* (SPSS survival manual) (4th ed.), Mikro knjiga, Beograd.

Reisinger Y., Mavondo F. (2005) Travel anxiety and intentions to travel internationally: Implications of travel risk perception. *Journal of Travel Research*. *43*(3):212-225. https://doi.org/10.1177/0047287504272017.

Seong, B. H., Choi, S. D. (2014). An analysis on the factors affecting the tourism behaviour by adopting the extended theory of planned behaviour: Focusing on structural tourism constraints and social classes. *Journal of Tourism Science, 38*, 79-101. https://doi.org/10.3390/ijerph18105081.

Ulker-Demirel, E., Ciftci, G. (2020). A systematic literature review of the theory of planned behaviour in tourism, leisure and hospitality management research. *Journal of Hospitality and Tourism Management, 43*, 209-219. https://doi.org/10.1016/j.jhtm.2020.04.003.

Vallerand, R. J., Blanchard, C. M., Mageau, G. A., Koestner, R., Ratelle, C. F., Léonard, M. et al. (2003). Les passions de l'âme: On obsessive and harmonious passion (The passions of the soul: On obsessive and harmonious passion). *Journal of Personality and Social Psychology*, *85,* 756-767. https://doi.org/10.1037/0022-3514.85.4.756.

Veiga, C., Santos, M., Águas, P., & Santos, J. (2017) Are millennials transforming global tourism? Challenges for destinations and companies, *Worldwide Hospitality and Tourism Themes, 9*(6), 603-616. https://doi.org/10.1108/WHATT-09-2017-0047.

Zenker, S., Braun, E., & Gyimóthy, S. (2021) Too afraid to Travel? Development of a Pandemic (COVID-19) Anxiety Travel Scale (PATS), *Tourism Management*, *84*, https://doi.org/10.1016/j.tourman.2021.104286.

Yang, C. L., & Nair, V. (2014). Risk perception study in tourism: are we really measuring perceived risk? *Procedia Social Behavior Science 144*, 322-327. DOI: 10.1016/j.sbspro.2014.07.302

Yousaf, A., Amin, I., C., & Santos, J.A. (2018). Tourist's motivations to travel: A theoretical perspective on the existing literature. *Tourism and hospitality management, 24* (1), 197-211. https://doi.org/10.20867/thm.24.1.8.

Zhu, H., & Deng, F. (2020). How to influence rural tourism intention by risk knowledge during COVID-19 containment in China: Mediating role of risk perception and attitude. *International journal of environmental research and public health, 17*(10), 3514. https://doi.org/10.3390/ijerph17103514.

Dubravko KRAUS
VERN' University, Croatia
Jadranka IVANKOVIĆ
VERN' University, Croatia

IMPACT OF COVID-19 PANDEMIC ON HIGHER EDUCATION INSTITUTIONS AND INTERNATIONAL MOBILITY PROGRAMMES

Abstract

The coronavirus pandemic (COVID-19) has led to changes in all segments of human life and work, and thus in the field of education. On the one hand, the health sector is trying to reduce the consequences of the COVID-19 pandemic to save lives, while policymakers and the general public are concentrating on preserving economic, cultural, social, and educational life. Participants who take part in exchange programmes at Higher Education Institutions (HEI) have been particularly affected by the COVID-19 pandemic as their experiences during the exchange period in new surroundings is limited. The student population participating in exchange programs is most affected by the COVID-19 pandemic. Exchange participants are given formal and non-formal education classroom and online opportunities, however their access to public spaces where they can socialize, learn, and have fun is limited. In this regard, the aim of this paper is to find out what challenges participants in exchange programmes at HEI face during the COVID-19 pandemic.

Keywords: *mobility, exchange programmes, higher education institutions, COVID-19, impact*

1 INTRODUCTION

COVID-19 which started as epidemic in Wuhan Region in China was declared a pandemic by the World Health Organisation in 2020. The COVID-19 pandemic is not only a health crisis and has made unpredictable changes to our whole way of life. The rapid spread of COVID-19 effected societies and economies, changed how people work, communicate, shop and the education system. This dramatic situation has greatly influenced consumer attitudes and behaviours. Human activities in most sectors, agriculture, manufacturing, consumer, entertainment, and education usually take place face-to-face and in few cases in the virtual environment. Almost all sectors of human activity including higher education found themselves in an unprecedented situation and needed to quickly find solutions usually resorting to an online or blended alternative. The social, political, economic and education impact of the COVID-19 situation demanded that institutions respond and take measures to minimise the impact of the pandemic on society as a whole. According to OECD (2020), a drop in world output to 2.4% indicated that a prolonged fight against COVID-19 could reduce the growth rate to 1.5%. By July 31, 2020, COVID-19 had spread across 217+ countries with almost 17.1 million confirmed cases and 668,073 deaths. Most of the countries affected by the pandemic tried to prevent the spread of COVID-19 by measures such as the cancellation of social and public events, gatherings, job closures, stay at home restrictions, restriction on domestic and international transport, testing and contact tracing and ceasing face-to-face delivery of learning for educational institutions.

Nearly 90% of the world's countries have shut their schools in efforts to slow the transmission of COVID-19 (WHO, 2020). Closure of schools and other learning spaces have impacted 94% of the world's student population and it is wildly feared that the education crisis may lead to a generational catastrophe.

The outbreak of COVID-19 was so sudden that higher education institutions (HEI) across the globe were unable to make financial, physical, or psychological preparations. While these developments will leave a significant but temporary gap for most students, the pandemic will have lasting consequences for most marginalised people. Early records indicate that the health and economic impact of the virus are being born disproportionality by poor people. There is a general lack of information from HEI's on how they are coping with COVID-19's complexities and internationalisation. HEI's are also facing serious disruption and consequences.

2 THE IMPACT OF COVID-19 ON HEI

The physical closures of HEI's proved to be an efficient way of minimising the spread of the virus yet it has led to many problems and challenges for both students and teachers and their families, friends, employers and thus society and the global economy. The pandemic had a great impact on higher education students' practices concerning academic work and life e.g., the switch to online/tutorials, closed libraries, changed communication channels for teachers and administrative support, new assessment methods, different workloads, and performance levels. Social life (considering closed dorms and therefore moving back home, no meeting with friends, university colleagues or relatives, no parties, no traveling, remaining trapped abroad etc.) as well as their financial situation (loss of students' jobs, worries about their own financial situation, future education, and career) and emotional health (fears, frustrations, anxiety, anger, boredom etc.).

As of April 1, 2020, the number of learners required to stay at home due to the closure of their education institution at all levels reached a peak of 1.598 billion from 194 countries . Those closure included shutting down schools from pre-primary level to HEI, including technical and vocational education and training institutions in a majority of countries. In fact, the second wave signalled trouble for the second and third consecutive years. During the third wave, cautious attempts are being made to reopen the HEI's. This occurred in many but not all countries, resulting in the third academic year also being affected for many students.

To better understand the impact of COVID-19 on HEI's, different organisations sought answers to take action and measures in response to the crisis. Some of these organisations like the International Association of Universities (IAU), Institute of International Education (IIE) in USA, the European Association for International Education (EAIE) and the Erasmus Student Network (ESN) in Europe conducted different surveys investigating the impact of COVID-19 on international education. Therefore, the most common and meaningful words used to describe the impact of COVID-19 on HEI's included the words: students, education, learning, university, teaching and students' mobility.

3 THE IMPACT OF COVID-19 ON STUDENTS' MOBILITY

The term student international mobility refers to a student who has an internship with the aim acquiring new skills and knowledge in an international environment. Students are not a homogenous group, they have distinct motivation for pursuing international credentials. Wealthier students often seek an international cultural experience and the prestige of top-class universities, while middle class students' priorities link more directly to livelihood opportunities. As a result of the COVID-19 disruption many changes have occurred as more students decide to study closer to their home. The priorities of students and their families have changed. For example, more than two thirds (73%) of the EAIE survey indicated that the outbound mobility of students was affected as a result of the COVID-19 outbreak, and 54% of outbound mobility staff was affected in some way, as well.

Considering the impact of COVID-19 on student life, researchers around the world published several papers presenting studies on this impact of COVID-19, particularly on physical and mental health the economy, society, and environment. To prevent and reduce the spread of COVID-19 HEI's around the world rapidly moved to transfer various courses from onsite to online with online learning (e-learning). Online or e-learning thereby become a mandatory teaching and learning process of educational institutions. The process of teaching online is not simply putting learning materials online. The content, organisation and learning methods demanded a new mode of delivery in a way that students do not feel alone and isolated in the learning process . For this purpose, students must have ICT equipment ensured which for some mobility students was a challenge as they did not have the ICT equipment as they were prepared for in classroom classes. Additionally, students from rural, undeveloped, and remote areas may also face a problem with Internet connectivity. Also, we cannot ignore that a lack of/inconsistent supply of electricity or poverty will impact on students' holding a negative attitude towards an online mode of learning.

In the early period of the COVID-19 pandemic studying from home required self-discipline and self-motivation to follow online classes. Besides a lack of self-discipline students may face inappropriate learning environments which lead to feeling overload with work, resulting in a higher level of stress . Students had yet to get used to the new system, which could create a sense of increased study commitments and obligations. Simultaneously, lecturers unfamiliar with the new methods of delivery often overloaded students with teaching or study materials and assigned them too many obligations based on that material. Therefore, when planning and designing teaching and learning processes they should carefully balance online teaching with students' self-learning.

Although students had adapted quite well to the new teaching and learning experience, the students initially found it difficult to focus during online teaching in comparison to onsite teaching and reported worsened study performance since the onsite class had been cancelled. Closure and imposed isolation caused by the COVID-19 pandemic resulted in a loss of one's usual daily routine as well as reduced social and physical contacts with others, including social-distancing measures, which trigger a variety of negative emotions such as frustration, boredom, confusion, anger, anxiety, and so on. The closure of HEI's due to the COVID-19 pandemic has put the majority of the students in an unfamiliar situation. During the period of closure, Elmer, Mepham and Stadtfeld (2020) indicated that students were living in environments with varying circumstances and had different options to keep their social life as close to "normal" as possible. Adding that some were at a higher risk of social isolation and the consequent development of mental health disorders e.g., those who were living by themselves in this period.

Besides changes in their social life, students had to modify certain other habits and daily routines, especially those connected to the risk of spreading the virus. They had started to wear a mask outside, washing hands and avoiding crowds and large gatherings. They also had to avoid public transport, cancel their travel plans, study and work from home, avoid touching the face and started to stock up on essentials. As digital natives, they did not alter their habits much regarding online shopping. Students also did not leave the home unnecessarily during the first phase of the COVID-19 pandemic. They also contacted close persons and did workouts at home. Apart from the many negative consequences, the pandemic created some opportunities for students with respect to their future work and behaviours, e.g., acquiring digital skills faster. During this period, students had time to develop a habit of eating healthily, to do sports, and something good for the people around them .

In response to the COVID-19 pandemic, many countries around the world have introduced different emergency policy measures . The first wave of measures aimed to protect public health, while the second wave was intended to mitigate the socio-economic consequences of the crisis. However, mobility students' ability to finance their mobility periods has become an important issue. In terms of housing, the cost of rent was the most highlighted due to the fact that most mobility students had to follow classes online and were somewhat isolated from daily activities. For this reason, the question arises whether it is worthwhile for students to go on a mobility period and pay for accommodation, daily and travel expenses, if they will not be able to have a daily student life. The measure of arranging transportation was also important for a large number of students. During the COVID-19 lockdown, a certain number of flights and other modes of transport were cancelled, which in certain cases led to daily cost increases. All students participating in the mobility program also want to make new friends, learn about local customs, travel and experience new things during their stay at the HEI. During the COVID-19 pandemic, this has become more difficult, and a certain number of students cancel their mobility period for this reason during 2020 and 2021.

4 THE IMPACT OF COVID-19 ON HEI AND MEASURES TAKEN

In the context of the unexpected outbreak and rapid spread of the COVID-19 pandemic across different parts of the globe, HEI's were unable to make necessary financial, physical or even psychological preparations in a short period of time. The immediate response of HEI's to lock down was a set of reflex actions. HEI's were closed, day-to-day operations and classroom teaching were suspended; examinations were cancelled; entrance tests and admissions procedures were put on hold. Furthermore, students were asked to stay and study at home. At the time, no access was provided to research infrastructure: libraries, laboratories, archives, and museums or to auditoria, parks, canteens, etc. Field work for research was stopped; conferences, seminars and meetings were cancelled or postponed indefinitely; internships were cancelled; recruitment activities were suspended; job-offers were withdrawn; and so on. All traditional, conventional development plans and strategies of institutions were displaced; the 2019–2020, 2020–2021 and even 2021–2022 HEI's calendars and plans along with students' plans including any planned study overseas have been jeopardised.

The urgency of the situation has rushed education institutions to find a solution, which was online teaching and learning. In order to revive learning and teaching activities, and to manage continuity in learning, without breaking the education cycle a new educational process begun relying predominantly on digital, remote learning systems. This required the adaptation of both teachers and students to new forms through virtual learning. Classes, seminars and meetings were held online in virtual mode. Teachers started adapting to the new culture of 'teach-from-home' and students 'learning-from-home'. A new timetable for remote teaching and learning programmes was established. The second phase of COVID-19 started with new education processes relying on a digital remote system. During 2020 and 2021 and somewhat in 2022 international student mobility has been halted, with major national borders closed. Global HEI's have not only been disrupted by the COVID-19 crisis in terms of student learning and internationalization, but major HEI's systems have also been significantly impacted by the global crisis, with a drastic drop in international students' mobility.

HEI's very quickly realized that student well-being has become a distinctly important factor. Students' well-being refers to the psychological, cognitive, social and physical functioning and capabilities that students need to live a happy and fulfilling life . This is particularly evident in the case of students who participate in mobility programs because these students are a vulnerable group. For this reason, HEI's try to support students in mental, emotional and physical well-being during their mobility period through the HEI counselling centre. Although when the COVID-19 pandemic began, HEI's were primarily oriented towards the organization of classes, student well-being fell into the background and it took some time for HEI's to address this issue towards students on mobility programs.

5 RESEARCH

The research method that was used is a survey. The main goal was to determine what challenges participants in exchange programs at HEI's face due to COVID-19 in the academic year's 2020/21 and 2021/22. The questionnaire link using 'Google forms' with 15 questions was sent to mobility students to fill in. The research was conducted on a selected sample of a total of 60 respondents in June 2021 and 60 respondents in June 2022. All respondents were students who achieved physical mobility at a foreign HEI's.

As displayed in Figure 1 and 2, we can see the students' opinions regarding the usefulness of information provided by their host university and if sufficient information was available regarding their academic calendar and classes, health and safety measures, information and ease of access to accommodation and travel possibilities.

We can conclude that there are differences in students' viewpoints throughout the two academic years. In the 2020/21, HEI's and students were taken by surprise due to the COVID-19 outbreak and the situation they found themselves in. While in the 2021/2022, HEI's and students already had a certain amount of experience and were somewhat prepared for the COVID-19 situation. One of the most common issues that students faced was loss or unavailability of transportation to their mobility period and return to their home.

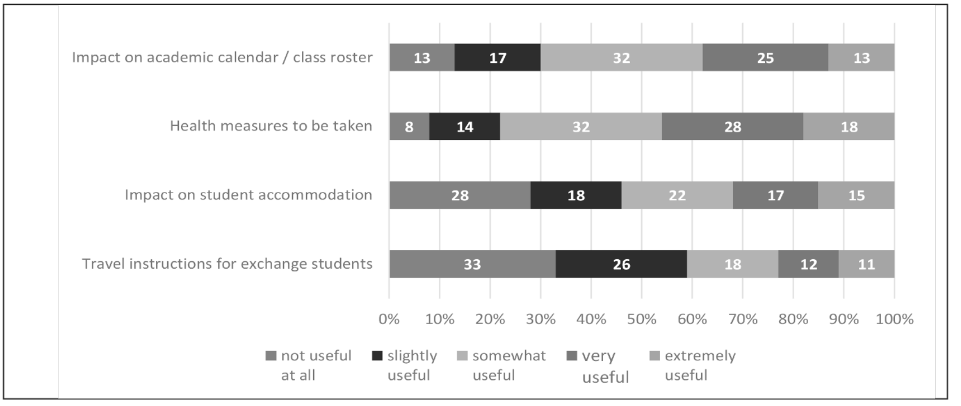


Figure 1 – Usefulness of information provided by host university, health measures, accommodation and travel in academic year 2020/21 (in %). Source: Research of authors.

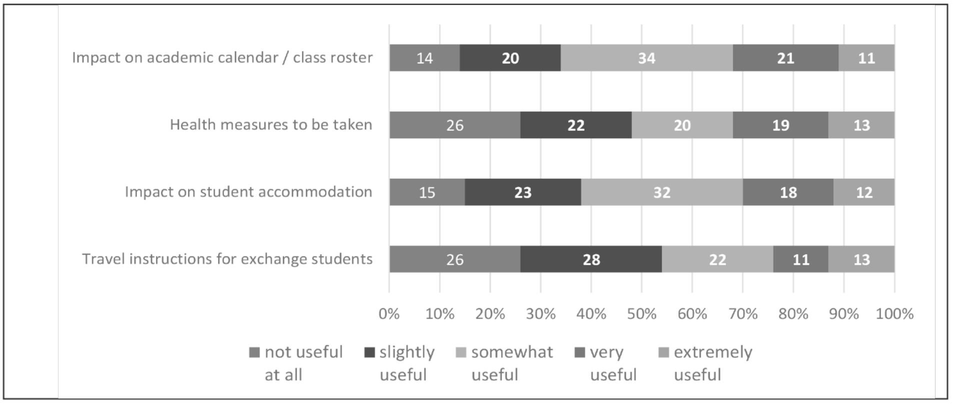


Figure 2 – Usefulness of information provided by host university, health measures, accommodation and travel in academic year 2021/22 (in %). Source: Research of authors.

By analysing the answers from the questionnaire during 2020/2021, 7% of the respondents reported that they had in classroom lectures while 83% of the respondents reported that their mobility was in blended mode (part-time in classroom, part time online) – lessons started in the classroom and finished online. 10% of the respondents reported that they attended mobility fully online. During 2021/2022, 36% of the respondents reported that they had in classroom lectures, 61% of respondents reported that their mobility was in blended mode (part-time in classroom, part-time online) and 3% of respondents reported that they attended mobility online.

From analysis of the responses from the questionnaire, a number of students expressed experiencing feelings of stress and anxiety due to isolation or social exclusion during their mobility period. Results of findings are presented in Figure 3. From the analysis of the results, we notice that in 2020/21 isolation and social exclusion was present to great extent among mobility students, while in 2021/22 it was moderately present. These indicators show that students were subject to negative stress and satisfaction with the mobility period was evaluated as a period of difficult adjustment and a difficult period in students' lives.

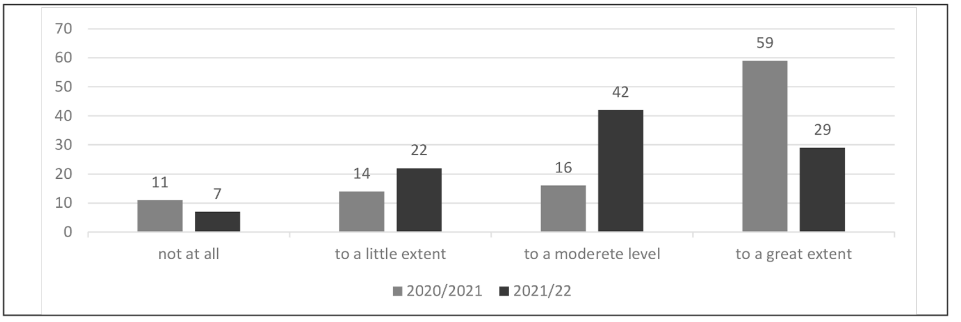


Figure 3 – Isolation and social exclusion at HEI's (in %). Source: Research of authors.

Figures 4 and 5 present the possibility of meeting new people, getting to know and explore other cultural customs from students' perspectives during their mobility period.

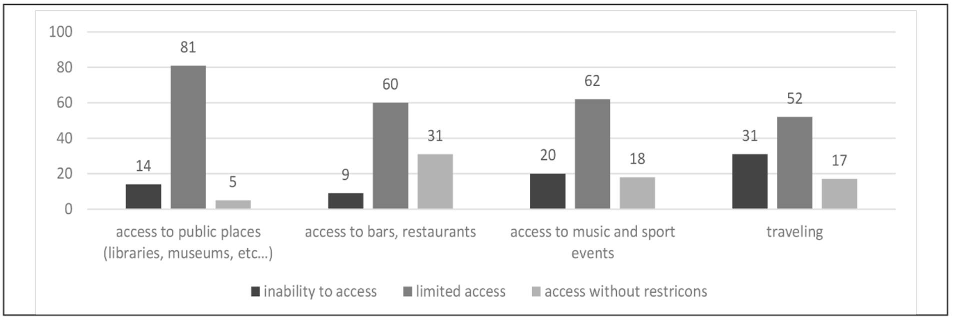


Figure 4 – The possibility of meeting new people, getting to know and explore other cultural customs in 2020/2021 (in %). Source: Research of authors.

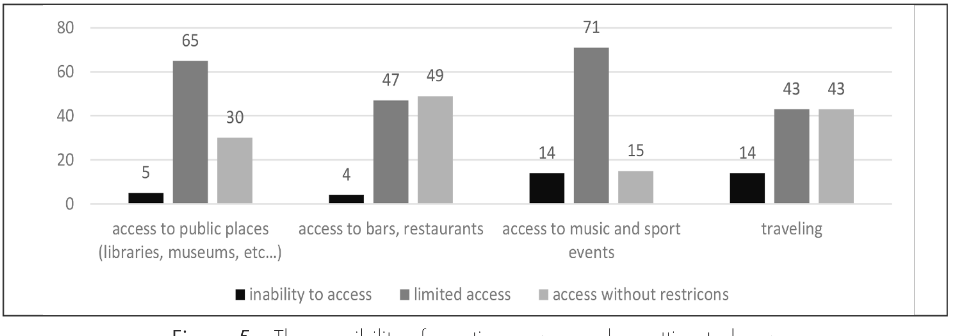


Figure 5 – The possibility of meeting new people, getting to know and explore other cultural customs in 2021/2022 (in %)

From the research we see that in 2020/2021 many restrictions were in effect that led to reduced activities in students' lives. During 2021/2022, the relaxation of the COVID-19 measures happened. This allowed more events to take place, more access to public places was made possible and therefore students had the opportunity to slowly return to everyday student life and thus meet new people and cultures. Travel restrictions and travel cancelations were slowly lifted which made student exploration more accessible and thus they achieve one of their goals for their mobility period.

6 CONCLUSION

Given the ongoing pandemic and the application of measures, it can be said that the COVID-19 pandemic has had a negative impact on HEIs and student mobility. HEIs focused on classroom interventions and prevention strategies to address students' academic and social concerns. The COVID-19 pandemic has changed the way HEIs operate, but they need to do more to look after their students and properly manage their wellbeing. The research in this paper presents a snapshot in time and the perspective of students in midst of the COVID-19 pandemic. The students indicated that there were different challenges and barriers but still students do believe that they can benefit in mobility programs in the future.

References

Aristovnik, A., Keržič, D., Ravšelj, D., Tomaževič, N., & Umek, L. (2020). Impacts of the COVID-19 pandemic on the life of higher education students: A global perspective. *Sustainability 2020, 12,* 1-34. https://doi.org/10.3390/su12208438.

Aslam, F. (2020). COVID-19 and importance of social distancing. *Preprints 2020*. https://doi.org/10.20944/preprints202004.0078.v1.

Bank, T. W., UNESCO, & UNICEF. (2021). *The state of the global education crisis: A path to recovery*. International Bank for Reconstruction and Development / The World Bank, UNESCO and UNICEF.

Brooks, S., Webster, R. K., Smith, L., Woodland, L., Wessely, S., Greenberg, N., & Rubin, G. (2020). The psychological impact of quarantine and how to reduce it: Rapid review of the evidence. *Lancet, 10227*, 912-920. https://doi.org/10.1016/S0140-6736(20)30460-8.

Cao, W., Fang, Z., Xu, C., Dong, J., & Zheng, J. (2020). The psychological impact of the COVID-19 epidemic on college students in China. *Psychiatry Research*, *287,* 1-5. https://doi.org/10.1016/j.psychres.2020.112934.

Elmer, T., Mepham, K., & Stadtfeld, C. (2020). Students under lockdown: Comparisons of students' social networks and mental health before and during the COVID-19 crisis in Switzerland. *Plos One,* 15(7) e0236337, 1-22. https://doi.org/10.1371/journal.pone.0236337.

Nicola, M., Alsaf, Z., Sohrabi, C., Kerwan, A., Al-Jabir, A., Iosifidis, C., Agha, M., Agha, R. (2020). The socio-economic implications of the coronavirus pandemic (COVID-19): A review. *International Journal of Surgery,* 78, 185-193. https://doi.org/10.1016/j.ijsu.2020.04.018.

OCED. (2020). *Coronavirus: The world economy at risk.* OCED. Retrieved from https://www.oecd.org/berlin/publikationen/Interim-Economic-Assessment-2-March-2020.pdf.

OECD. (2017). *Students' well-being: What it is and how it can be measured. PISA 2015 Results (Volume III).* OECD Publishing.

Ramzy, A., & McNeilD, D. (2020). HO declares a global emergency as Wuhan Corona virus spreads. *The New York Times.* Retrieved from https://www.nytimes.com/2020/01/30/health/coronavirus-world-health-organization.html.

Rumbley, L. (2020). *Coping with COVID-19: International higher education in Europe*. The European Association for International Education (EAIE).

Stephan, M., Gläser-Zikuda, M., Kopp, B., Bedenlier, S., & Ziegler, A. (2020). Digital readiness and its effects on higher education students' socio-emotional perceptions in the context of the COVID-19 pandemic. *Journal of Research on Technology in Education, 54*(2). doi:https://doi.org/10.1080/15391523.2020.1846147.

UNESCO. (2022). *Education: From disruption to recovery*. Retrieved August 20, 2022, from https://webarchive.unesco.org/web/20220630122350/https://www.unesco.org/en.

United Nations. (2020). *Policy Brief: The Impact of COVID-19 on children.* United Nations. Retrieved from https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8932464/#CR43.

World Health Organization. (2020). *WHO Director-General's opening remarks at the media briefing on COVID-19 – 11 May 2020.* Retrieved August 22, 2022, from https://www.who.int/director-general/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19-11-may-2020.

Marko MARELIĆ
Andrija Štampar School of Public Health, School of Medicine, University of Zagreb, Croatia
Tea VUKUŠIĆ RUKAVINA
Andrija Štampar School of Public Health, School of Medicine, University of Zagreb, Croatia

DOCTOR–PATIENT INTERACTIONS ON SNS AMONG DOCTORS OF MEDICINE AND DENTAL MEDICINE

Abstract

Communication between doctors and patients is a specific form of communication and it is of great interest for the medical and dental profession as well as for broader society. Social networks sites (SNS) are part of everyday life and a large number of and large part of online communication is now conducted over SNS. The aim of this paper is to investigate whether and to what extent doctors of medicine (MD) and doctors of dental medicine (DMD) interact with patients on SNS and to determine are there differences in doctor-patient interactions between these two medical professions. A quantitative cross-sectional questionnaire study was conducted on a convenient sample of all Croatian MDs and DMDs, from February to May 2021. A total of 1013 questionnaires were collected, out of which 753 entered the analysis as SNS users. Results show that both MDs and DMDs had interactions with patients on SNS. In the sample, 42% of them visited the profile of their patient or patient's family, where DMDs did that statistically significantly more often than MDs (60.6% vs 33.3%, $P<.01$). Most reported reason for visiting their profiles was "curiosity" (77%), almost twice as much as "gathering information for medical care" (38%) or "social communication" (37%). Both MDs and DMDs received "friend requests" from patients or their family (72%), where DMDs significantly more often accepted those requests ($U=22636.5$, $P<.01$). An important difference found between MDs and DMDs is in initiation of "friend requests" towards patients, where DMDs had done that significantly more (15% vs 3,4%, $P<.01$). These results show that doctor-patient interactions exist on SNS and that MDs and DMDs differ in the proportion of connecting with patients. It also means that it is necessary to further consider the balance between the dangers and advantages of SNS, and find safe way to facilitate doctor-patient interactions on SNS.

Keywords: *Social network sites, e-professionalism, medicine, dental medicine*

BACKGROUND

Social networks sites (SNS) are part of everyday life, and many healthcare professionals and their patients are SNS users. SNS are by definition "applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other" (Kaplan & Haenlein, 2010). Communication between doctors and patients is a specific form of communication and it is of great interest for the medical and dental profession as well as for broader society. Attitudes and behaviors reflecting traditional professionalism paradigms are still manifested in digital media and this phenomenon is called e-professionalism (Cain & Romanelli, 2009). With the growth of popularity and number of users on SNS, e-professionalism has become relevant an ethical and professional topic, which can be seen from the large number of publications researching that topic (Vukušić Rukavina et al., 2021). The aim of this paper is to investigate whether and to what extent doctors of medicine (MDs) and doctors of dental medicine (DMDs) interact with patients on SNS, and to determine if there are differences in doctor-patient interactions between these two medical professions.

METHODS

A quantitative cross-sectional study on the use of SNSs among MDs and DMDs was conducted. Data was collected by using a survey-specific questionnaire named "SMePROF Project Survey Questionnaire on Social Media Usage, Attitudes, Ethical Values and E-professional Behaviour of Doctors of Medicine and Doctors of Dental Medicine" or SMePROF-D questionnaire. The questionnaire used to obtain data in this study was derived from previous studies within the project "Dangers and benefits of social networks: E-professionalism of healthcare professionals – SMePROF (University of Zagreb, School of Medicine; Marelić et al., 2021; Viskić et al., 2021). Bosslet et al. (2011) developed items that were later included in the SMePROF-D questionnaire, the items were translated in Croatian and used to obtain data used in this research. Data used in this paper will focus only on part of the questionnaire's instruments.

The type of sample was a non-probabilistic convenience sample. Participating MDs and DMDs were recruited through two rounds of survey email invitations distributing the questionnaire, between February 16 and July 13, 2021, with a reminder sent on May 4, 2021. The mailing lists used to distribute the survey link were the official full membership emailing lists of the Croatian Medical Chamber (CMC) (15,562 email addresses) and Croatian Chamber of Dental Medicine (CCDM) (7,616 email addresses).

Both the study and the questionnaire were approved by the ethical boards of the University of Zagreb School of Medicine (641-01/18-02/01) and the University of Zagreb School of Dental Medicine (05-PA-24-2/2018). Formal approval was also obtained from the governing bodies of both the CMC (900-06/20-01/11) and CCDM (900-01/21-01/02) for use of the mailing lists.

Demographic data were analyzed using descriptive statistics. Comparisons of MDs' and DMDs' responses on categorical variables were calculated using the chi-square (with

Yates' correction for continuity when needed), and comparison of ordinal variables was calculated using the Mann-Whitney U test. A two-tailed alpha of 0.05 was used to denote statistical significance. Statistical analysis was conducted in IBM SPSS STATISTICS 25.0.

RESULTS

In Table 1, sociodemographic characteristics of the sample are shown. A total of 1013 questionnaires were collected, and the response rate was 4.4% (1013/23178). Of the total number of questionnaires collected, 260 responses were excluded (nine respondents did not provide informed consent; one respondent was not of adequate age; four cases were duplicate responses; 246 reported not using SNSs). Out of 753 included responses, 507 (67.3%) were from MDs and 246 (32.7%) from DMDs.

The sample was predominantly female (72.1%), with a median age of 35. The majority of MDs worked in the public sector (79.4%) and DMDs in the private sector (69.1%). The most used SNS was Facebook (91.6%), followed by Instagram (63.1%) and LinkedIn (52.1%). Most respondents reported they use SNS either more passive than active (59.8%) or even exclusively passive (17.5%), where active usage was introduced in the survey as: commenting, posting links, or photos and sending invitations, while passive behavior was defined as: reading and viewing content posted by others. Most respondents access SNS daily (78.1%).

Table 1 – Sociodemographic of the sample (N=753)

	All	**MD**	**DMD**
	N (%)	N (%)	N (%)
Sex			
Male	195 (25.9)	124 (24.5)	71 (28.9)
Female	558 (74.1)	383 (75.5)	175 (71.1)
Total	753 (100)	507	246
Age			
$\bar{x}$	38.39	39.26	36.58
Median	35	35	35
Min.	24	24	24
Max.	73	73	60
SD	10.990	11.890	8.598
Type of employment			
Public sector	475 (63.6)	400 (79.4)	75 (30.9)
Private sector	272 (36.4)	104 (20.6)	168 (69.1)

SNS platforms			
Facebook	695 (91.6)	457 (90.1)	238 (96.7)
Instagram	475(63.1)	292 (57.6)	183 (74.4)
LinkedIn	392 (52.1)	281 (55.4)	111 (45.1)
YouTube	248 (32.9)	183 (36.1)	65 (26.4)
Twitter	78 (10.4)	58 (11.4)	20 (8.1)
Snapchat	45(6)	23 (4.5)	22 (8.9)
TikTok	35(4.6)	15 (3.0)	20 (8.1)
Active/passive usage			
Exclusively passive	132 (17.5)	106 (20.9)	26 (10.6)
More passive than active	450 (59.8)	297 (58.6)	153 (62.2)
Half-and-half	115 (15.3)	65 (12.8)	50 (20.3)
More active than passive	51 (6.8)	36 (7.1)	15 (6.1)
Exclusively active	5 (0.6)	3 (0.6)	2 (0.8)
Access frequency			
More than 10x a day	85 (11.3)	58 (11.4)	27 (11.0)
5 to 10x a day	379 (50.3)	231 (45.6)	148 (60.2)
Once a day	124 (16.5)	93 (18.3)	31 (12.6)
2 to 3x a week or less	165 (21.9)	125 (24.7)	40 (16.3)

In Table 2, the prevalence of visiting the profile of a patient or patient's family is shown. More than half of our respondents negated visiting a patients' or patient's family's profile (57.8%), 26% of respondents visited a patient's profile, and additionally 14.3% of respondents visited both patient's and patients' family member profile. DMDs in our sample were statistically more likely to visit a patient's profile than MDs (42.3% vs 18.1%) (χ^2=64.024; df=3; P<.01).

Table 2 – Visiting the profile of a patient or a member of a patient's family on SNS (N=753)

	All	MD	DMD	χ^2; df; P
	N (%)	N (%)	N (%)	
Yes, patient profile	196 (26.0)	92 (18.1)	104 (42.3)	
Yes, family member profile	14 (1.9)	11 (2.2)	3 (1.2)	61.024; 3; <.01*
Yes, both	108 (14.3)	66 (13.0)	42 (17.1)	
No	435 (57.8)	338 (66.7)	97 (39.4)	

* -P<.01

The reasons for visiting patient's or patient's family member profile (or both) are show in Table 3. It is important to note that respondents could select multiple reasons for visiting the profile. Most frequent reason for visiting a patient's or patient's family member profile was out of curiosity (total 76.7%). Only statistically significant difference between MDs and DMDs was found for social communication, where DMDs reported that reason more often than MDs (46.3% vs 29%) (χ^2=9.444; df=1; *P*=.002).

Table 3 – Reasons for visiting the profile of a patient or a member of a patient's family (n=318)

Item	**All**	**MD**	**DMD**	**χ^2; df; P***
	n (%)	n (%)	n (%)	
Obtaining more information for the purpose of patient care	122 (38.4)	68 (40.2)	54 (36.2)	0.379; 1; .538
Social communication	118 (37.1)	49 (29.0)	69 (46.3)	9.444; 1; .002**
Out of curiosity	244 (76.7)	127 (75.1)	117 (78.5)	0.334; 1; .563

* Yates's correction for continuity. ** -*P*<.01

In Table 4, the prevalence of receiving a friend request on a private profile on SNS is shown. Almost half of the respondents received a friend request from a patient (45.9%) and a third of the respondents (28%) never received a request from a patient or a member of patient's family. There is a statistically significant difference between MDs and DMDs, where DMDs were more likely to receive a friend request from a patient (61.4% vs 38.5%) (χ^2=73.526; df=3; *P*<.01).

Table 4 – Receiving a friend request from a patient or patient's family member (N=753)

	All	**MD**	**DMD**	**χ^2; df; P**
	N (%)	N (%)	N (%)	
Yes, patient	346 (45.9)	195 (38.5)	151 (61.4)	
Yes, a member of the patient's family	24 (3.2)	20 (3.9)	4 (1.6)	73.526; 3; <.01*
Yes, both	172 (22.8)	103 (20.3)	69 (28.0)	
No	211 (28.0)	189 (37.3)	22 (8.9)	

* -*P*<.01

The frequency of accepting the requests from patients is shown in Table 5. 43.9% of respondents never accept friend requests from patients, 29.3% accept rarely, 21.2% sometimes and 5.5% of respondents always accept the requests. There is statistically significant difference between MDs and DMDs in frequency of accepting friend requests from patients, where DMDs do it more often than MDs (U=22636.5; *P*<.01).

Table 5 – Accepting friend request from a patient (n=542)

	All	MD	DMD	U; *P*
	n (%)	n (%)	n (%)	
Never	238 (43.9)	186 (58.5)	52 (23.2)	
Rarely	159 (29.3)	71 (22.3)	88 (39.3)	22636.5; <.01*
Sometimes	115 (21.2)	50 (15.7)	65 (29.0)	
Always	30 (5.5)	11 (3.5)	19 (8.5)	
x̄ (s)		1.64 (.869)	2.23 (.902)	

* -*P*<.01

The frequency of accepting the requests from a patient's family member are shown in Table 6. Most of the respondents (66.4%) never accept friend requests from members of a patient's family, 17.7% accept them rarely, 13.5% sometimes and 2.4% of respondents always accept those friend requests. There is statistically significant difference between MDs and DMDs regarding the frequency of accepting the friend requests from a patient's family members, where DMDs do it more often than MDs (U=30420; *P*=.001).

Table 6 – Accepting friend request from a patient's family member (n=542)

	All	MD	DMD	U; P
	N (%)	N (%)	N (%)	
Never	360 (66.4)	230 (72.3)	130 (58.0)	30420; .001*
Rarely	96 (17.7)	46 (14.5)	50 (22.3)	
Sometimes	73 (13.5)	39 (12.3)	34 (15.2)	
Always	13 (2.4)	3 (0.9)	10 (4.5)	
x̄ (s)		1.42 (.740)	1.66 (.894)	

* -*P*<.01

The prevalence of MDs and DMDs in our sample that have sent a friend request from their private profile on SNS to a patient or a member of the patient's family are shown in Table 7. Most of our respondents (92.8%) have never sent friend request to a patient or member of patient's family. A total of 4.4% of respondents have sent friend requests to the patient, and 2.4% have sent friend requests to both a patient and a member of the patient's family. There was a statistically significant difference between MDs and DMDs in prevalence of sending friend requests to a patient or a member of the patient's family (χ^2=45.177; df=3; *P*<.01), where 11% of DMDs in the sample have sent friend requests to a patient, compared to 1.2% of MDs.

Table 7 – Sending a "friend request" from a private profile on a SNS to a patient or a member of the patient's family (N=753)

	All	MD	DMD	χ^2; df; P
	N (%)	N (%)	N (%)	
Yes, to the patient	33 (4.4)	6 (1.2)	27 (11.0)	
Yes, a family member	3 (0.4)	0 (0.0)	3 (1.2)	45.177; 3; <.01*
Yes, both	18 (2.4)	11 (2.2)	7 (2.8)	
No	699 (92.8)	490 (96.6)	209 (85.0)	

* -*P*<.01

DISCUSSION

The sample is predominantly female with almost three quarters of respondents being women. This is an expected result since the feminization of the medical profession has been happening for years (Cockerham, 2017, p. 231) and statistical data measured on the national level for 2021 published by Croatian Institute for Public Health suggest that more than 60% of MDs and DMDs in Croatia are women (Croatian Institute for Public Health, 2021). MDs in the sample are mostly employed in the public sector, while most of DMDs are oriented towards the private sector. This is also consistent with data on the national level (Croatian Institute for Public Health, 2020). Even though this research uses a convenient sample that limits the generability of the conclusions, the gender and sector of work roughly match the distribution on population, which favors the quality of the sample. The high prevalence of Facebook use among MDs and DMDs (over 90%) was expected, considering that it corresponds to the results of the research conducted on medical students in Croatia, where 99% of medical and dental students used Facebook (Viskić et al., 2021). Respondents in our sample are active SNS users, which can be seen from their high frequency of accessing SNS (only about 20% of the sample had access frequency less than once a day), however they use SNS mostly passive.

Over 40% of respondents in our sample have visited a profile of a patient or a member of a patient's family. Even though this is a behavior that is not directly visible to the patient, it could still be considered an ìinteraction with a patientî (Bosslet et al., 2011). This high prevalence should not be ignored because it opens way for other types of interactions, which exposes MDs and DMDs personal SNS content to the patient. Even though some respondents visit the profile in order to obtain more information for the purpose of patient care, for more than 70% of respondents' curiosity is one of the reasons behind that action. DMDs had significantly higher prevalence of visiting a profile of a patient or patient's family (60.6%) than MDs (33.3%). Most DMDs are employed in the private sector, and SNS could be used as a marketing platform as well as a way to reach potential or current clients. Compared to the research from Bosslet et al, only 15.5% of practicing physicians from their sample have visited a profile of a patient or a member of a patient's family on SNS (Bosslet et al., 2011). Even though it cannot be confirmed, this could be explained by the fact that ten years have passed between these studies, during which period the SNS' had an exponentially growth.

The prevalence of receiving friend requests from patients has also increased if compared to Bosslet et al. (2011) research. Over 70% of MDs and DMDs in our sample have received a friend request on their private profile from a patient or patient's family member. More than 90% of DMDs have received a friend request from a patient or their family member. Receiving friend requests on private profiles could put pressure on MDs and DMDs to accept them, and our results show that more than half of our respondents at least sometimes accept those requests.

Sending a friend request to a patient is a form of interaction that is initiated by the MD or DMD and it could be considered the biggest issue for e-professionalism in comparison to other interactions described in this paper. There is a significant difference in this type of action between MDs and DMDs, where 15% of DMDs in the sample admit that they have sent a friend request to a patient or patient's family member as opposed to only 3.4% of MDs. This difference could also be explained with the sector of employment, and it shows that DMDs are less careful in interactions with patients on SNS and therefore more exposed to potential dangers of nonprofessional behavior. The limitation of this research is the convenient sample, which limits the possibility to infer these results to the populations of MDs and DMDs in Croatia.

CONCLUSIONS

Results show that both MDs and DMDs interacted with patients on SNS. In the sample, 42% of them visited the profile of their patient or patient's family, where DMDs did that statistically significantly more often than MDs. The most reported reason for visiting a profile was "curiosity", almost twice as much as "gathering information for medical care or "social communication".

Both MDs and DMDs received friend requests from patients or their family, where DMDs significantly more often accepted those requests. An important difference found between MDs and DMDs is in initiation of "friend requests" towards patients, where DMDs had done that significantly more (15% vs 3.4%). These results show that doctor-patient interactions exist on SNS and that MDs and DMDs differ in the proportion of connecting with patients. It also means that it is necessary to further consider the balance between the dangers and advantages of SNS and find a safe way to facilitate doctor-patient interactions on SNS, where official guidelines for these types of behaviors could be a start.

References

Bosslet, G. T., Torke, A. M., Hickman, S. E., Terry, C. L., & Helft, P. R. (2011). The patient-doctor relationship and online social networks: Results of a national survey. *Journal of General Internal Medicine, 26*(10), 1168-1174. https://dio.org/10.1007/s11606-011-1761-2.

Cain, J., & Romanelli, F. (2009). E-professionalism: A new paradigm for a digital age. *Currents in Pharmacy Teaching and Learning, 1*(2), 66-70. https://dio.org/10.1016/j.cptl.2009.10.001.

Cockerham, W. C. (2017). *Medical Sociology (14th ed.).* Routledge.

Croatian Institute for Public Health (2020). *Croatian health statisics yearbook 2019.* Zagreb: Croatian Institute for Public Health. (1.12.2022.). Retrieved from https://www.hzjz.hr/hrvatski-zdravstveno-statisticki-ljetopis/hrvatski-zdravstveno-statisticki-ljetopis-za-2019/.

Croatian Institute for Public Health (2021). *Croatian health statisics yearbook 2020*. Zagreb: Croatian Institute for Public Health. (1.12.2022.). Retrieved from https://www.hzjz.hr/sluzba-javno-zdravstvo/hrvatski-zdravstveno-statisticki-ljetopis-za-2021-tablicni-podaci.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons, 53*(1), 59-68. https://dio.org/10.1016/j.bushor.2009.09.003.

Marelić, M., Viskić, J., Poplašen, L. M., Relić, D., Jokić, D., & Rukavina, T. V. (2021). Development and validation of scale for measuring attitudes towards e-professionalism among medical and dental students: SMePROF-S scale. *BMC Medical Education, 21*(1), 445. https://dio.org/10.1186/s12909-021-02879-2.

University of Zagreb, School of Medicine. *Dangers and benefits of social networks: E-Professionalism of healthcare professionals – SMePROF.* Retrieved December 1, 2022, from https://mef.unizg.hr/znanost/istrazivanje/web-stranice-projekata/projekt-hrzz-smeprof.

Viskić, J., Jokić, D., Marelić, M., Machala Poplašen, L., Relić, D., Sedak, K., & Vukušić Rukavina, T. (2021). Social media use habits, and attitudes toward e-professionalism among medicine and dental medicine students: A quantitative crosssectional study. *Croatian Medical Journal, 62*(6), 569-579. https://dio.org/10.3325/cmj.2021.62.569.

Vukušić Rukavina, T., Viskić, J., Machala Poplašen, L., Relić, D., Marelić, M., Jokic, D., & Sedak, K. (2021). Dangers and Benefits of Social Media on E-Professionalism of Health Care Professionals: Scoping Review. *Journal of Medical Internet Research, 23*(11), e25770. https://dio.org/10.2196/25770.

Margarida MEDEIROS
NOVA Institute of Communication (ICNOVA), Faculty of Social and Human Sciences, Lisbon Nova University[1]

José PINTO
Institute of Ethnomusicology - Centre of Studies in Music and Dance (INET-MD), Faculty of Social ad Human Sciences, Lisbon Nova University[2]

WAGNER'S *TRISTAN AND ISOLDE* OR MONTEIRO'S JOÃO DE DEUS AND ROSARINHO: THE SEXUAL CHARACTER OF JOÃO DE DEUS IN THE FILM *GOD'S COMEDY* DIRECTED BY JOÃO CÉSAR MONTEIRO

Abstract

João César Monteiro directed a set of three narrative films called God's Trilogy (Trilogia de Deus). In this series, we get to know the quotidian life of João de Deus (a character interpreted by the director) who gets involved in peculiar relations with several women. The music in the Trilogy is primarily constructed with parts of pre-existing musical works. Considering this pre-existing character, we are confronted with a set of diverse contexts that coexist in the audio-visual. Following on from that, in this paper we will work on one scene of the second film in analysis, God's Comedy (A Comédia de Deus), in which the aria "Mild und Leise" from Wagner's Tristan und Isolde evoke some characteristics of João de Deus's self. To help us understand this phenomenon, it is very important to consider Freud's work on perversions and sexuality. As João de Deus has conflicting sexuality, he engages in perverted relationships of voyeurism and fetishism. We argue that music reveals some of these perturbations of his Self and therefore, Freud's theory of sexuality proves to be very useful in the analyses of the musical elements in God's Trilogy.

Keywords: *Film music; Portuguese cinema; Freud; João César Monteiro; God's Comedy (A Comédia de Deus).*

[1] This work is financed by National Funding through FCT – Portuguese Foundation for Science and Technology, Project Refª: UIDB/05021/2020.

[2] This work is financed by National Funding through FCT – Portuguese Foundation for Science and Technology, Grant Refª: 2021.04853.BD.

1 INTRODUCTION

God's Trilogy is a set of three films directed by Monteiro and released between 1989 and 1999. It tells the story of João Deus, a character who repeatedly engages in socially and morally wrong behaviours and lives on the fringe of society. Through these behaviours, he establishes perverse relationships with several girls which are represented in the film through visual, dialogic, musical, and sound elements.

Keeping in mind the concepts developed in Freud's work, it is possible to understand more clearly the conduct taken by João de Deus. Freud's theory had an important role in the conceptualization of human perversions, understanding them as expressions of unconscious fantasies. In this paper, we propose to articulate Freud's theory with an analysis of one of the musical elements in the film *God's Comedy*. This case study is an example of the way the character João de Deus works in the film, and, at the same time, it proves how music contributes to working out the remaining elements that form the diegesis.

In his famous article "Beyond Pleasure Principle", Freud (2010 [1920]) introduces us to the idea of life and death instincts ('trieb') and proposes to relate them through the association between sexual and conservative instincts. Here he points out the conceptualization of sexual perversions and the way they work, paradoxically creating tension and pleasure. Articulating this idea with the taxonomy proposed by the same author for the classification of the various perversions (Freud, 2016 [1905]), there is an obvious connection between those concepts and the relationships developed between João de Deus and Julieta, Rosarinho and Joaninha in the first two films of *God's Trilogy*.

2 CASE STUDY – WAGNER'S "MILD UND LEISE" IN ROSARINHO'S OUT-OF-WATER SWIMMING LESSON

In the second film of the set, *God's Comedy*, João de Deus is the manager of an ice-cream shop - "Ice-cream Paradise" ("Paraíso do Gelado") - and becomes involved with Rosarinho, a newly hired employee at the shop. One of the scenes in which João de Deus and Rosarinho engage with each other is the out-of-water swimming lesson. In this scene, João de Deus practises a ritual dedicated to Rosarinho that lays down swimming on the table framed in the centre of the image. While she swims, João de Deus moves his hands around her, most of the time without touching her, while listening to the *aria* "Mild und Leise" taken from the opera *Tristan and Isolde* (1857-9) composed by Richard Wagner[3].

[3] This musical theme has also a cinematographic context considering its appearance in films such as *Un Chien Andalou* (1928) or *Abismos de Pasión* (1954), both directed by Luis Buñuel.

Figure 1 – Frame of the out-of-water swimming lesson.

According to Freud's taxonomy, here we find a representation of the overvaluation of the sexual object[4]. This expression is evident through the elements that form the scene's visual, musical, sound, and narrative components. At a first glance, we have the set of an image that places Rosarinho in the centre of an "altar" (see *Figure 1*). This religious reference to the sacred table evokes the ritualistic dimension of the characters' movement that divinizes and elevates Rosarinho, transforming her into a sacred object of desire. Besides the visual frame, there is the presence of the water, invisible to the eyes, only represented through the bathing suit and the movements of Rosarinho. This ghostly presence corroborates the overvaluation of the character's body. Considering Monteiro's films, water has a very particular symbology, related to the divine, womanhood and to the power of creating. Has Muga refers: "In summary, the theme of Water crosses Monteiro's cinema from one end to the other, full of meanings." (Muga, 2015, p. 197). Furthermore, water is associated with a complex imaginary in different cultures, between the origin of life (the maternal womb, biblically materialised in Moses "saved from the waters"), and the Heraclitean aphorism of the flowing river symbolising the time passing and perpetual change ("no one bathes twice in the same water in a river"). Thus, Monteiro suggests water as a mythical matter, itself elevated and sacra-

---

This second film is visually cited in the first film of *God's Trilogy – Recollections of the yellow house* (1989) – and the narrative revolves around the idea of loving at the cost of one's life. This context emphasises the music's relation with mortal love.

[4] When "the [sexual] appreciation extends to the whole body of the sexual object and tends to involve every sensation derived from it." (Freud, 2016 [1905], p. 42).

lised, bathing, albeit imaginarily, the character Rosarinho. In the narrative context of the relation between the two characters, it is important to consider that its sexual component is evident in other moments of the narrative, namely through the fetishization of Rosarinho's hair or through the sodomization in one of the following scenes.

During the "swimming lesson" there is a musical element that fills exclusively the soundtrack of the scene. It's constituted by the *aria* "Mild und Leise" from Wagner's *Tristan und Isolde* and, although it is noticeably an acousmatic element, it seems to be diegetic (listened to by the characters on set) because João de Deus and Rosarinho seem to be moving at the rhythm of the music. About this musical element, the director himself states the following:

> The erotic component comes from the music that acts on the bodies, whether of the girl or the character João de Deus. It's evident. João de Deus is attracted to music, and it is music that leads his performance. (Monteiro, 2005, p. 423)

The *aria* that we hear in the film is part of Wagner's *Tristan und Isolde* and it is sung by Isolde as a lament to Tristan's death. In a way, this musical cue relates to one of the main narrative themes of the opera – the concept of *Liebestod* – that was used to name the *prelude* of its concert version. In that same version, the instrumental transcription of Isolde's lament (the one we listen to in this scene of the film) is named "Transfiguration".

The relationship between love and death is one of the main themes throughout the opera, working on the idea of loving until death or even beyond death. Freud, in his article "Beyond pleasure principle" (Freud, 2010 [1920]) highlights this same relation through his thinking on life and death pulsions. The idea that love and sexual instincts might come from a desire to regress is one way to look at the concept of *Liebestod* because love's drive will necessarily find a resolution in death as a way out of tensionality (as we see, for instance, in Nagisa Hoshima *The Empire of the senses* from 1976). When it comes to the musical element in question, *Liebestod* is also evoked through the popular association between love and death in the romantic era. As Saul puts it: "It used to be commonplace to link German Romanticism intrinsically with a suspect ideology of love and death, and in special with the erotic death cult most prominently exemplified by the Liebestod of Richard Wagner's doomed Tristan and Isolde" (Saul, 2009, p. 163).

Considering this extra-film context, it is possible to understand why the director thought this aria was a good fit for the representation of an "erotic component". The way this music reveals a certain idea of love, especially related to death, reminds Bataille's texts from which Monteiro admits taking several references (see, for example, the reference to the Bataillian eggs in the encounter between Joaninha and João de Deus in *God's Comedy*). The author opens his book, *Erotism: Death and Sensuality*, with

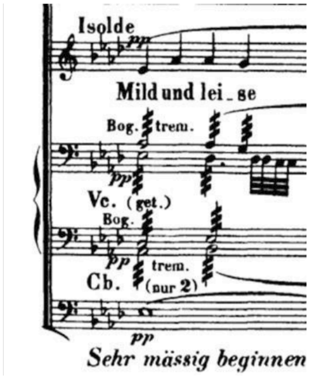


Figure 2 – First motif.

Figure 3 – Second motif.

the following phrase: "Eroticism, it may be said, is assenting to life up to the pint, of death." (Bataille, 1962 [1957], p. 11). This idea gives rise to the book, and it is probably the idea that came to Monteiro's mind when he talked about the erotic component of this musical element, thus establishing a relation between *Liebestod* and Bataille's definition of "eroticism".

When we look at the text sung, we notice the "transfiguration" (the original title of the concert version of this piece) from grieving and sadness to peace and happiness that Isolde feels while looking at Tristan with a smile on his face which has been "swallowed unconsciously" (words translated from the sung text). In the music itself, the illustration of this same "transfiguration" is noticeable. In the first motif that we hear, constructed by a set of four notes, there is a perfect fourth that is transformed into a major third through a descending half-tone (see *Figure 2*). This half-tone creates a dark character, alluding to the *pianto* (crying) musical topic, with several references in Wagner and other composers' musical work (see Monelle, 2000). However, the next motif has a diatonic scale of three notes that alludes to a lighter setting (see *Figure 3*). These two motifs form one of the central melodic lines of this musical piece and reflect the dichotomy (the transfiguration) expressed in the text[5].

Among other musical characteristics that evoke this polarised environment is the woodwind motif that is heard several times through the *aria* and counterposes the voice line, relating to the divine and the afterlife, and Tristan chord. Tristan chord, one of the better-known motifs of Wagner's opera, as Scruton (2004, p. 102) says "[…] has an im-

[5] These motifs contemplate merely an example of the way this *aria* evokes the ambiguity of love and death and of the feelings expressed by Isolde. As it happens, this is one of the main musical themes presented in the musical element and because of that, it seemed to us that it would be one of the best examples to illustrate our argument.

portant dramatic function in connecting the subversive (chromatic) desire that has enraged Isolde with the normal and womanly (diatonic) feelings from which it arose."

3 CONCLUSION

We believe that these mixed feelings expressed in the musical element (musically and textually) evoke the confusion evident in João de Deus's mind. On one hand, the perverse fixation on Rosarinho points out his conflicting sexual desire for her. On the other, that same fixation creates a sort of inhibition of all his desires. This perverse fixation prevents him from touching her, for example (as you might notice, in very few moments does João de Deus touch Rosarinho in this scene). And that tension, as Freud defends, establishes pleasure and non-pleasure sensations and is one of the contradictions of the pleasure principle.

Therefore, the musical element is responsible for elucidating to the viewer and listener the mind and the emotional states of the main character João de Deus: In one way, it evokes the erotic feeling towards Rosarinho through the idea of *Liebestod*, therefore exposing the relation between love and death which, as proposed by Freud, established sexual instincts and life pulsions as part of death pulsions mainly when we consider a narcissistic libido. Also, by evoking a sexual environment, the music emphasises the representation of the sexual overvaluation of Rosarinho by João de Deus, as it does the framing and the set of the scene and the film narrative. On the other hand, the idea of "transfiguration" expressed musically and textually in the musical element highlights the paradoxes that articulate pleasure and displeasure associated with the perverse feeling that João de Deus has towards Rosarinho. This idea is also noticeable through the movements of João de Deus that chooses to keep the tension with a non-touchable interaction (mainly voyeuristic) instead of engaging in some sort of more complete sexual activity (at this point of the film). Considering this new proposal for interpreting this scene, it is possible to understand how this musical element contributes to working out João de Deus's phantasies and understand more clearly how this scene works in the context of the overall narrative.

References

Bataille, G. (1962 [1957]). *Erotism: Death and sensuality* (M. Dalwood, Trans.). Walker.

Freud, S. (2010 [1920]). Além do Princípio do Prazer (Beyond the pleasure bases). In *Sigmund Freud [1917-1920]. Obras completas. 14* (pp. 120-78). São Paulo: Companhia das Letras.

Freud, S. (2016 [1905]). Três Ensaios Sobre a Teoria Da Sexualidade (Three Essays on the Theory of Sexuality). In *Sigmund Freud [1901-1905]. Obras completas. 6,* (pp. 13-172). São Paulo: Companhia das Letras.

Monelle, R. (2000). The search for topics. In *The sense of music: semiotic essays* (pp. 14-40). Princeton University Press.

Monteiro, J. (2005). Entrevista com um vampiro: entrevista com João César Monteiro por Pierre Hodgson (Interview with a Vampire: Interview with João César Monteiro by Pierre Hodgson). In J. Nicolau(Ed.), *João César Monteiro* (pp. 419-29). Cinemateca Portuguesa - Museu do Cinema.

Muga, H. (2015). *O Imaginário Na Obra Cinematográfica de João César Monteiro (The Imaginary in the Cinematographic Work of João César Monteiro)*. (Doctoral disseration). Universidade Fernando Pessoa, Porto.

Monteiro, J. C. M. (1995). *A comédia de Deus (God's comedy)*. GER – Grupo de Estudos e Realizações.

Saul, N. (2009). Love, death and Liebestod in German romanticism. In N. Saul (ed.), *The Cambridge companion to German romanticism*, *Cambridge companions to literature* (pp. 163-74). Cambridge University Press.

Scruton, R. (2004). *Death-devoted heart sex and the sacred in Wagner's Tristan and Isolde*. Oxford University Press.

Wagner, R. (1860). *Tristan Und Isolde (Tristan and Isolde)*. Breitkopf & Härtel.

Evelina MIŠČIN
RIT Croatia

ERRORS IN COLLOCATIONS IN ORAL MEDICAL ENGLISH

Abstract

Medical students have been exposed to medical English not just in their Medical English classes but also in reading various online articles, studying from English textbooks, participating at congresses. Therefore, they are quite proficient in understanding written English but encounter more problems in speaking. They are not exposed so much to oral medical English unless they go abroad either on Erasmus or to do some practical work. The most frequent problems in their communication are pronunciation and the use of collocations. The aim of this paper is to present the most frequent collocations from oral Medical English, extracted from the tapescript of the TV show 'New Amsterdam'. These collocations were used to test 50 final year medical students. The test included multiple choice questions, gap fill and translations. The results were discussed leading to a conclusion which might help Medical English teachers to include these collocations in their lectures.

Key words: *medical English, collocations, oral communication, errors, TV show*

1 INTRODUCTION

The aim of this paper is to deal with the design of corpus of spoken medical English which served as the basis for testing medical students. First, something will be mentioned about a theoretical background, moving on to the research and discussion. Results will be mentioned with suggestions for further research.

2 THEORETICAL BACKGROUND

Corpus linguistics helps English teachers in the analysis of language data thus enabling them to provide authentic material. Carter and McCarthy (1997) mention that textbooks started to integrate corpus data, but this is not always the case. Ozdemir (2014) carried out the research of 323 Turkish medical students with a corpus built from research articles in the Journal of Medical Case Reports. This corpus helped in teaching students' collocations.

Panocova (2017) deals with the vocabulary of medical English from a corpus-based perspective. She argues that the characterisation of medical vocabulary is much more complex than suggested by a simple list. She compares two corpora to demonstrate the extent to which text type determines the outcome of frequency calculations.

Rudy, Kristina and Tarjana (2019) analysed students' vocabulary used in delivering messages to a patient. They wanted to see which words are most likely to be used by students while explaining diagnosis and if they belonged to high-frequency words. However, the participants in their study were only nine female students who took an intensive class of Medical English. They compared the frequency of words used by a medical textbook and students. Table 1 shows the result of their comparison.

Table 1 – Comparison of frequency words used by a medical textbook and students. Source: Rudy, M., Kristina, D., & Tarjana, S. S. (2019). Measuring Spoken Vocabulary Load on Medical English Students: A Learner Corpus Evaluation. International Online Journal of Education and Teaching, 6(4), 774-787.

Textbook			Student		
Word Form	**Rank**	**Frequency**	**Word Form**	**Rank**	**Frequency**
THE	1	46	YOU	1	83
AND	2	33	AND	2	63
A	3	28	YOUR	3	46
YOUR	4	28	IS	4	39
TO	5	24	THE	5	38
OF	6	23	TO	6	31
IS	7	21	OF	7	30
IT	8	20	A	8	23
YOU	9	20	HAVE	9	23
IN	10	16	I	10	21
I	11	15	NOT	11	21
NOT	12	11	THAT	12	20
THIS	13	11	OKAY	13	19
WITH	14	11	HEADACHE	14	17
THAT	15	9	THIS	15	17
CONDITION	16	8	DO	16	16
WHEN	17	8	IT	17	14
WHICH	18	8	MIGRAINE	18	14

As it can be seen from Table 1, the most frequent word in the textbook was the definite article 'the', whereas in students' texts, the pronoun 'you'. There are some overlaps in the words, for example, the connector 'and'. However, the first content word which appears in the textbook was 'condition', which appears in sixteenth place, whereas in the students' explanation of diagnosis, it was in fourteenth place, and it was a 'headache'.

In her research of medical collocations, Miščin (2012) used Merck's Manual of Medical Information as the corpus. It consisted of 1,065,181 words. The most frequent words were functional (structural) words. The first content (lexical) word appeared in the 17th place and that was 'blood'.

Table 2 – The most frequent content words in Miščin's corpus.
Source: Miščin, E. (2012). Glagolske kolokacije u medicinskom engleskom, (Verb collocations in medical English), Unpublished doctoral thesis, Osijek

Word	Rank	Frequency
Blood	17.	6675
Symptoms	25.	4093
Treatment	38.	3059
Drugs	41.	2880
Heart	43.	2764
Disease	48.	2524
Pain	53.	2288
Infection	57.	2212
Skin	59.	2134
Body	61.	2008
Disorders	62.	1952
Cancer	63.	1889
Cells	64.	1848

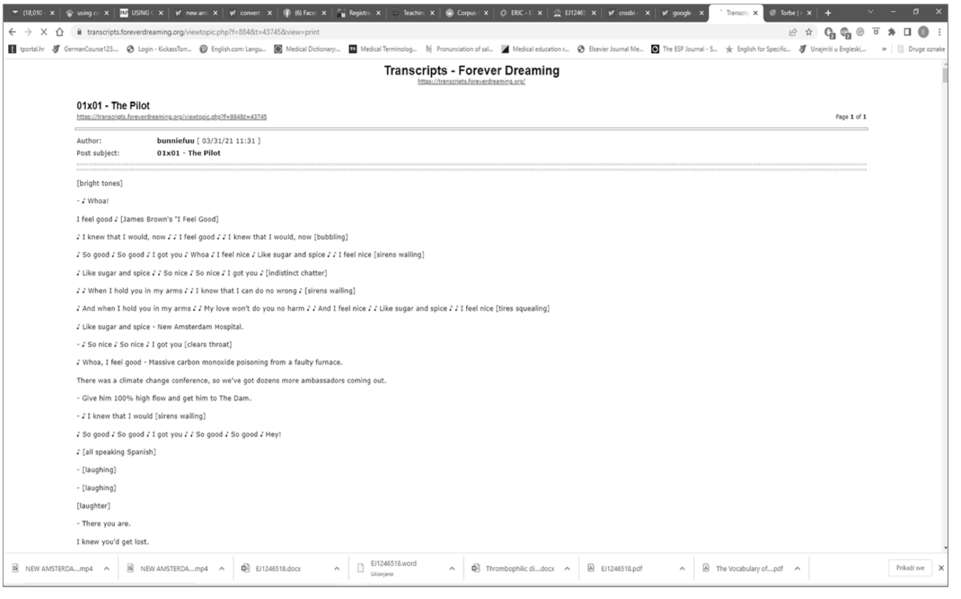
Table 2 shows the most frequent content words in the corpus together with their rank and frequency of occurrence. It was also used as a base for finding the most frequent collocations of these words and to test students on their knowledge.

3 RESEARCH AND DISCUSSION

This research wanted to investigate collocations which could be useful in the communication of future doctors. They have English all six years but the large number of students (300–35 per group) and small number of classes (20 a year) do not enable communicative lessons where students could role play their future situations with patients. That is why the idea of creating the corpus of oral medical English occurred. It allegedly exists at the University of Edinburgh (information obtained from Jennifer Spencer at the IATEFL conference in 2008) and the only information I could get was that the most frequent verb is 'pop'.

The corpus was made of forty episodes of 'New Amsterdam' series – first two seasons. The tapescript was obtained from the following website https://transcripts.foreverdreaming.org/viewtopic.php?f=884&t=36266&view=print, and it looks as it can be seen here:

Figure 1 – The example of the tapescript of 'New Amsterdam' series as obtained from the website http://tapescripts.foreverdreaming.org.


Transcripts - Forever Dreaming
https://transcripts.foreverdreaming.org/

01x01 - The Pilot
https://transcripts.foreverdreaming.org/viewtopic.php?f=884&t=43745
Page 1 of 1

Author: bunniefuu [03/31/21 11:31]
Post subject: 01x01 - The Pilot

[bright tones]

- ♪ Whoa!

I feel good ♪ [James Brown's "I Feel Good]

♪ I knew that I would, now ♪ ♪ I feel good ♪ ♪ I knew that I would, now [bubbling]

♪ So good ♪ So good ♪ I got you ♪ Whoa ♪ I feel nice ♪ Like sugar and spice ♪ ♪ I feel nice [sirens wailing]

♪ Like sugar and spice ♪ ♪ So nice ♪ So nice ♪ I got you ♪ [indistinct chatter]

♪ ♪ When I hold you in my arms ♪ ♪ I know that I can do no wrong ♪ [sirens wailing]

♪ And when I hold you in my arms ♪ ♪ My love won't do you no harm ♪ ♪ And I feel nice ♪ ♪ Like sugar and spice ♪ ♪ I feel nice [tires squealing]

♪ Like sugar and spice - New Amsterdam Hospital.

- ♪ So nice ♪ So nice ♪ I got you [clears throat]

♪ Whoa, I feel good - Massive carbon monoxide poisoning from a faulty furnace.

There was a climate change conference, so we've got dozens more ambassadors coming out.

- Give him 100% high flow and get him to The Dam.

- ♪ I knew that I would [sirens wailing]

♪ So good ♪ So good ♪ I got you ♪ ♪ So good ♪ So good ♪ Hey!

♪ [all speaking Spanish]

- [laughing]

- [laughing]

[laughter]

- There you are.

I knew you'd get lost.

This website contains all the sound effects that appear in the TV show, like music, lyrics and script instructions.

Afterwards, the text was cleaned in a way that unnecessary information like the explanation of sounds, lyrics of some songs, were left out resulting in a corpus of 192,772 words. It was then processed by Collocation Extract to get the most frequent words and to find collocations.

The next stage was testing students. A sample of 41 students was taken and they were given 20 sentences to do a gap fill (thus, testing their productive knowledge) or multiple choice (testing their receptive knowledge). Appendix 1 shows the questions used in testing students. All the sentences were used from the oral English corpus (i.e., tapescript from 'New Amsterdam'). The results were processed by SPSS.

Figures 2-11 show the percentage of students who chose a certain answer.

As it can be seen from Figure 2, only 19.5% of students provided the correct answer – 'oozing', while most students (61%) chose 'leaking' which is the closest to the Croatian translation.

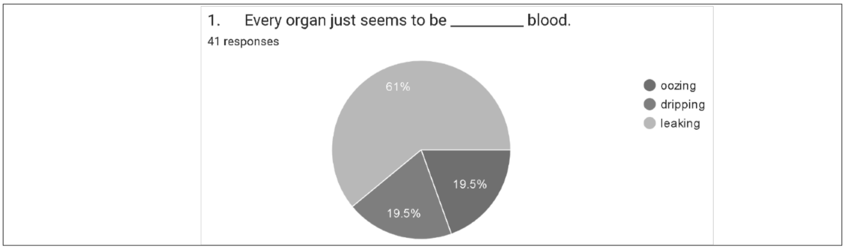


Figure 2 – The percentage of students' answers to question 1.

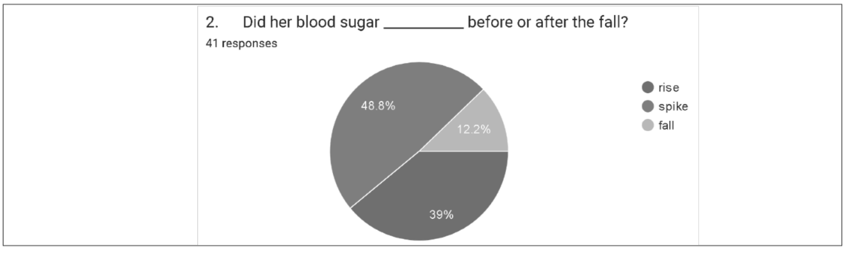


Figure 3 – The percentage of students' answers to question 2.

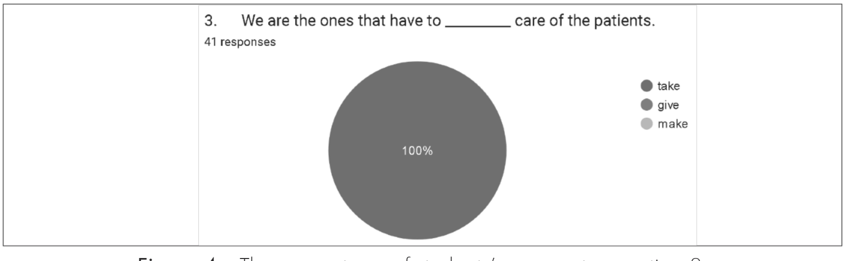


Figure 4 – The percentage of students' answers to question 3.

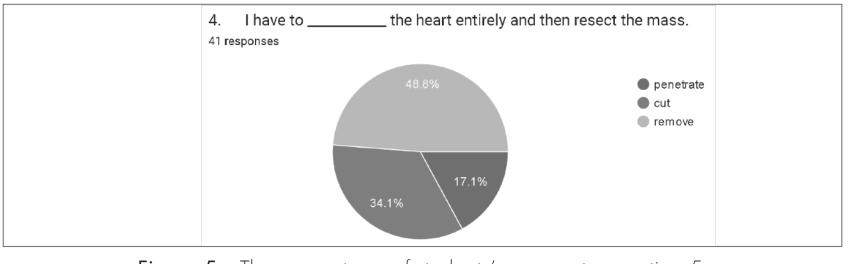


Figure 5 – The percentage of students' answers to question 5.

Figure 3 shows that most student (48%) chose the correct answer 'spike', followed by 'rise' which could also be acceptable.

This sentence (Figure 4) was very easy for the students as all of them got it right.

This sentence (Figure 5) was also not difficult for the students as 48.8% wrote the correct answer 'remove', followed by 'cut'.

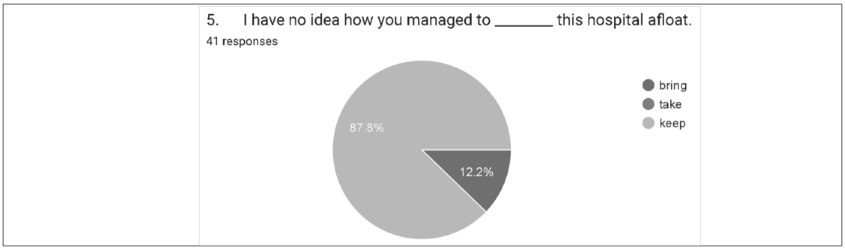


Figure 6 – The percentage of students' answers to question 5.

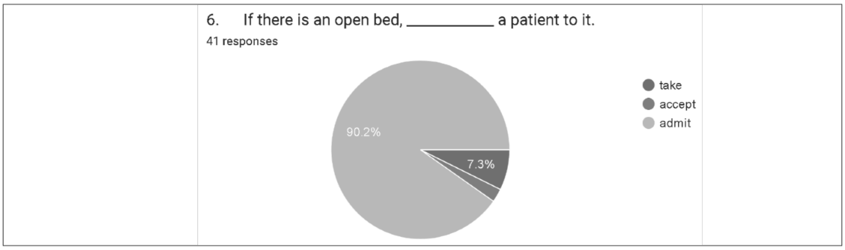


Figure 7 – The percentage of students' answers to question 6.

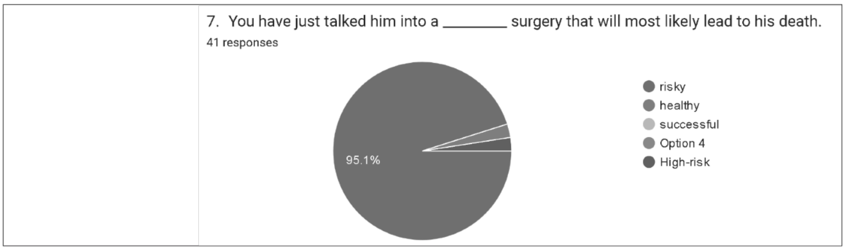


Figure 8 – The percentage of students' answers to question 7.

87.8% of students wrote the correct answer 'keep' and none of them used the wrong answer 'take' (Figure 6).

This sentence (Figure 7) also proved to be easy as 90.2% students answered correctly 'admit', though a tricky answer, similar to the literal translation in Croatian was offered, 'accept'. 'Take' was used by only 7.3% of students.

Students were also familiar with this collocation as only 4.9% answered it wrongly (Figure 8).

A great percentage of students used the collocation correctly (95.1.%) and only a few used a wrong collocation 'get' (Figure 9).

14.6% of students used the wrong collocation 'great', while nobody used 'big', which is also wrong (Figure 10).

This collocation (Figure 11) proved a bit more difficult as only 61% used the expected collocation. However, students corrected one of the wrong answers ('reducing') and turned it into a correct one – 'reduction' (31.7%).

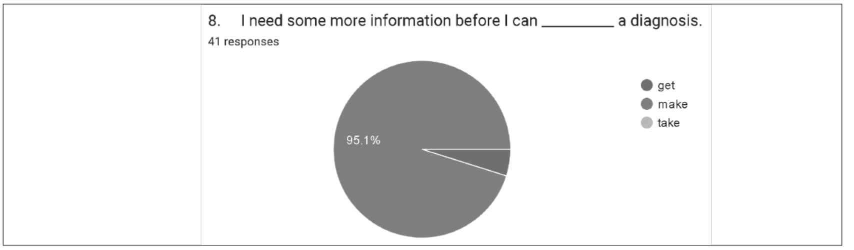


Figure 9 – The percentage of students' answers to question 8.

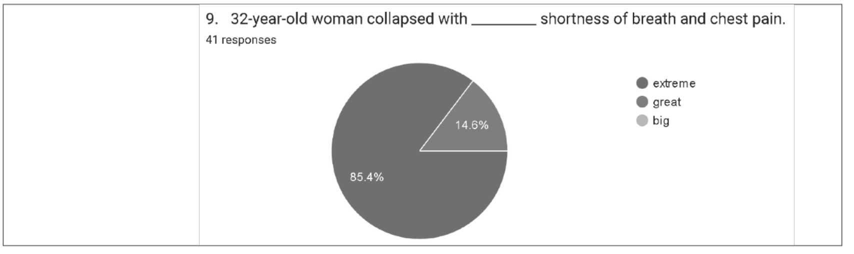


Figure 10 – The percentage of students' answers to question 9.

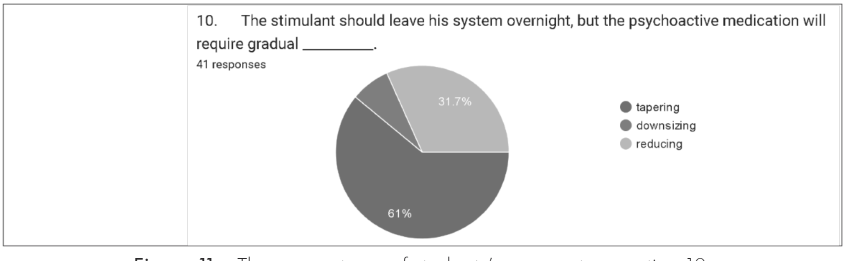


Figure 11 – The percentage of students' answers to question 10.

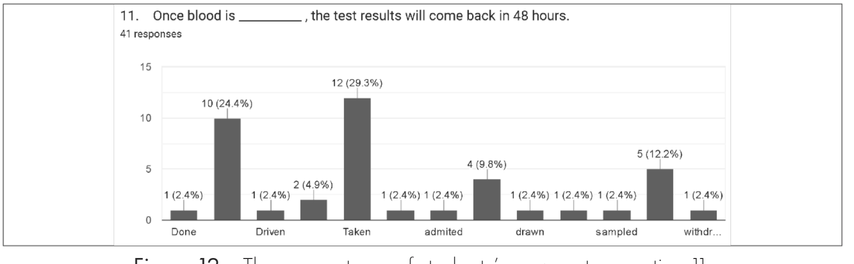


Figure 12 – The percentage of students' answers to question 11.

The second part of the test was more difficult as students had to provide their own answers. Figures 12-21 show a myriad of answers provided by students and their percentages.

The correct answer to this sentence (Figure 12) was 'drawn', used by only 2.4%. However, students came up with other solutions and some of them could have been accepted, like 'taken' and 'sampled'.

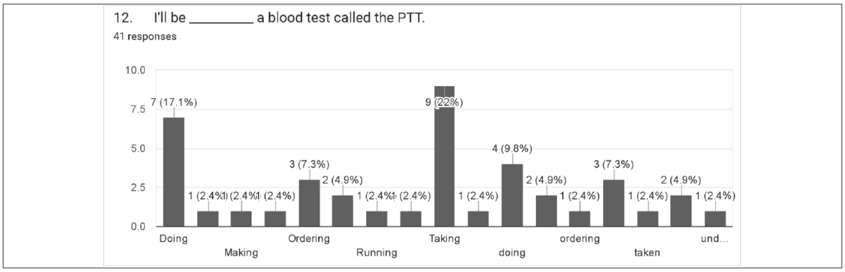


Figure 13 – The percentage of students' answers to question 12.

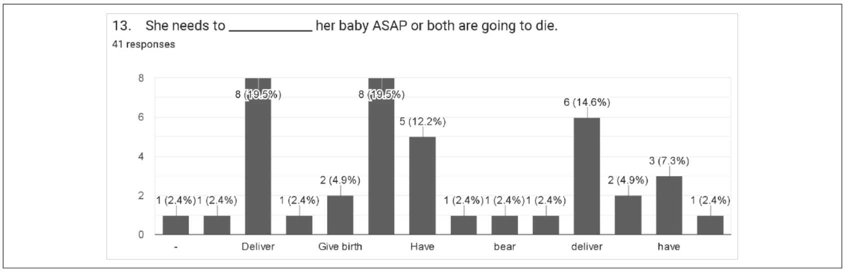


Figure 14 – The percentage of students' answers to question 13.

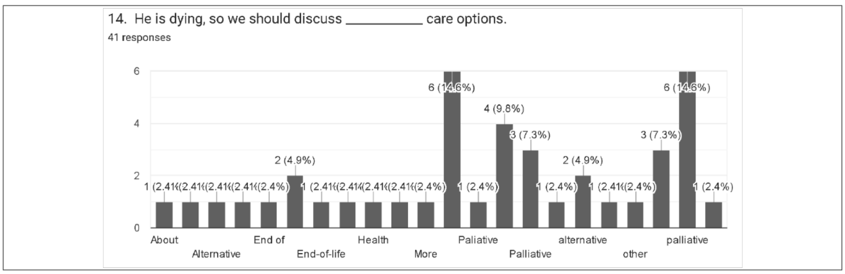


Figure 15 – The percentage of students' answers to question 14.

Only 26.9% of students used the expected answer from the corpus ('doing'), while the others used mostly unacceptable variants (like 'taken', making') (Figure 13).

34.1% of students used the expected collocation 'deliver', while the others used the wrong ones, like 'give birth' ('to' is missing), 'bear' or 'have' (Figure 14).

The collocation from the corpus was 'palliative', used by only 2.4% of students, whereas the others provided other option like 'health', 'alternative', which cannot be used in this case and 'end-of-life', which is also possible (Figure 15).

56.1% of students used the expected answer 'rate' (Figure 16). The others used the unacceptable answers 'beating' and 'pressure'.

The expected answer was 'transplants' (Figure 17). However, students also used some other acceptable answers, like 'transplant', but not 'transplantation' or 'donor', which are unacceptable answers.

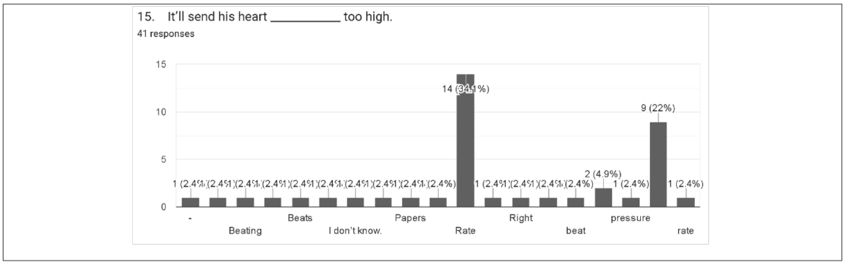


Figure 16 – The percentage of students' answers to question 15.

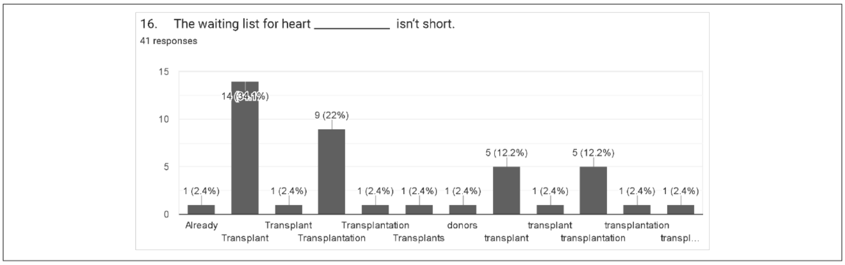


Figure 17 – The percentage of students' answers to question 16.

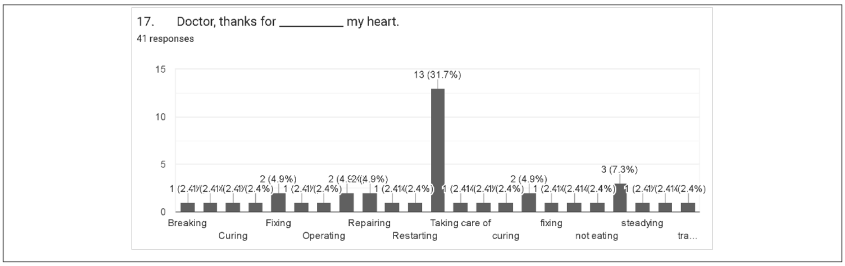


Figure 18 – The percentage of students' answers to question 17.

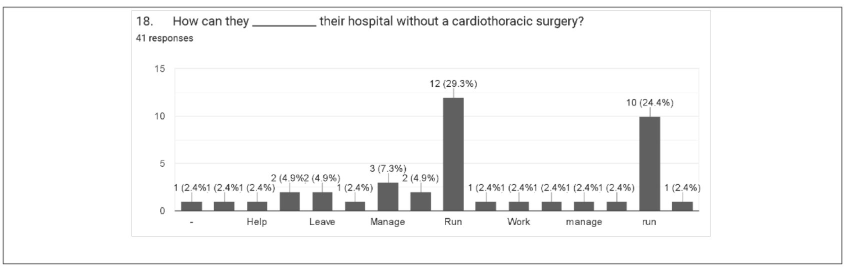


Figure 19 – The percentage of students' answers to question 18.

The collocation in this sentence was a colloquial one – 'fix the heart', used by only 4.9%. The other students came up with other, unacceptable and sometimes, even funny examples (e.g., 'breaking'), which can be seen in the Figure 18.

More than a half of the students (53.7%) used the expected answer 'run', while the others used the unacceptable variants like 'leave', 'help' and 'manage' (Figure 19).

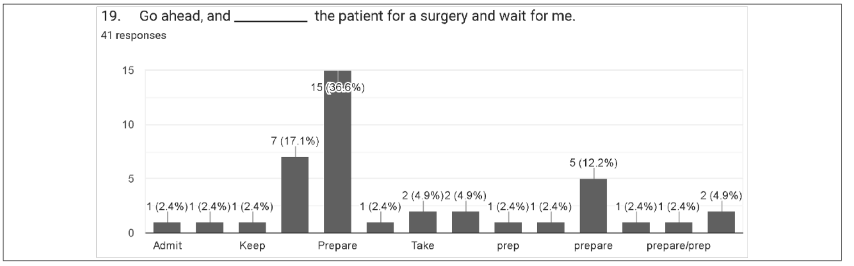


Figure 20 – The percentage of students' answers to question 19.

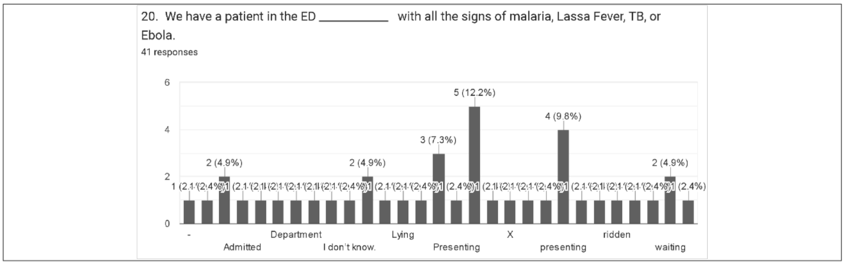


Figure 21 – The percentage of students' answers to question 20.

The expected version here was a colloquial 'prep' – used by 2.4% (Figure 20). However, its full variant, 'prepare' was also acceptable, used by 48.8%.

The expected answer in this sentence was 'presenting', used by 22%, whereas the other students used 'admitted', which is also semantically correct. The others used unacceptable combinations, like 'department', 'ridden' and 'waiting' (Figure 21).

As expected, students' receptive knowledge was much better than their productive knowledge. Students made fewer mistakes in multiple choice sentences than in the gap-fill ones. The most difficult collocation in the multiple-choice exercise was 'ooze blood' (only 19.5% gave a correct answer), whereas the easiest one was 'take care' where no one made a mistake.

In the gap-fill sentences, there were several difficult collocations where only 2.4% of students provided correct answers. They are 'prep the patient', 'draw blood' and 'palliative care'.

4 CONCLUSION

In conclusion, teaching medical English using a corpus is very beneficial for many reasons – students learn the words, particularly their collocations, that they would not normally encounter in a scientific text. This way, they improve their communicative skills in medical English.

However, there could also be some flaws – such corpora may not be an ideal source. Actual interviews with patients would be better, but due to GDPR, that's impossible.

Still, exercises derived from these corpora indicate the importance of using spoken medical English in class, both by watching medical TV shows and using mini role plays emphasising the need for smaller groups of students.

References

Carter, R., & McCarthy, M. (1997). *Exploring spoken English.* Cambridge University Press, Cambridge.

Miščin, E. (2012). Glagolske kolokacije u medicinskom engleskom (Verb collocations in medical English). Unpublished doctoral thesis, Osijek.

Onder, Ozdemir, N. (2014). Using corpus data to teach collocations in medical English. *Journal of Second Language Teaching, 3*(1). https://pops.uclan.ac.uk/index.php/ jsltr/article/view/237 .

Panocová, R. (2017). *The vocabulary of medical English: A corpus-based study.* Cambridge Scholars Publishing.

Rudy, M., Kristina, D., & Tarjana, S. S. (2019). Measuring Spoken Vocabulary Load on Medical English Students: A Learner Corpus Evaluation. *International Online Journal of Education and Teaching, 6*(4), 774-787.

Appendix 1. The collocation test given to students

I. Choose the correct answer

(sometimes more than one answer is possible)

1. Every organ just seems to be ________ blood.
   1) oozing
   2) dripping
   3) leaking
2. Did her blood sugar ________ before or after the fall?
   1) rise
   2) spike
   3) fall
3. We are the ones that have to ________ care of the patients.
   1) take
   2) give
   3) make
4. I have to ________ the heart entirely and then resect the mass.
   1) penetrate
   2) cut
   3) remove
5. I have no idea how you managed to ________ this hospital afloat.
   1) bring
   2) take
   3) keep
6. If there is an open bed, ________ a patient to it.
   1) take
   2) admit
   3) accept

7. You have just talked him into a ________ surgery that will most likely lead to his death.
    1) risky
    2) healthy
    3) successful
8. I need some more information before I can ________ a diagnosis.
    1) get
    2) take
    3) make
9. 32-year-old woman collapsed with ________ shortness of breath and chest pain.
    1) extreme
    2) great
    3) big
10. The stimulant should leave his system overnight, but the psychoactive medication will require gradual ________
    1) tapering
    2) downsizing
    3) reducing (reduction)

II. Fill in the missing word:

1. Once blood is ________, the test results will come back in 48 hours.
2. I'll be ________ a blood test called the PTT.
3. She needs to ________ her baby ASAP or both are going to die.
4. He is dying, so we should discuss ________ care options.
5. It'll send his heart ________ too high.
6. The waiting list for heart ________ isn't short.
7. Doctor, thanks for ________ my heart.
8. How can they ________ their hospital without a cardiothoracic surgery?
9. Go ahead, and ________ the patient for a surgery and wait for me.
10. We have a patient in the ED ________ with all the signs of malaria, Lassa Fever, TB, or Ebola.

Mirela MÜLLER
University of Split, Faculty of Humanities and Social Sciences, Department of German Language and Literature, Croatia
Maroje VIŠIĆ
Libertas International University, Croatia

THE CONNECTION BETWEEN PERCEPTION OF FICTION AND BASIC LITERARY COMPETENCE FOR THE SUSTAINABILITY OF READING

Abstract

In the literary didactic research discourse, the understanding of fiction and fiction is defined as a central component of the literary learning process and classified in different ways in didactic acquisition concepts. Because of the new digital age and the lockdown, it has never been so essential to read sustainably. The research will attempt to answer the following questions: 1. Does the perception of fiction influence the basic literary competence of students of German language and literature in graduate study? 2. How can students' perceptions of fiction be modelled so that the goal of sustainable reading can be achieved? and 3. Which factors influence the students' perception of fiction to promote and understand the sustainability of reading? The analysis of the survey data, therefore, pursues the goal of investigating the assumed connection between weakly developed basic literary competence and weakly developed fiction perception spectra in a small test group of twelve students with a diagnosed need for "supported learning" and to derive possible challenges for handling fiction. We carried the research out during the period of the winter semester 2021/2022. The aim of empirical educational research is therefore to develop such settings, to empirically prove their effectiveness, and to examine student understanding of fiction in further research - especially against the background of the omnipresence of the fictitious - across all mediums to maintain the sustainability of reading.

Keywords: *literary competence, sustainability of reading, students, fictional influences, educational research*

1 INTRODUCTION

Reading is not only an objective but also a prerequisite for educational success. Without solid reading skills, it is hardly possible to gain in-depth knowledge. But what does sustainable reading training look like, and how can you motivate learners to read in the long term? Although all measures to promote reading, skills are to be welcomed in principle, it is important that teachers know which measures are suitable for which students to support them in developing their reading skills and motivation. It is important to realize that long-term motivation to read can only develop if learners perceive themselves as competent to read. Motivation is not only a prerequisite for reading but also a consequence of perceived competence (Abraham, 2005; Appel, 2005; Dawidowski, 2015). Reading promotion is such a complex process that one has to differentiate between the following “factors”: 1. reading motivation, 2. reading ability/reading ability, 3. reading skills (especially factual texts), 4. literary competence (especially literary texts) and 5. book tips (Wulf, 2005; Klug, 2016; Kammler, 2013). In the literary, didactic research discourse, the understanding of fiction and functionality is defined as a central component of the literary learning process and classified in different ways in didactic acquisition concepts (Fischer, 2004). Due to the new digital age and the lockdown, it has never been so essential to read sustainably to maintain reading skills. This problem becomes even more acute when considering the technological developments of multidimensional representations of reality through augmented and virtual reality (Jaquenod, 1988). The variety of different representations of reality and fictional structures thus makes it difficult to classify a narration as fictional (Crittenden,1991; Barsch, 1997; Walton, 1990). It must be clear to the reader what is to be understood by the phenomenon of fiction, to what extent the fictional influences the narration as a design structure and how this is to be evaluated.

2 LITERARY COMPETENCE AS A UNIVERSITY DIDACTIC TASK AS A STANDARD OF SUSTAINABILITY

Anyone who understands literary competence as a didactic task at university must take equal account of the teaching and learning situation or, to put it another way, must take both into account the specific situation of the students as learners (who still have to develop literary competence themselves) and as future teachers, in our context as literary mediators (Berthold,1993). This requirement gives rise to the central question of how learning and teaching scenarios can be arranged in such a way that they contribute to the acquisition of literary competence and promote the ability to impart this to schoolchildren later (Griffin; Wiley; Salas, Carlos, 2013). Therefore, fiction can also be seen as a factor in reading socialization (Boelmann, 2017, Lewis, 1986). As a result, in the literature, didactic research discourse, the understanding of fiction and fictionally is defined as a central component of the literary learning process (Dawidowski, 2015; Appel, 2005; Wulf, 2005) and classified in different ways in didactic acquisition concepts. In addition, teaching for the understanding of fiction proves to beneficial in a curricular-anchored learning context, whereby in particular the student’s insight into the intentional construction of a literary object is to be conveyed (Janet, 2004). The fiction of narration in text-based formats - such as in books - can only be clarified using textual or para-textual fictional structures (Genette, 1991). However, this representation requires the recipient to be aware of the different modes of representation on the one hand and to consciously access the different design features of the narration on the other (Schmidt, 1980). This problem becomes even more acute when considering the technological developments of multidimensional representations of reality through augmented and virtual reality, since both forms, in contrast to 'classic' narration formats, require a different way of processing reality: augmented reality formats transform individual narration elements with the assistance of visualization software into the reality of the recipient, so that a fictional character or world no longer exists between two book covers, but can be viewed by the recipient in his own reality (Barsch, 1997; Fischer, 2004). Finally, the study of the phenomenon of fiction posits metacognitive processing from knowledge and control mechanisms ahead (Creswell, 2009). The research problem and the goal of this work arise from the above reasons. The aim of empirical educational research is to empirically prove its effectiveness and to examine students' understanding of fiction - especially as the backdrop of the omnipresence of the fictitious - across all mediums to maintain the sustainability of reading.

3 PROBLEM RESEARCH QUESTION

The aim of empirical educational research is therefore to develop such settings, to empirically prove their effectiveness, and to examine student understanding of fiction in further research - especially against the background of the omnipresence of the fictitious - across all mediums to maintain the sustainability of reading.

3.1 Methodology

3.1.1 *Procedure, sample and instrument*

Graduate students (N=12) from the Department of German Language and Literature took part. It should be noted that this is the first generation enrolled in German language and literature studies, and that is why the number of respondents is 12. Out of 12 respondents, there were 4 (33%) male respondents and 8 (67%) female respondents. The research attempts to answer the following problem questions: 1. Does the perception of fiction influence the basic literary competence of students of German language and literature in graduate study? 2. How can students' perceptions of fiction be modelled so that the goal of sustainable reading can be achieved? and 3. Which factors influence the students' perception of fiction to promote and understand the sustainability of reading? The analysis of the survey data pursues the goal of investigating the assumed connection between weakly developed basic literary competence and weakly developed fiction perception in a small test group of twelve students with a diagnosed need for "supported learning" and to derive possible challenges for processing fiction. The research was in the period of the winter semester of 2021/2022. Data were collected and processed in the statistical program data processing (SPPS version 23) for the application of descriptive and inferential statistics. To determine the statistical differences between the opinions of students regarding the importance of experiencing fiction and reading, the Mann-Whithey test (Z - $p<.05$) and the Kruskal-Wallis test to determine the differences between individual factors of perception regarding the sustainability of reading habits. Descriptive analysis of relevant data is summarized in percentages (%). The research was conducted online, and the online questionnaire compiled in Google forms was placed on the Google Classroom platform so that students could fill out the online questionnaire at a time that suited them. A course was created on Google Classroom: *Introduction to didactics of literature.* The questionnaire consisted of a total of 17 open-and-closed questions. The questions regarding the perception of understanding the field of fiction comprised the following independent variables: fiction creation and fictional perception of a literary text, connection with the content-based fantasy orientation at the beginning of the literary understanding process, moments of irritation, symbolic and metaphorical superordinate patterns of perception, characteristics of the protagonists, perceive metaphors and symbols, specification regarding the design of the title and specification of the linguistic form. The variable of the area of perception of the 'linguistic means' included only two fiction marker areas, which relate to both linguistic and visual language design features. Following the analysis, the perceptual areas can be assigned to one of the four categories, regardless of their characteristics: a) the strongest area of perception, b) the average range of perception (is strong), c) the average range of perception (is weak) and d) the weakest area of perception. The individual development profiles of the students were compared with each other as part of the inter-gradual analysis, and the intra-gradual characteristics within the areas of perception and basic literacy skills were used. Basic literacy skills were the independent variable in the analysis of the inter-gradual distribution of basic literacy skills (dominance distribution).

4 RESEARCH RESULTS AND DISCUSSION

12 graduate students of the Department of German Language and Literature took part. Out of 12 respondents, there were 4 (33%) male respondents and 8 (67%) female respondents. Figure 3. indicates the results of students' opinions on fiction comprehension in three areas of comprehension.

Figure 1 indicates the students' opinions on fiction comprehension in three areas of comprehension. For most students, 60% (M=1.14, SD=0.51) are of the opinion that the focus is on recipient-related processes (to be evaluated as reality and non-reality).

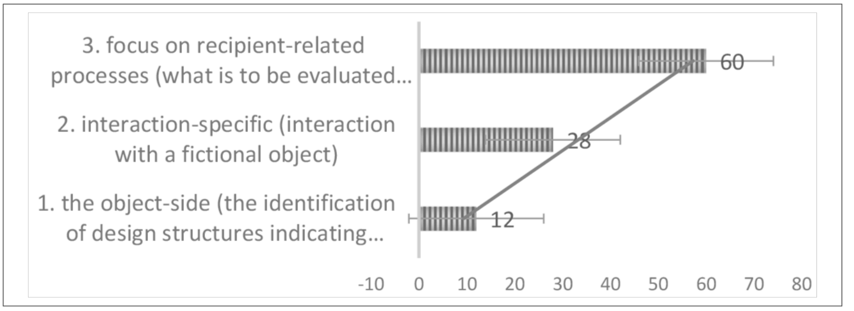


Figure 1 – Students' opinions on fiction comprehension in three areas of comprehension (%). Source: authors.

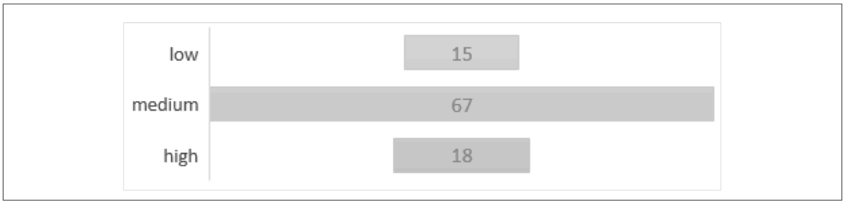


Figure 2 – The opinions of students on the literary understanding process in the course Introduction to Literature Didactics (%)

Figure 2 indicates the results of the opinions of students on the literary understanding process in the course Introduction to Literature Didactics. 64% of students have an opinion it is a medium level (M= 1.14, SD=0.41). When the students' opinion was asked about involvement in the reality that occurs through sensorimotor experiences, more than half of the students (51%, M= 2.14, SD= 1.41), believe that they had an involvement in the reality that occurs through sensorimotor experiences. These experiences are connected to previous experiences, but also to childhood.

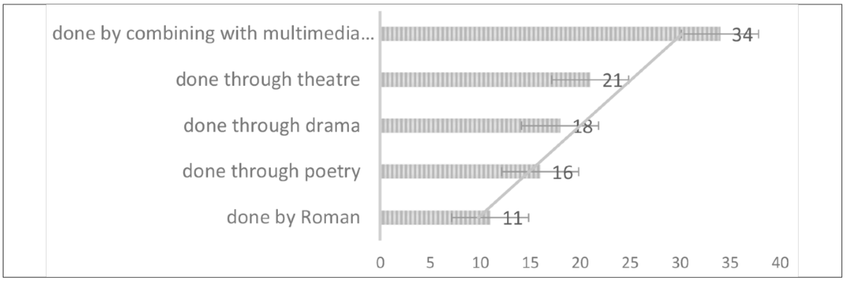


Figure 3 – The opinion of students on the confrontation with reality through imitation of literary genres (%). Source: authors.

Figure 3. indicates the results of the student's opinions about facing reality by imitating literary genres that were mostly experienced through multimedia content (34%, M=1.51, SD=1.25).

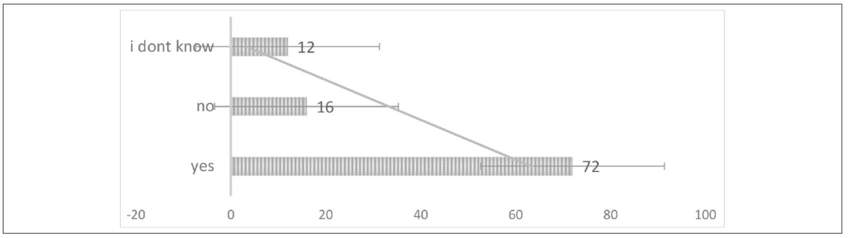


Figure 4 – Opinion of the students about the influence of the fictitious perception of the retrieval of basic literary competence of students of the graduate study German language (%). Source: authors.

The result of Figure 4. indicates the students' opinion that the influence of fictitious perception is important in finding the basic literary competence of German language graduate students (72%, M=1.41, SD=0.61).

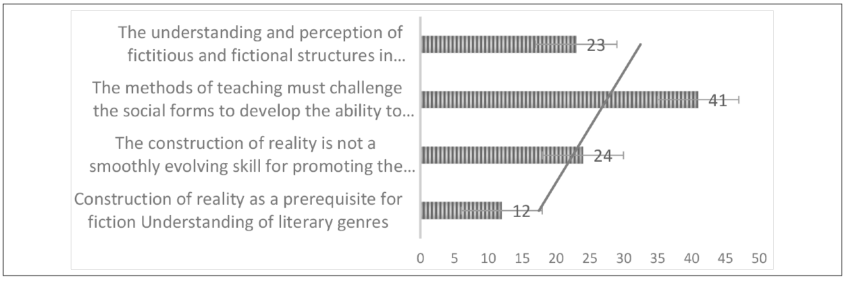


Figure 5 – Students' opinions on the factors that influence individual fiction perception to promote and understand the sustainability of reading (%). Source: authors.

Most students (41%, M=1.52, SD=0.41) believe that teachers' approaches and teaching methods must be changed to influence the individual's perception of fiction to promote and understand the sustainability of reading. This is shown by the research result shown in Figure 5.

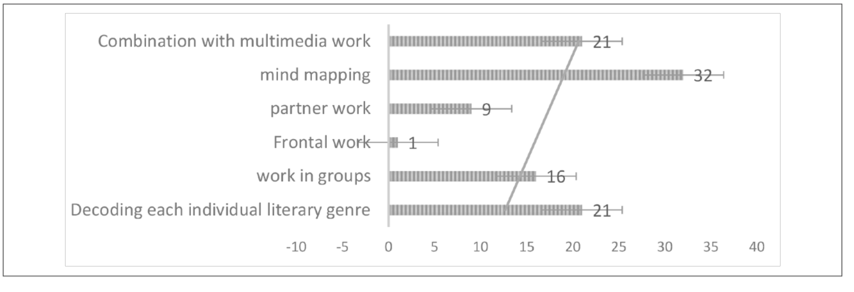


Figure 6 – Students' opinions on the social forms of instruction that reading fiction and closeness can encourage (%). Source: authors.

Figure 6. indicates the results of students' opinions on the types of social forms of instruction that reading fiction and closeness can encourage: the results belong to the

variable of social forms of instruction that reading fiction and closeness can encourage mind mapping (32%, M01.64, SD=0.61).

Table 2 – Differences in students' opinions about factors that influence the sustainability of reading habits regarding basic literacy skills and fictional perception. Source: authors.

	Basic Literary Skills		Fictional Perception		test	P
	M	SD	M	SD		
study success	1,26	1,02	2,12	0,42	Z=–1,17	0,24
previous knowledge of a foreign language	2,25	1,01	1,21	0,56	Z=–2,04	0,05*
year of study	2,14	0,15	1,21	0,61	Z=–0,54	0,53
teacher's teaching style	1,42	0,25	1,04	0,62	Z=–1,71	0,05

Note: M – average, SD – standard deviation; Z – value in Mann Whitney test; * $p<.05$

The Mann-Whitney test (Z-value) showed that the factor of prior knowledge of a foreign language is significantly lower in basic literary to fictional perception ($Z=-2.04$, $p<.05$). The results of the correlation analysis show a significantly high correlation of all factors for basic literacy skills (ρ = 0.48-0.66). For the factor method of teaching, there are also significant correlations between the factors of years of study (ρ =0.41-0.53), except between student success as a factor, where the correlation is low and not significant (ρ =0.27). Table 3 indicates the average values of different approaches in foreign language teaching. The results of the Kruskal-Wallis test show that there are no significant differences between skills regarding different teaching approaches regarding the perception of functionality in literary works.

Table 3 – Differences in different approaches to foreign language teaching as an indicator of encouraging students' reading habits. Source: authors.

Approach	Social		Methodical		Personal		Communi-cation		test	p
	M	SD	M	SD	M	SD	M	SD		
Oral approach or situational learning	1,11	0,40	2,05	0,52	2,03	0,25	4,11	0,25	H=0,14	0,91
Cooperative language learning	1,11	0,41	2,08	0,41	1,13	0,41	4,28	0,14	H=1,32	0,62
Content-based teaching	2,92	0,54	1,15	0,47	2,90	0,41	4,11	0,41	H=1,54	0,64
Intercultural learning	2,03	0,41	2,82	1,01	1,87	1,21	3,12	0,25	H=0,71	0,87
Dramatic-theatrical approach	3,47	1,21	2,38	1,11	2,44	1,11	3,21	1,41	H=0,17	0,94

Note: H – value in Kruskal-Wallis test

CONCLUSION

Understanding fiction as a category of literary understanding and literary education leads to the closeness of reading and demands reading skills. Understanding fiction as a category of literary competence. It is important to model literary competence in the classroom to promote reading acuity, which means changing methods in the classroom. Most students consider that they have an intermediate level of understanding of literary works for analysis in the course Introduction to Literary Didactics (67%). Most students think that confronting reality appeared mostly through analysis by combining multimedia content (34%). Possible factors that influence individual fiction perception to promote and understand the sustainability of reading are that the methods of teaching must challenge the social forms to develop the ability to read (41%). Mind mapping (32%) was highlighted as a key type of social form of instruction that can encourage reading fiction and closeness. The Mann-Whitney test (Z-value) showed that the factor of prior knowledge of a foreign language is significantly lower in basic literary to fictional perception ($Z=-2.04$, $p<.05$). To improve scientific and professional practice, they have listed recommendations for future teaching on the sustainable development of reading: level 1: Acquire simple text type and genre competence and recognize explicit signals within the text; level 2: Consciously recognizing semantic orders as a textual world model and reconstructing these semantics; level 3: Understand the boundaries between fiction and reality and be able to recognize and question implicit assumptions in the text and level 4: Recognize complex forms of reference and be able to reflect on and discuss issues on the border between fiction and reality. Research results also contribute to scientific work in the area of the dimensions of literary aesthetic sustainability: media-didactically oriented modelling must be used in the lessons; literary comprehension as important in promoting reading persistence; aesthetic attention; literary expertise; idiolectal literary understanding; semantic literary comprehension; understand explicit and implicit meanings of texts; cultural context - cultural situation; interpret superstructures: metrics, rhetoric, mythology; recognizing and interpreting characteristics of the characters; reconstruct and describe the temporal organization and literary understanding, literary learning, and literary education. Against the background of the research questions raised at the beginning, we can therefore conclude that student comprehension of fiction influences the acquisition of literary understanding and the development of fiction perception goes hand in hand with the depth of understanding of basic literacy skills. We consider this a factor in the sustainability of reading. The aim of empirical educational research must therefore be to develop such settings, to empirically prove their effectiveness, and to examine students' understanding of fiction in further projects - especially against the background of the omnipresence of the fictitious - across all mediums. Research has shown that the acquisition of literary competence should be supported and the sustainability of reading habits should be promoted, which mainly points to a paradigm shift in university teaching.

References:

Abraham, Ulf (2005). Lesekompetenz, literarische Kompetenz, poetische Kompetenz. Fachdidaktische Aufgabe einer Medienkultur. In: Rösch, Heidi (Hrsg.): Kompetenzen im Deutschunterricht. Beiträge zur Literatur-, Sprach- und Mediendidaktik. Frankfurt a.M.: Peter Lang Verlag, pp. 13-26.

Appel, Markus (2005). Realität durch Fiktionen. Rezeptionserleben, Medienkompetenz und Überzeugungsänderungen. Berlin: Logos.

Barsch, Achim (1997). Fiktionalität aus Sicht von Rezipienten. In: Oberwanger, Christian/Scholz, Collin (Hrsg.): Literaturwissenschaft als Wissenschaft über Fiktionalität. Szeged: Studia Poetica, pp. 93-105.

Berthold, Christian (1993). Fiktion und Vieldeutigkeit. Zur Entstehung moderner Kulturtechniken des Lesens im 18. Jahrhundert. Tübingen: Max Niemeyer.

Boelmann, Jan M. (2017). Unproduktive Denkrahmen – Zur Schwierigkeit, literarische Kompetenz zu messen. In: Dawidowski, Christian/Hoffmann, Anna R. (Hrsg.): LehrerInnen- und Unterrichtsforschung in der Literaturdidaktik. Frankfurt a.M.: Peter Lang Verlag, pp. 289-310.

Creswell, John W. (2009). Research design: Qualitative, quantitative, and mixed methods approaches. California: Thousand Oaks.

Crittenden, Charles (1991). Unreality. The Metaphysics of Fictional Objects. Ithaca/Lon-don: Cornell University Press.

Dawidowski, Christian (2016). Literaturdidaktik Deutsch. Paderborn: Ferdinand Schöningh.

Fisher, Janet (2004). Historical Fiction. In: Hunt, Peter (Hrsg.): International Companion Encyclopedia of Children's Literature. London/New York: Routledge, S. 490-498.

Genette, Gérard (1991). Fiction et diction. Paris: Ed. du Seuil.

Griffin, Thomas D./Wiley, Jennifer/Salas, Carlos R. (2013). Supporting Effective Self-Regulated Learning: The Critical Role of Monitoring. In: Azevedo, Roger/Aleven, Vincent (Hrsg.): International Handbook of Metacognition and Learning Technologies. New York: Springer, pp. 19-34.

Jaquenod, Claudine (1988). Contribution à une étude du concept de fiction. Bern: Peter Lang Verlag.

Kammler, Clemens (2013). Literarische Kompetenzen beschreiben, beurteilen und fördern. In: Rösch, Heidi (Hrsg.): Literarische Bildung im kompetenzorientierten Deutschunterricht. Freiburg i.Br.: Fillibach, pp. 197-214.

Klug, Daniel (Hrsg.) (2016). Scripted Reality: Fernsehrealität zwischen Fakt und Fiktion. Perspektiven auf Produkt, Produktion und Rezeption. Baden-Baden: Nomos.

Lewis, David K. (1986). On the plurality of worlds. Oxford: Blackwell.

Schmidt, Siegfried J. (1980). Fictionality in literary and non-literary discourses. In: Poetica, 9, pp. 525-546.

Walton, Kendall L. (1990). Mimesis as Make-Believe. On the Foundations of the Representational Arts. Cambridge/London: Harvard University Press.

Wulff, Christoph (2005). Spiel. Mimesis und Imagination, Gesellschaft und Performativität. In: Bilstein, Johannes (Hrsg.): Anthropologie und Pädagogik des Spiels. Weinheim/Basel: Beltz, S. 15-22.

Diana PLANTIĆ TADIĆ
VERN' University, Croatia
Nikša MADIRAZZA
VERN' University, Croatia
Zrinka MRKONJIĆ
VERN' University, Croatia

COMPARISON OF SELECTED TELECOM OPERATORS ON THE CROATIAN MARKET – MARKETING AND FINANCIAL ASPECT

Abstract

The development of the digital society has marked an increase in the availability and speed of broadband Internet access. This has contributed to the development of telecom operators whose market in the Republic of Croatia is recording a continuous growth of data traffic. This paper analyzes two leading Croatian operators with recognizable brands. A brand complements a product or service and creates an emotion in customers that makes it easier to make a purchase decision. The role of brand equity is of increasing importance in the structure of a company, so its financial value is necessarily monitored. Financial indicators are necessary for successful monitoring of financial values and quality business management of the company. This paper analyzes the financial indicators of two leading telecom operators on the Croatian market - Hrvatski Telekom and A1 and compares them from the aspect of the perception of their brand equities and from the financial aspect. An empirical study, conducted in the year of 2021, showed that, although Hrvatski Telekom had better financial results, respondents preferred A1.

Keywords: *telecom operators, financial indicators, brand equity*

1 INTRODUCTION: THEORETICAL FRAMEWORK

Due to its importance, the telecommunication market is becoming one of the predominant economic branches in the Republic of Croatia, providing that the total revenue of companies in this sector are at an annual level of around HRK 12.6 billion, according to the Institute of Economic (2020). On the one hand companies need information on financial indicators that reflect their business for successful management. On the other hand, brand value plays an important role because it strengthens the financial value of the company. Each brand has a certain strength in the market that shows the very essence of the company and can generate large financial inflows that can be converted into measureable value of the company. The market value of a brand represents an additional value that enriches the products of a company (Kotler, Keller and Martinović, 2014).

Such important determinants of business management must be successfully monitored. Accordingly, acquired information on financial and brand value of a business organisation needs to be compared. However, the authors have noticed the insufficiency of available information on the Croatian telecommunication market. As for the telecommunication market, Chen and Myagmarsuren (2011) investigated the relationship between brand image and customer loyalty in the Taiwanese telecommunication industry on a sample of 236 respondents. They concluded that brand image significantly affects the quality of relations with users, but has no direct effect on their loyalty to the operator, which is directly related to the financial result of the business. The starting hypothesis is that the comparison of financial indicators and brand equity of a business organisation is meaningful in the Croatian telecommunication industry. The initial assumption is that financial results of a telecom operator doing business in Croatia are higher if the consumers' perception of its brand value is more positive.

Financial business indicators

The instruments of financial statement analysis are financial indicators. Financial indicators give a good overview of the company and highlight its strengths and weaknesses. The first stage of financial analysis is precisely the analysis through financial indicators (Vukoja, 2009). The indicator is a "rational or relative number, which implies that one economic quantity is put in proportion (divided) by another economic quantity" (Žager et al., 2017, p. 43). According to the same authors, financial indicators are classified into several groups (2017, p.44):

1. liquidity indicators that measure the company's ability to meet short-term obligations as are due;
2. indebtedness indicators that measure how much the company is financed from other sources;
3. activity indicators that measure how efficiently the company uses its resources;
4. economic indicators that measure the ratio of income and expenses;
5. profitability indicators that measure return on invested capital; investment indicators that measure the success of investing in ordinary shares.

Brand and brand equity

The most valuable intangible asset of a company is its brand. Keller (2008, p.7) states in his work that the word brand "comes from the word *brandr* which means to burn, and it meant the branding of cattle for the purpose of proving ownership". Likewise, Kotler and his colleagues Keller and Martinović (2014, p. 241) define a brand as "a name, term, sign, symbol, shape or combination of all these, the purpose of which is to identify the goods or services of one seller or a group of sellers and distinguish them from competitors".

Pavlek (2008) claims that the value of the brand plays an increasing role in the structure of the company's value, therefore it is necessary to measure its strength and financial value. While Rajh (2005, p.33) focuses on the market value of the brand, which he considers to be "the difference in consumer choice between a branded and unbranded product with the same level of production features". Mandić (2007) connects the concept of market value of a brand with the subjective experience of the customer, that is, with the customer's intangible view of the brand. Marijan and Palić (2014) point out that there are about forty methods available today that measure brand value. There is no single method that will determine the market value of a brand. Because of the above, the measurements are based on a combination of financial and market influences on the brand.

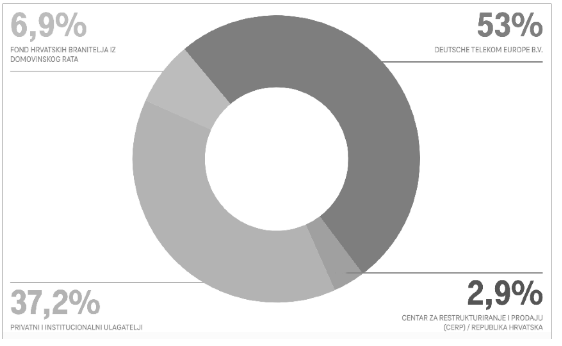
2 OVERVIEW OF TWO LEADING TELECOM OPERATORS IN CROATIA

Božić (2020) presents the main indicators of the telecommunication sector in the Republic of Croatia for the year 2019 in sectoral analyses. According to HAKOM's annual report, in 2019 there was a decrease in the number of users in the fixed network by 1.48% compared to the previous year, and an increase in the number of mobile network users by 0.37% compared to 2018. In 2020, Hrvatski Telekom (50.7%) was used by most users in the field of fixed communication. In the field of mobile communication, Hrvatski Telekom also dominates (45.6%), second is A1 with 34.6%, and the remaining 19.7% are users of other operators' services (HAKOM, 2021).

Hrvatski Telekom (HT)

Hrvatski Telekom is a leading telecommunication company in Croatia that provides fixed and mobile telephony, wholesale, Internet and data services. It was founded in 1999 by the separation of Croatian Post and Telecommunication into Croatian Post and Croatian Telecommunication. Since 2001, it has been majorly owned by the German company Deutsche Telekom, and in 2004 it changed its trademark to T-HT and became part of the T family (Hrvatska enciklopedija, 2021). Apart from the majority owner Deutsche Telekom Europe B.V. with a share of 51.7%, the ownership structure of Hrvatski Telekom includes the Fund of Croatian Veterans of the Homeland War, which owns 6,8%, while the Center for Restructuring and Sales of the Republic of Croatia holds 2.9%. The remaining 38,6% of shares are held by private and institutional investors. Figure 2.1 shows the above.

Figure 2.1 – Ownership structure of Hrvatski Telekom, 2022. Source: Hrvatski Telekom (2022). Available at: https://www.t.ht.hr/o-nama/vlasicka-struktura/#section-nav (5.7.2022.)



A1

A1 Croatia (former Vipnet d.o.o.) is the first private mobile operator in Croatia. In September 1998, the company received a concession for the second GSM network in Croatia, after which it started operating on July 1, 1999. Vipnet was the first operator to introduce a prepaid service and a year later the only mobile payment service in Croatia until then – Vip parking, which was later introduced and used by other global operators. A1 is part of the Telekom Austria Group and a strategic partner of Vodafone. In August 2011, A1, then Vipnet, bought B.net, a cable operator that offers fixed telephony, Internet and television services. This takeover represented the largest acquisition on the Croatian telecommunication market. On October 1, 2018, Vipnet changed its name to A1.[1] A1 Croatia is a limited liability company and as such does not issue shares.[2]

3 EMPIRICAL RESEARCH – METHODOLOGY AND RESULTS

Financial indicators are necessary for successful monitoring of financial value. Below are presented the financial indicators that were compared with the brand value perceptions of the two leading telecommunication operators Hrvatski Telekom and A1, which were the subjects of research conducted for the purposes of this article.

Methodology of the research

This chapter presents the financial indicators of the observed telecom operators for the period from 2015 to 2021. Secondary data was obtained from internal documents of

[1] Telegram.hr (2022). Taken from: https://www.telegram.hr/biznis-tech/ako-ste-na-vipu-vjerojatno-ste-jutros-primijetili-da-je-promijenio-ime-u-a1-bili-smo-na-predstavljanju-novog-brenda (7. 4. 2022)

[2] FINA, (2021), Registar godišnjih financijskih izvještaja, javna objava. Available at: (21. 12. 2021)

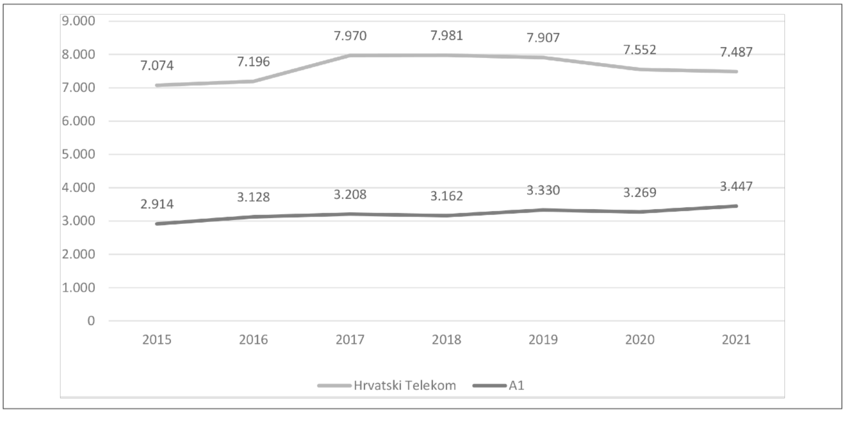
the observed telecom operators, and the results of the conducted primary research. The primary research was conducted at the beginning of 2021 through an online method using a survey questionnaire as a research instrument. The random sample consisted of 132 respondents, which means that this research is considered preliminary. Limitations due to the type of sample as well as its size are determined.

Results of the secondary research

Secondary research was conducted by collecting data from secondary sources, i.e., internal documentation of the companies Hrvatski Telekom and A1, which refers to their operations on the Croatian market.

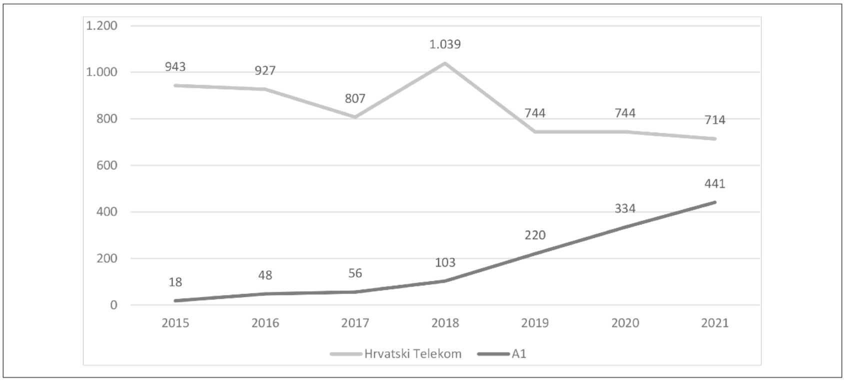
Hrvatski Telekom and A1 have been present on the Croatian market since 1999. Figures 3.1 and 3.2 show the sizes of their incomes and profits. According to the figures, Hrvatski Telekom's revenues recorded a growth trend throughout the observed period. In 2021, they decreased compared to the previous year due to lower realization of various income streams and income from fixed telecommunication. The growth in income recorded by Hrvatski Telekom over the years was mainly due to the realization of good mobile telecommunication income. At operator A1, the growth of total revenues over the years was influenced by higher revenues from mobile and fixed services. The slight decline in 2018 was influenced by significant costs for the rebranding of the company Vip in A1.

Figure 3.1 – Total revenues of HT and A1 operators in the period 2015-2021 (HRK in millions).
Source: FINA (2021). Registar godišnjih financijskih izvještaja, javna objava.
Available at: http://rgfi.fina.hr/JavnaObjava-web/prijava.do (21. 12. 2021)



The movement of the operator's total profit is shown in Figure 3.2. Hrvatski Telekom's total profit has fluctuated over the years depending on costs and investments, in contrast to A1, which records an average annual growth in net profit in the period from 2015 to 2021.

Figure 3.2 – Total profit of operators HT and A1 in the period 2015-2021 (HRK in millions). Source FINA, (2022), Registar godišnjih financijskih izvještaja, javna objava. Available at: http://rgfi.fina.hr/JavnaObjava-web/prijava.do (5. 7. 2022.)



Investing in branding activities creates brand equity, which means loyalty and awareness of the brand and the perception that the brand, or product or service has a certain level of quality. Brand equity largely depends on whether consumers are willing to choose a particular brand over another and allocate a certain amount of money for it. As the amount of money grows, so do sales volumes, which will result in higher profit margins. Monitoring the movement of the profit margin is one of the most significant measures of the influence of a brand on the creation of a company's value. (Brlečić Valčić and Hodžić, 2016). Table 3.1 shows the marketing costs of the observed operators.

Table 3.1 – Marketing costs of operators in the period 2015–2021. year (in HRK million)

	2015	**2016**	**2017**	**2018**	**2019**	**2020**	**2021**
Hrvatski Telekom	114	120	130	124	123	91	96
A1*	354	317	297	177	145	128	163

*displayed marketing and sales costs

In its annual financial statements, Hrvatski Telekom shows marketing investments under the name *Advertising expenses* in the Notes of the financial statements under item 10, *Other expenses*. Hrvatski Telekom awards and supports innovative projects with its donation program, which has been implemented since 2006. It is also a sponsor of numerous events.

The values of marketing costs of operator A1 are not transparent because the operator shows marketing investments together with sales costs under the name *Marketing and sales costs* in the Notes to the financial statements under item 8, *Consumed raw materials and services and used services* (FINA, 2022). A1 regularly sponsors business, cultural, sports, educational, technological and gaming events.

After the presentation of the total revenues and profits of the observed operators, it is evident that their size at Hrvatski Telekom is far greater than that of operator A1. The company's strengths, weaknesses and an overview of its operations are made possible by financial indicators. Most indicators are calculated based on data from the profit and loss account and the balance sheet. However, for the purposes of this paper, it is not necessary to elaborate each of the financial indicators in detail.

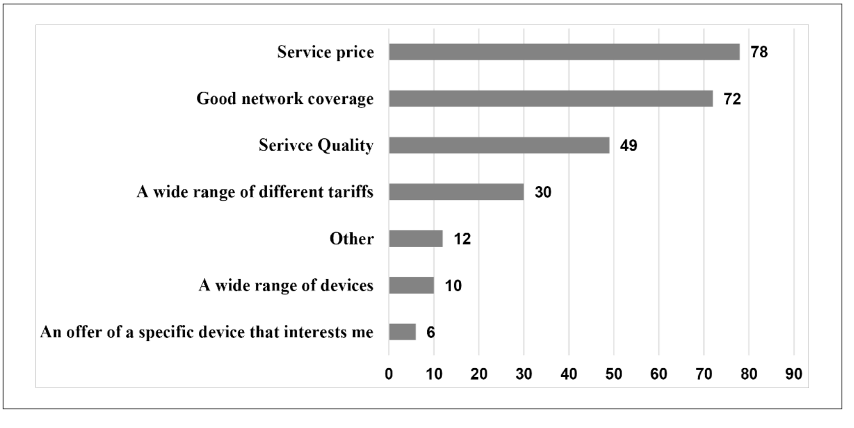
Results of the primary research

As to examine the perception of brands of selected telecommunication operators, a survey was conducted with the help of a survey questionnaire during 2020. The questionnaire was created in the online tool Google Forms. The survey included a total of 14 closed questions, two of which were designed as Likert scales where respondents had to mark the degree of agreement or disagreement with a certain statement. 132 respondents took part in the survey, which constituted a convenient research sample.

Regarding the use of a particular telecom operator for fixed services (Internet, TV and telephone), respondents in the Croatian market mostly use Hrvatski Telekom, 37.9% of them, and A1 (34.1%), while 9.1% of respondents use another operator. On the other hand, for mobile services, respondents mostly use A1 (37.9%), while only one quarter of respondents use Hrvatski Telekom.

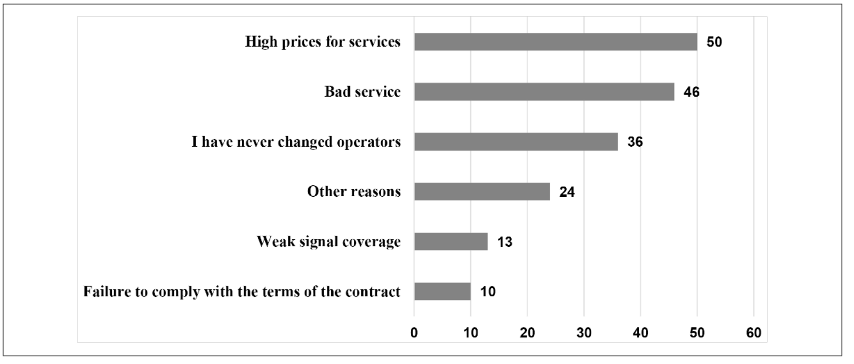
The most important reasons why respondents choose a particular telecommunication operator are the price of the service and good network coverage. In terms of importance, the quality of the service, the wide range of tariffs and devices, and the offer of the specific device that interests the user are next. As other reasons, respondents mostly cited the use of an official mobile phone where the employer chose the operator (Figure 3.3).

Figure 3.3 – The most important reasons for choosing a particular telecommunication operator



Regarding user requests to change operators, as many as 72.7% of respondents have changed telecommunication operators at least once, and the most common reasons for changing are high service prices, poor service, weak signal coverage and non-compliance with contract clauses. 24 respondents had other reasons that led them to change operators (Figure 3.4).

Figure 3.4 – The reason for changing the telecommunication operator



Regarding the promotional activities of a certain telecommunication operator, 14.4% of respondents notice them regularly, 57.6% of them notice the activities, but do not pay attention to them, while 28% do not notice them at all.

When choosing a telecom operator, the popularity of the brand on the market is not important to most respondents (55.3%). That is, less than half of the respondents favour a popular brand when choosing an operator on the Croatian market. Likewise, most respondents believe that the price of services affects the perception of the quality of the telecommunication operator's brand (56.1%).

Figure 3.5 – User attitudes about the telecommunication operator they use

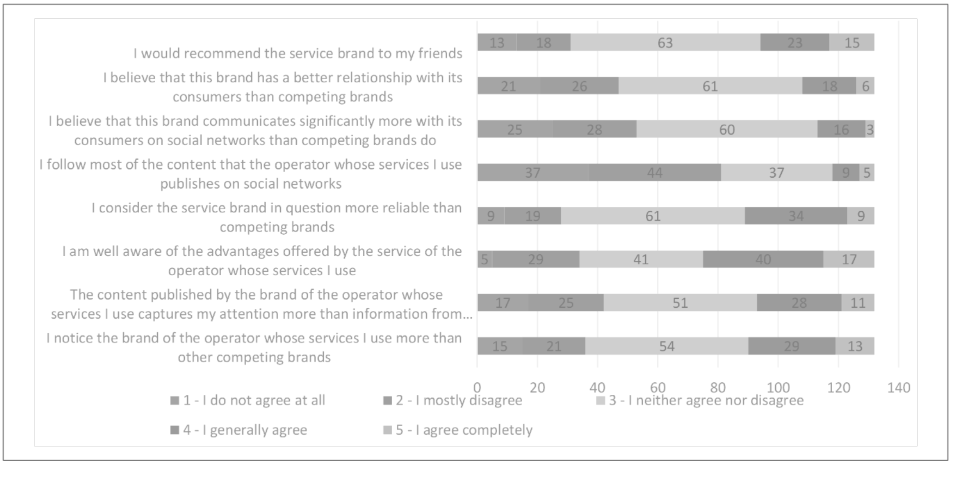
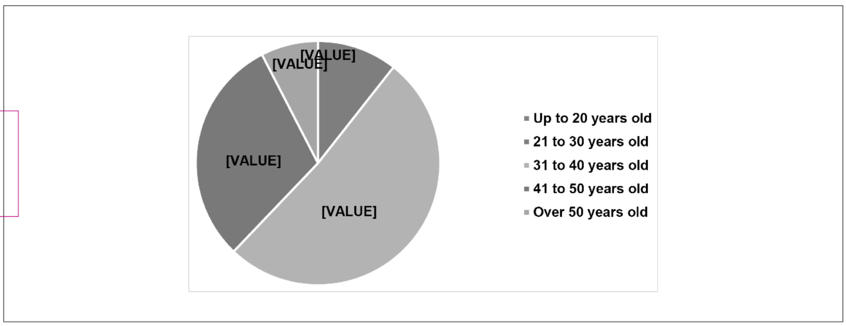


Figure 3.5 shows respondents' attitudes about the operator they are currently using. 29% of respondents agree or mostly agree that they would recommend the service brand to their friends. 36% of them disagree with the statement that the brand of the operator they use has a better relationship with their consumers than competing brands. Only 14% of respondents believe that their operator communicates significantly more with their consumers on social networks than other operators, while the rest disagree or cannot decide whether they agree or disagree with this statement. 61% of respondents do not follow the content that their operator publishes on social networks. 33% of respondents consider their operator more reliable than competitors, 32% notice it more than others, and 43% are aware of its advantages.

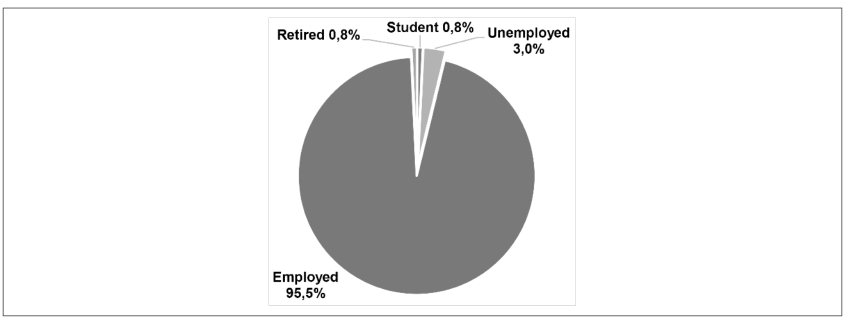
Regarding the demographic data of the respondents, 53.8% of male and 46.2% of female respondents participated in the survey. More than half of the respondents are in the age group of 31 to 40 years, 30.3% are in the age group of 41 to 50 years, 10.6% are in the age group of 21 to 30 years, and 7.6% of the respondents were older than 50 years (Figure 3.6).

Figure 3.6 – Age of the respondents



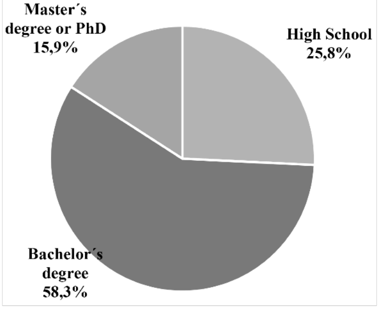
95.5% of respondents are employed, 3% are unemployed. One student and one pensioner participated in the investigation (Figure 3.7).

Figure 3.7 – Work status of the respondent



Furthermore, 58.3% of respondents completed college or higher education. 25.8% have a high school education, and 15.9% of respondents have completed a master's degree or doctorate (Figure 3.8).

Figure 3.8 – The level of education of the respondents



Finally, the limitations of this research refer to the examination of a convenience sample, the low representation of respondents with a lower vocational education and respondents who are students and retirees. Nevertheless, the data obtained from this research can serve as a guideline for further research.

Final findings of the research

Through the analysis of financial indicators in this paper, it can be concluded that Hrvatski Telekom continuously records the best results compared to A1. This is confirmed by Hrvatski Telekom's market share, which is 53.03% in the field of fixed communication and 46.26% in the field of mobile communication (Božić, 2019).

Given that one of the research goals of this paper is to make a comparison between the analyzed telecommunication operators, the following paper presents the basic financial indicators and compares their values with the aim of a better comparison of operations. After that, in the continuation of the chapter, a comparison of the financial indicators of operations and the perception of the value of brands of selected telecommunication operators on the Croatian market is given.

Although Hrvatski Telekom recorded the best results in the observed period compared to other operators, i.e., better than A1, it has a lower rating of users' opinions about the brand than the competing operator. The average rating of A1 is 3.20, and that of Hrvatski Telekom is 3.02. The above can be attributed to the shortcomings of the research, i.e., the non-representative sample.

Investing in branding activities creates brand equity, which represents consumers' awareness of a brand, their affection for a brand, and their perception of a brand as a certain level of quality. Brand equity depends on whether consumers are willing to choose a particular brand over another and allocate a certain amount of money for it. Although the investment in marketing by operator A1 is not transparently expressed because marketing investments are shown together with sales costs, it can be concluded from the data that Hrvatski Telekom invests the most in marketing. In addition, Hrvatski Telekom recorded the highest net profit margin throughout the observed period.

4 CONCLUSION

The aim of this paper was to compare the financial indicators of the business and the perception of brand value. Regading the research results and having in mind some research restrictions of this preliminary research, the initial assumption of the paper has been rejected. It might be concluded that the comparison of financial indicators and brand equity of two leading Croatian telecommunication operators is not actually meaningful – it is not a brand, but precisely the price of service and high-quality network coverage that are crucial reasons for choosing a telecom operator in Croatia. In other words, financial results of a telecom operator in Croatia are not neccesarily higher if the consumers' perception of its brand value is more positive.

References

Božić, Lj. (2020). Telekomunikacije (Telecommunication). *Sektorske analize, 78*(9), 1-22. Retrieved from https://www.eizg.hr/userdocsimages/publikacije/serijske-publikacije/sektorske-analize/SA_telekomunikacije_lipanj_2019.pdf (18. 6. 2022).

Brlečić Valčić, S., & Hodžić, D. (2016). Računovodstvo brenda u funkciji očuvanja vrijednosti poduzeća (Brand accounting in the function of preserving the value of the company). *Ekonomska misao i praksa, 25(1),* 127-144.

Chen, C. F., & Myagmarsuren, O. (2011). Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. *Total Quality Management & Business Excellence*, *22*(9), 957-974.

Institute of Economic, Zagreb (2020). *Sectoral analysis – telecommunications.* Retrieved April 8, 2023, from https://www.eizg.hr/userdocsimages/publikacije/serijske-publikacije/sektorske-analize/sa_telekomunikacije-2020.pdf

FINA. (2021). *Registar godišnjih financijskih izvještaja, javna objava (Register of annual financial statements, public announcement)*. Retrieved December 12, 2021 from http:/rgfi.fina.hr/JavnaObjava-web/prijava.do.

FINA. (2022). *Registar godišnjih financijskih izvještaja, javna objava (Registar godišnjih financijskih izvještaja, javna objava)*. Retrieved July 5, 2022, from http:/rgfi.fina.hr/JavnaObjava-web/prijava.do.

HAKOM. (2021). *e-Tržište (e-Market)*. Retrieved December 18, 2021, from https://www.hakom.hr/default.aspx?id=60.

Hrvatska enciklopedija. (2021). *Hrvatski Telekom d.d.* Zagreb: Leksikografski zavod Miroslav Krleža. Retrieved December 22, 2021 http:/www.enciklopedija.hr/Natuknica.aspx?ID=26432.

Keller, K. L. (2008). *Slučajevi najbolje prakse upravljanja markama: pouke najsnažnijih svjetskih* maraca (Brand management best practice cases: Lessons from the world's strongest brands). Zagreb: Accent.

Kotler, P., Keller, K. L., & Martinović, M. (2014). *Upravljanje marketingom (Marketing management)*. Zagreb: Mate.

Mandić, M. (2007). Povezanost upravljanja odnosima s klijentima i tržišne vrijednosti marke (Relationship between customer relationship management and brand market value). *Market--Tržište*, *19*(1), 85-98.

Marijan, I., & Palić, M. (2014). Aplikacija metoda za mjerenje vrijednosti marke na tržištu Republike Hrvatske (Application of methods for measuring brand value on the market of the Republic of Croatia). *Zbornik Ekonomskog fakulteta u Zagrebu*, *12*(1), 97-112.

Pavlek, Z. (2008). *Branding: Kako izgraditi najbolju marku (Branding: How to build the best brand)*. Zagreb: M.E.P. Consult.

Rajh, E. (2005). Utjecaj elemenata marketinškog miksa na tržišnu vrijednost marke (The influence of elements of the marketing mix on the market value of the brand). *Privredna kretanja i ekonomska politika*, *15*(102), 30-59.

Telegram.hr (2022). *Ako ste na Vipu, vjerojatno ste jutros primijetili da je promijenio ime u A1. Bili smo na predstavljanju novog Brenda*. Retrieved April 7, 2022, from https://www.telegram.hr/biznis-tech/ako-ste-na-vipu-vjerojatno-ste-jutros-primijetili-da-je-promijenio-ime-u-a1-bili-smo-na-predstavljanju-novog-brenda.

Vukoja, B. (2009). Primjena analize financijskih izvješća pomoću ključnih financijskih pokazatelja kao temelj donošenja poslovnih odluka (Application of financial report analysis using key financial indicators as a basis for making business decisions). Retrieved September 4, 2019, from https://www.scribd.com/document/132655142/Primjena-Analize-Financijskih-Izvjestaja-Pomocu-Kljucnih-Financijskih-Pokazatelja.

Diana PLANTIĆ TADIĆ
VERN' University, Croatia
Jadranka IVANKOVIĆ
VERN' University, Croatia
David NOVOSELEC
VERN' University, Croatia

LIVESTREAMING POTENTIAL IN THE CONTEXT OF MARKETING COMMUNICATION IN THE REGIONAL MARKET

Abstract

The purpose of this paper is to examine the development potential of livestreaming as a marketing communication tool in the regional market, that is, Bosnia and Herzegovina, Serbia and Croatia. For the purpose of gathering information, an online survey was conducted via Google forms to gain insights about the attitudes and opinions of the respondents. Interviews were conducted with livestreamers to collect opinions, suggestions, and recommendations from experts. Despite the positive attitudes of respondents towards the concept of livestreaming in the context of streaming media in real-time over the Internet, the concluding remarks point to the current disadvantages of production in the regional market. Interviews with livestreamers provided qualitative information as a base from which some indicative conclusions were reached. The need for a large competitive platform is emphasized, as for the existing ones to perceive the need for further improvement in their services and operating systems.

Key words: *marketing communication, livestreaming potential, livestreamer, regional market*

1 INTRODUCTION IN LIVE-STREAMING AND LIVE-STREAMING PLATFORMS

With the rise of livestreaming and livestreamers[1] in the last few years there are questions to be raised – how much more popularity will livestreaming[2] gain and what will be the consequences for other media consumption services. Livestreaming is the transmission

[1] A livestreamer is a person who produces content in real time. Cambridge Dictionary. Available at: https://dictionary.cambridge.org/dictionary/english/livestream (25. 8. 2022.).

[2] Livestreaming is a live broadcast, which takes place on online streaming media that is simultaneously recorded and broadcast in real life. Cambridge Dictionary. Available at: https://dictionary.cambridge.org/dictionary/english/livestream (25. 8. 2022.).

of content that takes place live, via the Internet. The difference between streaming and livestreaming is that livestreaming produces content live which gives the audience the opportunity to communicate, give feedback and watch content together with other audience and the content creator[3].

Livestreaming started with a platform JustinTV that Justin Kan and Emmett Shear founded in 2007. Unlike the usual content platforms, JustinTV focused on real-life content. In 2011, the founders decided to rename the company to Twitch and it focused on making interaction between consumers and creators as easy as possible. Emmet Shear made Twitch as big as it is today because of its interactive characteristics and various ways of making money such as advertisements, donations and bits[4]. ”People come for the content, but stay for the chat.”(Shear, 2016). Nowadays, livestreaming is becoming one of the biggest mediums for providing content. Livestreaming is quickly becoming one of the most profitable marketing channels with millions of daily viewers across multiple platforms[5]. The most popular livestreaming platforms are Twitch, YouTube and FaceBook[6].

Twitch is currently the most popular platform with an average of over 2,5 million viewers at any given time. Despite being one of the biggest innovators out of all the livestreaming platforms, YouTube is catching up to its market share. In 2014, Amazon bought Twitch. The most basic option for a livestreamer to make money is to implement a *Donate* button below the content window. Twitch takes a certain percentage from every donation. Outside of the donation button, Twitch offers the programs *Affiliate* and *Partner* that give livestreamers the ability to put advertisements on their livestreams and to acquire subscribers. Twitch has no plans of slowing down their growth and they expect to become more popular than ever with livestreaming becoming more popular as a content supplier[7].

YouTube is the world’s most famous platform for watching content and producing various kinds of content. YouTube was founded in 2005. In 2006, YouTube was bought by Google and today YouTube is one of the biggest Google subsidiaries. Even though

---

[3] Difference between streaming and live streaming. Difference between. Available at: http://www.differencebetween.net/technology/difference-between-streaming-and-live-streaming/ (26. 8. 2022.).

[4] Twitch history / From beginning to now. StreamersPlaybook. Available at: https://streamersplaybook.com/twitch-history-from-beginning-to-now/ (25. 8. 2022.).

[5] Twitch history / From beginning to now. StreamersPlaybook. Available at: https://streamersplaybook.com/twitch-history-from-beginning-to-now/ (25. 8. 2022.).

[6] The 50 most visited websites in the world. The Visual Capitalist. Available at: https://www.visualcapitalist.com/the-50-most-visited-websites-in-the-world/ (25. 8. 2022.).

[7] Twitch history / From beginning to now. StreamersPlaybook. Available at: https://streamersplaybook.com/twitch-history-from-beginning-to-now/ (25. 8. 2022.).

YouTube is a platform which has many more uses and types of content other than just livestreams, in this paper the focus is on YouTube gaming. In 2020, YouTube gaming had its busiest year ever with over 100 billion hours watched and 40 million active content makers. The advantage of this platform is its general prevalence and popularity. YouTube is the second most visited website, after Google itself. Daily livestreams grew by 45% in the first six months of 2020. By examining these statistics, it can be said that YouTube is one of the best platforms for making a profit from advertising, which is the main income source of livestreamers[8].

FaceBook (or **Meta)** is also one of the most visited websites in the world, right after Google and YouTube. With over 22.5 billion monthly visits, the advantage of this platforms is its popularity. FaceBook as a company started in 2004, but the option to produce livestreams was developed in 2016. By that time other platforms already had more experience in the business and an established user base. Despite that, FaceBook quickly gained a massive user base. The popularity of FaceBook makes the platform very profitable for livestreams, where people watch content for longer on average, have more interactions and watch more advertisements[9].

2 EXAMPLES OF BEST LIVESTREAMING PRACTICE IN REGIONAL MARKET

It must be taken into consideration that livestreamers in the regional market (Croatia, Serbia and Bosnia and Hercegovina) produce their content using their local language. This alone means that the market is significantly smaller than the English-speaking market and that potential sponsors are harder to obtain.

Miroslav Marinković, also known as NoLifer, is a famous YouTuber and livestreamer from Serbia. With his unique approach and natural behaviour, he achieved great success in his career. Since September 2014, his channel managed to collect 44 million views and an average of 100 viewers per livestream. He is known for his consistency and hard work because he posts daily videos and livestreams and continues to grow as an influencer[10].

Antonio Radić, also known as Agadmator, is a Croatian YouTuber and livestreamer. His content is based on playing online chess and analysing tournament

[8] The 50 most visited websites in the world. The Visual Capitalist. Available at: https://www.visualcapitalist.com/the-50-most-visited-websites-in-the-world/ (25. 8. 2022.).

[9] History of FaceBook. Britannica. Available at: https://www.britannica.com/topic/Facebook (25. 8. 2022.).

[10] NoLifer- About. YouTube. Available at: https://www.youtube.com/c/Nolifer89 (25. 8. 2022.).

games and historical chess moments. He is one of the biggest chess livestreamers in the entire world with over 1.15 million subscribers and 492 million views on his channel. He has many recognitions, and he can proudly say that livestreaming is his main job and source of profit with many monthly views and donations that exceed over 20 thousand dollars[11].

Nedim Lepić, also known as Nedim, is a YouTuber and livestreamer from Bosnia and Hercegovina. With content based on his everyday life, adventures and videogames, his channel has managed to obtain 120 million views which makes him one of the biggest livestreamers on the scene[12].

Stefan Vuksanović, known as Mudja, is a YouTuber and livestreamer from Serbia. With over 2 million subscribers and 1 billion views, Mudja is not only one of the biggest livestreamers, but also one of the biggest online personalities in the regional market, especially for younger generations[13].

3 THE EMPIRICAL RESEARCH

Research methodology

Considering that the subject has not been sufficiently researched, quantitative and qualitative research was carried out, and the main results are presented in the paper. The research tried to get an insight about livestreaming from the perspective of followers who consume the content and the producers of the content themselves. The quantitative research was conducted on the Internet and social media sites in 2021 using an electronic questionnaire on a convenient sample of 105 followers from the region. The qualitative research was conducted in the form of interviews with three livestreamers of small, medium, and high number of viewers in the region.

Results of the quantitative research

Since the research requires a suitable sample, the first question was an elimination question about the respondents' interest in the very concept of livestreaming. Out of 122 respondents who took part in this survey, 86.1% (105) answered that they watched livestreaming and completed the questionnaire.

In the next question, respondents were asked to provide some personal information, as shown in Table 3.1.

---

[11] Agadmator. YouTube. Available at: https://www.youtube.com/c/AGADMATOR/about (25. 8. 2022.).

[12] Nedim. YouTube. Available at: https://www.youtube.com/c/NedimTech/about (25. 8. 2022).

[13] Mudja. YouTube. Available at: https://www.youtube.com/c/Mudja/about (25. 8. 2022.).

Table 3.1 – Personal information. Source: authors' research.

	Number of respondents 105	Percentage
Gender		
Male	47	44,8%
Female	58	55,2%
Age		
15-24	71	67,6%
25-34	19	18,1%
35-44	4	3,8%
45-54	6	5,7%
55<	5	4,8%
Level of education		
Lower vocational education	1	
High school education	47	
College education	22	
Higher professional education	17	
Income range (HRK)		
<4000	42	
4001-7000	19	
7001-10000	11	
10001-15000	1	
15001<	4	
Profession		
Student	32	
Employed	16	
Unemployed	5	

While age and gender were obligatory, income range, profession and level of education were optional questions.

Table 3.2 – Valuable aspects of livestreams. Source: authors' research.

Claims	No. of response
I find it more interesting to watch live content than pre-recorded content.	48
I think that through livestreaming I can connect personally with the person I am watching, more than through other platforms for viewing content.	26
I like interacting with other people while watching content together.	41
I think that the content that a person produces live is of higher quality and more honest than the previously recorded one.	51
Other	1

Referring to Table 3.2. respondents found live content more interesting than pre-recored, because it is more honest than previously recorded content as it is difficult for a livestreamer to pretend to be someone else in livestreams. Thus, viewers can relate to them personally and they like interacting with other people while watching content together. The next question examines the time spent watching live streams. The data showed that 80% of respondents watch live streams 0-2 hours per week while the other 20% of respondents follow livestreams even more than 3 hours per week. Also, the results indicate that interesting content, quality of livestream and more free time could lead to greater attendance to livestream content for the respondents. The respondents also answered *More interesting livestreamers*, emphasizing the problem of the content itself and personal promotion of the livestreamers.

The purpose of the following question was to find which are the most popular platforms for watching livestreams in the regional market. YouTube is by far the most common with 81 answers, followed by Instagram 38, Twitch 37 and Facebook 31. Although Twitch is the only listed platform that is designed only for livestreaming, it arose on the 3rd place while the other listed platforms offer livestreaming as a secondary issue.

Table 3.4 – Popularity of various types of content. Source: authors' research.

Claims	No. of responses
Videogames	42 (3)
Sports	32 (4)
Music	49 (2)
Just chatting	30 (5)
Podcast	56 (1)
Other	4

As shown in Table 3.4. a podcast is the category with the most answers (56), with the growing popularity of channels such as "Podcast Incubator" in the regional area, music and video games gained 49 and 42 answers respectfully. Livestreams of concerts and festivals are becoming more and more common, so that people can enjoy the music at the same time in case they cannot attend the event itself. Recently, there has been a significant growth in the popularity of the "just chatting" livestreaming category. Under "other", respondents listed answers such as travel, stock and cryptocurrency trading, TV series, and skin care.

Respondents were asked to rate the level of their agreement with the given statements and their answers are shown in Table 3.5. Majority of respondents (82) completely agree or agree that watching livestreams will become more popular in the future. 50 respondents think that it is not easy to become a livestreamer while 38 are not sure.

Furthermore, 56 respondents are not interested in becoming a livestreamer while 32 are not sure. 57 respondents think that livestreaming is attractive way of earning money while 42 are not sure.

Table 3.5 – Livestreaming perception. Source: authors' research.

	completely agree	**agree**	**not sure**	**disagree**	**completely disagree**
"Over time, more and more people will start watching live streams."	29	53	21	2	0
"The growth in popularity of livestreaming will cause a decline in the popularity of other classic content sources."	7	33	41	19	5
"Becoming a livestreamer is easy. "	2	15	38	32	18
"I would like to give a shot at livestreaming myself. "	8	9	32	32	24
"Livestreaming is profitable enough to live a good life. "	27	30	42	3	3
"Famous livestreamers will become more popular than actors, athletes, and singers. "	13	19	52	14	7

The number of livestreamers that respondents follow was also examined. The answers show that 68.6% of the respondents follow a couple of livestreamers, while 18% of respondents have not yet found someone to follow. This again pointed on the recurring problem of personal promotion of livestreamers in the region. Furthermore, several questions were asked to examine the respondents' willingness to donate money. 86% of respondents have never donated money to a livestreamer. This pointed to the challenge of the livesteaming business model in the region since donations represent the largest amount of income of livestreamers. This could explain the low interest of respondents in starting livestreaming.

Respondents were asked to give an explanation why they are not paying for livestream content, and the main reasons were lack of motivation (41), low income (46), and lack of trust in online payment (12 responses). Concerning lack of motivation, it could be concluded that respondents haven't found highly valuable content to be paid for. Namely, only two (2) respondents declared that they donated only to the humanitarian purposes or to a livestreamer who personally delighted them.

Results of the qualitative research

Along with the survey, three interviews were also conducted with the people who are active livestreamers. The first respondent was Karlo Starčević, a student with several years of experience in livestreaming on the Twitch platform, who qualifies as an expert of medium popularity. The second respondent was Antonio Brgles, a student who recently started his career, but quickly broke into the market of the Facebook platform and is classified as an expert of lower popularity. The third respondent was Miroslav Marinković, a livestreamer by profession, classified as an expert of high popularity and many years of experience. With his 200,000 followers on the YouTube platform and 400 average viewers in each livestream, he has established himself as one of the biggest livestreamers on the regional market.

Livestreaming is currently unprofitable in the regional market. Considering that only Mr. Marinković lives from the income of livestreaming, he personally pointed out that it was very difficult to earn an average income from livestreaming, as well as that it required a lot of time, effort and monetary investment. All the respondents agreed with the estimate that there is a potential for growth in the regional livestream market, but its size cannot be compared with the livestream content produced for English speaking audience.

Based on the conducted research several conclusions could be made:

a) the concept of livestreaming has potential in the regional market, but it can't be compared with the scope of the English-speaking market,
b) there is an interest of the followers for livestream content, and it is estimated that such demand will grow soon, particularly for podcast, music, videogames and sports,
c) lack of donations is the weakest point of the livestream business model in the regional market,
d) quality and content of livestream production should be improved,
e) livestreamers need to invest more effort and creativity in self-promotion targeting their potential audience.

4 CONCLUSION

The survey provided two side perspective on livestreaming in the regional market: an insight from the livestreamers' perspective as well as from the perspective of their audience. The research results indicated a growing potential of livestreaming in the regional market. The focal point of livestreaming is gaining an audience large enough to achieve sponsorships and advertisement revenue in return for quality content for the audience. The lack of viewers in the regional market results in a lack of livestreamers due to financial discouragement. Therefore, the main effort of livestreamers should be on attracting, engaging and retaining current and new viewers to increase their preferences for livestream content compared to pre-recorded.

Although the research methods and sample have certain limitations, research results clearly indicated key features of the current state as well as points for improving potential of livestreaming in the regional market.

References

Britannica. *History of FaceBook*. Retrieved August 8, 2022 from, https://www.britannica.com/topic/Facebook.

Cambridge Dictionary. *Livestreaming*. Retrieved August 23, 2022 from, https://dictionary.cambridge.org/dictionary/english/livestream.

Kotler, P., Keller, K., & Martinović, M. (2014.) *Marketing management. Zagreb. Mate.*

Streamers Playbook. Twitch history / From beginning to now. Retrieved August 23, 2022 from, https://streamersplaybook.com/twitch-history-from-beginning-to-now.

The 50 most visited websites in the world. *The Visual Capitalist*. Retrieved August 23, 2022 from, https://www.visualcapitalist.com/the-50-most-visited-websites-in-the-world.

Twitch Tracker. *Ninja*. Retrieved August 23, 2022 from, https://twitchtracker.com/ninja.

Twitch Tracker. *Shroud*. Retrieved August 23, 2022 from, https://twitchtracker.com/shroud.

Twitch Tracker. *Twitch viewers statistics*. Retrieved August 23, 2022 from, https://twitchtracker.com/statistics/viewers.

Vranešević, T. (2014). *Market research*. Accent.

YouTube. *Agadmator*. Retrieved August 23, 2022 from, https://www.youtube.com/c/AGADMATOR/about.

YouTube. *Mudja*. Retrieved August 23, 2022 from, https://www.youtube.com/c/Mudja/about.

YouTube. *Nedim*. Retrieved August 23, 2022 from, https://www.youtube.com/c/NedimTech/about.

YouTube. *Ninja*. Retrieved August 23, 2022 from, https://www.youtube.com/c/Ninja/about.

YouTube. *NoLifer – about*. Retrieved August 23, 2022 from, https://www.youtube.com/c/Nolifer89/about.

YouTube. *Shroud*. Retrieved August 23, 2022 from, https://www.youtube.com/c/shroud/about.

Josip POLJAK
Catholic University of Croatia, Croatia
Marta TAKAHASHI
Catholic University of Croatia, Croatia
Jo KEMPEN
Croatian Post, Croatia

PUBLIC COMPANY EMPLOYEE SATISFACTION – CROATIAN POST CASE STUDY

Abstract

After implementing complete organizational restructuring in 2009, Croatian Post abandoned its system hitherto, consisting of 20 county post centers, and introduced a new regional system based on six regions. On that occasion, a survey was conducted in 2010 throughout all organizational units regarding employee satisfaction with working environment/atmosphere and internal relationships, work organization, working conditions, internal communication, salaries and bonuses, awards and promotions, their direct superiors and loyalty and organizational allegiance. The survey was conducted through questionnaires handed out in group workshops, accompanied by appropriate instructions, on a representative sample of 10% of employees of the Croatian Post (N = 1095 respondents). The survey was repeated in 2020 by mail on a sample of 52% of employees of the Croatian Post (N=5212 respondents), as part of a new development strategy for 2022. The results of the survey indicate that a positive shift in employee satisfaction grades is present in several indicators, whereas some of the observed indicators show a stagnation or decrease in grade. Examples of positive grade increases are especially pronounced in aspects of internal communication, working conditions, and direct superiors and management, whereas a decrease is evident in grades concerning salaries and bonuses, working atmosphere and internal relationships, loyalty and organizational allegiance, career development, awards and promotions, and work organization. What is especially surprising is the decrease in employee loyalty below the average grade of 3 (2,95). Loyalty speaks to the strength of the bond between employees and business organization, so the decrease in grade given by the employees of the Croatian Post concerning that issue in the survey conducted in 2020 is cause for concern.

Keywords: *Croatian Post, employee satisfaction, internal communication, public company, survey research*

1 INTRODUCTION

Although labor rights are well protected in public companies, it would be wrong to state that ideal work systems are in place. The mere protection of basic labor rights does not automatically make employees satisfied and motivated. It is precisely the lack of quality and timely communication that often leads to missed market opportunities and public companies lagging behind private companies, as well as increasing employee dissatisfaction. It is especially important to develop internal communication through two-way communication in public companies that have lost their monopolistic position over time and today have to compete with private companies on the open market. Noise in internal communication and (lack of) transparency directly affect employees' trust in management and their motivation for work, and consequently on user satisfaction and business results. Internal communication significantly affects organizational efficiency and is reflected in external communication. For this reason, quality internal communication is especially important in public companies because it builds quality relationships in the organization that lead to a higher quality working atmosphere in which work processes take place, which results in better business operations and an increase in the positive perception of the public company.

For the aforementioned reasons, the subject survey of employee satisfaction of Croatian Post d.d. is aimed at determining the connection between internal communication and employee satisfaction in public companies as well as how satisfaction manifests itself in employee loyalty.

2 EMPLOYEE SATISFACTION MANAGEMENT IN COMPANIES

Organizational climate, i.e., the feeling that describes "what it is like to work in a certain organization", is connected with psychological processes important for the functioning of the organization in the form of employee creativity, job satisfaction, work performance and safety at work (Čuljat, 2020). It is true that relevant and timely communication is often more important for a positive perception of the communication climate than the communicated content (Smidts, Van Riel, & Pruyn, 2001). Productivity with profit, customer satisfaction and employee satisfaction are the three most important goals of successful modern companies. However, satisfied employees are the basis of success, because they are the source of constant competitive advantage in companies (Pupovac, Lipovača, Sečen, 2012; Tomašić, Jurčević, & Peraković, 2013). It is human capital that encourages new ideas, changes products and brings profit (Pupovac, Lipovača, & Sečen, 2012).

The success of a company depends on the relationship it has with its stakeholders, and these relationships can be strengthened by defining one's own vision, mission and values, building a corporate culture, acting in accordance with it, and learning based on the feedback the company receives from its public (Skoko & Mihovilović, 2014). Therefore, one of the main elements of a company's success is certainly employee satisfaction. It is achieved through various incentives: awards, by creating a sense of community, encouraging volunteering, investing in employee education, providing good working conditions, etc. (Skoko & Mihovilović, 2014).

Although during strategic changes the emphasis in companies is usually placed on the financial or legal aspect, true and timely information of employees has proven to be even more important (Šušanj Šulentić, 2014). Of course, managers are required to weigh the advantages and disadvantages of each payment system and decide what to emphasize. However, there are other, very important non-material motivational strategies for motivating employees, such as recognizing success, receiving feedback from superiors, and the organizational culture of the company itself (Torrington, 2009; Erceg & Šuljug, 2016). According to research, it was determined that good interpersonal relations between managers and employees proved to be three times better indicators for predicting good business results than the next four strongest indicators, i.e., market size, market share, amount of investment and sales growth rate (Hansen, Wernerfelt, 1989 according to Šušanj Šulentić, 2014).

Informing employees about organizational development, events and news is one of the main purposes of internal communication. Informing can be done through direct communication (such as rumors, meetings, teleconferences and video conferences) and through the use of indirect communication (such as publications for employees, bulletin boards, intranets, publication of speeches and electronic mail) (Broom, 2010 according to Bolfek, Milković, Lukavac, 2017). The motivation of employees within the company is influenced by many factors that can be divided into three categories: individual characteristics, characteristics of the work that the individual performs and characteristics of the organization, i.e., the work situation and the wider social environment (Bahtijarević Šiber, 1999 according to Prahin, Katavić, 2021).

Quality internal communication is key to employee satisfaction, which makes employees more committed to the company they work for. Employees satisfied with internal communication are more productive, less absent from work, their level of innovation is increased, and the number of strikes is reduced, while the quality of products and services is higher, which leads to a better reputation and lower business costs (Clampitt & Downs, 1993 according to Šušanj Šulentić, 2014). With internal communication, managers can build loyalty to the organization with their employees through job satisfaction (Pomper & Malbašić, 2016).

3 CROATIAN POST D.D. EMPLOYEE SATISFACTION SURVEY

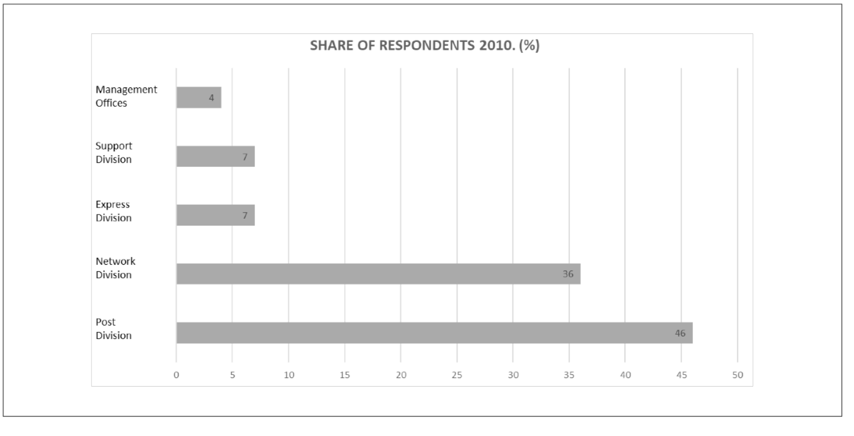
After the restructuring of the entire operation in 2009, Croatian Post abandoned the previous organization with 20 county postal centers and introduced a new regional organization based on six regions. The new organization of Croatian Post includes the Post Division, the Network Division, the Express Division, the Support Division and

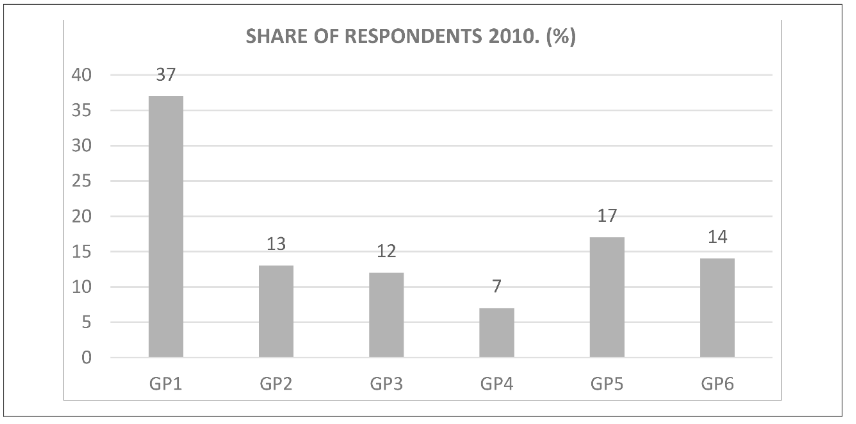
Company Management Support Offices. A new shallow divisional organization was established to achieve user-based business by shortening the decision-making process, but also to improve internal and external business communication, with clear powers and responsibilities of employees. Once the new organization was established, it became extremely important to convey the focus on income and expenses to every employee. The key to the success of the reorganization was that the employees became aware of the importance of the end user and that their satisfaction with the service provided is directly correlated with the results of Croatian Post as a whole. It was expected that every employee of Croatian Post should continuously research opportunities and make proposals for potential new income and business, as well as launch an initiative to reduce costs. However, this requires motivation, and motivation comes from job satisfaction.

For this reason, in November 2010, a survey of employee job satisfaction was started at all levels and in all organizational units. The survey was conducted on a representative sample of 10% of Croatian Post employees (N=1095 respondents). A total of 849 employees filled out the questionnaire, i.e., the response rate was 78%. Data were collected at group workshops with appropriate instructions. The structure of respondents with regard to belonging to an organizational unit (division/office) and territorial affiliation (group of areas) corresponded to the actual share by number of employees of certain organizational units (Graph 1) and group of areas (Graph 2) in the total number of employees of Croatian Post.

The 2010 survey was carried out with the help of a questionnaire that measured the organizational climate and job satisfaction of the employees of an individual company, and it covered 13 segments with a total of 65 statements. The survey was conducted by AT Adria consulting group in cooperation with partners.

Graph 1 – Presentation of the structure of respondents with regard to organizational affiliation (AT Adria consulting group, 2010).



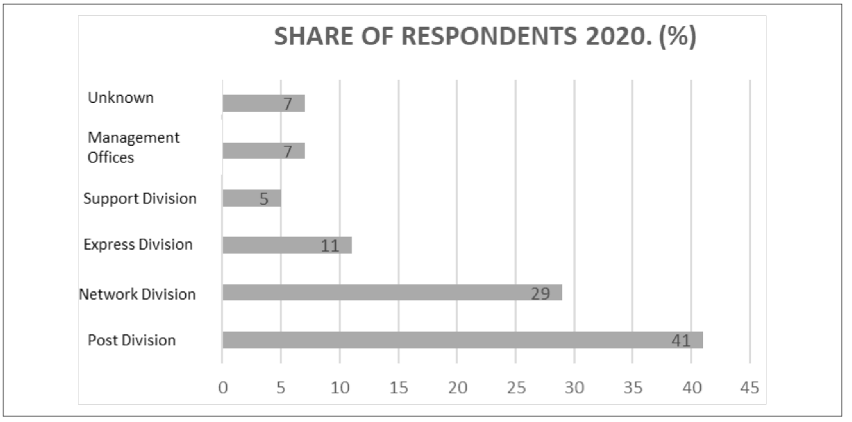


Graph 2 – Presentation of the structure of respondents
with regard to territorial affiliation (AT Adria consulting group, 2010).

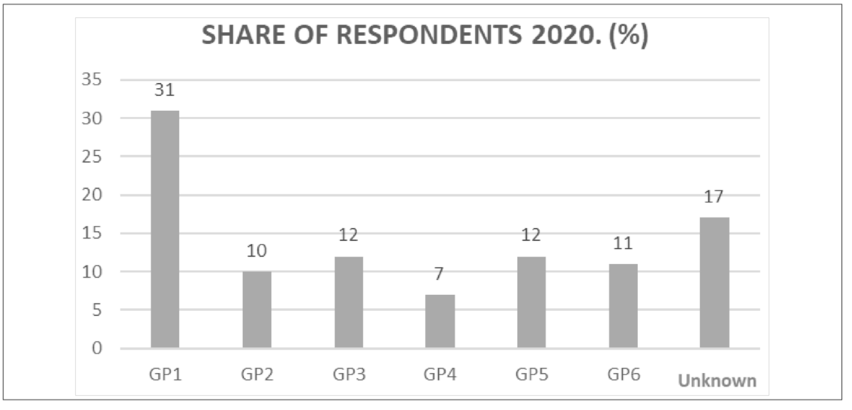
The results obtained from the survey helped in the successful transformation of Croatian Post and were implemented in development strategies in the coming period. At the centre of the "Pošta 2022 Development Strategy" is the development of knowledge, and the importance of adapting the company culture is particularly highlighted so that employees, through new experiences, create beliefs that will support the planned activities and strategic guidelines (Croatian Post d.d., 2022).

Halfway through the implementation of the strategy in February 2020, it was decided to review the implementation of the POŠTA2022 Development Strategy, among other things, in the segment of adapting the company culture, i.e., to what extent the employees live the company's values of trust, proactivity and excellence. Therefore, it was decided to detect the level of employee satisfaction with certain aspects of Croatian Post's operations by conducting a survey of *Croatian Post employee satisfaction.* The survey was conducted by mail, using the method of self-completion of an anonymous questionnaire, and a total of 10 segments with 49 statements were analyzed. The survey was conducted by the public opinion research agency Ipsos on a sample of about 52% of Croatian Post employees (N=5212 respondents). In order to increase the level of representativeness of the sample, weighting was performed before data processing. The weights used were constructed based on the criteria of employee belonging to the division/office (Graph 3) and the area group (Graph 4). In this way, the structure of the sample according to these two criteria became uniform with the structure of the Croatian Post's employee population.

The results of the conducted research steered the management of Croatian Post to the key elements of behavior that require investing more resources in order to be in line with the company's values and thus help the realization of the development strategy.



Graph 3 – Presentation of the structure of respondents with regard to organizational affiliation (IPSOS, 2020).



Graph 4 – Presentation of the structure of respondents with regard to territorial affiliation (IPSOS, 2020).

4 COMPARISON OF SATISFACTION SURVEYS OF CROATIAN POST D.D. EMPLOYEES

In the space of ten years, two qualitative surveys were conducted in Croatian Post with the same goal of determining employee satisfaction through certain segments and statements. By reviewing all examined segments and claims in research conducted in 2010 and 2020, the satisfaction segments were compared and matching claims were analyzed.

The surveys were conducted by using a comparable methodology:

- The respondents were employees of Croatian Post;
- The structure of the sample corresponded to the current structure of employees by organizational units (divisions/offices) and territorial affiliation (area group);

- In the questionnaires, values on a scale from 1 to 5 were used to assess agreement with the statements, i.e., assessment of satisfaction (assessments of the statements on a scale from 1= do not agree at all to 5= completely agree);
- The respondents filled out the questionnaires themselves, and the questionnaires were anonymous.

The 2010 survey was carried out with the help of the HrOK (Croatian Organizational Climate) questionnaire intended to measure the organizational climate and job satisfaction of employees in different organizations. It was carried out according to the following methodology:

a. 13 segments analyzed with a total of 65 statements
b. a representative sample of 10% of employees
c. questionnaires filled in at group workshops
d. 4–5 indicators for each segment
e. Likert scale (5-degree scale of agreement)

The 2020 survey was carried out according to the following methodology:

a. 10 segments analyzed with a total of 49 statements
b. a representative sample of 50% of employees
c. questionnaires delivered to respondents
d. 4–7 indicators for each segment
e. Likert scale (5-degree scale of agreement)

Differences in terms of the place of completion (in the first survey at group workshops, and in the second at home) and sample size (in the first survey about 10%, and in the second about 50% of employees) are not considered to have significantly influenced the overall results. The survey is anonymous, so the place of completion does not affect the answers, so both samples are considered representative.

An overview of all examined segments and statements in 2010 and 2020 surveys revealed a match in 8 segments of satisfaction and 17 associated statements:

1. Working atmosphere and internal relations
2. Organization of work
3. Working conditions
4. Internal communication
5. Salary and remuneration
6. Career development, recognition and promotion
7. Direct superiors and management
8. Loyalty and belonging to the organization

At the beginning of the survey comparison, hypotheses were set that will be confirmed or refuted by the results of the survey analysis:

- H1: The development of internal communication contributed to the increase of employees' trust in their direct managers.
- H2: The changed remuneration system had a positive effect on employee loyalty.

5 CONCLUSION OF THE RESEARCH COMPARISON

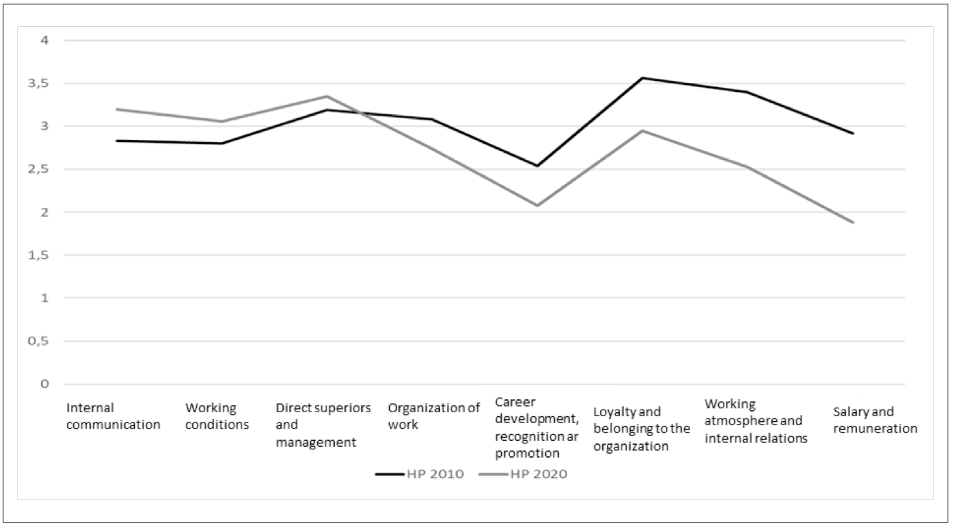
By looking at the results in the Table 1, it can be concluded that in several segments a positive shift was observed in the evaluation of employee satisfaction, but in most of the observed segments' stagnation or decline in the rating is visible. Examples of increased satisfaction can be seen in the aspects of internal communication, working conditions and direct superiors and management, while the decline is particularly pronounced in the assessment of salaries and remuneration, work atmosphere and internal relations, loyalty and belonging to the organization, career development, recognition and rewards, and work organization.

Table 1 – Differences in average ratings of comparable research segments conducted in 2020 vs 2010 (AT Adria consulting group, 2010; IPSOS, 2020).

Segment	**HP 2010**	**HP 2020**	**Difference**
Internal communication	2.83	3.2	0.37
Working conditions	2.80	3.06	0.26
Direct superiors and management	3.19	3.35	0.16
Organization of work	3.08	2.74	-0.34
Career development, recognition and promotion	2.54	2.08	-0.46
Loyalty and belonging to the organization	3.56	2.95	-0.61
Working atmosphere and internal relations	3.40	2.53	-0.87
Salary and remuneration	2.92	1.88	-1.04

The results shown in Graph 4 allow conclusions to be drawn as to what the management of Croatian Post should focus on in the coming period if it wants to increase the level of employee job satisfaction. First of all, the working atmosphere should be improved, which is closely related to remuneration and the possibility of career development through recognition and promotion. All of the above plays a key role in building employees' trust in Croatian Post, which will indirectly increase loyalty and a sense of belonging to the organization.

Also, it can be concluded from all of the above, and in relation to the set hypotheses, that H1 is confirmed and H2 is refuted.



Graph 5 – Average rating of employee satisfaction with certain aspects of Croatian Post d.d. business in 2020 vs 2010 (AT Adria consulting group, 2010; IPSOS, 2020).

It was proven that the development of internal communication (+0.37) contributed to the increase of employees' trust in their direct superiors and management (+0.16). A series of activities initiated by the Corporate Communication Office contributed to a better understanding between subordinates and superiors. Opening two-way communication is one of the key elements for establishing trust within the company. Workers' rallies are no longer a place for uninformed employees to vent their frustrations, but an opportunity to present new strategic plans and involve employees in the creation of the company's business policy. If a certain goal is to be achieved, then it is important that everyone in the company equally understands the information related to the set tasks as well as the instructions for their realization. This is precisely why the introduction of internal newsletters on a weekly and monthly level and the improvement of the e-circular and e-notification system played a key role. The management of Croatian Post correctly recognized that sharing information with employees is not an indicator of their weakness, but on the contrary, their opportunity to increase motivation and efficiency when performing tasks by involving employees. All employees, not only managers, want to know why they do something and what the results of their work are. In Croatian Post, the development of a reporting and performance management system contributed to this, which significantly increased transparency and trust in the management of direct superiors.

The second hypothesis that the changed remuneration system had a positive effect on employee loyalty was refuted by the results of the comparative analysis of the research. According to the results of the employee survey, the situation is exactly the opposite. The introduction of changes in the remuneration system caused great dissatisfaction within the company primarily due to the abandonment of the model that all employees in operational workplaces (approx. 80% of employees) have the same income. In fact, the change did not manifest itself in a fixed salary (it remained the same), but a certain number of employees (up to 30%) were allowed to earn more through variable remuneration for achieving above-average efficiency. By comparing the employee job satisfaction surveys, it was determined that in ten years, the biggest decrease in employee satisfaction was expressed precisely in wages and remuneration (-1.04), which resulted in a decrease in satisfaction with the working atmosphere and internal relations (-0.87) primarily due to a drastic drop in confidence and the appreciation of the quality of work in the company (-1.51). All of the above was definitely reflected in the reduction of loyalty to the company (-0.61). Loyalty speaks of the strength of the connection between employees and the business organization, so the downward trend in the rating of Croatian Post employees in the 2020 survey is below the average rating of three (2.95), which is worrying.

References

AT Adria consulting group (2010). *HP Hrvatska pošta d.d. – Izvješće o mjerenju organizacijske klime i zadovoljstva poslom (HP Hrvatska pošta d.d. – Report on measuring organizational climate and job satisfaction)*. Zagreb: Croatian Post d.d.

Bolfek, B., Milković, & V. Lukavac, M. (2017). Utjecaj interne komunikacije na zadovoljstvo zaposlenika radnim mjestom (The influence of internal communication on employee job satisfaction). *Oeconomica Jadertina*, (1), 16-27.

Croatian Post d.d. (2022). *Razvojna strategija Pošta 2022 (Post 2022 development strategy)*. Retrieved February 27, 2022, from https://www.posta.hr/UserDocsImages/posta/slike/2021/STRATEGIJA_KORPORATIVNI/Brosura-Posta2022.pdf.

Čuljat, M. (2020). Povezanost organizacijske klime s organizacijskim i psihološkim procesima (The connection of organizational climate with organizational and psychological processes). *Psychē*, *3*(1), 96-104.

Erceg, A., & Šuljug, A. (2016). Kako korporacije motiviraju svoje zaposlenike – primjer Hrvatskog telekoma (How corporations motivate their employees – the example of Croatian Telecom). *Pravni vjesnik: časopis za pravne i društvene znanosti Pravnog fakulteta Sveučilišta J.J. Strossmayera u Osijeku*, *32*(2), 85-102.

IPSOS (2020). *HP employee satisfaction*. Zagreb: Croatian Post d.d.

Pomper, I., & Malbašić, I. (2016). Utjecaj transformacijskog vodstva na zadovoljstvo zaposlenika poslom i njihovu odanost organizaciji (The influence of transformational leadership on employee job satisfaction and their loyalty to the organization). *Ekonomski pregled*, *67*(2), 135-152.

Prahin, D., & Katavić, I. (2021). Analiza motivacije, zadovoljstva poslom i radnog učinka zaposlenika na primjeru odabranog poduzeća (Analysis of employee motivation, job satisfaction and work performance on the example of a selected company). *Obrazovanje za poduzetništvo*, *11*(2), 7-23.

Pupovac, D., Lipovača, S., & Sečen, V. (2012). Zadovoljstvo zaposlenika – čimbenik uspješnosti suvremenih poduzeća (Employee satisfaction – a factor in the success of modern companies). *Zbornik radova Međimurskog veleučilišta u Čakovcu*, *3*(2), 79-83.

Skoko, B., & Mihovilović, M. (2014). Odnosi s javnošću u funkciji društveno odgovornog poslovanja (Public relations in the function of socially responsible business). *Praktični menadžment: Stručni časopis za teoriju i praksu menadžmenta*, *5*(1), 84-91.

Smidts, A., Van Riel, C. B. M., & Pruyn, A. T. H. (2001). The Impact of Employee Communication and Perceived External Prestige on Organizational Identification. *Academy of Management*, *44*(5), 1051-1062.

Šušanj Šulentić, T. (2014). Istraživanje povezanosti interne komunikacijske klime sa zadovoljstvom poslom i lojalnošću zaposlenika (Research on the connection between the internal communication climate and job satisfaction and employee loyalty). *Market-Tržište*, *26*(1), 59--76.

Tomašić, D., Jurčević, D., & Peraković, D. (2013). Interdependence between Inventory Management and Employees' Satisfaction. *Promet – Traffic &Transportation*, *25*(3), 245-254.

Torrington, D., Hall, L., Taylor, S., & Atkinson, C. (2009). *Fundamentals of Human Resource Management*. Pearson Education Limited.

Katarína REMENOVA
University of Economics in Bratislava, Slovakia
Jakub KINTLER
University of Economics in Bratislava, Slovakia

DATA DRIVEN PRICE SETTING OF WINE PRODUCTS TO THE ENSURE LONG TERM SUSTAINABILITY OF WINERIES

Abstract

Data-driven managerial decision making, the process of using data to make informed and validated decisions, represents a current trend in corporate management. However, data-driven decision making is also related to the need for structured data application in pricing decisions. Setting the right price for a product is an application skill that every price and revenue manager should possess. Today's technological capabilities make it possible to capture and store great amounts of complex data and information, making the price decision more precise and up to date. The aim of the study is to identify what price consumers would be willing to pay for a new food product in a relatively saturated market. The research study was conducted in the wine consumer segment. In order to define the price sensitivity of the customers, we applied the van Westendorp price sensitivity test, by which we have identified the range of acceptable prices for a white wine (Green Veltliner) entering a new market. For this purpose we used a wine brand unknown on the Slovak market, which comes from another country of the European Union (Austria's wine producer - Hillinger winery).

Keywords: *Data driven price decisions, price sensitivity, van Westendorp price sensitivity meter*

INTRODUCTION

There are 3.2 million hectares of vineyards in the European Union (data from 2020), representing around 45% of the world's vineyard area.[1] According to the article, quoted earlier, Slovak and Croatian vineyards are typically small, particularly when compared to the size of other wineries in Europe (Janšto et al., 2018). For instance, the Slovak area under vines covers an area of 13 108 ha with 4371 registered vineyard holdings and the Croatian area under vines extends to over 17 628 ha with more than 33 000 vineyard holdings, compared to the Spain area under vines (910 859 ha with almost 484 000 registered vineyard holdings) or France (more than 792 000 ha with 75 153

[1] https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Vineyards_in_the_EU_-_statistics#Older_vines_dominate_vineyards_in_the_EU; https://agriculture.ec.europa.eu/news/commission-publishes-previsions-eu-wine-production-202122-2021-10-12_en

registered vineyard holdings), which are among the largest in Europe. Every single winery, whether it belongs to the category of a small, medium or large company, has to face various difficult decisions in the course of its business in informationally - challenging situations. Apart from the difficulty of the decision problem, it is necessary to focus on its nature. Every single business has to deal with one type of decision-making problem and that is the price decision problem.

1 PRICE DECISION MAKING IN THE WINE INDUSTRY

The price decision making process in the wine industry is relatively untapped. The data acquisition technique is crucial for effective price decision-making. Because a well-defined and framed problem allows you to identify the correct and necessary data for the price decision making process. Price decision making has been researched in many industries ranging from financial services, construction, production, tourism, education, commerce, transport, health services and all the way to the wine industry. Previous research on wine pricing has examined different applicable directions – e.g., consumers' attitudes as well as their willingness to pay a price premium (Siu et al., 2016), has the impact of positive affect during wine tasting on wine price (Dressler & Paunovic, 2021), weather and market conditions influencing the price settings (Hekimoðlu et al., 2017) also a winery‘s reputation, wine quality, region, vintage, or winery size contribute to the price of wines (Ling & Lockshin, 2003; Schamel, 2003). Although many research studies have focused on pricing, the question still remains how to properly price a product among different types of customers defined through their sensitivity to the price.

The price sensitivity of the consumer has always been a worldwide phenomenon addressed by marketing managers as well as researchers (Slaba, 2021; Hartono et al., 2020). This construct expresses the economic perception of a product value perceived by customers, which can be also considered as the fences of customer segments (Sendegeya et al., 2009; Nicolau, 2009).

The price sensitivity measurement has been a common approach to define consumers' willingness-to-pay and assess their knowledge about price (Salamandic et al., 2014; Danes et al., 2012). The van Westendorp price sensitivity meter is widely utilized in marketing research for concept and product pricing (Lipovetsky, 2006; Roll et al., 2010), the frequently used technique for determining price sensitivity, provides estimates of the range of acceptable prices that potential buyers would be willing to pay by defining the upper and lower price level (Harmon et al., 2007; van Westendorp, 1976).

2 METHODOLOGY

The aim of the pilot research study was to determine the acceptable levels of prices for a new wine product, which is not yet available on the Slovak market. By means of price sensitivity testing, the price consumers would be willing to pay for a new product on relatively new market segment of bottled white wines was identified. For the purpose of the research study, a product that is unknown on the market in Slovakia, that comes from another country within a group of the countries of the European Union (Austria's wine producer - Hillinger winery), was used.

The bottled white wine Green Veltliner from Hillinger winery was visually compared with the four well known wine brands of each wine-growing regions of Slovakia - Green Veltliner Nichta, Green Veltliner from winery Orechová, Green Veltliner Pomfy Mavín and Green Veltliner Promitor. Respondents were visually presented with four competing products, with the intention of recalling the internal reference price, which is basically based on the past prices paid for the brand (Peschel et al., 2022).

The original research sample (N = 192 respondents) consists of people (male N= 89; Female N= 103) aged form 20 to 65. The respondents come from different regions of Slovakia (western, southern, central, northern, and eastern). The researchers assured the objectivity of the measurement by using electronic data collection instruments to avoid influencing participants. The participants were briefed in writing by one researcher. Then, the collected data were subsequently processed in statistical software DATAtab.

Consumer preferences were analysed at different price levels of a product using the van Westendorp Price Sensitivity Meter (van Westendorp, 1976; Ceylana et al., 2014), which allowed for identification of the price a consumer is willing to pay for a product. The above test is used to anticipate the expected value of a product and its usefulness to the consumer based on price perceptions of fairness and convenience of the purchase activity. The aim of the test was to identify the marginal prices of the product that, on the one hand, motivate the consumer to undertake a purchase activity and, on the other hand, discourage him from undertaking a purchase activity. This technique itself consists of the following questions (van Westendorp, 1976):

- At what price would you consider the product so expensive that you would decide not to buy it - the product and service are too expensive?;
- At what price you would start to doubt the quality of the product - the product and service are too cheap?;
- At what price you would consider the product expensive but would still be willing to consider buying it - the product and service are expensive, it represents the upper limit of the price?;

- At what price you would consider the product a bargain - the product and service are cheap, it represents the lower limit of the price? (Stelick et al., 2021)

The result of the application of the van Westendorp price sensitivity test is a price interval ensuring that the price of the product is set at a level acceptable to the consumer and thus achieving the desired sales volume and revenue. By applying the price sensitivity meter, companies can identify the price levels listed below - marginal merchantable price (PMC), marginal non-marketable price (PME), optimal price (OPP), indifference price (IPP) and the price acceptance interval (RAI) (Raab et al., 2009).

The marginal sale price reflects the price level at which the reduction in sales volume and revenue caused by the deterioration in the quality of the product and service is not offset by an increase in the sales volume of the product and service by consumers who consider this price level to be a bargain purchase. The marginal non-sale price reflects the price level of a product and service that consumers consider to be unreasonable in relation to the perceived value or expected level of the cost of creating the product and providing the service.

The optimal price expresses the price level for which the equilibrium consumer perception of the product as cheap and expensive at the same time holds. In this sense, a numerically equal group of consumers consider the product to be too expensive and an equally numerically large group of consumers consider the price of the product to be too cheap.

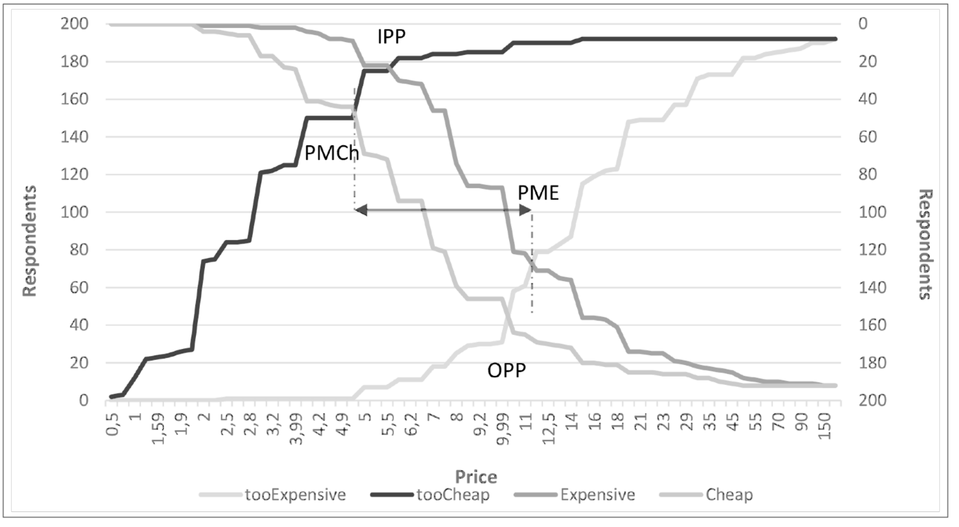
Indifference-price reflects numerically equally sized groups of consumers who, on the one hand, think that the product is expensive and, on the other hand, consider the product to be cheap. In terms of consumer perception, it is a purchase activity that matches the consumer's expectations in terms of value and that the consumer evaluates as relevant and successful. Empirical analysis has shown that the indifference-price (IDP), which presents either the median price actually paid by consumers, or the price of the product of a market leader, can vary for various sub-markets as consumers who are price-conscious (people who buy cheap products and people who buy expensive products and brands).

The range of acceptable prices represents all prices that are acceptable to consumers (Harmon et al., 2007). Beyond its boundaries are the extremes where, on the one hand, consumers perceive a product to be so cheap that they would not buy it themselves, or, on the other hand, so expensive that they would not purchase it.

3 RESULTS AND DISCUSSION

As a demonstration of applying useful techniques for data driven price setting, the van Westendorp price sensitivity measurement was used. This technique was used to determine the lowest and the highest possible price of white wine Green Veltliner variety, which is called a ‚"range of acceptable prices". The focus of the research experiment is to acquire information on the price sensitivity of customers for the product in a saturated market segment. Four price levels were observed in the research survey.

Figure 1 – Range of acceptable prices for Hillinger's Green Veltliner.
Source: researchers' own processing.



In the Figure 1, cumulative values are depicted from the pricing questionnaire which allows for identification and description of the consumer's perception of sensitivity to a change in the price of the wine product. The range of acceptable prices defined through the four price levels is indicated graphically by the vertical black line, the "too cheap" and "cheap" price curves at the intersections with the "expensive" and "too expensive" curves form the boundaries of the interval of acceptable prices.

The orange curve in the figure above represents the price levels for which respondents considered the bottled white wine Green Veltliner from Hillinger winery so cheap that they would refuse to buy it because they doubted its quality. Potential customers would opt for an available competing product or might delay their purchase decisions because they would doubt the quality of the Hillinger's wine at a given price level. As can be seen from the figure above, all customers consider the marginal price of wine to be € 0.50. This fact means that none of the respondents would be willing to consume this wine even if it was offered at the price of fifty cents. Of all the respondents, only 1% would still consider a price of € 0.50 to be acceptable; all the others would no longer buy this wine for the reasons presented above. On the other hand, at a price increase of € 2.00, about a quarter of all respondents answered that they would consider the presented wine so cheap that they would refuse to buy it. The cut-off price at which no consumer would consider Hillinger‘s Green Veltliner to be inadequately cheap is € 4.99.

The yellow curve represents the price levels for which consumers consider the Green Veltliner from Hillinger to be a bargain purchase. The consumer perceives the realisation of the purchase decision in the form of obtaining additional satisfaction. The satisfaction is formed by the positive expected differential value that the consumer perceives with respect to the price of the reference product. Thus, a positive disparity is created between the consumer’s expectations and the reality of what he or she receives by buying this wine for a particular price level. The consumer’s perception of a positive differential value with respect to the product purchased creates the prerequisite for customer loyalty.

The analysis of the measured values presented in Figure 1 shows that all respondents perceive the price of Hillinger‘s Green Veltline at € 2.00 to be cheap. Gradually as the price increases, for example at a price of € 5, which represents the price of the first quartile, the respondents consider the product to be cheap, i.e., the price to be paid by the consumer for this product is still considered to be a bargain compared to the competing products available. On the other hand, at a price of € 7 for this wine, exactly half of respondents reported the price at a level to be a bargain thus a purchase that brings a positive differentiation effect to the consumer. The threshold price before identifying the positive differentiation effect obtained by buying Hillinger‘s wine is € 10. At this price, 9,40 % of the respondents evaluate the purchase of this wine as profitable, i.e., with a potential gain for the consumer.

From a price of € 12, none of the consumers surveyed would rate the purchase of Hillinger‘s wine as a bargain purchase, i.e., a purchase with a positive impact on the consumer.

The gray curve in the figure presented above indicates the price level for which respondents considered the price of Hillinger‘s white wine to be expensive. The expression expensive does not depict a situation where consumers reject the product because of its high price but indicates that consumers perceive a negative differentiation value. We interpret this fact to mean that the consumer considers the price he must pay with respect to the available competing products to be disproportionate compared to the effect he obtains by carrying out the purchase activity. We say that the consumer’s expectations and assumptions have not met the reality given by the market and the price of the tested product on the market. The disparity between expectations and reality may be so strong that the company may not be successful in penetrating the market. The negative perception of inadequate and unfair pricing of the product by the customer may be so significant that he decides not to purchase, which will negatively affect the sales and the bottom line of the company in question.

SUMMARY

Our pilot research study contributes to the literature venue on pricing in specific parts of the beverages industry represented by the wine industry. In this study, we also examined the effect of price sensitivity by setting a price of a new product entering a new market. One of the most effective data acquisition techniques for price decision-making in value based pricing is the van Westendorp price sensitivity meter. The analysis of the measured values in our pilot study shows that all respondents consider the sale of the bottled white wine Green Veltliner from Hillinger winery for more than € 10.00 to be optimal. On the other hand, if the tested wine sample cost less than € 4.99, all respondents of the implemented questionnaire survey would not consider it expensive. Based on the above, we assume that they would consider the wine as cheap or too cheap. Gradually as the price drops, for example at a price of € 0.50, approximately 1.00 % of the respondents surveyed do consider the tested product to be too cheap.

The threshold price before the identification of a negative differentiation effect is the price at the level of € 10.00. At a price exceeding € 12.00, none of these customers would probably be willing to purchase the Hillinger's Green Veltliner. The last criterion evaluated was the price, which is unacceptable from the consumer's point of view for Hillinger's Green Veltliner. In the figure above, these price levels are represented by the blue curve. The price at which consumers consider white wine to be unreasonably expensive is € 200.00. At this price none of the respondents would be willing to purchase this product, so at this price sales would reach zero (Peschel et al., 2022). This price level represents the prohibitive price of the demand. The range of acceptable prices represents all prices that are acceptable to consumers and in our case is the interval from € 4.99 to € 12.00.

Acknowledgement

This research was supported by the VEGA Project 1/0582/22 Dimensions of cross-sectoral entrepreneurship of cultural and creative industry entities in the context of sustainable development.

References

Ceylana, H. H., Koseb, B., & Aydin, M. (2014). Value based Pricing: A Research on Service Sector Using Van Westendorp Price Sensitivity Scale. *Procedia – Social and Behavioral Sciences, 148*, 1-6. https://doi.org/10.1016/j.sbspro.2014.07.013.

Danes, J. E., & Lindsey-Mullikin, J. (2012). Expected product price as a function of factors of price sensitivity. *Journal of Product & Brand Management, 21*(4), 293-300. https://doi.org/10.1108/10610421211246702.

Dressler, M., & Paunovic, I. (2021). The Value of Consistency: Portfolio Labeling Strategies and Impact on Winery Brand Equity. *Sustainability, 13*(3), 1400. https://doi.org/10.3390/SU13031400.

Harmon, R. R., Unni, R., & Anderson, T. R. (2007). *Price Sensitivity Measurement and New Product Pricing: A Cognitive Response Approach.* PICMET '07 – 2007 Portland International Conference on Management of Engineering & Technology, 1961–1967. https://doi.org/10.1109/PICMET.2007.4349523.

Hartono, G. M., Salendu, A., & Gatari, E. (2020). Understanding Indonesian Consumer's Intention To Purchase Organic Food Products: The Moderating Role Of Price Sensitivity. *Jurnal Psikologi TALENTA*, 6(1), 10. https://doi.org/10.26858/talenta.v6i1.13949.

Hekimoğlu, M.H, Kazaz, B., & Webster, S. (2017). Wine Analytics: Fine Wine Pricing and Selection Under Weatherand Market Uncertainty. *MANUFACTURING & SERVICE OPERATIONS MANAGEMENT, 19*(2), 202-215. doi: 10.1287/msom.2016.0602.

Janšto, E.,Hennyeyová, K., Šugrová, M., & Petriľák, M. (2018). *Comparison of wine production and consumption: case study of slovakia and czech republic.* International Scientific Days 2018. "Towards Productive, Sustainable and Resilient Global Agriculture and Food Systems." Conference Proceedings. Wolters Kluwer ČR. DOI: https://doi.org/10.15414/isd2018.s3.06.

Ling, B.-H., & Lockshin, L. (2003). Components of Wine Prices for Australian Wine: How Winery Reputation, Wine Quality, Region, Vintage, and Winery Size Contribute to the Price of Varietal Wines. *Australasian Marketing Journal, 11*(3), 19-32. https://doi.org/10.1016/S1441-3582(03)70132-3.

Lipovetsky, S. (2006). Van Westendorp Price Sensitivity in Statistical Modeling. *International Journal of Operations and Quantitative Management, 12*(2), 141-156. Avalaible at https://www.researchgate.net/publication/262835217_Van_Westendrop_Price_Sensitivity_in_Statistical_Modeling.

Nicolau, J. L. (2009). The smile of the tourist: The relationship between price sensitivity and expenses. *The Service Industries Journal*, *29*(8),1125-1134. https://doi.org/10.1080/02642060902764640.

Peschel, A. O., Zielke, S., & Scholderer, J. (2022). Influencing reference price utilisation through the learning environment. *Journal of Marketing Management*, *38*(9),1-25. https://doi.org/10.1080/0267257X.2022.2032799.

Raab, C., Mayer, K., Kim, Y.-S., & Shoemaker, S. (2009). Price-Sensitivity Measurement: A Tool for Restaurant Menu Pricing. *Journal of Hospitality & Tourism Research*, 33(1), 93-105. https://doi.org/10.1177/1096348008329659.

Roll, O., Achterberg, LH., Herbert, KG. (2010). Innovative Approaches to Analyzing the Price Sensitivity Meter. *Planung & Analyse : Zeitschrift für Marktforschung und Marketing, 2*(2010),27-31. Available at https://www.econbiz.de/Record/ innovative-approaches-to-analyzing-the-price-sensitivity-meter-roll-oliver/ 10009016649.

Salamandic, E., Alijosiene, S., & Gudonaviciene, R. (2014). Price Sensitivity Measurement Depending on Brand Awareness: A Case of Ziede Brand. *Procedia – Social and Behavioral Sciences*, *156*, 473-478. https://doi.org/10.1016/j.sbspro.2014.11.224.

Sendegeya, A., Lugujjo, E., Da Silva, I. P., Soder, L., & Amelin, M. (2009). Application of price sensitivity measurement method to assess the acceptance of electricity tariffs. *AFRICON 2009*, 1-5. doi: 10.1109/AFRCON.2009.5308301.

Schamel, G. (2003). A Hedonic Pricing Model for German Wine. *German Journal of Agricultural Economics*, *5*(8), 247-254. doi: 10.22004/ag.econ.97975.

Siu, N. Y. M., Kwan, H. Y., & Zeng, C. Y. (2016). The role of brand equity and face saving in Chinese luxury consumption. *Journal of Consumer Marketing, 33*(4), 245-256. https://doi.org/10.1108/JCM-08-2014-1116., 33, 245-256.

Slaba, M. (2021). Influence of Sociodemographic Characteristics on Customers' Price Sensitivity. *Quality-Access to Success, 22*(182), 84-87. Available at https://www.srac.ro/calitatea/en/arhiva/2021/QAS_Vol.22_No.182_Jun.2021.pdf.
Stelick, A., Sogari, G., Rodolfi, M., Dando, R. and Paciulli, M. (2021). Impact of sustainability and nutritional messaging on Italian consumers' purchase intent of cereal bars made with brewery spent grains. *Journal of Food Science, 86*, 531-539. https://doi.org/10.1111/1750-3841.15601.
van Westendorp, P. H. (1976). NSS Price Sensitivity Meter (PSM)—A New Approach to study Consumer-Perception of Prices. *Proceedings of the 29th ESOMAR Congress*, 139–167. Available at https://www.scirp.org/(S(351jmbntvnsjt1aadkposzje))/reference/referencespapers.aspx?referenceid=212633.

Natasha Kathleen RUŽIĆ
Institute for Migration and Ethnic Studies, Croatia

MIGRANT EDUCATION POLICIES, PRACTISES AND EXPERIENCES: MULTI-PERSPECTIVE ANALYSIS OF MIGRANT STUDENTS' EDUCATION IN SCHOOLS IN CROATIA

Abstract

Migrants endure many challenges when they move countries. Their needs are often marginalised by those they interact with. They must navigate their way through a myriad of situations such as communicating in Croatian (standard or dialect), accessing services such as health, utilities, transport, hairdressers, finding necessary goods, negotiating through cultural barriers, and supporting their children in education programs. Parents themselves need to understand educational systemic processes and so forth. This paper focuses on migrant students' inclusion and access to educational pedagogies and methodologies addressing their learning needs as well as family support processes provided by schools and the education system. The study design uses a multi-perspective approach (Paltridge, 2020) by triangulating the results of: a quantitative and qualitative questionnaire, semi-structured interviews conducted with migrant parents about their own and their children's experiences; an analysis of education system offerings; and school practises as reported by staff. Preliminary results of the initial parent questionnaire are presented in this paper.

Key words: *migration, integration, L2 methodologies, inclusion*

INTRODUCTION

Croatia faces the challenge of how to attract highly educated migrants, an increasing number of returnee and second and further generation Croatian families coming to Croatia, as well as receiving an influx of migrants as refugees or who are searching to start a better life in Croatia. For families wishing to migrate, there is the added consideration of their children's social adjustment and happiness as well as the possibility of them achieving their potential in the new schooling system. Studies show (Trasberg & Kond, 2017; Sinkkonen & Kyttälä, 2014) that in general, students who migrate face some important challenges: adjusting to education in the new language of instruction as well as new standards and cultural norms in schools; the system's ability, or lack of ability, to adequately profile the students' skills and needs, provide learning support in school and in collaboration with parents, support students' emotional needs relating to the stress of moving, adjusting and making new friends.

Providing quality support that enhances integration, inclusion and achievement is of high importance in attracting migrants, as well as supporting the advancement and retention of migrants in the educational system. This project takes a rights-based approach and is grounded in the European values of working against social exclusion and discrimination as well as promoting social justice, migrants rights and the rights of the child to receive education (UN Convention on the Rights of the Child (United Nations 1989, Article 28) that facilitates the development of their abilities, while respecting various cultures (United Nations 1989, Article 29) with the right to 'develop to their full potential' (United Nations 1989, Article 6). If students do not receive adequate host country language support, their access to the curriculum is compromised not only in subjects heavily based in reading such as language, History and similar subjects but also in the STEM subjects, with these subjects relying on specific language to be able to access the content. Research shows that while migrant students are learning language their counterparts are learning mathematics and science concepts, with migrant students often falling behind in these subjects (Millon-Fauré, 2019).

For over 20 years, the profiling of second language learners according to benchmarks has been a focus for educators, with teacher professional development being key to implementing individualised and inclusive practises (Rohl, 1999). Sinkkonen and Kyttälä (2014) express that programs need to be implemented that assist migrant students in transitioning between levels of schooling. They point to the importance of linguistic support for students and for schools to provide additional resources in this area. Rajaram (2022) explains the need for specialised assessment processes that allow migrants to demonstrate their knowledge in a fair and equitable manner. The Queensland Curriculum and Assessment Authority (2020) explain the importance of teachers to consider migrant students' cultural diversity. Rübner Jørgensen, Dobson and Perry (2021) explain that teachers need to be aware of their own cultural perceptual lenses when interacting with migrant students, with an emphasis on the difficulties faced by students with special educational needs.

Hamari, Konttila, Merikukka, Tuomikoski, Kouvonen and Kurki (2022) assert that there is a strong need to improve support mechanisms for parents and families who migrate. Parental support is asserted as being highly important for the family's well-being as well as the student's progress. Often the stress that parents go through does not gain focus and parents are left to try and understand systems alone. Parents require adequate information to assist them supporting their children and making informed family choices that considers the culture of the migrant family (Hamari, Konttila, Merikukka et al., 2022). St Clair, Jackson and Zweiback (2012) strongly advocate for parental support programs. Their longitudinal study on the effect that such studies had on migrant students' progress indicated that the students whose families received support as part of the 'Migrant Education Even Start family literacy program' outperformed those who did not. Supporting families helps build a sense of school community. Education is recognised as an effective instrument for the promotion and realisation of social cohesion (Svoen, Dobson & Bjørge, 2021).

The purpose of the questionnaire was to investigate the experiences, the services provided or those in need, support given or required, integration assistance/or lack of, in order to inform current practises to improve opportunities for parents and their children moving to Croatia. The main aims being to gain a deeper, more informed, understanding of the situation in Croatia, to inform academics, schools and government bodies of the experiences of people moving to Croatia, to gain support in the development and piloting of a model for inclusive and supportive practices (For further discussion on the theoretical framework supporting this project, contact the author natasha.ruzic@imin.hr).

METHODOLOGY

The current questionnaire was delivered online through selected Facebook groups or Whatsapp groups related to migrant returnees and the expat community. This paper reports on the preliminary results of the first phase of data collection. In the second phase of data collection, the researcher will also contact migrant organisations and provide the opportunity for administering a paper version of the questionnaire. A mixed methods approach has been taken to collect and analyse data, with the questionnaire providing both closed questions and open questions. The open questions data were grouped and analysed according to similar themes and pertinent comments. Data has been de-identified, with participants providing online consent.

PRELIMINARY RESULTS AND DISCUSSION

At the time of the presentation, 17 participants had completed the online questionnaire.

Table 1 – Age of respondents

Age of participant	Number
40-44 years	5
35-39 years	4
45-49 years	4
55-59 years	2
50-54 years	2
Total number of participants	17

5										
4										
3										
2										
1										
	1991	1996	2013	2014	2017	2018	2019	2020	2021	2022

Table 2 – Year of arrival

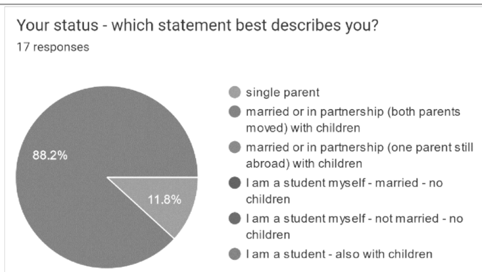


Figure 1 – Relationship status

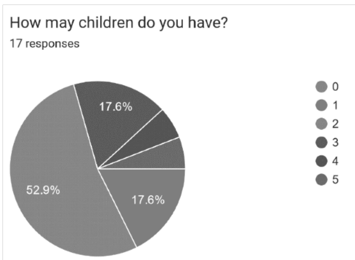


Figure 2 – Number of children in the family

2														
1														
	5	6	7	8	10	11	12	13	14	15	16	19	25	26

Table 3 – Age of Child 1

3								
2								
1								
	Pre-school	Grade 1-3 state primary school	Grade 4-8 state primary school	Grade 4-8 private primary school	Grade 1-2 State high school	Grade 3-4 private high school	Private university undergraduate	State university Master degree

Table 4 – Schooling level and type – Child 1 (2021–2022 school year)

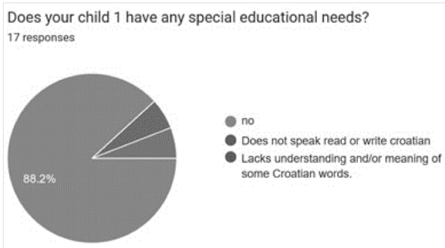


Figure 3 – Special needs of child 1

2											
1											
	2	4	5	6	7	9	11	14	17	23	24

Table 5 – Age of Child 2

3									
2									
1									
	Not yet in school	Pre-school	Grade 1-3 state primary school	Grade 4-8 state primary school	Grade 4-8 private primary school	Grade 1-2 State high school	Grade 3-4 high school	Private uni under-graduate	State uni masters degree

Table 6 – Schooling level and type – Child 2 (2021–2022 school year)

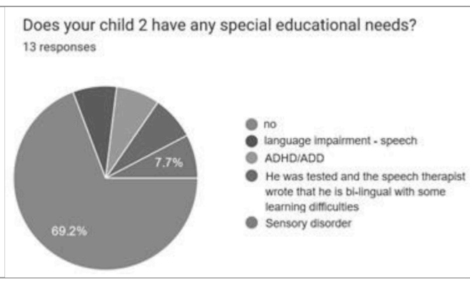


Figure 4 – Special needs of Child 2

2					
1					
	1	3	7	9	13

Table 5 – Age of Child 3

3									
2									
1									
	Not yet in school	Pre-school	Grade 1-3 state primary school	Grade 4-8 state primary school	Grade 4-8 private primary school	Grade 1-2 State high school	Grade 3-4 high school	Private uni under-graduate	State uni masters degree

Table 6 – Schooling level and type – Child 3 (2021–2022 school year)

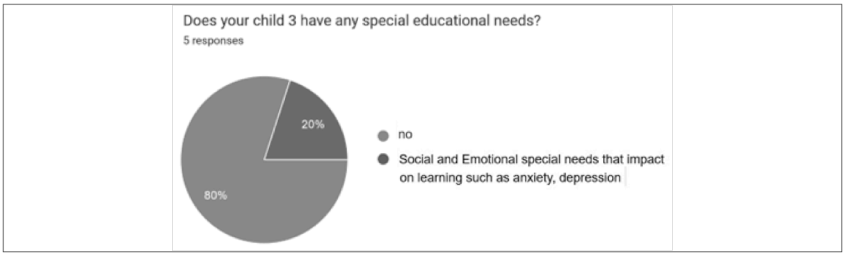


Figure 4 – Special needs of Child 3

Two families had four children. The ages of the children are 5 and 7. One child is in preschool and the other child is in Grade 1 at a state primary school. Parents reported that their children do not have any special needs. Parents were then asked to report the first and further languages that their children speak, with the presumption that they speak the same first and second language in the same family.

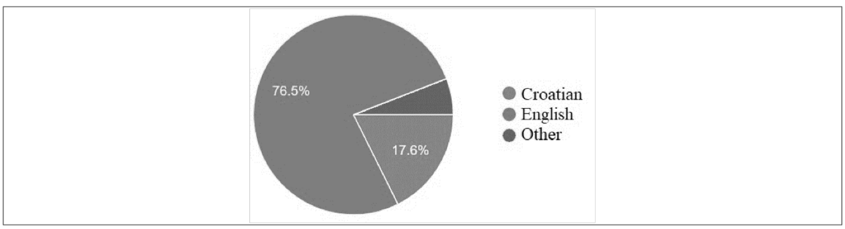


Figure 5 – Children's first language

16 of the 17 respondents indicated that their child spoke a second language.

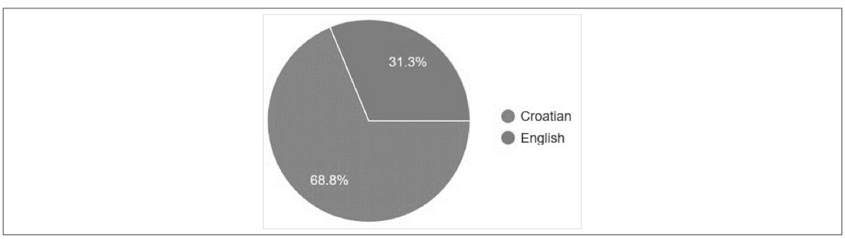


Figure 6 – Children's second language

Five respondents indicated that their child spoke a third language.

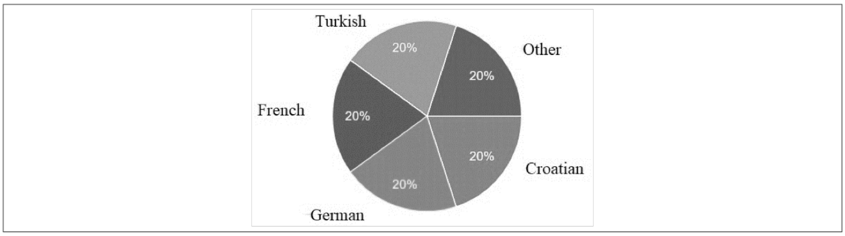


Figure 7 – Children's third language

16 respondents answered as to whether their first child received language testing upon arrival in their new school in Croatia to ascertain their child's language level.

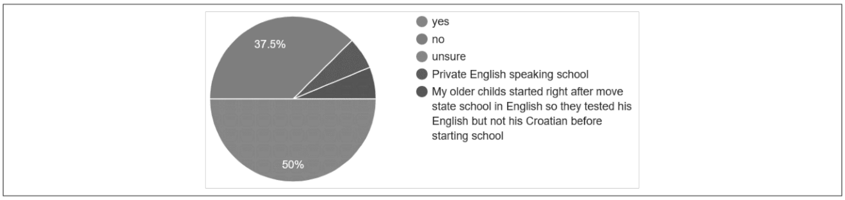


Figure 8 – Child 1 received language testing to ascertain language level

13 respondents answered whether child 2 received language testing.

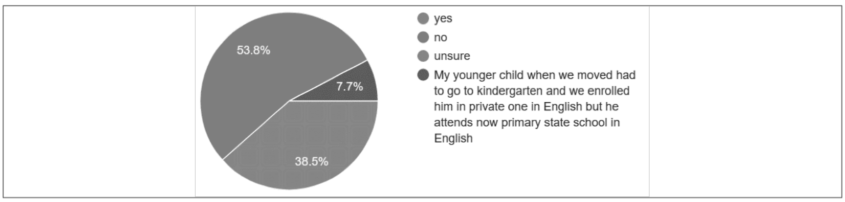


Figure 9 – Child 2 received language testing to ascertain language level

Respondents were asked whether they were able to hold a conversation about school and education topics in Croatian. They were asked to rate this ability on a scale of 1 to 5. 1 being not at all and 5 being very well.

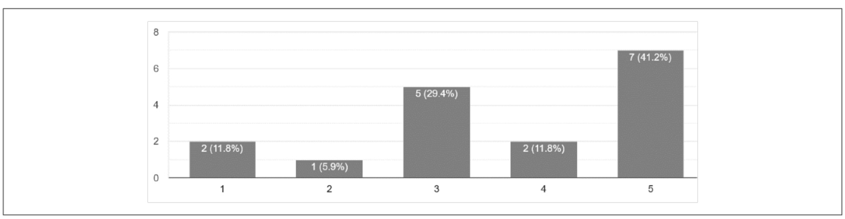


Table 7 – Parents self-assessed ability to hold a conversation about school and education topics in Croatian

Parents were asked to self-assess their ability to read in Croatian. They were asked to rate this ability on a scale of 1 to 5. 1 being not at all and 5 being very well.

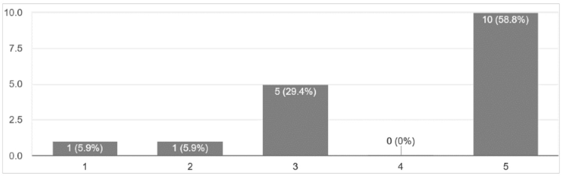


Table 8 – Parents' self-assessed ability to read in Croatian

Parents were asked to self-assess their ability to write in Croatian. They were asked to rate this ability on a scale of 1 to 5: 1 being not at all and 5 being very well.

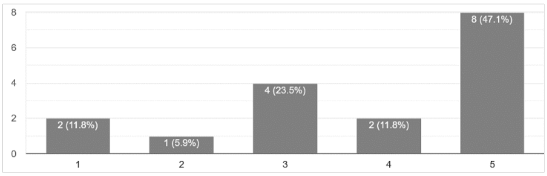


Table 9 – Parents' self-assessed ability to write in Croatian

17 parents responded regarding receiving information in their first language about the primary school system. 88.2% of parents responded that they had not. When asked if they received any information about the high school system when they entered their child, 8 parents responded that they had not.

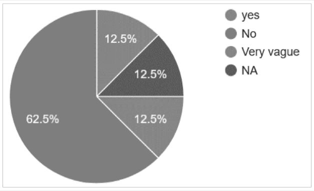


Figure 11 – Were the parents given any information about the high school system in their first language?

Four parents responded regarding the university system.

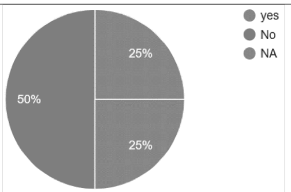


Figure 12 – Were parents given any information about the university system in their first language?

Parents were then asked if they received any updates, important information about school reports in their first language. 17 parents responded.

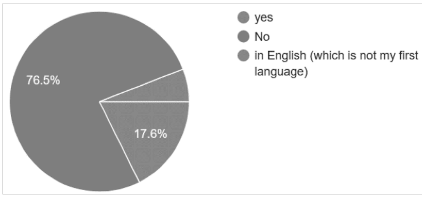


Figure 13 – Did parents receive updates, important information about school reports in their first language?

Parents were then asked if their primary or high school organised any social support for their family to help them integrate into the school community. 14 parents responded.

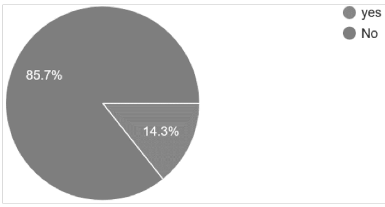


Figure 14 – Did parents receive social support for their families' integration into primary or high school

Parents were provided the opportunity to give a written comment regarding the manner in which their primary school may have provided support to their child/ren to assist in integration. 15 parents responded. The main positive responses included the class teacher using the mobile phone application Whatsapp (https://www.whatsapp.com/) for grade level information, a school holding preparation classes to help the new students develop their Croatian language skills and finding friends who helped their children. Some kindergartens offer a two year before school program to assist. The majority of comments contained negative experiences ranging from no help given to initial help, to then be left on their own. Other experiences included not being informed of or provided the 70 hours Croatian language support that they are entitled, not passing Grade 1 testing due to limited Croatian language skills and being enrolled as guests. One family enrolled in an English-speaking state school. Parents with high school students (n=6) responded that they were not given any help (n=3), average assistance, assistance with extra notes in English and allowing test taking in English (n=1). One parent was very pleased with the assistance their child received. Three parents reported on university support. One reported that their child had great support, the other reported no support and the third reported that their child attended MRIT which holds classes in English.

Parents of primary school children were asked to explain whether there were any special allowances made or support given for their child/ren, the type of support and what and how long it lasted. Seven out of ten respondents reported gaining no special allowances. One parent reported support with exams, another reported that for the first two months that marks were not recorded, and another reported gaining 30hrs Croatian language support. Of the three parents of high school students who responded to the same question, two expressed no special allowances and one reported one lesson of extra tutoring per week provided by the school. One lesson a week of extra Croatian language was provided by the Ministry of Education to one family. Two parents of university students responded, one answering that no support was given and the other reported their child received a scholarship.

Parents were then asked if they have any suggestions on how the school system could better support families moving to Croatia. One parent suggested individualising remedial Croatian language classes, tailoring them to the abilities of the child. One parent asked to have better communication between the school and parents and that more information about the school system is provided to parents especially those who are new to the system. One parent offered the concept of strengthening in-school reading and comprehension classes in Croatian. Nine parents answered that they would like to see Croatian language support improved and/or provided. One parent suggested extra assistance for teachers in schools.

Parents were then asked whether they felt that newly migrated families received social support by their school, by providing understanding and awareness of the difficulties faced by people migrating / return migrating. Eleven parents reported that they did not receive any support. Parents explained that some of their schools would have like to offer more help, but they did not received extra funding to do so. Five parents reported that they felt that their school staff were "out of their depth" and totally unprepared for accepting and integrating migrants. These results points to the need for the system to invest in teacher and administrative staff training regarding migrant integration. One parent reported "One needs to know that he did speak some Croatian when started the school, without that his integration would be hardly possible". This is a strong warning as migrants may not be able to teach their children Croatian fluently, prior to moving to Croatia. It is another indication of the school's need to be prepared for such a situation. Lack of system consistency was persistent across different answers. One parent explained this as "Every school is different. I have heard from parents who have kids attend Croatian school who don't get any support to help with learning Croatian and learning other subjects in Croatian. There are others who provide that extra support and successfully. It all depends on the budget a school can put aside for something like this and when school choice in Croatia is dictated by your address, then there is not much to say there." A systemwide approach needs to be taken. Consistency in policy implementation is not evident in the parents' responses.

Parents were asked to comment as to whether they had experienced difficulties when enrolling their child into the school system. They were asked to rate their difficulties on a Likert scale from 1 – great difficulty to 5 – very easy.

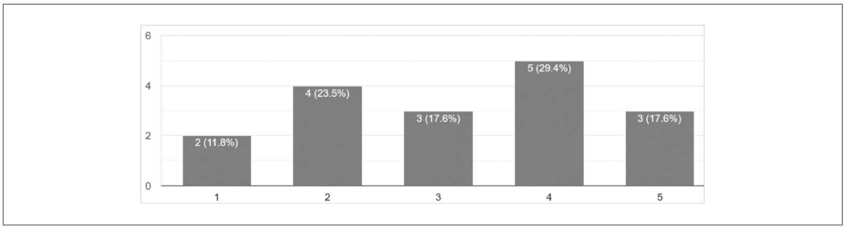


Table 10: Degree of difficulty or ease enrolling into the schooling system

Participants were then asked if they had any other concerns, suggestions, or comments on their experiences that they would like to add. One parent had asked for more empathy and understanding. This comment suggests that the social and emotional needs of students migrating to Croatia are not taking into consideration through the integration process for some families. One parent felt that the upper primary and high school students were left on their own to integrate and more help was needed for this age bracket. Information about the school, processes and the system in general should be provided to parents in their first language featured as a necessity among parents. Again, individualisation of the curriculum or services to assist is seen as highly important. This comment points to the need for profiling learners on arrival at their new school and tracking their progress. One parent commented on the high costs of private schooling and the unfair expectation that if a family has come from abroad that they are wealthy and can afford very expensive schools. One parent pointed out a need to help integrate with language and mathematics, with the curriculum being presented differently and the influence that language skills have on mathematical progress, a finding supported by the literature (Millon-Fauré, 2019). Another parent commented that their child found teachers were not tolerant of questions when their child did not understand the system, expected process or school activities. It is important to note that the results indicated a lack of assistance in integrating socially into the school community; only two parents reported a feeling of inclusion. This result demonstrates a strong need for teacher professional development in integration and inclusion of migrants, as well as the potential development of an integration tool kit to assist school communities.

CONCLUSION

The preliminary results of the investigation into the integration support and processes offered to families who migrated to Croatia demonstrated that the system is not adequately or consistently addressing the needs of all students who migrate to Croatia. Some schools have demonstrated a proactive approach and are offering effective support, but these appear to be limited in the results. A migrant student's experience in Croatia tends to heavily rely on which school they enrolled in. More language support is a dominant theme, as is support for families to integrate and gain information and understanding about the school system in Croatia. Teacher training and support was also a dominant theme with Croatian teachers not receiving much systemic support to integrate migrants, if any. As Croatia continues to experience a growth in its migrant population, these issues will become more pertinent to solve, to ensure that all students in Croatia are included and have the opportunity to achieve to their potential.

References

Hamari, L., Konttila, J., Merikukka, M., Tuomikoski, A-M., Kouvonen, P., & Kurki, M. (2022). Parent support programmes for families who are immigrants: A scoping review. *Journal of Immigrant Minority Health 24*, 506–525. https://doi.org/10.1007/s10903-021-01181-z.

Millon-Fauré, K. (2019). Gap in Mathematical Achievements of Migrant Students: Is It "Just" a Question of Language? *International Journal of Special Education, 34*(1). https://files.eric.ed.gov/fulltext/EJ1237144.pdf.

Rajaram, K. P. (2022). *REIs: Refugee Education Initiatives, Refugee Education Initiatives 2*. https://www.refugeeeducationinitiatives.org.

Rohl, M. (1999). Profiling ESL children: How teachers interpret and use national and state assessment frameworks. *Queensland Journal of Educational Research, 15*(1), 113-122. http://www.iier.org.au/qjer/qjer15/99conts.html.

Rübner Jørgensen, C., Dobson, G., & Perry, T. (2021). Migrant children with special educational needs in European schools – a review of current issues and approaches. *European Journal of Special Needs Education, 36*(3), 438-453. https://doi.org/10.1080/08856257.2020.1762988.

Sinkkonen, H-M., & Kyttälä, M. (2014). Experiences of Finnish teachers working with immigrant students. *European Journal of Special Needs Education, 29*(2), 167-183. https://doi.org/10.1080/08856257.2014.891719.

St Clair, L., Jackson, B., & Zweiback, R. (2012). Six years later: effect of family involvement training on the language skills of children from migrant families. *School Community Journal*, *22*, 9–19. https://files.eric.ed.gov/fulltext/EJ974683.pdf.

Svoen, B., Dobson, S., & Bjørge, L. T. (2021). Let's talk and share! Refugees and migrants building social inclusion and wellbeing through digital stories and online learning resources. *International Journal of Inclusive Education, 25(*1), 94-107. https://doi.org/10.1080/13603116.2019.1678802.

Trasberg K., & Kond J. (2017). Teaching new immigrants in Estonian schools – challenges for a support etwork. *Ancta Paedagogica Vilnensia*, *380*, 90-100. https://doi.org/10.15388/ActPaed.2017.38.10793.

Queensland Curriculum and Assessment Authority. (2020). *Cultural and linguistic diversity.* https://www.qcaa.qld.edu.au/kindergarten/inclusion-diversity/cultural-linguistic-diversity.

United Nations (1989). *Convention on the rights of the child.* https://www.ohchr.org/en/instruments-mechanisms/instruments/convention-rights-child.

Dušan STOJAKOVIĆ
Faculty of Contemporary Arts, Serbia

SIMILARITIES AND DIFFERENCES BETWEEN THE ESG AGENDA AND THE UN SDGS AND THE IMPORTANCE OF COMBINING THESE TWO CONCEPTS FOR FUTURE-PROOF SUSTAINABLE DEVELOPMENT

Abstract

There is a rising demand from institutions and companies to report on their sustainable development and indicators illustrating contribution to environmental, social and governance issues (Hess, et al, 2022). Usually, external reporting demands refer to the same field of disclosing key performance (sustainable) indicators but lack one unique system or standard of reporting, making this topic hard to understand and follow. Different legal requirements in particular local countries also contribute to a more complex understanding of this topic. At the same time, sustainability and ESG (Environmental, Social, Governance aspects of business operations) or similar concepts represent the same field of corporate or institutional assessment with focus on responsibility regarding the impacts on people, the planet and performance. Nowadays it is more common for companies and institutions to follow their sustainable development measured by their contribution to meeting the Sustainable development goals set by the United Nations Global Compact. Whatever approach a company or institution chooses there is mostly the same set of indicators to be disclosed if the one strives to be responsible and sustainable. Taking this into account it is obvious that ESG as an agenda and the SDGs have both similarities and differences but could be successfully combined into an eco-system for reporting on sustainability because they address the same or sufficiently similar aspects of sustainability with a high degree of compatibility and complementarity.

Key words: *ESG, SDGs, sustainable development, sustainability, responsibility, CSR, GRI, reporting*

INTRODUCTION

The motivation for this paper came out of the necessity to bring the concept of sustainable development and sustainability in general closer to various target groups. These groups include both academics, business public and the public – the users of many products and services who seek sustainable solutions. Research shows that 60% of the urban population globally thinks that they could make a positive change by choosing sustainable products and services, striving to achieve positive impact on the environment and society. At the same time, only 10% of companies worldwide offer such sustainable products and services (Hess, et al., 2022).

This relationship between responsible users and citizens with responsible brands is becoming more important and many companies and institutions seek solutions to meet these requirements of modern society (Stojaković, 2022). While seeking such solutions, many depend on various agendas offered globally. The benefit of sticking to such agendas is that only joint efforts can make a difference (when many small steps or deeds are combined, they make one big impact). But the challenge is to understand what agenda is the most suitable one for a particular business or institution.

Sustainable development was for a long time a concept without full acceptance or understanding among stakeholders (Stojaković, 2021). The main reason is their expectation to invest big amounts of money into their brands and businesses in order to make them (more) sustainable (which could only be partially true, theoretically). This made many agendas available to people in order to bring sustainable development closer to decision makers. The concept of sustainable development has evolved over time and has been shaped by a variety of social, economic, and environmental factors.

The term "sustainable development" was coined in 1987 by the World Commission on Environment and Development (WCED), also known as the Brundtland Commission, in its report titled "Our Common Future." The report defined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." (Harlem Brundtland, 1987, p. 37). Prior to the Brundtland Commission, the concept of sustainability had been largely associated with the environment and natural resources. However, the Brundtland Commission's definition of sustainable development expanded the concept to include economic and social considerations as well (Harlem Brundtland, 1987).

In 1992, the United Nations Conference on Environment and Development (UNCED), also known as the Earth Summit, adopted Agenda 21, a comprehensive plan of action to achieve sustainable development at the global level. Agenda 21 emphasized the importance of integrating economic, social, and environmental considerations in decision-making and called for the establishment of national and international mechanisms to promote sustainable development (UN, 1992). Since then, the concept of sustainable development has been further elaborated and refined and has become a central goal of international development efforts. In 2015, the United Nations adopted Sustainable Development Goals (SDGs), a set of 17 goals aimed at ending poverty, protecting the planet, and ensuring peace and prosperity for all. The SDGs serve as a blueprint for global efforts to achieve sustainable development and provide a framework for countries to adopt and implement sustainable development policies (UN, 2015).

The promotion of sustainable development involves the cooperation and collaboration of various stakeholders, including government, civil society, and the private sector. Each of these sectors has a distinct role to play in the pursuit of sustainable development. Governments play a central role in promoting sustainable development through the development and implementation of policies and regulations that support sustainability. This includes establishing and enforcing environmental regulations, investing in green infrastructure and technology, and providing financial incentives for sustainable practices. Governments have a responsibility to ensure that the needs and interests of all stakeholders are taken into account in decision-making processes related to sustainable development.

Civil society organizations, such as non-governmental organizations (NGOs) and community-based organizations (CBOs), play a critical role in promoting sustainable development by advocating for change, raising awareness, and providing education and training on sustainable practices. Civil society organizations can also play a key role in holding governments accountable for their actions and ensuring that the voices and perspectives of marginalized and vulnerable groups are heard in decision-making processes. The private sector has a significant impact on sustainable development through the products and services it provides, as well as the way it conducts business. Companies can promote sustainable development by incorporating sustainability into their business models, adopting environmentally and socially responsible practices, and collaborating with other stakeholders to find solutions to sustainability challenges. Overall, the promotion of sustainable development requires the active participation and cooperation of all sectors of society. It is important for each sector to understand its own role and responsibilities in the pursuit of sustainability, and to work together in a collaborative and inclusive manner to achieve common goals.

ESG / SDG DEFINITIONS

Sustainable development is not only caring for resources that are in use today but so they are still available for future generations (as this could act as some general definition). It is also planning in time what needs to be done to overcome the lack of some vital resources and fix the problems we caused to the environment by unplanned and uncontrolled development in the past. Sustainability can incorporate everyday tasks such as each bulb we turn off when leaving the room or turning off the water tap when we do not use it (e.g., responsible people close the tap while brushing their teeth and open it only for rinsing). There are many other real-life examples.

Sustainable development goals (SDGs), comprising of 17 in total, form the UN 2030 agenda that promotes responsible development. They were introduced in Paris in 2015 to replace the Millennial Goals. SDGs are the blueprint of how people, governments, private sector and societies in general should act to give a chance for the world to survive and they represent one agenda to follow on a sustainability journey. They discuss guidelines for people, the planet, and responsible performance (UN, 2015).

Environmental, Social, Governance (ESG) is another sustainability agenda that places all aspects of sustainable development into 3 key dimensions, as the name itself implies. All relevant aspects of sustainability could be divided into these 3 dimensions, which allows the overall concept to be more easily understood. ESG refers to a set of standards for a company's operations that relate to environmental protection, social responsibility, and corporate governance. The ESG criteria are often used by investors to evaluate the sustainability and societal impact of an investment in a company (Brock, 2022). KPIs, and indicators within this agenda, make a list of criteria that are more frequently used to assess the level of sustainability for some businesses or brands.

The United Nations' SDGs are a set of 17 global goals that aim to end poverty, protect the planet, and ensure prosperity for all. ESG criteria are used to measure and manage the sustainability and societal impact of an organization. ESG criteria are closely linked to SDGs, as they provide a framework for companies to assess their performance in areas such as climate change, human rights, and gender equality. There is a strong relationship between ESG and SDGs. The ESG criteria are often used to measure a company's progress towards the achievement of SDGs. For example, a company that has strong ESG performance is likely to be contributing to the achievement of SDG 7 (Affordable and Clean Energy), SDG 13 (Climate Action), and SDG 15 (Life on Land) through its efforts to reduce greenhouse gas emissions and protect the environment.

In addition, SDGs provide a framework for companies to align their business strategies with global sustainability goals. By integrating the SDGs into their business strategies, companies can demonstrate their commitment to sustainability and contribute to the achievement of the goals. Overall, the relationship between ESG and SDGs highlights the importance of considering both environmental and social impacts in business decision-making and the role that companies can play in driving progress towards a more sustainable future.

RELEVANCE OF THE TOPIC AND REPORTING PURPOSES

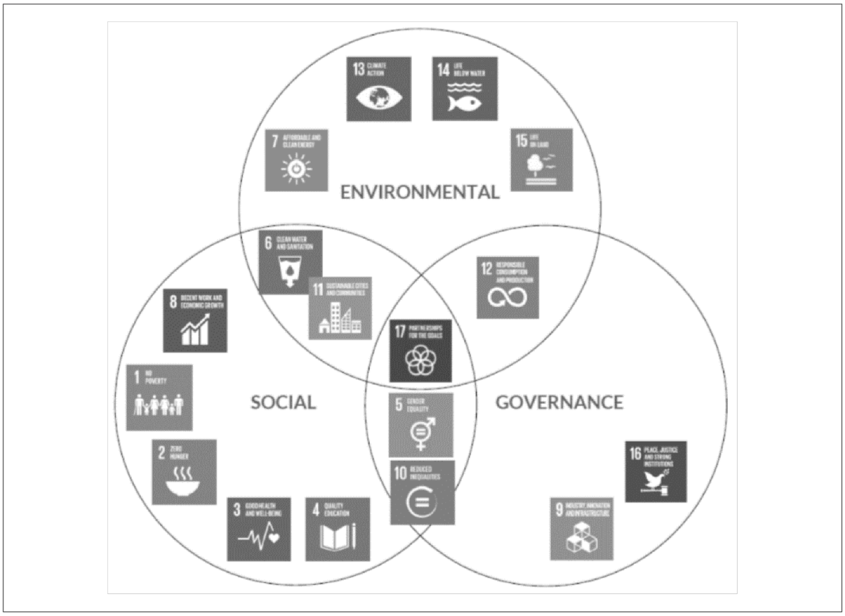
Many stakeholders, especially small and medium enterprises (SMEs), that make the backbone of the global economy, together with the wider public, do not make clear differentiation among various agendas and face complications in understanding concepts to follow. Usually, the consequence is – not to follow any agenda. As the necessity for reporting on sustainable development becomes more frequent as well as the need to present sustainable aspects of brand to end users, the above-mentioned agendas could act as the best tools to follow general principles of sustainability and disclose the level of one`s sustainable development.

- GRI – Global Reporting Initiative – set of requiring indicators to report on ESG/SDGs
- Law requirements – i.e., EU taxonomy
- Reputation – culture of possession is being replaced by culture of responsible use/sharing of resources

The Global Reporting Initiative (GRI) is an independent, international organization that provides guidelines for sustainability reporting. GRI guidelines help organizations to report on their environmental, social, and economic impacts and performance in a consistent and transparent manner. ESG criteria are often used by investors to evaluate the sustainability and societal impact of an investment in a company. There is a relationship between GRI and ESG in that both are concerned with sustainability and the impacts of an organization's activities on the environment and society. GRI guidelines provide a framework for organizations to report on their sustainability performance, including their ESG performance, in a consistent and transparent manner. This information can be used by investors and other stakeholders to evaluate the sustainability and societal impact of an organization and its operations. The following visualizations (1 and 2) illustrate potential scenarios of interconnection of ESG and SDGs.

Visualization 1 – interconnection of ESG and SDGs – potential scenario 1

Overall, the relationship between GRI and ESG highlights the importance of transparency and consistency in reporting on sustainability performance, and the role that organizations can play in contributing to a more sustainable future. Sustainability is an increasingly important issue in the pharmaceutical industry. The industry has the potential to make a significant positive impact on sustainability through the development and distribution of innovative and effective medicines, as well as through the implementation of sustainable business practices.



Visualization 2 – interconnection of ESG and SDGs – potential scenario 2

CONCLUSION

It is important to promote and adhere to aspects of the global agenda in striving to offer sustainable services, products and solutions in general. The tool used for reporting is less important. It would be useful to combine agendas for better understanding of what real sustainability and sustainable development mean. Sustainable development is one of the most important concepts nowadays in order to offer the global society mutual understanding on how to save available resources and use them in the future as well as how to achieve sustainable profit while taking care of people and the planet. There are many concepts in this perspective, but it is of crucial importance to understand the role of global concepts that are available to the widest range of stakeholders worldwide.

Many companies or institutions could not commit to support UN SDGs as they seek lighter and less engaging approaches to sustainability. This does not mean that ESGs are simple or not important enough, on the contrary. But at the same time there are 17 UN SDGs offering a more detailed approach to those key issues that address global survival. Both concepts focus on the same 3 pillars:

- ESG – environmental, social, governance
- SDGs – people, planet, sustainable performance

As SDGs divide key issues into 17 fields of action, there should not be misunderstanding or gaps between these 2 concepts as they are compatible. Each SDG could be placed in one of the ESG aspects so these concepts could perfectly fit to show how the global population could simplify, but yet keep crucial, the substance of the approach to sustainability for a more stable future.

References

Brock, T., (2022). *What is environmental, social, and governance (ESG) investing?* Retrieved December 2022, from https://www.investopedia.com/terms/e/environmental-social-and-governance-esg-criteria.asp.

Harlem Brundtland, G., (1987). *Report of the world commission on environment and development*. United Nations.

Hess, M., Hempe, K., & Stojaković, D. (2022). *STADA Sustainability report: Caring for people's health.* STADA.

Stojaković, D., (2021). *Izveštaj o održivom razvoju Hemofarma za 2020*. (*Report on sustainable development of Hemofarm for 2020)*. Hemofarm. Srbija.

Stojaković, D., (2022). *Izveštaj o održivom razvoju Hemofarma za 2021 (Report on sustainable development of Hemofarm for 2021)*. Hemofarm. Srbija.

United Nations. (1992). *United Nations conference on environmental and development (UNCED), Earth summit.* Retrieved May 2022, October 2022, December 2022, from https://sustainabledevelopment.un.org/milestones/unced.

United Nations. (2015). *The 17 goals: Sustainable development.* Retrieved May 2022, October 2022, December 2022 from, https://sdgs.un.org/goals.

Danijela UNIĆ
VERN' University, Croatia

ASSESSMENT OF USERS' SATISFACTION WITH A UNIVERSITY LIBRARY DURING THE COVID-19 PANDEMIC

Abstract

The assessment of libraries as a part of their overall efficacy has existed for an extended time, a significant number of studies pertain to non-pandemic periods and are commonly focused on the public sector. The University Library User Satisfaction Survey conducted and analysed in this paper, aimed to investigate the quality of library resources, services and operations before and during COVID-19 pandemic. The research was conducted in the private higher education institution (HEI). Data was collected using a questionnaire which was completed by university students and teachers. Analysing results of the survey we gain insight into the quality of the business operations that were maintained during the pandemic. Recommendations from the questionnaire were focused on expanding database subscriptions and literature and enhanced search engine functionality. The results of the survey indicate the direction to proceed in regarding library services and library's annual plans and programs, concerning the material procurement plans. The collaboration of librarians and university teachers is essential in procurement policy, bibliography of research studies and choice of exam literature.

Keywords: *university library, assessment, user satisfaction, pandemic, COVID-19*

1 INTRODUCTION

The need and effort to provide remote access to services and collections during the COVID-19 pandemic changed the paradigm and role of librarians more than ever, requiring the development of competencies to use new tools and provide a service that would satisfy the user. Apart from the pandemic, users of the University Library of VERN' University were faced with a change in the status and name of this private institution, when the previous VERN' University of Applied Sciences became VERN' University. The library was also renamed followed by simultaneous relocation to the new building in January 2021.

Upon the first COVID-19 lockdown in Croatia in mid-March of 2020 (at the beginning of the summer semester), institutions from the private sector faced numerous financial, spatial and personnel challenges that were reflected in the work of private universities. This was also a key time for various library activities, including a change of exam literature and more intense fluctuation of books - the return of books and loans of literature. At the end of March, distance learning was introduced, which was excellently organized in a very short time. In the academic year 2020/2021 classes were conducted partially online.

The technologies implemented in everyday library work transformed the concept of a traditional library into the concept of a modern information center. A large amount of information sources, high transfer speed and easy information access ensure the satisfaction of users with complex requests (Saleem, Tabusum & Batcha, 2021, p. 51). This was exactly what helped at a time when quick availability of information was necessary; technology was breaking down the barrier of distance, shortening time lags and providing the right information to the right user at the right time. Very quickly, staff identified that a change in the procurement of library materials became important and that an increasing shift away from printed materials and the procurement of digital literature was necessary. Almost overnight, libraries had to prepare for increased online queries and to ensure the availability of library services for students and teachers working remotely.

Within VERN' University and the VERN' Library new service, delivery models have been developed such as institutional repository e-books (in addition to paper version) and digital teaching materials that gave rise to even more demanding user expectations. Considering the newly encountered obstacles (the pandemic and relocation), the VERN' Library aimed to collect the users' feedback, which is described in the next section.

2 USER SATISFACTION RESEARCH

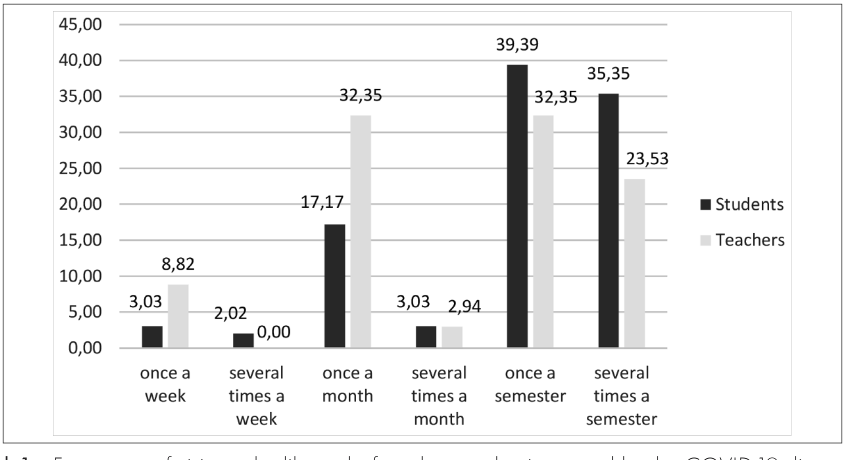
Mihalić (Mihalić, 2012, p. 32) cites Stecher's proposal of four fundamental approaches in evaluating library effectiveness or performance. Possible criteria include user satisfaction, capacity and efficiency measures, ensuring access and appropriate allocation to library collections and resources and library use. This study was designed to examine user satisfaction with library services and other resources of the VERN' Library during the COVID-19 pandemic.

2.1 Research method

A survey questionnaire with 17 questions for students and 17 questions for research/teaching staff was chosen as an instrument and the research was conducted in January 2022. The following hypothesis was put forward: the pandemic does not cause significant dissatisfaction in the use of library services and resources, i.e., there was no significant dissatisfaction in the use of library services and resources before the pandemic compared to the first lockdown and the pandemic period at the beginning of 2022.

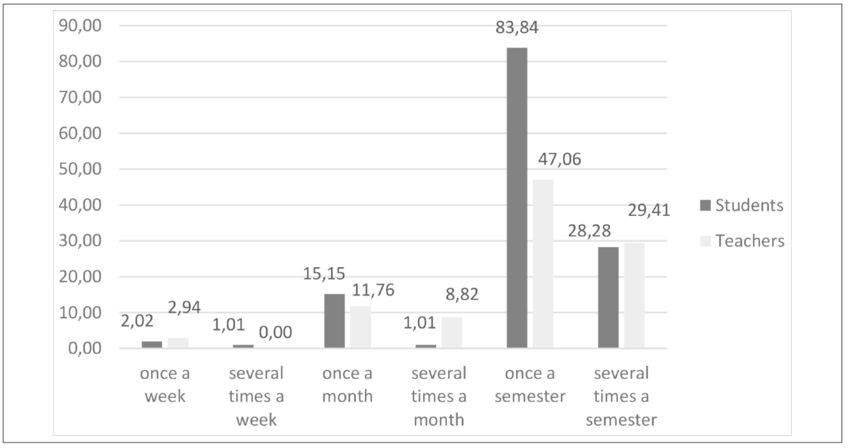
2.1 Research results

The questionnaire was filled out by 146 students and 35 teachers who are teachers at VERN' University, but in the final data, due to minor irregularities in filling out the questionnaire, the questionnaires of 132 students and 34 teachers were processed. The students who participated in the research attended 17 different study programs, three undergraduate university studies, seven undergraduate professional studies and seven specialists graduate professional studies. Following the demographic questions for students about gender, age and the study program they attend and the demographic questions for research/teaching staff, students and teachers were asked about the frequency of visits to the library before the onset of the spread of COVID-19 in January 2022. Before the spread of the disease, the largest percentage of students used the library once a semester when borrowing exam literature. A similar number of students used the library more than once in the semester. The lowest percentage of students, only 2.02% used the library several times a week. Furthermore, 32.5% of teachers visited the library once a semester, and the same percentage of teachers visited the library once a month, while no data was recorded for visits more than once a week.

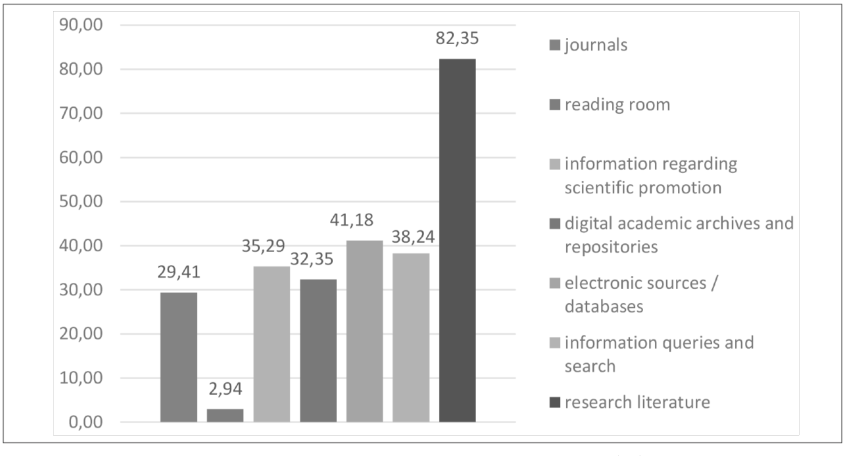


Graph 1 – Frequency of visits to the library before the pandemic caused by the COVID-19 disease (%)

Apart from the first lockdown, when the library was also physically closed for a short time, the reasons for less frequent visits were distance learning and blended learning. During the pandemic some students did not reside in Zagreb, while teachers visited the institution in reduced numbers. Thus, in January 2022, the largest percentage of students used the library once a semester, 83.84% visited the library to borrow exam literature, most often at the beginning of the semester. Only 15.5% of the surveyed students visited the library once a month, and only 1.01% of them used the library more than once a week or more than once a month.



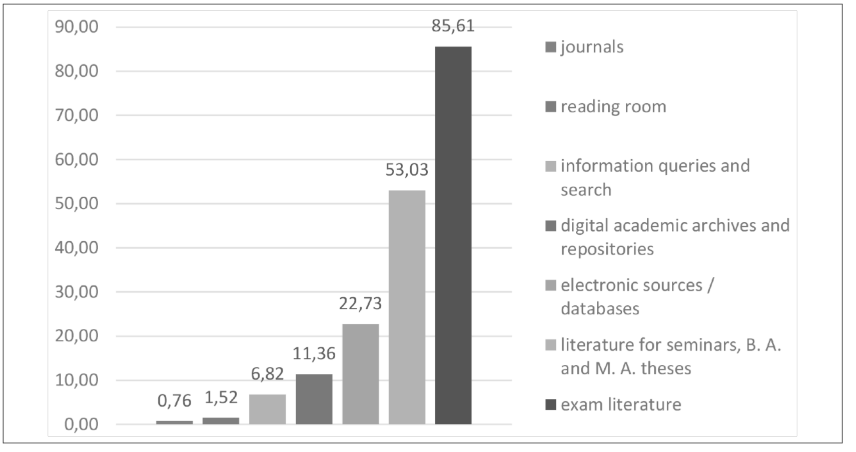
Graph 2 – Frequency of visits to the library in January 2022 (%)



Graph 3 – Use of library services – teachers (%)

During the pandemic, a slightly larger number of teachers (47.06%) visited the library once a semester, while the percentage of teachers who visited the library once a month was only 11.76%. Not a single answer was recorded for visiting the library more than once a week (Graph 2).

The next category of questions was about library services. Widespread use of technologies resulted in digital information sources becoming the dominant form of information storage and retrieval. In libraries, a quality information service is offered with the added value of providing access to internationally available information sources (Saleem, Tabusum & Batcha 2021, p. 51). Apart from the traditional library services like loaning of books, exam literature and journals, the VERN' Library builds a repository of B.A and M.A thesis, offers information query and search services and education on



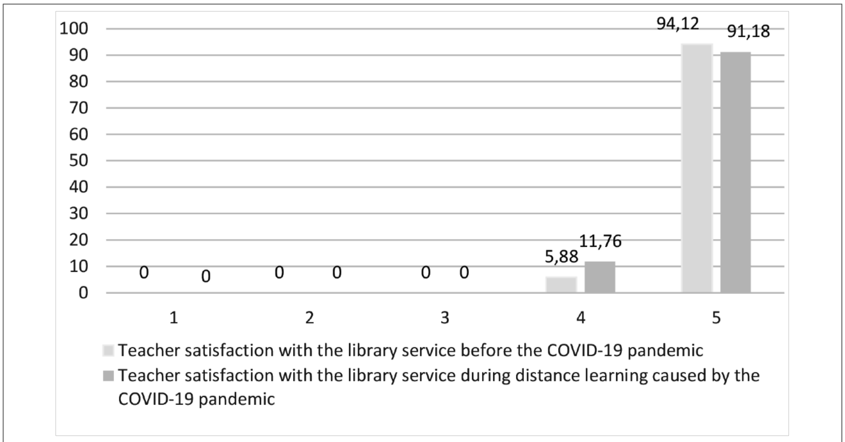
Graph 4 – Use of library services – students (%)

searching e-sources (open access e-sources and the full-text database Emerald to which the institution provided subscriptions until 2018). Research/teaching staff are provided with information relevant to their scientific promotion and citation statistics.

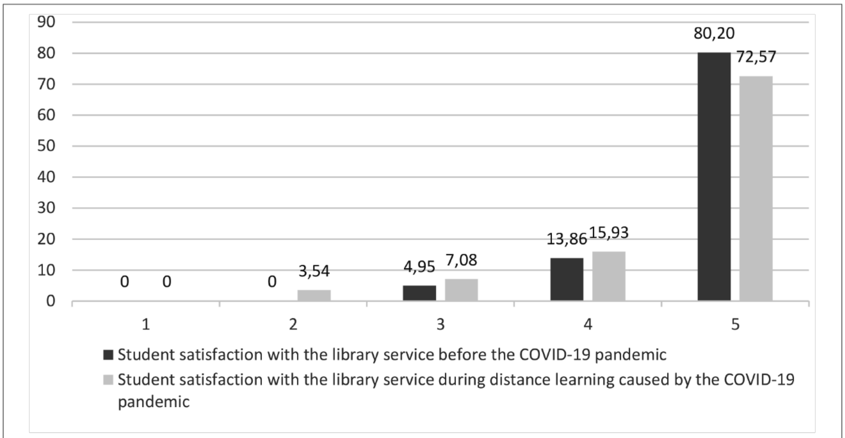
Teachers mostly use literature from the library for their work, lesson preparation, etc., while they seldom use the reading room. 32.35% of teachers use the institutional repository, similarly to the use of search services (38.24%), while 35.29% of them use library services to obtain information important for their scientific progress and citation statistics. The VERN' Library also prepares mentoring/supervising certificates for teachers (Graph 3).

Students mostly borrow books and exam literature (85.61%), while only 0.76% of them borrow journals. The literature for seminar papers, B.A and M.A theses is borrowed in a high percentage in traditionally printed form. The repository is used by 11.36% of students while twice as many, 22.73%, use electronic sources and databases. We examined satisfaction with the library service before the pandemic, during distance learning (first closure) and satisfaction with the last service users received (Graph 4).

Teachers, in a high percentage, opted for the rating "completely satisfied" (or 5 on a 1-5 scale). Moreover, 94.12% of them were completely satisfied with the service before the pandemic compared to 91.18% during distance learning. The answers "very dissatisfied", "dissatisfied" or "satisfied" were not recorded. Among students, the highest level of satisfaction with the service received before the pandemic was recorded for 80.20% of students, while 4.95% of students chose "satisfied" (or 3 on a 1-5 scale). 7.08% of students chose "satisfied" when rating their satisfaction with library services during distance learning, while 3.54% of students were dissatisfied with library services received during distance learning (Graph 5).



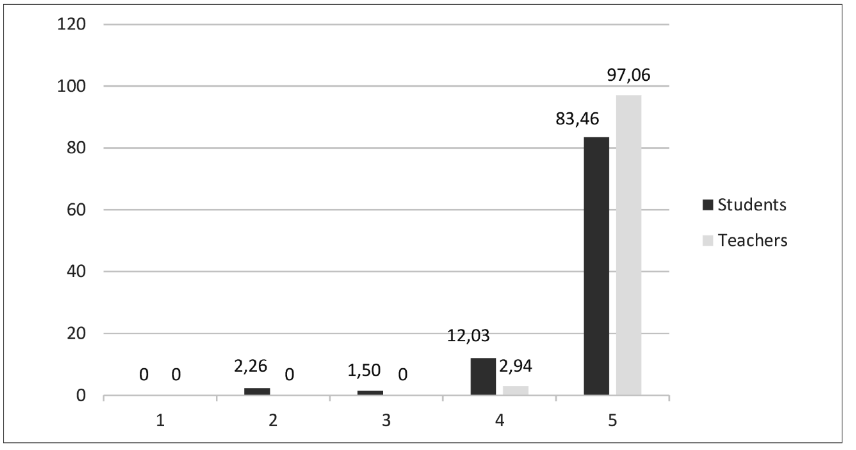
Graph 5 – Teacher satisfaction with the library service before and during the COVID-19 pandemic (%)



Graph 6 – Student satisfaction with the library service before and during the COVID-19 pandemic (%)

In monitoring the work of the library and the use of library services there was an increase in information queries on the portal or by e-mail, an increase in thematic searches, and in particular an increase in queries related to the repository and stored thesis, not only by users of their alma mater, but also by potential external users.

Progress in the provision of services regarding the period from the beginning of adaptation to the new working conditions until their most current experiences at the time of the questionnaire was investigated. Increased satisfaction with the last service received was expected. Almost all teachers were completely satisfied with the last service received (97.06% of them chose a 5 on a 1-5 scale), which is an increase compared to the period of distance learning. Only 2.94% of teachers opted for 4 on a 1-5 scale. Regarding the students, 2.26% of them chose 2 on a 1-5 scale, while 1.50% of them



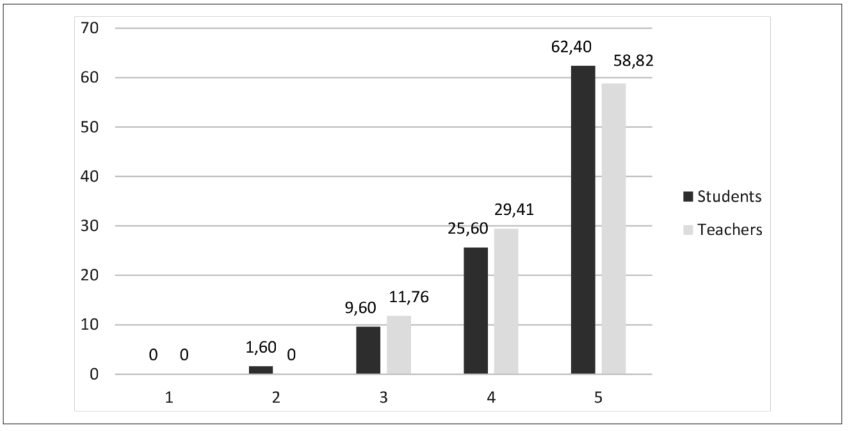
Graph 7 – Satisfaction with the last received service (%)

chose 3 on the same scale. The percentage of very satisfied students was 12.03%, while 83.46% of students were completely satisfied with their last received service.

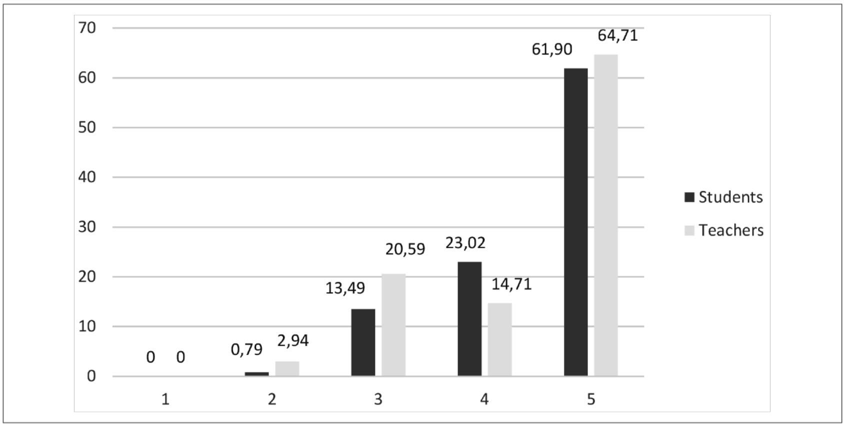
The Eduneta portal, which serves as an internal tool of the institution, stores digital teaching materials and e-versions of textbooks published by VERN' (along with the library catalog/search engine). The portal has a link to the university's repository of undergraduate and graduate theses, which is also a legal provision, that proved to be excellent at the time when it was not possible to physically access the thesis. VERN' University created its repository on the DABAR platform of the University Computing Center (SRCE). Building such a repository, in addition to enabling preservation and open access to the institution's works, leads to increased readership and contributes to the institution's reputation. In the most restrictive period of the first lockdown, the number of recorded queries for theses stored in the repository was particularly high. In addition to the increase in interest in works that are fully open access, there was a particularly noticeable interest in access to works that are not open to the general public. The results of the research on user satisfaction with the mentioned repository show that 62.40% of students were completely satisfied with the repository, while only 1.60% were dissatisfied. Also, 58.82% of teaching staff were completely satisfied.

Librarians participate in classes within formal educational processes, as collaborators on already existing programs, or as course instructors of independent courses (Stojanovski, 2013). The educational services of the VERN' Library refer to access to electronic sources, search methods, assistance in acquiring skills for using information sources, and additionally to help teachers in scientific and research work.

Education is often incorporated into courses related to the preparation of research and professional papers as well as methodological courses. For research/teaching staff, training takes place in the field of scientific information, open science, evaluation of

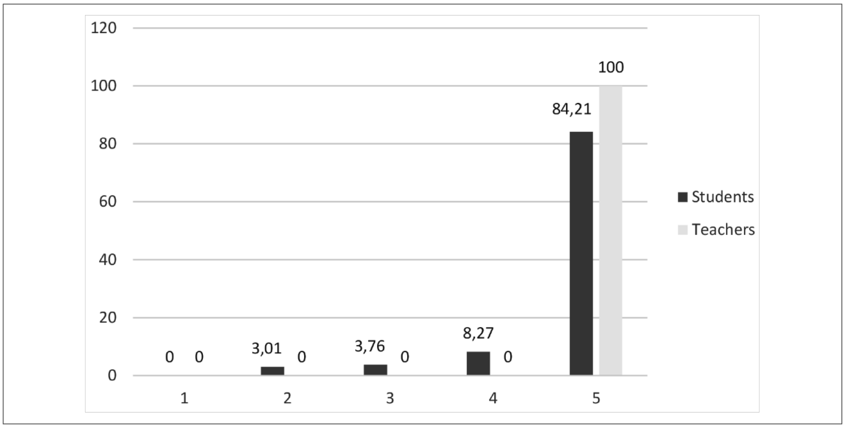


Graph 8 – Satisfaction with the University repository of undergraduate and graduate theses (%)



Graph 9 – Satisfaction with educational materials covering electronic resources (University Intranet Portal) (%)

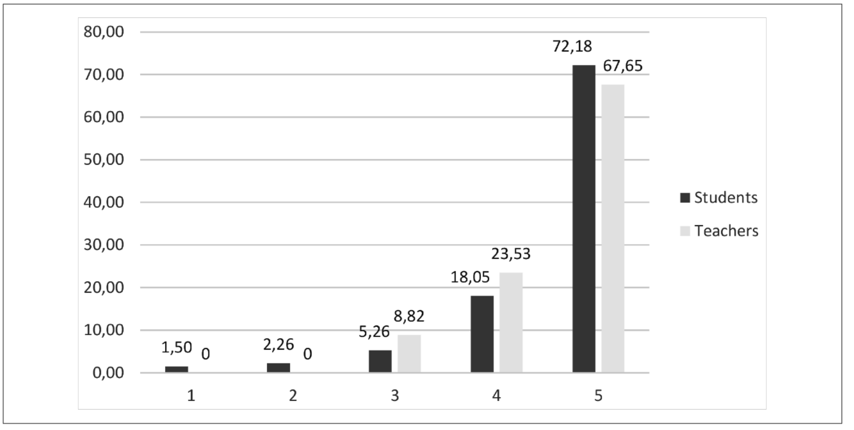
scientific-research work, etc. Materials that supplement education are available on the Eduneta portal. Since during the pandemic, a greater number of education/professional development were not held throughout the academic year (compared to the pre-pandemic period), users could use the materials posted on the portal. According to the received ratings and comments, an almost equal degree of satisfaction is recorded on a scale of 1 to 5, with 61.90% of students and 64.71% of teachers being completely satisfied, while 2.94% of teachers expressed their dissatisfaction. Educational materials were available in the portal before the pandemic and since the beginning of the pandemic they were increasingly useful because there was no opportunity to hold face-to-face training, i.e., the usual onsite workshops, which was already stated in the comments and suggestions, objected to and proposed with the desire to start new educational activities soon.



Graph 10 – User satisfaction with library staff (%)

In re-accreditation processes, the number of library staff and the assessment of their communication and other skills is often analyzed. The appropriate number of employees could be determined by the size of the institution and the number of users, as well as the institution's financial capabilities. Satisfaction with the expertise, skills or kindness of the staff remains at the user's personal discretion and impression. One hundred percent satisfaction was observed among the teachers, with extremely complimentary comments and satisfaction with the expertise and friendliness of staff. The library employs one professional person – a library manager, with the auxiliary work of students as demonstrators. Among students, the highest number of comments was recorded for satisfaction with the staff, where it is evident that they are extremely satisfied with the librarians (manager and student assistants).

According to Pikić (Pikić, 2017, p. 62-64), library space is an important aspect of quality. The importance of the size of the library, especially the space for work, and the completeness of the library or eventual dislocation is emphasized, while the integration of the space is emphasized for improved satisfaction of user's regarding their information needs. The results of our survey show that the research/teaching staff are completely satisfied with the new library space. Among the student population, despite the high level of satisfaction with the space (as many as 72.18% of students are completely satisfied with the new library), a lower percentage of dissatisfaction can be observed, which was also evident in the comments stating that there is not enough privacy in the reading area (completely open space). Due to the implemented measures and certain restrictions, students could not gather in large numbers in the library during the pandemic. The potential for a quality working environment in such conditions was not expressed, despite the newly renovated library space.



Graph 11 – User satisfaction with the interior library space (%)

In the new circumstances, along with following the guidelines and recommendations on the reduced use of closed reading areas, students probably have not yet fully recognized the potential and possibilities of the new space, which is slowly changing.

3 CONCLUSION

With the development of Information Communication Technologies, new challenges have arisen for the organization of business in libraries and the role of librarians has also changed. The needs and habits of users have changed, but user satisfaction with the service provided should still remain the focus of every library. The process of monitoring user satisfaction has become permanent and extremely important for private universities with libraries as an integral feature. Incorporating the role of the library and librarians into the work of the faculty and awareness of the importance of the library within the university can contribute to overall user satisfaction.

In a crisis situation during the COVID-19 pandemic challenging times, the VERN' Library managed to maintain its quality without significant user dissatisfaction. Suggestions for improvement are related to the increase of additional literature and database subscriptions, improvement of search capabilities (library catalog), additional training on searching e-sources information on scientific promotion and citations for research/teaching staff. Satisfaction with the new library space was also shown, with fewer criticisms of the reading room. Significant praise and satisfaction with the staff, expertise and friendliness was recorded. The availability of teaching materials in digital form was met with approval by many students.

Based on lessons learned, the procurement policy will certainly focus on buying e-editions of publications and developing the e-literature lending system. Finally, the library should continuously develop new services, actively participate in the work of the university, and take this research as a starting point to further expand procedures for measuring satisfaction and improving quality.

References

Mihalić, M. (2012). Mjere li samo pokazatelji uspješnosti vrijednost knjižnica?: prema vrednovanju društvenih ciljeva organizacija u kulturi. *Vjesnik bibliotekara Hrvatske, 55*(1), 29-44.

Pikić, A. (2017). Analiza kvalitete visokoškolskih knjižnica kroz prizmu postupka reakreditacije hrvatskih visokih učilišta. *Vjesnik bibliotekara Hrvatske, 60*(2-3), 47-77.

Saleem, A., Shabana, T. S. Z., & Batcha, M. S. (2013). Application and uses of Information Communication Technology (ICT) in academic libraries: an overview. *International Journal of Library Science*, *2*(3), 49-52.

Stojanovski, J. (2013). Iz naših knjižnica – Danko Škare (ur.) Visokoškolske i znanstvene knjižnice: zašto ih trebamo više nego ikada? *Kemija u industriji*, 62(11-12), 452-455.

Ida VALKOVIĆ
Libra, Croatia

Marija SLIJEPČEVIĆ
VERN' University, Croatia

Irena MEDVEŠEK
VERN' University, Croatia

THE ROLE OF SOCIAL NETWORKS IN PUBLIC RELATIONS PRACTICES OF ZAGREB THEATERS

Abstract

Communication management in culture is particularly challenging due to the low marketing budgets of public theatres. The aim of this paper is to define how the selected theatres in Zagreb, namely Kerempuh, Komedija and Gavella, utilize social networks and manage their official websites. Cultural institutions make use of one of the currently most popular PR tools-social networks, which are primarily used to attract new visitors into their theatres. The thesis refers to theoretical key concepts like the role of PR, social networks and new media in culture. The research itself was conducted via a content analysis and survey questionnaire and the related analysis of obtained answers, which enabled the authors to draw certain conclusions, such as, all the analyzed theatres continuously utilize social networks and that their public opinion is generally positive. However, the thesis also demonstrated that there is still significant room for improvement in implementing this very important communication channel.

Key words: *social networks, Gavella, Komedija, Kerempuh, Zagreb theatres*

INTRODUCTION

Culture and art professionals have, due to the expansion of the new media, acquired a new way of communicating with their key publics as well as the opportunity to generate new audiences using various PR tools and techniques. Poor media interest in art leads to the lack of media coverage which means that strategic management of social media can create additional visibility of preforming art organisations and ensure new followers.

Due to its limited budgets for advertising, the culture sector is facing an additional challenge when presenting their artistic work. Employing strategic PR seems to be a sensible and purposeful answer to this challenge since it can substantially increase media visibility of institutions, especially by creating content on social media. How Zagreb theatres use this possibility, how successful they are at it and whether the content on social media aligns with the psychology of a contemporary social media user are only some of the questions this paper has tackled.

COMMUNICATION MANAGEMENT IN PREFORMING ARTS

In every country there are numerous cultural institutions which strive to attract as many visitors as possible daily. "Substantial growth in the art and culture sector is happening worldwide leading to the increasing demand for PR and marketing professionals as well as the need for them to understand the dynamics of this fragmented environment" (Radalj, 2018, p. 131).

> "Marketing as a market-driven activity orientated towards meeting customer needs is one of the bases for investigating the interdependence of the marketing approach to the cultural heritage. Audience development is an extremely important process that cannot be undertaken by a single institution, but as a systematic and synergically organised process." (Dabo, Vrbaslija, 2019, p.10).
>
> "Culture and arts play an important role in society. Therefore, many governments are directly involved in fostering and regulating them, whilst treating them as the means of social inclusiveness, economic recovery and general progress" (Tomić, 2016: 401). "The majority of cultural institutions are facing financial issues and cannot independently ensure the means needed for their programmes and advertising activities" (Dabo, Vrbaslija, 2019: 11)
>
> "More than any other segment of non-profit PR, cultural and arts institutions are expected to be original and innovative when communicating with the public. Only the original, innovative and creative projects and activities will attract the public and contribute to the creation of the cultural institution image" (Skoko, 2009, as cited in Dabo, Vrbaslija, 2019: 11).

Tafra-Vlahović (2012) claims that a beforehand devised strategy for specific communication channels provides assurance of successful communication. Cultural institutions' communication and advertising are critically important for raising the public awareness of art as a part of identity.

One of the main goals of the communication in performing art is to sell the tickets. It is the PR campaigns that increase the visibility and recognition of a specific cultural institution and its work. To do this, the cultural sectors must be well familiarized with their target audience and the consumer behaviour. "Cultural organisations are becoming more and more focused on the end consumer of the cultural content (audience), so they want to establish long term relations with them" (Radalj, 2013: 130).

"While communication activities in marketing focus on providing information, ticket prices and distribution channels, PR commonly concentrate on the activities the media relations" (Tench, Yeomans, 2009: 672). PR professionals must always seek the media coverage so as to gain publicity and consequently increase the recognition of a cultural institution. However, the Internet nowadays provides new quality, speed, reach and interactivity and this creates new opportunities for developing a dialogue with the interested parties" (Pavičić, Alfirević, Aleksić, 2006: 236). Since the media advertising requires adequate budgets, cultural and art institutions often opt for PR as a more economical alternative.

NEW MEDIA AND SOCIAL NETWORK MANAGEMENT IN CULTURE

The institutions reach their audience through various communication channels, but social networks are ideal for exchanging messages and ideas between the organisations and their targeted audience. Unlike the traditional media, social media enables instant feedback.

Demeterffy Lančić (2018: 158) states that the technological development has undoubtedly influenced the interactive PR globally by personalising it.

It is argued that social networks are an indispensable means of communication and due to the further development of IT technologies they have become important communication platforms for cultural institutions (Peroš, 2015: 76,77). That is why an increasing number of companies have improved their performance by employing social networks (Volarević, Bebić: 2013: 62). The civil sector has also been using them for promotion and to activate citizens. The authors continue by stating that the usage of the new media, that is, Web 2.0 and social networks, in museums and cultural institutions has caused many changes in numerous activities such as advertising, visibility and establishing relations with the users.

Furthermore, the aim of the social media posts is to reach the highest possible visibility among its users by devising the appropriate hashtags and identification markers (Meerman and Scott, 2011: 77).

Finally, a vast majority of cultural institutions use Facebook as the primary social network. Facebook remains the social network with the highest number of active users providing a range of options for interaction (Bahonjić and Dabo, 2020: 44). The cultural institution recognition increases when it is active on the social network daily and when it updates the information regularly because this increases the users' motivation to visit the theatre.

THE SELECTED THEATRES

The Satirical Theatre Kerempuh was established in 1964 as a satirical cabaret called Jazavac. “In the past fifty years Kerempuh has had 250 premieres and played more than 20,000 shows.”[1] The City Theatre Komedija was founded in 1950 and has since staged more than 300 titles in approximately 13,000 shows. “Its core activity is musicals and drama.”[2] Gavella drama theatre opened in 1953 and it is mostly known for the manifestation “Gaveline večeri”. General information about the official Facebook profiles gathered on January, 23rd 2021 is listed in the table below:

Table 1 – Theatres on Facebook

Activities on Facebook	Kerempuh	Komedija	Gavella
Number of likes of the official profile	37.722	20.394	26.401
Number of the official profile followers	37.993	20.778	26.881
Number of the theatre location shares	11.198	16.012	5.981
Reviews / rating	0	218 (rating 4,8)	76 (rating 5)

The table shows that Kerempuh’s official profile has the highest number of both likes and followers. Komedija stands out when the location shares are in question.

RESEARCH METHODOLOGY

The aim of this paper is to find out how the three selected Zagreb theatres use their social networks, manage their official profiles, what the audience’s attitude towards the content the theatres create on social networks is and whether their digital communication successfully presents their activities.

Research questions:

RQ1: How do the selected theatres communicate via social networks?

RQ2: How do the social networks affect the target audience?

RQ3: How often does the theatre communicate on the social network?

RQ4: How can theatres improve their communication on social networks with the aim to increase the interaction with the targeted audience regarding the content?

Based on the research questions above the following hypotheses have been formulated:

H1: Video with text is the format the theatres use most frequently on Facebook.

H2: Most respondents have never visited a theatre just because it was posted on

[1] Kazalište Kerempuh. From: https://kazalistekerempuh.hr/o-kazalistu/povijest-kazalista/ (23. 12. 2021.)

[2] Kazalište Komedija. From: https://www.komedija.hr/www/o-kazalistu/ (23. 11. 2021.)

Facebook.

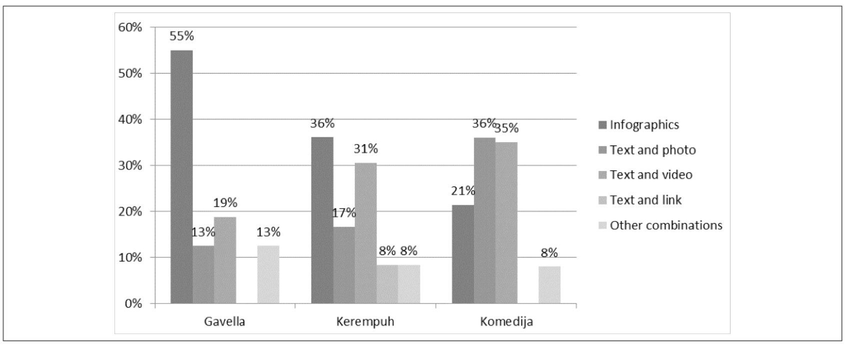
H3: The communication style of the researched theatres on Facebook was predominantly formal during the sample period.

The first research method is the quantitative analysis of the official profiles content posted by the three theatres on Facebook. The research was conducted in October 2001 on a sample of 64 Facebook posts. The second research method was a Google Forms questionnaire published on the official pages of the three theatres. The survey was conducted in November 2021 and the sample consisted of 283 respondents.

RESEARCH RESULTS

From the total of 64 Facebook monthly posts Kerempuh published most; 36. The post format is the technical feature which shows if the theatres used a text and a photograph, a text and a video, a text and a link or any other combination.

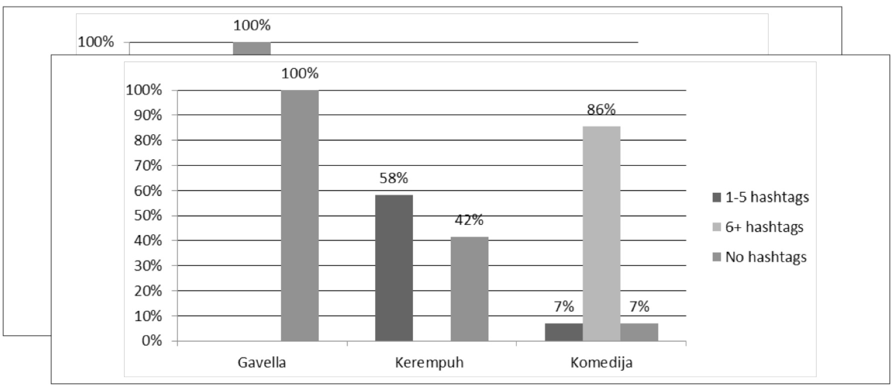
Figure 1 – Facebook post formats – comparison



None of the three theatres use a text, a photograph, or a video alone, but they combine the formats in different ways.

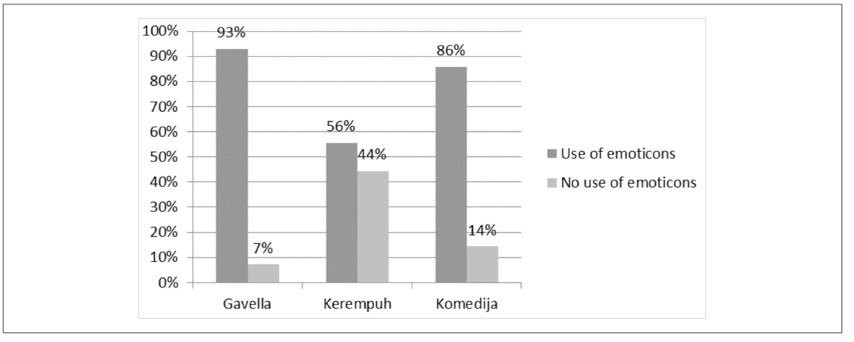
The next category is the use of hashtag in the posts.

Figure 2 – The use of hashtags – comparison



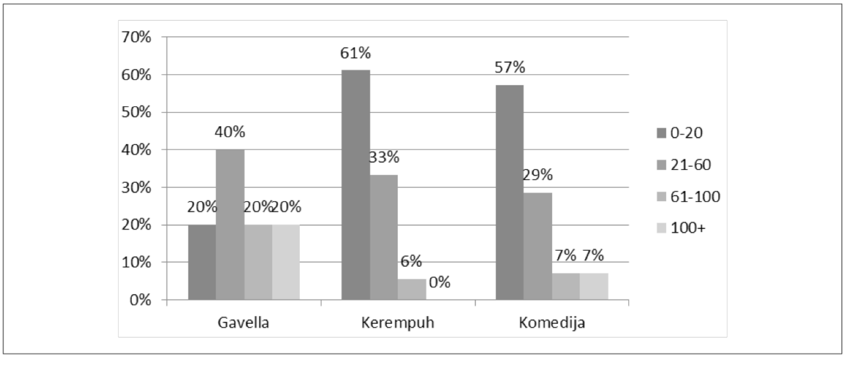
Komedija uses significantly more hashtags than the other two, with their official hashtags #kazalistekomedija and #kazalistenakaptolu appearing in almost all the posts along with the hashtag and the play title. It is interesting that Kerempuh places a hashtag at the very bottom of the posts while its official hashtag #SamoSatira is incorporated into the text, e.g.: "#SamoSatira in your favourite theatre again this week!" The most interesting finding is that Gavella did not use a hashtag in any of its posts which makes it impossible for the users to view all the posts directly linked to the Gavella theatre with a single click.

Figure 3 – The use of emoticons in Facebook posts – comparison



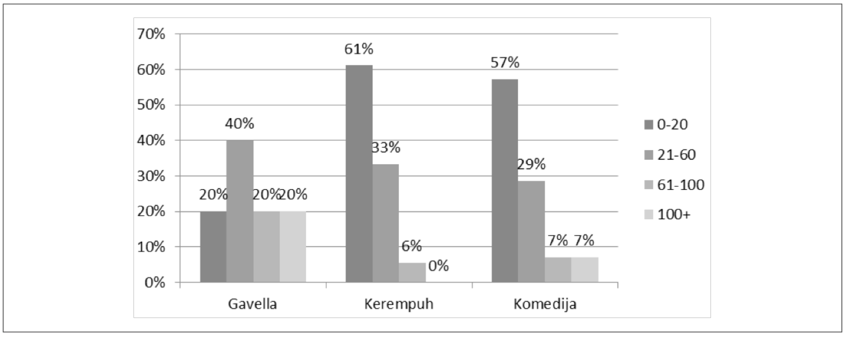
Gavella uses most emoticons in its posts, the most common ones being the *masks*, while Komedija conveys the impression of not having a standard regarding the use of specific emoticons in the posted content. Kerempuh used a *flash* mostly in the posts which announced a show, and a *ticket* in the posts that advertised and sold online tickets for a particular show.

Figure 4 – The number of likes for Facebook posts



The posts which obtained the highest number of likes were announcements/photographs of the deceased actors or announcements of different awards won by actors or shows.

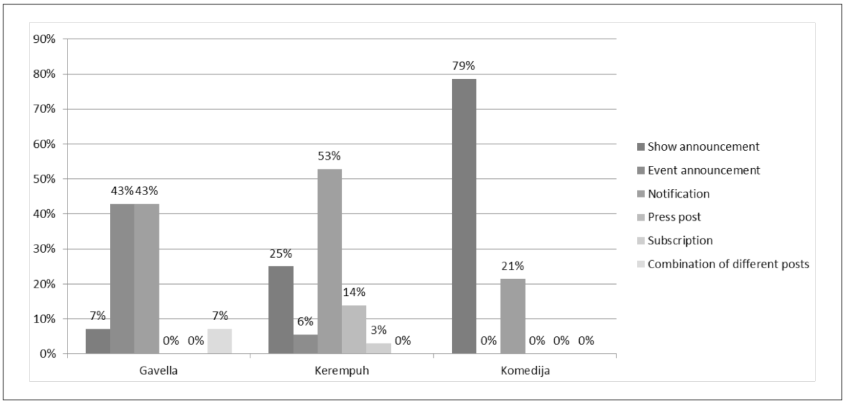
Figure 5 – Post topics on Facebook – comparison



Komedija posts mainly the announcements of shows (79%). Its posts are titled "[NAJAVA]" or "[TJEDNA NAJAVA]" (Eng. announcement or weekly announcement). Gavella rarely announces its shows (7%) and their posts are usually informative. Kerempuh mainly posts notices (53%) about play cancellations due to either the illness of an actor/actress or technical problems.

It is interesting that neither of the three theatres practices ticket contests or give-away, missing the opportunity to increase sales, spread the news and confirm customer loyalty.

Figure 6 – Number of the calls for action on Facebook – comparison

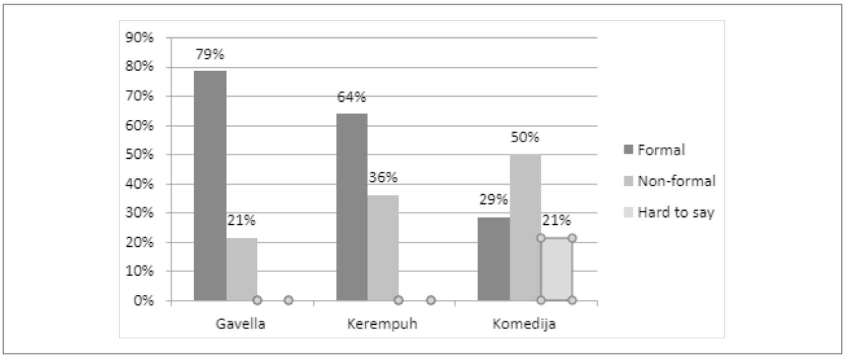


The online call to action practically does not exist. The only example was found in Kerempuh's post about the play "Darian, the Croatian king of self-help" with the tekst "Ask Dorian a question, use the now-or-never opportunity". This post had the best engagement in regard to the comments, i.e., there were more than 50.

Offline calls to action are quite common in announcements which encourage the users to come and buy the tickets at cash-registers or see a play.

Figure 7 shows that Gavella (79%) and Kerempuh (64%) communicate formally with their users. Komedija is more likely to use a fairly informal style (50%) in Facebook posts where it uses an abundance of emoticons and creates a friendly context by making jokes.

Figure 7 – The style of communication on Facebook

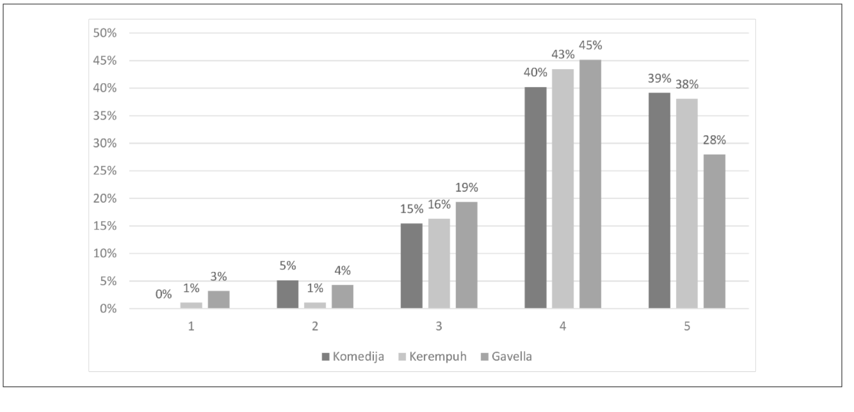


THE SURVEY QUESTIONNAIRE RESULTS

This chapter presents the results of the questionnaire that had already been publicised on the official Facebook profiles of all the three theatres. The questionnaire conducted by Komedija was completed by 98 respondents, 93 respondents filled in Gavella's questionnaire and 92 Kerempuh's which amounts to 128 respondents all together, out of which 75% were women and 25% were men. The majority of respondents belonged to the 18–25 age group (33%), followed by the 26–35 age group (26%) and the age group 45+ (23%). The fewest respondents came from the 36–45 age-group (18%).

The highest number of respondents were employed (63%), followed by students (23%), unemployed (8%) and pensioners (5%). Most respondents had university/college education (46%) followed by high school graduates (22%). The majority of them were satisfied with the way theatres communicated with them via Facebook.

Figure 8 – User satisfaction with the communication on Facebook



Most respondents assigned rating 4 to all the three theatres (41%) while 39% to 29% gave a theatre the highest rating – 5.

Figure 9 – Communication channels

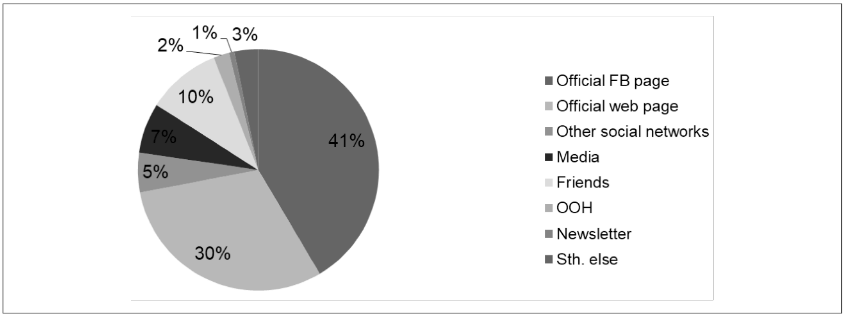
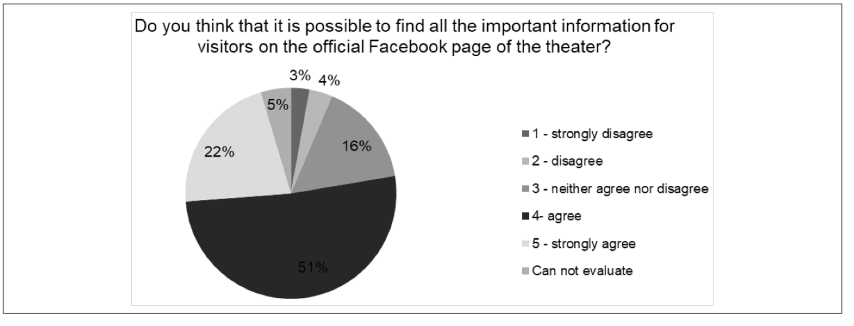


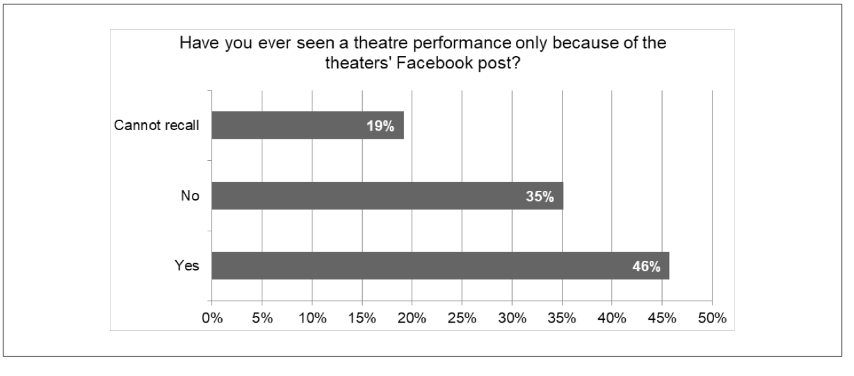
Figure 11. shows that most respondents were informed about the theatres via their Facebook profile (41%). Another source of information is the theatres' official web page.

Figure 10 – Facebook page satisfaction



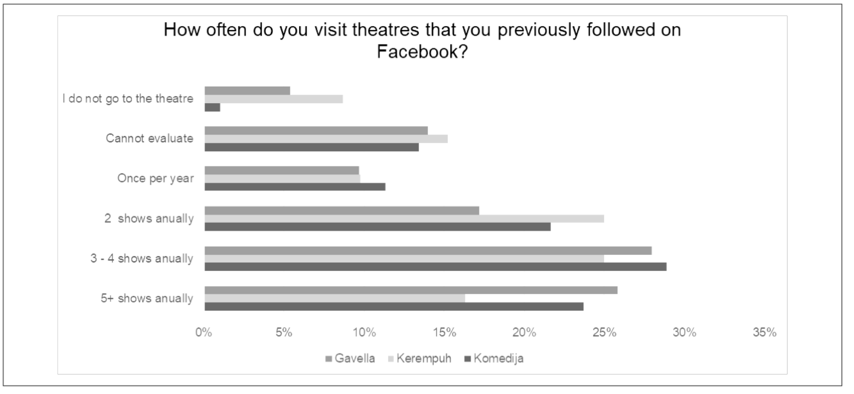
Most the respondents agree that all the information relevant to the visitors about the theatre can be found on the official Facebook profile (51%).

Figure 11 – Attended the show because of a Facebook post



The question: "Have you ever seen a theatre show only because of the post you have seen on the theatre's Facebook profile?" was answered with yes by almost half the respondents (46%).

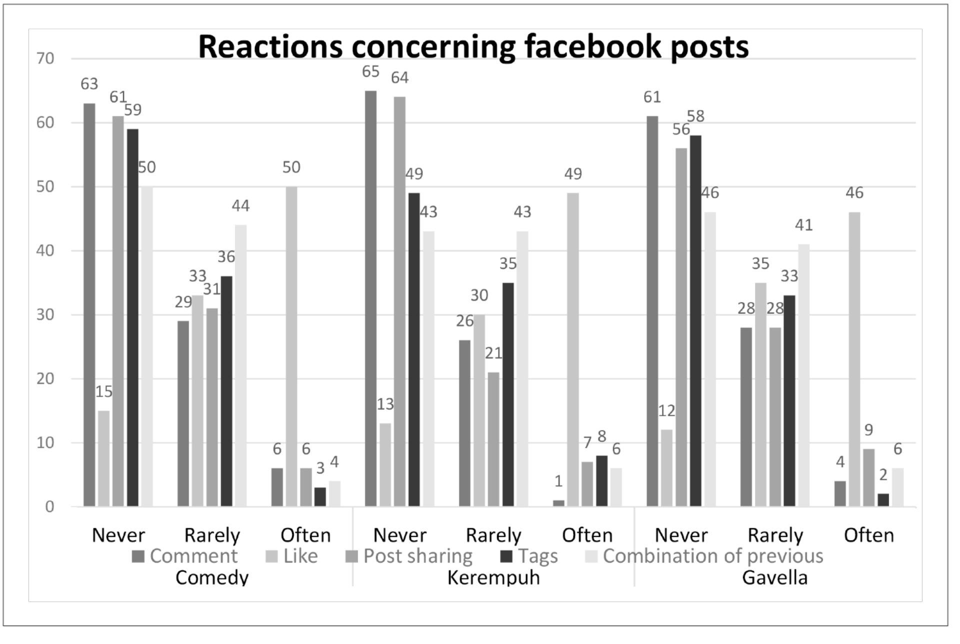
Figure 12 – The frequency of theatre visits motivated by following the Facebook profile



The results for all the three theatres are approximately the same; in the category 5+ shows per year Gavella had 26% of the respondents, Komedija 24% and Kerempuh 16%.

Reactions to the Facebook posts were divided into five segments: comments, likes, shares, tags and a combination of them.

Figure 13 – Respondents' reactions to Facebook posts



For all the mentioned segments the respondents were asked to state whether they do it never, rarely or often. This figure shows that the respondents were not nearly as likely to comment, share or tag the Facebook posts as they were to like them.

DISCUSSION OF THE RESULTS

Two quantitative methods were employed in this paper, content analysis and survey questionnaire. Out of the three set hypotheses one was confirmed: H3: The communication style of the researched theatres on Facebook was predominantly formal during the sample period. Two hypotheses were not confirmed: Video with text is the format the theatres use most frequently when communicating on Facebook. – Both Gavella (55%) and Kerempuh (36%) use infographics most, while Komedija employs text and photograph (36%) most often. Hypothesis 2 "Most respondents have never visited a theatre just because of what was posted on Facebook" also proved wrong with a surprisingly high number of respondents stating the opposite (35%).

The analysis of the theatres also showed that they use a combination of two or more formats at once. Out of the three, Komedija uses most hashtags. Regarding the emoticons, Kerepuh is a keen user, displaying regularity in their choice depending on the post topic. The posts which enticed the highest engagement rate, i.e., most likes, were those which informed about the awards won by the actors/actresses and shows as well as the announcements about passing away of the actors who had over a long period contributed to the theatre with their talent and their work. Gavella had the highest number of comments (in the 11+ category) with the users often commenting the shows, Graphics Interchange Formats (GIFs) and emoticons. It is also the only theatre whose posts were shared more than 11 times. The Facebook posts of the three theatres differed regarding the topics: Komedija mostly announced the upcoming shows (79%); Gavella posted information (43%) and events announcements (43%) and Kerempuh mainly published information about the theatre (53%). It is interesting that none of the theatres had, within the month that was looked at, posted a single giveaway either for tickets or subscription, etc.

The other part of the research dealt with the user satisfaction with the communication on social networks. The survey showed that the institutions regularly employ social networks to communicate with the existing customers and possible new audience members making a generally positive impression with their posts. However, the results have shown that there is significant room for improvement. In spite of a fairly low engagement rate, i.e., likes, comments and shares, the respondents have expressed a high satisfaction rate with communication via Facebook (43% rating 4 and 35% rating 5). Regarding the question "Do you think it is possible to find all the relevant information on the official Facebook profile?" most respondents assigned 4 (51%). Facebook (41%)

and the official webpage of the theatre (30%) were the most common information channels for finding out about the events in the theatre. The users of Facebook are most likely to like the posts, least likely to comment them, share or tag them which indicates the lack of the engagement among the users.

CONCLUSION

Thae main goal of this paper was to analyse the communication of the selected Zagreb theatres on Facebook and to learn about the respondents' attitudes to the posted content. Following the previous research and papers in the field of PR in culture, culture management and art sector management, it is evident that the role of PR is of the utmost importance when communication of cultural institutions is in question. It is especially important to emphasize the role of social network management as a specific activity within PR which substantially contributes to not only the visibility of the institution, shows, actors and the whole troupe but also opens the possibility to communicate with the audience directly. This was confirmed by this research on the ways the audience members find the information on the official Facebook profiles of the theatres.

The highly revealing finding was that a high number of respondents claimed the posts on the official Facebook profile motivated them to see a specific show. This surely confirms both the necessity of high-quality social networks management in cultural organisations and the rising influence of interesting content on the contemporary performative art consumer. Such results make room for the development of better and more efficient strategies of social network management, not only in theatres, but also all the art institutions which need to establish a dialogue with their audience aiming to attract the visitors to their shows, to better understand the profile of a contemporary theatre visitor and consequently respond to their needs. This way they would also play an active role in developing their audience, which is one of the important guidelines in the strategic thinking and positioning of culture on the European art map.

In conclusion, this research has proved that there is room for improvement. Some deficiencies regarding online calls for action which could potentially entice more interactivity have also been noticed. Generally, a significant lack of interaction, continuous communication as well as the use of digital marketing tools have been observed. It is therefore necessary to realize the full potential of social networks and to follow all the trends and this way better use the possibilities offered by these communication tools.

References

Bahonjić, M., & Dabo, K. (2020). Analiza upravljanja društvenim mrežama u poduzetništvu u kulturi, primjer muzej prekinutih veza (Analysis of social network management in entrepreneurship in culture, an example of a museum of broken connections). *Obrazovanje za poduzetništvo – E4E: znanstveno stručni časopis o obrazovanju za poduzetništvo, 10*(1), 44-53.

Dabo, K., & Vrbaslija, D. (2019). Uloga promocije u marketinškoj komunikaciji izvedbenih tradicijskih umjetnosti na primjeru ansambla LADO (The role of promotion in the marketing communication of performing traditional arts on the example of the LADO ensemble). *Obrazovanje za poduzetništvo –- E4E: znanstveno stručni časopis o obrazovanju za poduzetništvo*, *9*(1), 9-22.

Demeterffy Lančić, R. (2018). Novi mediji i odnosi s javnošću. *Medijske studije*, *1*(1-2), 157-169.

Gavella official *we*. Retrieved October 14, 2021 from https://www.gavella.hr/o-kazalistu.

Kerempuh official webpage. Retrieved October 14, 2021 from https://kazalistekerempuh.hr.

Komedija official webpage. Retrieved October 14, 2021 from https://www.komedija.hr/www.

Meerman Scott, D. (2011). *Marketing i PR u stvarnom vremenu (Marketing and PR in real time)*. Zagreb: DVA I DVA.

Pavičić, J., Alfirević, N., & Aleksić, Lj. (2006). *Marketing i menadžment u kulturi i umjetnosti* (Marketing and management in culture and art). Masmedia.

Peroš, R. (2015). Uloga društvene mreže Facebook u komuniciranju s posjetiteljima muzeja (na primjeru Narodnog muzeja Zadar) (The role of the social network Facebook in communicating with museum visitors (on the example of the Zadar National Museum). *Hum*, *10*(14), 76-103.

Radalj, M. (2018). *Odnosi s javnošću u neprofitnim organizacijama* (Public relations in non-profit organizations). Hrvatska sveučilišna naklada.

Tafra-Vlahović, M. (2012) *Komunikacijski menadžment: strategija, modeli, planiranje (Communication management: strategy, models, planning)*. Zaprešić: Visoka škola za poslovanje i upravljanje "Baltazar Adam Krčelić".

Tench, R., & Yeomans, L. (2009). *Otkrivanje odnosa s javnošću* (Disclosure of public relations). PRint.

Tomić, Z. (2016). *Odnosi s javnošću – Teorija i praksa* (Public Relations – Theory and Practice). Synopsis.

Volarević, M., & Bebić, D., (2013). Društvene mreže kao izvor vijesti u najgledanijim središnjim informativnim emisijama u Hrvatskoj (Social networks as a source of news in the most watched central news programs in Croatia). *Medijske studije*, *4*(8), 60-75.

Maja VIZJAK
Institute for Migration and Ethnic Studies, Croatia
Marina PERIĆ KASELJ
Institute for Migration and Ethnic Studies, Croatia
Katica JURČEVIĆ
Institute for Migration and Ethnic Studies, Croatia

WOMEN AS POTENTIAL MIGRANTS

Abstract

Women today are well educated and have a desire for business success, but their opportunities for employment and advancement are often difficult or unfulfilled. Analyzing women and men in the working environment gives the impression that there are first among equals. The social milieu, political, economic and cultural public supports gender equality in principle, but still tacitly implements the established practice of salary differences and underrepresentation in managerial and managerial positions. The European Commission is focused on this issue and is proposing guidelines so that women can better assimilate in the member states of the European Union and so that they can compete in the labor market with regard to their knowledge and expertise. In Croatia, there is a double role of motherhood, because motherhood is still considered the most desirable ideal of a woman's role in society, but an increasing number of younger women are observed giving up motherhood as a basic goal in life. Any woman who is dissatisfied with her self-realization is potentially a candidate for economically motivated migration. The recipient country will receive positive gains in the context of economic values as well as demographic ones. If we want to create a society based on equality, it is crucial that the organization and practice take full account of the gender dimension.

Keywords: *gender equality, migrant women, entrepreneurship, education, politics*

INTRODUCTION

Gender stereotypes are one of the fundamental causes of gender inequality and affect all areas of society. Women and men, in their diversity, should have equal opportunities for success and economic independence, be paid equally for work of equal value and have equal access to finance and receive fair pensions. Women and men should share responsibilities equally and be financially independent. The roles and position of women in the business world are changing in such a way that their participation is increasingly significant. However, natural and social scars are still felt, which are a reflection of historical customs and present-day natural and social obligations (Kesić, Skender & Vizjak, 2014). Discrimination is a sensitive topic today and something that is being tried to be annulled in every way, the result is laws that ensure equal opportunities for all. Today, in parliamentary democracies, there is an obvious commitment to the equality of women and men in political decision-making as a prerequisite for true democracy (Leinert Novosel, 2007). Along with the law, a whole parallel structure of non-governmental support programs is being developed. In several resolutions and conclusions, the European Parliament and the Council have given their support and are calling on the European Commission to adopt a European strategy for gender equality and intensify awareness of gender perspective in all areas. Working together, institutions and states should deepen their cooperation with civil societies, including movements and organizations, in order to achieve progress in gender equality. It is necessary to use all available tools and opportunities for financial support in order to increase gender equality. If we want to create a society based on equality, it is crucial that the organization and practice take full account of the gender dimension (Vizjak & Giacometti, 2022). Throughout history, women have not had the same opportunity as men to advance in the business hierarchie. Some of the reasons for this are historical, since women were not given the opportunity to get additional education to prepare them for management positions. Over time, the balance of power began to equalize. The importance of women's potential in organizations is being recognized more and more. The modern form of leadership has the function of serving in self-organized teams. An amoeba type of organization that is self-organized and has great autonomy in work is an ideal environment for developing promising careers for women. They are challenging and can bring new ideas and solutions that will contribute to development in the long term. Positive deviations result in the modernization of practice. Changes are managed and they are inevitable. Diversity is a source of strength, competitive ability and success. One of the differences that modern organizations attach importance to is gender. Greater attention paid to women results in the recognition of new talents. Senior management introduces changes and innovations into the system. Modern organizations understand that the faster and greater inclusion of women in management, especially in its higher levels, achieves the necessary diversity of approaches and styles and thereby increases flexibility and the ability to introduce changes (Bahtijarević-Šiber, Sikavica & Pološki Vokić, 2008). There is a positive correlation between the success of the organization and the number of women managers (Schermerhorn, Hunt & Osborn, 2000). An ambitious woman will strive for self-realization and paths where she can successfully realize it, and economic migration is one of today's challenges. Women will go to developed democratic countries with powerful economies that strive for new non-discriminatory values. The mother country loses many times over to a female migrant in the context of economic and demographic values.

CHARACTERISTICS OF WOMEN IN BUSINESS

Men and women also differ in their behavior at the workplace. There are visible differences in the way of working, mistakes, communication with colleagues, approach to negotiations, decision making and sources of motivation. Organizational obstacles are the most common obstacles to equal inclusion of women in business systems at all levels. Women are more inclined to choose a man as their boss. The importance of women for the success of organizations is insufficiently evaluated. There are prejudices against women in management positions. The non-solidarity of women towards women and the lack of mutual support in management positions, despite expertise, is unfounded. Women work well as business partners, but women work poorly towards women in a hierarchical system or during teamwork. Women have a decision-making approach that solves problems intuitively while men have a win-lose approach. Communication in the business environment also has gender characteristics. Women are more sensitive in communication, they consider conversation important for maintaining social relations, they are good at non-verbal communication (Pološki, 1999). According to the style of work, women tend to be more open to cooperation. Communication with people, counseling and helping is a female genotype. Female characteristics such as a better ability to understand other people's feelings, a better understanding of non-verbal communication and female intuition are considered to be the result of biological abilities. The psychological characteristics of women and men are determined genetically and as a result of upbringing in the family and society (Moir & Jessel, 1995). If men do not know the answer to a question, they will try to find it themselves, while women will seek help. These are subconscious mechanisms of superiority, and men do not like the subordinate position in the interaction (Tannen, 2013). The biggest difference in the communication styles of men and women stems from the fact that they understand the purpose of communication in different ways. It is considered that communication is a tool for women to create social bonds and relationships, while men use it to achieve tangible, concrete goals (Merchant, 2012). Communication in the organization is extremely important and it is necessary to cultivate good communication. Organizations without communication do not exist, there are organisation with poor communication, but they are not considered successful (Miljković, 2002, p. 1). The sources of motivation for women are internal, i.e., intrinsic, and for men they are external or extrinsic. Women feel better when they achieve social contact, cooperation and mutual help and thereby satisfy their needs, while men are more motivated by status, power, money, advancement and the like (Bahtijarević-Šiber, Sikavica & Pološki Vokić, 2008, p. 618).

WOMEN IN THE BUSINESS ENVIRONMENT TODAY IN CROATIA

Non-governmental organizations play a significant role in the fight for the rights of women entrepreneurs. They organize informal gatherings of members, seminars, consultations, conferences, congresses, additional education and their activities contribute to a faster flow of information. Many advances are evident, but it is necessary to improve further. Numerous working groups were formed in order to define an effective strategic and operational approach to strengthening existing capacities aimed at combating discrimination. Men in Croatia earn significantly more annually than women. The average monthly salary for women is about 88.7% of the salary for men (Fina, 2021). The wage gap between the sexes leads to a gap in pensions, which is why women are faced with social exclusion, poverty and financial dependence on their husband or partner after leaving the labor market (Analysis of Gender Equality in Croatia, 2019). Croatia has one of the lowest rates of entrepreneurship in the EU, with only 3% of women aged 25 to 29 being entrepreneurs and 8.5% of women aged 60 to 64. In approximately 12% of companies, women hold managerial positions only a third of companies in Croatia are owned by women. The part-time employment rate of women in Croatia is 5.8%, while the EU average is 30.9% (Ivandić, 2019). An institutional framework for the development of entrepreneurship among women was adopted through the Strategy for the Development of Women's Entrepreneurship in the Republic of Croatia for the period from 2014 to 2020 this is a continuation of the Strategy adopted from 2010 to 2013. The framework lists structural obstacles including choice of professions, reduced possibilities for starting business ventures in the technological sector, stereotypes about women in science and technology, traditional views about the role of women in society, and the lack of support for women with two jobs (family and profession). Support programs for women's entrepreneurship: Business incubators for female entrepreneurs - beginners founded by the County Chamber in Split, CESI - Center for education, counseling and research (www.cesi.hr), Women in Adria is a network of business women (www.womwninadria.economic com), the Aurura platform (www.surura.hr), and the Virtual Women's Entrepreneurship Center (www.poduzetnice.hr). The obstacles that stand out are the difficult access to financing, because it is even more difficult for female entrepreneurs due to the issue of ownership and insufficient business connections (lack of networking).

Stereotypes in society affect self-confidence. Negative attitudes about women in entrepreneurship has a downward effect on women's self-confidence (Hisrich, Peters & Shepherd, 2008, p. 39). Three types of obstacles related to female entrepreneurship (Ferk, 2013) are:

- Structural preparations: choice of education, traditional views and stereotypes about women, science and innovation;
- Economic obstacles: innovation of the sector requires significant investments and women are seen as less financially credible than men;
- "Soft" obstacles: lack of access to technical, scientific and general business networks, lack of business training, role models and entrepreneurial skills.

Obstacles to the faster development of women's entrepreneurship in the Republic of Croatia include existing prejudices and attitudes of society towards women in the business world, relatively difficult access to sources of financing, difficulties in harmonizing women's professional and private lives, women lacking self-confidence, insufficient self-initiative in finding ways to obtain support, insufficient willingness to acquire entrepreneurial knowledge and weak connection with associations of women entrepreneurs and a preference for non-productive activities (Zirdum & Cvitanović, 2017). The fact that women more often start a business out of necessity (e.g. they lost their job) than because of a perceived opportunity for self-realization. Statistical data show that self-employed women have a higher rate of exposure to the risk of poverty, 20.4% compared to 16.4% for men (Strategy for the Development of Women's Entrepreneurship in the Republic of Croatia 2014-2020, p. 8). Table 1. shows the number employment by sector where we see that the number of men is slightly higher.

Table 1 – Shows employment by sector 2017/2021. Source: Analysis of the autor form Woman and men in Croatia 2018, 2019, 2020, 2021, 2022.

Years	In total	Women	Men	Women %	Men %
2021.	1 336 081	634 181	701 900	47,5 %	52,5 %
2020.	1 362 169	647 302	714 867	47,5 %	52,5 %
2019.	1 305 439	620 587	684 852	47,5%	52,5 %
2018.	1 214 792	588 416	626 376	48,4 %	51,6 %
2017.	1 195 387	575 267	620 120	48,1 %	51,9 %

The credit program of the Croatian Bank for Reconstruction and Development (HBOR) "Youth, women, beginners" offers favorable lending, and the condition is that business entities have at least one or more women who together own more than 50% of the ownership and are also managed by a woman (Croatia Bank for Reconstruction and Development, 2020). Table 2. shows the HBOR Women's Entrepreneurship Credit Program by years from which it is clear that female entrepreneurs are borrowing less and less, which leads to the conclusion that female entrepreneurship is not growing, but rather reducing its capacities.

Table 2 – Approval under the HBOR Women's Entrepreneurship Credit Program 2013/2019. Source: Craotian Bank for Reconstruction and Development, 2020.

Years	Number of approved loans	Total price (kn)
2013.	105	50 348 419
2014.	81	33 350 273
2015.	69	29 481 854
2016.	80	37 155 296
2017.	49	24 472 463
2018.	37	18 257 115
2019.	43	21 006 719

CONCLUSION

Abolition of differences based on gender in the labor market is a necessary path towards positive economic trends. Increasing the proportion of women in the labor market strongly and positively affects the economy because women are empowered to shape their own lives, participate in public life and be economically independent. Women are increasingly educated. They work hard on their careers and fight for their rights. A self-aware woman will look for opportunities that will help her achieve her goals. One of the possibilities of the global world and the openness of countries for the free flow of goods, people and capital is the possibility of migration. A person who is dissatisfied with the economic and political situation in his country is potentially a candidate for economically motivated migration. The recipient country gets many things in the context of economic values as well as demographic ones. If we want to create a society based on equality, it is crucial that the organization and practice of society accounts for, and minimizes gender inequality.

References

Analysis of gender equality in Croatia (2019). Investing in equal opportunity for all. Retrieved from https://documents1.worldbank.org/curated/en/464521575997523254/pdf/Investing-in-Opportunities-for-All-Croatia-Country-Gender-Assessment.pdf.

Bahtijarević-Šiber, F., Sikavica, P., & Pološki Vokić, N. (2008). Contemporary management, Skills, systems and challenges, School book, Zagreb.

Croatian Bank for Reconstruction and Development, 2020. Available at https://www.hbor.hr/en/kreditni_program/youth-female-and-start-up-entrepreneurship.

Ferk, M. (2013). Encouraging women's entrepreneurship in the countries of the Western Balkans – critical analysis and best practices. *Learning for entrepreneurship, 3(*1), 49-56. available at http://hrcak.srce.hr/130296.

Fina (2021). Analysis of the share of female entrepreneurs in the ownership structure of companies – the period from 2011 to 2020 available at https://www.fina.hr/-/analiza-udjela-zena-poduzetnica-u-vlasnickoj-strukturi-trgovackih-drustava-razdoblje-from-2011-to-202-1.

Hisrich, R.D., Peters, M.P., & Shepherd, D.A. (2008). *Entrepreneurship.* Mate d.o.o., Zagreb.

Ivandić, I. (2019). Croatia is still a deeply unequal society, women and minorities are the worst, Tportal.hr, available from https://www.tportal.hr/vijesti/clanak/hrvatska-je-i-dalje-duboko-neravnopravno-drustvo-najgore-standing-women-and-minorities-photo-20190322.

Kesić, B., Pavlić Skender, H. & Vizjak, M (2014). The position of women in the logistics of tertiary activities, 3rd PAR International Leadership Conference: Effective teams – formula for success, PILC 2014, PAR College of Business, Opatija.

Leinert Novosel, S. (2007). Politics of gender equality: how to reach a critical mass of women in parliaments? *Politička misao, 44/2007*(3), 85-102. https://doi.org/10.20901/pm.

Merchant, K. (2012). *How Men and Women Differ: Gender Differences in Communication Styles, Influence Tactics, and Leadership Styles.* CMC Senior Theses.

Miljković, D. R. (2002). *Communication in the organization.* IEP d.o.o., Zagreb.

Moir, A., & Jessel, D. (1995). *Masculine – Female*. Izvori, Zagreb.

Pološki, N. (1999). Contemporary management and "female leadership style". Master's thesis. Faculty of Economics, Zagreb.

Schermerhorn, J.R., Hunt, J.G., & Osborn, R.H. (2000). *Organizational Behavior* (7th ed.). John Wiley & Sons, Inc, New York.

Strategy for the development of women's entrepreneurship in the Republic of Croatia (2014-2020). Ministry of Entrepreneurship and Crafts available at http://www.europski-fondovi.eu/sites/default/files/dokumenti/SRP%C5%BD%20%202014%20-%202020.pdf.

Tannen, D. (2013). *You Just Don't Understand*. Harper Collins.

Vizjak, M., & Giacometti, E. (2022). Women today in the Republic of Croatia – Women in economy, politics, education, health. *9th international conference on social sciences & humanities ISPEC Publications, pp.* 522-536

Zirdum, G., & Cvitanović, V. (2017). Obstacles and opportunities for the development of female entrepreneurship in the Republic of Croatia, Entrepreneurship Education – E4E, 7(2), Zagreb, available at file:///C:/Users/Home-PC/Downloads/EL_Vol7_No2_205_222_Zirdum_Cvitanovic.pdf; https://doi.org/10.38190/ope.

Women and men in Croatia (2022). State Institute of Statistics of the Republic of Croatia, Zagreb, available at https://podaci.dzs.hr/media/04pff1do/women_and_man_2022.pdf.

Women and men in Croatia (2021). State Institute of Statistics of the Republic of Croatia, Zagreb, available at https://podaci.dzs.hr/media/zoyp1kuq/men_and_women_2021.pdf.

Women and men in Croatia (2020). State Institute of Statistics of the Republic of Croatia, Zagreb, available at https://www.dzs.hr/Hrv_Eng/menandwomen/men_and_women_2020.pdf.

Women and men in Croatia (2019). State Institute of Statistics of the Republic of Croatia, Zagreb, available at https://web.dzs.hr/Hrv_Eng/menandwomen/men_and_women_2019.pdf.

Women and men in Croatia (2018). State Institute of Statistics of the Republic of Croatia, Zagreb, available at https://ravnopravnost.gov.hr/UserDocsImages/dokumenti/%C5%BDene%20i%20mu%C5%A1karci%20u%202018.pdf.

About the Authors

Romina ALKIER, PhD, is a full professor at the Faculty of Tourism and Hospitality Management Opatija. She teaches Introduction to Tourism and International Tourism at undergraduate studies, Rural Tourism on graduate studies, and Managing Sustainable Development of Nautical tourism on doctoral studies. She was a researcher on several scientific projects, and currently leads a scientific UNIRI project titled "New security paradigm and valorisation of a tourist destination". Her research areas are international and EU tourism, destination marketing, specific forms of tourism and safety in tourism. She published multiple scientific papers as author and co-author.

Toni BABAROVIĆ is a scientific advisor at the Ivo Pilar Institute of Social Sciences and associate professor at the University of Zagreb, Croatia. His research interests are in fields of work and vocational psychology as well as psychology of education and quality of life. He is the author or co-author of more than forty peer-reviewed journal articles, thirteen book chapters, one monography and more than a hundred conference abstracts.

Mario BARA is an associate professor of sociology and head of Department of Sociology at Catholic University of Croatia, Zagreb. In 2007, he obtained degree of graduate double major study in Sociology and History at the Faculty of Humanities and Social Sciences of the University of Zagreb. He began to work 2008 as a research assistant at the Institute for Migration and Ethnic Studies. He received his PhD (2013) at the Faculty of Humanities and Social Sciences of the University of Zagreb. His scientific work focuses on migration and ethnic studies.

Ilija BARIŠIĆ, Ph.D., received his doctorate in 2017 in Film studies from Faculty of Humanities and Social Sciences, University of Zagreb. Since 2018, he holds lectures on the subject of video games at VERN University. Since 2019 he teaches at the School of Media Culture. In 2019, he published the book "Film grammar of videogames", for which the Croatian Society of Film Critics awarded him the "Ante Peterlić" Award in 2021. His main research interests are in video games, new media, and film theory.

Beata BARSZCZOWSKA, PhD, MBA, is a Vice-President of the Management Board and expert at the Polish Economic Society in Katowice and Member of the Science Council at the Polish Economic Society in Warsaw. She is also a Vice-Director in Industrial Development Agency JSC in Warsaw and manager with over 20 years of experience in management (including finance management) gained in top management positions. She was responsible for, among others, planning and conducting financial, organizational and property restructuring of companies.

Predrag BEJAKOVIĆ took his doctorate at the Economics Faculty in Zagreb, and worked in the Institute of Public Finance, Zagreb. He publishes in scientific and professional journals and he is author and co-author of a number of books from the areas of the economy, pension system, education, policy planning, public finance and labour economics. He was a team leader or leading experts in various national and international projects. He received a yearly prize for contribution in social science by the Republic of Croatia in 2009. His main fields of interests are labour economics, health economics, pension system, public administration and education.

Josip Bruno BILIĆ holds PhD in linguistics at the University of Buenos Aires. He holds two masters: Slavic linguistics at Stendhal University, Grenoble, France, and Comparative Politics at the Faculty of Political Sciences of Zagreb. Currently he is a senior lecturer at the University of Buenos Aires and tutor at the *Alliance Française* in Buenos Aires. He was head of the Department of Translation at the Ministry of Defense (MORH), university lecturer at the Universities of: Lyon, Grenoble, Rosario and Buenos Aires. Member of the UBACyT research teams -Institute of Linguistics and Institute of Social Anthropology at the University of Buenos Aires. His research interests include the areas of general linguistics, Romance linguistics, language policies, anthropological linguistics, minority languages and languages in contact.

Mirta BLAŽEV, PhD, holds master's degree in psychology and economics and is european licensed integrative psychoterapist. She works as postodctoral researcher at the Ivo Pilar Institute of Social Sciences in Croatia. Her scientific interests are in career psychology, gender stereotypes and mental health. So far, she has worked on seven scientific research projects, published twelve scientific papers, chapter in a book, and participated in numerous scientific conferences.

Nikolina BORČIĆ, PhD, is a professor of German and Russian Languages and literature. She finished master studies in European Studies (2008), after which she obtained two PhDs, firstly in linguistics (2012) and then in communication studies (2017). The political communication of German and Croatian politicians, with an emphasis on the connection between political position, impact theory and language, has been the focus of both her doctoral theses and her articles and scientific papers. She works at VERN' University in Zagreb since 2002, where she teaches German, Business Communication, Political Communication and Celebrity Management Strategies. Her research fields are political communication, business communication, communication models and theories.

Andreja BRAJŠA-ŽGANEC, Ph.D. is scientific advisor with tenure at the Ivo Pilar Institute of social sciences and Full Professor tenure of Developmental psychology, University of Zagreb. Her research interests include psychosocial adjustment of children and youth, family and parenting, children well-being, quality of family and school life, and she has expertise in survey research. She published 80 research papers/book chapters. She has experience of leading and participating in major research projects. Currently she is principal investigator on project CHILD-WELL "Child Well-being in Family Context" funded by Croatian Scientific Foundation and Editor-in-Chief of the journal Društvena istraživanja - Journal for General Social Issues.

Claude CELLICH is currently vice president for external relations at the international Institute in Geneva. Prior to joining academia, he held diplomatic positions in Geneva and India with extensive field experience in Africa and Asia with the International Trade Centre, the joint agency of the World Trade Organization and the United Nations. He is the author of Creative Solutions to Global Business Negotiations and co-author of Global Trade Strategies. He holds graduate degrees in economics and business administration and recipient of honorary degrees from US universities.

Ivona ČULO is senior lecturer at University North. She graduated from the Faculty of Humanities and Social Sciences and Faculty of Political Sciences, University of Zagreb, after which she obtained PhD in media and communication studies. She has focused her research on digital media, lifestyle media, the use of AI in the media, media menagment, creative industries, innovation in media and personal branding. Ivona has more than 25 years of publishing experience. After leaving Chief Executive Officer position in Adria Media Zagreb in 2018, she is fully committed to her career at the University and to her own media company MixerMedia.

Krešimir DABO is assistant professor and a senior lecturer at the Edward Bernays University of Applied Sciencers. He completed his BA studies in economics, majoring in tourism management at the Zagreb School of Management. He completed his master graduate study in Business Communications Management at VERN´ University, and his second master study of Communication Sciences and Public Relations at the University North. He earned his PhD in the field of communication sciences at Josip Juraj Strossmayer University in Osijek. As an external associate, he lectures at VERN' University, Croatian Catholic University and Faculty of Croatian Studies.

Ivan DEVIĆ, PhD, is a research associate at Institute of Social Sciences Ivo Pilar in Zagreb. He received his Ph.D. in Psychology from the University of Zagreb, Faculty of Humanities and Social Sciences in 2015. Ivan participated in 33 national and international research projects. He teaches several courses at the University of Osijek and at the University College Aspira. His research field is child and young people's well-being and young people's education. He is co-author of 12 articles in scientific journals, 3 book chapters, and one book. He has presented 40 papers at international and national conferences.

Jeronim DOROTIĆ currently holds Postdoctoral position within the Department of Sociology at Catholic University of Croatia. He received a PhD in European Studies in 2019 at the J. J. Strossmayer University of Osijek (BSc in Hospitality and Service Management at the Rochester Institute of Technology Croatia; university specialist in European Studies at the Faculty of Political Sciences, University of Zagreb; MA Analyzing Europe (European Studies) at the Faculty of Arts and Social Sciences, University of Maastricht). His research interests include EU public policies (e.g. EU cultural, landscape and islands policies), European identity, local cultural policies, well-being and sustainable development.

Zlatko ĐUKIĆ was born in Osijek, Croatia in 1971. In 1996, he graduated from the Faculty of Law at the J. J. Strossmayer University of Osijek where he also earned his MA degree in 2003. He earned his PhD degree at the University of Zadar in 2009. His main areas of interest concern issues related to maritime navigation from the perspective of ancient legal codes. He is currently employed as an assistant professor at the Department of History at the Faculty of Humanities and Social Sciences in Osijek.

Katerina FOTOVA ČIKOVIĆ, MBA, PhD is an assistant professor at the University North in Koprivnica, Republic of Croatia. She graduated at the Faculty of Economics in Skopje as one of the best students in her generation of 2009. She studied marketing as her main subject. During her undergraduate studies (in 2007/2008), she has received the famous German DAAD scholarship for studying two semesters at the University of Saarland in Germany, and she spent two semesters in Germany. In 2011, she obtained her Master of Science Degree in Monetary Economics, Finance and Banking at the Faculty of Economics in Skopje.

Ivor GAVRILOVIĆ was born on the 28th of February 1989. in Zagreb, Croatia. In 2021. he finished the undergraduate professional study of public relations and media studies at VERN University and is currently finishing his graduate professional degree at VERN University in managing business communications. Ivor works in marketing and communications in the FMCG sector and is curretly working as a marketing team member for a company called Naturalis d.o.o. from Civljane, Croatia. He is experienced in strategic communications, branding, management and planning of integrated marketing and public relations campaigns and management of digital campaigns and social networks.

Marija GEIGER ZEMAN, PhD, is a Senior Research Scientist in Sociology at the Institute of Social Sciences Ivo Pilar in Zagreb (Croatia). Geiger Zeman is the author of many papers and conference presentations focused on socio-cultural aspects of sustainability, gender, and age issues. Her empirical work is based on qualitative methodology. In 2010 Geiger Zeman received *Annual Science Award* by the Croatian Parliament in the field of social sciences.

Peter GLADOIĆ HÅKANSSON, Department of Society, Culture and Identity and Centre for Work Life and Evaluation Studies, Malmö University, is Associate Professor in Economic History. Håkansson's area of research is labour market change from institutional and structural perspectives, labour market transitions, and the urban-rural gap. In his recent research, he studies labour market mobility and transition in the new service-and knowledge-based society. Håkansson has a vast experience from South East Europe, and has conducted studies on trust in Bosnia and Herzegovina, on the Croatian labour market and on Serbian migration. He has a broad publication profile. He has written monographs, articles in internationally recognized journals, chapters in national and international books, and has edited national and international books. He serves regularly as reviewer in several international journals.

Dejan GLUVAČEVIĆ is the head of the Department of Communications at the Edward Bernays University od Applied Sciences. He is a lecturer on courses in the field of commercial and national identity and image management and project management, and he teaches on the courses Brand Management, Public Diplomacy and State Organization, The State as a Brand, Branding of Tourist Destinations, Project Management and Fundamentals of Management. In 2011, he graduated in Croatology and Journalism at the Faculty of Croatian Studies. In 2013, he finished the specialistic postgraduate study in Public Relations at the Faculty of Political Sciences. He earned his PhD in 2018 at the Josip Juraj Strossmayer University in Osijek.

Kardelen GÖKÇEDAĞ was born in Izmir, Turkey on 27.03.1992. She graduated from the department of English Language and Literature at Ege University in 2014. Later, she received her master's degree in film studies at Eötvös Loránd University. Upon the completion of her dissertation on "Change of the Representation of Women Characters in Atıf Yılmaz Films in the 80s", she worked for various media and communications institutions in Hungary and Turkey. She is currently studying Communications and Media at Budapest Metropolitan University. Her academic areas of research include 'Representation of Self in Modernism' and the 'Social Construction of Reality'.

Daniela GRAČAN, Ph.D., is a full professor with tenure. She published more than 120 scientific articles, a university textbook, a scientific monograph, and many book chapters. Her research focuses on the field of tourism and the tourism system, as well as on specific forms of tourism, studying the field of nautical tourism, luxury, event, and business tourism. She teaches at the Faculty of Tourism and Hospitality Management in Opatija, at the Maritime Faculty in Rijeka and is an external associate and lecturer at the University of Mostar and at the University of Primorska, Turistica, Portorož. She participated in more than fifty scientific meetings in the country and abroad. She is a leader and researcher in the implementation of numerous scientific research and professional projects.

Mirela HOLY, assistant professor, is professor of ethnology and comparative literature. She works at the VERN' University in Zagreb as Head of the three graduate studies (Business Communication Management, Sustainable Tourism Management and Human Resources Management) and one undergraduate study (Cyber communication and network science). She has published six books and many articles about environment, human rights and communication. She received the Miko Tripalo award for outstanding contribution to the society democratization and promotion of human rights in 2012.

Caroline HORNSTEIN TOMIĆ´s, PhD, work experience stretches from academia to the civil and public sectors. She is a senior researcher at the Institute of Social Sciences Ivo Pilar in Zagreb. She specializes and has widely published on migration and related policies with a focus on return and high-skilled mobility, diaspora politics, post-socialist transformation processes in Southeast Europe, and on civic education and practice-based learning. From 2016 to 2018, she headed the Operative Division at the German Federal Agency for Civic Education (Bonn/Berlin), and from 2001 to 2005 the Country Office of the Konrad Adenauer Foundation in Bosnia and Herzegovina. She is a Co-Founder and Managing Partner of THE CIVICS Innovation Hub, and of the Zagreb based Foundation Wissen am Werk / Znanje na djelu, and she serves on the board of the European Forum Alpbach Foundation.

Jadranka IVANKOVIĆ is assistant professor at VERN' University in Zagreb. Her areas of expertise are marketing, management, and strategy. She is lecturing Marketing, Marketing Communication, Brand Strategy, Management, Strategic Management, and International Management. She has a rich business experience from FMCG sector. She was a Board member in one of the biggest international food and pharmaceutical company with HQ in Croatia responsible for marketing, research and development and business strategy. Among other activities, she was a President of the Croatian Cluster of Competitiveness of Food Processing Sector, President of the Foundation for Scholarships in the Croatian Chamber of Economy in Koprivnica-Križevci County, President of the Jury Croatia Effie Awards.

Josip JEŽOVITA was born in 1988, in Zagreb. In 2013, he graduated in sociology at the Faculty of Croatian Studies and in the same year he was employed at the same institution as an external associate. At the same time, in 2014, he worked at the Croatian Employment Service in the department of analytics and statistics. In 2015, he was employed as an assistant at the Department of Sociology of Croatian Catholic University. He obtained the academic degree of Doctor of Science in the scientific field of sociology in 2020, and in 2021 he became an assistant professor.

Katica JURČEVIĆ PhD, completed her doctoral studies in the field of Sociology – migration and social history at Bremen University, Germany. She has spent time abroad researching the Croatian diaspora in Toronto and Ontario, Canada. In Germany, at IMIS, Osnabrück and Bremen University she participated in various research projects relating to migration, intercultural legal issues and migrant labour. She has been employed with the Ivo Pilar Institute for Social Sciences and later leading the Research Institute of the University Department of Croatian Studies at the University of Zagreb and currently head of the Scientific department for ethnic research and national minorities at the Institute for Migration and Ethnic Studies/Zagreb.

Ljiljana KALITERNA LIPOVČAN, PhD, is a senior scientific advisor at the Ivo Pilar Institute of Social Sciences in Zagreb. She received her Ph.D. in Psychology from the University of Zagreb in 1989. She leaded five international and ten national projects and collaborated in twenty more. Currently she is leading a national "CRO-WELL Croatian longitudinal well-being survey" and collaborating at the Horison2020 "ECDP-European Child Development Project". Her scientific interests are in the fields of quality of life, subjective well-being, psychophysiology of work and ageing. She published 95 articles, two monographs, edited three proceedings, attended 60 international and 35 national conferences

Jo KEMPEN is a communication executive with passion for organizational culture, people management, leadership, philosophy, and CSR. After graduating philosophy and sociology studies at University of Zagreb she finished additional educations: Interdisciplinary Women's Studies, London School of Public Relations, Intrapreneurship Academy. Today she is postgraduate communication student at J. J. Strossmayer University of Osijek. Member of the Croatian Public Relations Association and one of the awards-winning PR experts of the year in 2018. (PRO PR), guest lecturer at communication studies. Since 2016. she is Executive Director for the Corporate Communications (Croatian Post Inc.) responsible for media relations, crisis communication, internal communication, event management.

Martina KLANJČIĆ was born on September 29, 1977, in Zagreb, studied at the Faculty of Humanities and Social Sciences, University of Zagreb, where she earned a master's degree in the English language and literature. Her work experience includes teaching English at the first accredited school for foreign languages in Zagreb in Vodnikova. She also worked as an external associate at the University College of International Relations and Diplomacy Dag Hammarskjöld in Zagreb. She has been permanently employed at the University of Applied Health Sciences in Zagreb since 2011 where she teaches English courses at the undergraduate level. Apart from teaching, she also works as an Erasmus coordinator, and as a proofreader and translator for the University's two journals.

Tomislav KLARIN has PhD in Economics & Business. He has experience of working in a few companies. Today he works as an assistant professor at the University of Zadar, Department of Tourism and Communication Studies. His interests are sustainable tourism and destination management, and financial and human resources management. He organized and participated in several conferences and published several scientific and professional papers in domestic and international journals. Tomislav Klarin prepared and participated in various scientific and professional projects, research, workshops, summer schools, forums, panels, seminars, etc., both with scientists and practitioners as well as with local communities.

Sanja KLEMPIĆ BOGADI is a senior research associate, employed at the Institute for Migration and Ethnic Studies in Zagreb since 2000. She earned her degree, her M.S. and her PhD at the Department of Geography at the Faculty of Science of the University of Zagreb. She was a head of Department for Migration and Demographic Research (2014-2022) and Editor in Chief of the journal Migracijske i etničke teme (2013-2020). She has worked on numerous research projects, published two books, fifty scientific papers and held presentations at numerous international scientific conferences. In the focus of her research interests are migration, ageing and spatial aspects of demographic processes.

Mária KMETY BARTEKOVÁ, PhD., works at the Department of Business Economy, Faculty of Business Management, University of Economics in Bratislava, where she currently holds the position of an assistant professor. As a senior researcher, she is professionally engaged in the topic of sustainable consumption and production and economy of creative industries. She is a leader of a project team participating on Horizon Europe project – OpenmusE. In the project, she will apply her knowledge in the development of economic indicators. She has led 2 projects at the university. As a researcher, she has participated in 3 VEGA projects so far. She is co-author of 3 scientific foreign monographs and 21 papers indexed in Web of Science and SCOPUS databases.

Maja KOLEGA graduated in Psychology at the Faculty of Philosophy, completed postgraduate study, *Supervision in psychosocial work* and gained Ph.D. at the Faculty of Law, University of Zagreb. She is currently employed at VERN' University for Applied Sciences as psychology lecturer, teaching and developing different courses. She has published more than 20 scientific and professional papers and has actively participated in different national and international conferences. Her main interests are centered around humanistic psychology and organizational development.

Marko KOŠČAK held the position of the Assistant Professor from 2014 to 2019 at the Faculty of Tourism University of Maribor, Slovenia, and from 2019 in the same Faculty as an Associate Professor. His academic interests are in the field of Sustainable and Community Tourism, Geography of Tourism and Destination Management. He also provides professional consultancy services in regard to heritage, cultural, ethical and responsible tourism as well as working with public, private and EU organizations. In the past 30 years, he has worked as an Advisor to UNDP LoSD and various sustainable tourism initiatives in countries of Croatia, Serbia, BiH, Kosovo and Macedonia.

Vid KOVAČIĆ is a history teacher at the Second School of Economics in Zagreb, Croatia. In 2020, he obtained a master's degree in history at the Catholic University of Croatia, Zagreb. He's graduation thesis was on the topic of Croatian emigration, emigration of the island of Susak. He began to work in 2020 as a history teacher at The Second School of Economics in Zagreb. His scientific work focuses on Croatian migrants, the history of Croatian emigration, emigrants from the island of Susak and the history of the island of Susak.

Dubravko KRAUS was born in Zagreb in 1981. He has rich professional experience working in the internationalization of higher education and teaching. Currently is working as Head of International Office and lecturer at the VERN' University, Zagreb. Declared as ERASMUS+ National expert by Croatian Agency for Mobility and EU Programmes. Mentor and co-mentor to student teams at International Competitions and Final Thesis. Obtained Master's degree in International Relations and Diplomacy; MBA in Entrepreneurship and European Management; Specialist graduate in Entrepreneurial Management; Bachelor in Tourism Management. Author of several scientific and professional papers in fields: higher education, internationalization, tourism, and security.

Božena KRCE MIOČIĆ has PhD in Economics & Business. She has experience working in a few companies. Today she works as an Associated Professor at the University of Zadar, Department of Tourism and Communication Studies. Her interests are sustainable tourism and destination management, and entrepreneurship in tourism. She organized and participated in several conferences and published several scientific and professional papers in domestic and international journals. Božena Krce Miočić prepared and participated in various scientific and professional projects, research, workshops, summer schools, forums, panels, seminars, etc., both with scientists and practitioners as well as with local communities.

Ivana KRTINIĆ was born on March 25, 1982, in Rijeka, where she finished elementary and high school. She studied Croatian language and literature at the Faculty of Philosophy, University of Rijeka. She graduated in 2010 with a thesis on The Role of the Mediterranean Square in the Comedy of Marin Držić under the supervision of Dr. Darko Gašparović. She enrolled in postgraduate studies in humanities at the University of Zadar, majoring in philology, and defended her doctoral thesis entitled "Mediterraneanism in Croatian Comedy Writing of the Early Modern Period. The Role of Space in the Example of Comedies" in 2022. Her professional fields of interest are performance theory, theatre semiotics, early modern Dubrovnik literature, theatrology and literary anthropology.

Maja KURILIĆ is a project manager at THE CIVICS. She has ten years of active engagement in the non-governmental sector and in academia, conducting research and co-authoring articles on remigration, brain drain and policymaking in Croatia. Maja holds an MA degree in public policy from the Central European University in Budapest and a BA degree in political science from the University of Zagreb. During her studies, she participated in academic and cultural exchange programmes in the United States and Poland. Maja currently serves as a board member in Club Alpbach Croatia.

Marko MARELIĆ (1992, Zagreb) graduated in 2018 after completing master's study of sociology at the Faculty of Humanities and Social Sciences, University of Zagreb, where in 2022 he obtained the PhD in the same field. Since 2018 he works as a researcher at a SMePROF project where he investigates e-professionalism of healthcare professionals. Since 2023 he is employed at the School of Medicine, University of Zagreb Since where he participates in the teaching of the multiple courses. Since 2019 he is participating in the teaching of course Kinesiological Sociology at the Faculty of Kinesiology at the University of Zagreb.

Marko MARINIĆ, PhD, Senior Research Associate in the interdisciplinary field of science at Institute of Social Sciences Ivo Pilar in Zagreb. His area of work includes quality of life of persons with disabilities, persons with chronic and rare diseases, bioethical issues, and sociology of religion. Principal Investigator or collaborator in numerous projects of the Institute. Author of two books, one edited book and more than 40 scientific papers, book chapters, congress presentations, etc. President of the Croatian Haemophilia Society, Editor-in-Chief of the journal "Hemofilija" – official newsletter of the Croatian Haemophilia Society. Member of the World Federation of Hemophilia Board of Directors.

Sanda MARJANOVIĆ graduated from the University of Zagreb, Faculty of Humanities and Social Sciences with a master's degree in French and German language and literature. Since 2014 she has been a lecturer at the University of Applied Health Sciences in Zagreb where she teaches undergraduate students of applied health sciences. She is an author of numerous teacher's books, professional papers and workbooks, a reviewer as well as a leader of many German language workshops. She is a member of KDV (Croatian Association of Teachers of German) and UNJSVU (Association of LSP Teachers at Higher Education Institutions).

Linda MARTIĆ KURAN, PhD, is a professor at the "Marko Marulić" Polytechnic in Knin, where she teaches the courses Business Communication, Public Relations, Product Development and Design, Basics of Marketing and Consumer Behavior. She graduated from the Faculty of Tourism and Hotel Management in Opatija. She received her master's degree and doctorate on the topic "Consumer behavior" at the Faculty of Economics in Split. She participated in many professional and scientific gatherings and conferences. She is the co-author of the book "Business Communication" and the author of several professional and scientific works. She actively participated in several international projects. She is a reviewer of scientific papers in international journals and a member of the Croatian Association for Public Relations.

Margarida MEDEIROS is a Professor at NOVA FCSH in the Department of Communication Sciences and Researcher at ICNOVA (Institute of Communication at NOVA). She is the author of several books and articles on Photography in a cultural and philosophical perspective. Some of the titles published titles are Photography and Narcissism - the Contemporary Self-Portrait (Lisboa, Assírio & Alvim, 2000), Fotografia e Verdade - Uma história de Ghost"; (Lisboa, Documenta, 2010) She was a Photography critic at Público newspaper between 1990 and 2012. She teaches in the area of visual culture, photography and cinema.

Irena MEDVEŠEK is a professor of English Language and Literature and German Language and Literature. She has been teaching Business English, English for Tourism and Hospitality Industry, English for Public Relations, and English for Information Technology at VERN' University for the past 23 years. Currently, she is a postgraduate student of Linguistics at the Faculty of Humanities and Social Sciences, Zagreb University, Croatia. Her interests as well as research focus on languages, communication, and tourism as well as the role of tourist guidebooks in the presentation of identity.

Maja MILKOVIĆ is school psychologist in Klesarska Škola Pučišća (Stonemasonry School Pučišća), working both as school and student' dormitory counselor. Her previous work experience included human resource position with emphasis on selection process end education. She has background in both testing process and therapy. She also lives in Pučišća that gives her specific insights into stone masonry life, from education to the lifestyle.

Brigita MILOŠ is an Assistant Professor at the Department of Cultural Studies, Faculty of Humanities and Social Sciences in Rijeka, and the Centre for Women's Studies coordinator at Rijeka's Faculty of Humanities and Social Sciences. She researches in the field of gender studies, feminism and literature. Miloš published more than twenty articles in her research fields. She co-edited the gender studies textbook "Introduction to gender studies - from theory to engagement" (Uvod u studije roda-od teorije do angažmana).

Evelina MIŠČIN is a college professor at the RIT Croatia where she teaches Academic Writing, Critical Reading and Writing, American Literature and Literature and Cultural Studies. Before that, she was teaching English for more than 30 years. She has changed several schools – from the School for textile workers, Grammar school, Police Academy, Medical School, Language schools, the University of Applied Sciences "Baltazar". Her primary interests include ESP and particularly collocations in teaching ESP. She has completed a PhD on verb collocations in medical English and is also a writer of a few textbooks, dictionaries, and many scientific and professional articles.

Melis MLADINEO BRNIČEVIĆ, PhD, graduated in the Faculty of Natural Sciences, Mathematics and Education in Split, the program of study Physical culture. From 1994 to 1998, she worked at the Ciciban-sport children's sports school as a leader of sports activities with preschool children. She worked as an external associate at the University of Split, namely Exercises from the basics of motor transformations and Exercises in sports for persons with disabilities at the Professional Study of Health, Physiotherapy. From 2002 she is permanently employed at the Faculty of Law in Split as a senior lecturer for the course Physical and Health Culture. She earned her PhD at the Faculty of Kinesiology in Split in may 2019.

Mirela MÜLLER, assistant professor, completed her graduate studies in pedagogy and German language and literature in 2007 at the University of Zadar (Croatia), and her postgraduate doctoral studies in social sciences in 2013 at the University of Zagreb Croatia. She has been employed at the Faculty of Philosophy in Split since 2020, at the Department of German Language and Literature. She is a member of numerous programs and organizing committees of international conferences. Participates in domestic and international conferences and publishes scientific papers in domestic and foreign journals. Area of scientific interest: interdisciplinary field (pedagogy, interdisciplinary humanities), German language methodology, high school curricula, hybrid foreign language learning, multimedia didactics, language-pragmatic theories in intercultural language teaching.

Marko MUSTAPIĆ, PhD, is a sociologist, scientific advisor at Institute of Social Sciences Ivo Pilar and associate professor at University of Zagreb. He was (co)author more than sixty scientific and research papers, and presented more than fifty lectures in international scientific conferences. His research interests include youth, sport and cultural memory. He has participated in national, FP7 and H2020 scientific projects and COST actions. He is Member of Presidency of the Croatian Sociological Association and Aassociate Member of the Centre for the Study of Football and its Communities at Manchester Metropolitan University.

Marija NAKIĆ was born on June 16, 1976, in Šibenik. She attended primary and secondary school in Zadar. She graduated from the Faculty of Economics, J. J. Strossmayer University in Osijek, majoring in "Financial Management". She received her doctorate at the postgraduate interdisciplinary university study of social sciences and humanities (majoring in Communication) at the Doctoral School of Josip Juraj Strossmayer University in Osijek on the topic: "The role of public relations in the development of a tourist destination: A special review of Zadar County". He currently works in the City Administration of the City of Zagreb.

Nikola NOVAKOVIĆ, PhD, is an independent assistant professor and lecturer of English at the Faculty of Teacher Education, University of Zagreb, where he teaches courses on English language and literature. His field of interest includes humor in literature, especially children's literature, picturebooks, comic books, and graphic novels. He is the author of a book (in Croatian) on the function of humor in the works of Thomas Pynchon (2020).

Lidija NUJIĆ, PhD., is an associate in science and higher education at Institute for tourism. She shaped her professional work experience in tourism and marketing in Croatia and abroad. Years of working in management positions in marketing and tourism in the real sector enabled her to combine her scientific work with the needs of the real sector. Additionally, at the Institute for tourism, she participates in various projects as a lecturer on digital marketing in the tourism sector. In recent years her topics of interest include digital marketing, promotion in tourism, social media in tourism, new trends in tourism advertising, and nautical tourism.

Jasmina OVČAR is a master engineer of architecture and urbanism and has 25 years of working experience in architectural design as managing designer as well as building supervisor, managing privately held business. Since 2014 she works at the Polytechnic of Međimurje in Čakovec at Study of Sustainable development – field sustainable architecture and construction. Areas of interest are architecture and urbanism with a view to sustainable development. As a senior lecturer course holder Architecture construction and design, Urban planning and design, Sustainable architecture, Sustainable constructions, Energy certification of buildings, Technical documentation and regulations. Professional papers refer to the field of sustainability of architecture but in the context of interdisciplinary and multidisciplinary (especially in the fields of tourism, geography, economics, ethnology, urban planning).

Mara PEKEZ, M.A., graduated from the University of Zagreb, Faculty of Humanities and Social Sciences with a master's degree in German language and literature and linguistics. Since 1993 she has been permanently employed as a teacher at well-known schools for foreign languages in Zagreb. She is a freelance lecturer of German language and teaches business German in various international companies as foreign language teacher. Since 2003 she has been working as an external associate at the VERN' University of Applied Sciences. She is the author of many teaching materials and articles for German language, a reviewer as well as a leader of many German language workshops.

Anton PETRIČEVIĆ, PhD, associate professor, was born on May 19th, 1984, in Osijek, Croatia. He graduated from the Faculty of Law in Osijek in 2007. In 2013, he earned a master's degree at the Faculty of Law of the Pan-European University "Apeiron" Banja Luka. In 2015, he obtained a doctorate at the same faculty. In 2023, he was elected as associate professor at the Department of Labor and Social Security Law and Social Work at the Faculty of Law in Osijek, where he currently works. He has participated in domestic and international conferences and is active in scientific research. He speaks English, Italian and Spanish.

José PINTO started his superior studies in musicology at The University of Minho. He holds a master's degree from NOVA University of Lisbon – School of Social Sciences and Humanities and is currently attending the doctoral program in musicology at the same institution, with a grant from FCT. His research focuses on the music and sound in the films directed by João César Monteiro. In this context, Pinto has made several communications and publications, among them, the article "Music and the Sacred in João César Monteiro's God's Trilogy", published in *Aniki: Portuguese Journal of the Moving Image* (vol. 9, no. 1, 2022).

Diana PLANTIĆ TADIĆ, PhD, work as an assistant professor at VERN' University, for more than 20 years as a Marketing and Quality Management professor, as well as Head of Market Research Center since 2013. She has lectured at numerous workshops and conducted many research projects for several leading companies in Croatia (Coca Cola Croatia, Croatian Telecom, Association of Croatian Travel Agencies, PBZ Card). Diana is also a professional associate of Croatian Agency for Science and Higher Education. She has published over 50 articles and presented a significant number of scientific/professional papers. Diana holds Charter Award for Outstanding Contribution in Developing and Promoting Quality in Science and Practice.

Josip POLJAK graduated in finance at the Faculty of Economics in 2001 and in journalism at the Faculty of Political Sciences at the University of Zagreb in 2005. He specialized in strategy and corporate management, completing postgraduate specialist studies at the Faculty of Economics in Zagreb in 2015. He is a PhD student in communication science of J.J.Strossmayer University in Osijek. Since 2018, he has been lecturing at the Department of Communication of the Croatian Catholic University as an external associate. In 2020 he was elected to the teaching position of lecturer, and in 2022 to the title of assistant.

Ozana RAMLJAK, PhD, is a writer, croatist and professor at VERN' University where she serves as the head of the Film, Television and Multimedia (BA), the head of Transmedia dramaturgy (BA) and the head of Film and Television Directing and Producing (MA). She received her Ph.D. in Humanities from the University of Zagreb. She published research papers in numerous Croatian and foreign journals, participated at numerous international and national conferences and several projects. She is also the author of seven children books.

Katarína REMEŇOVÁ, PhD., MBA, since 2010, she has been with the Department of Management, Faculty of Business Management, University of Economics in Bratislava, where she currently holds the position of an Associate Professor. As a senior researcher, she is professionally engaged in the topic of data driven decision-making in general, as well as in specific research area – pricing. In the projects, she applies her knowledge in the development of an innovative concept of data-driven culture to provide the need for different data types for the decision-making process. She is co-author of 2 scientific foreign monographs and 10 scientific papers in foreign academic journals indexed in Web of Science and SCOPUS databases.

Stanko RIHTAR, psychologist, expert advisor at Ivo Pilar Institute of Social Sciences and lecturer at Croatian Catholic University in Zagreb. Topics of interest: social and political psychology, public opinion research, methodology of social sciences. Regularly participates in various empirical research projects (over 50 so far, mostly interdisciplinary) and has published about 100 papers (scientific papers, book chapters, congress participation abstracts or research reports).

Majda RUBIĆ completed her graduate studies at Split University. She spent her working life in the civil service in the fields of cultural protection, competition law and regional developmet. Based on a scholarship from the Croatian government, Majda earned an MA in european law at the University of Zagreb (" On the role of the Committee of Regions in the development policy of EU members with a special focus on Croatia", 2011). From 2017 until her retirement early in 2021 she researched the role of the Committee of Regions as the EU institution for the Mediterranean islands.

Daniela RYBÁROVÁ, PhD., works at the Department of Business Economy, Faculty of Business Management, University of Economics in Bratislava, where she currently holds the position of an associate professor. She teaches subjects oriented on the value-based pricing, corporate valuation, and business management at the Department of Business Economy. In addition to the teaching, she is also a forensic expert in the field of controlling and human resources and an active lecturer in the education of experts in the field of valuation. As a researcher, she has participated in 13 VEGA projects so far and 1 project Visegrad Fund. She is co-author of 4 scientific foreign monographs, 4 teaching books, 5 workbooks, 120 scientific works published in domestic and foreign journals and conference proceedings.

Marija SLIJEPČEVIĆ works as a senior lecturer at VERN' University in Zagreb and as executive editor of scientific journal Contemporary Issues. She lectures on subjects as Media Relations, Public Relation Basics, Specialized Journalism, Media Literacy and fact-checking, Academic Writing. She graduated journalism from the Faculty of Political Sciences and post graduated organization and management from the Faculty of Economics, both University of Zagreb. She is currently a PhD candidate in Communication Studies at the University of Osijek. She is the author of 15 scientific and professional papers and works as a PR consultant in her spare time.

Sanja STANIĆ is a full professor of sociology at the Department of Sociology, Faculty of Humanities and Social Sciences, University of Split, Croatia. She received her Ph.D. in sociology at the Faculty of Philosophy, University of Zagreb. Her research interests include social structure and social processes, social spaces and special inequalities, issues of consumption and childhood. She is head of the *Centre for transdisciplinary research and promotion of health culture.*

Dušan STOJAKOVIĆ was born in 1978. He graduated in FTV production at FDU in Belgrade (2001). In 2014, at the same faculty, he received his doctorate in culture and media management. He is an associate professor at the Faculty of Contemporary Arts in Belgrade. Author of many scientific papers and books. He is an expert in ESG and sustainability, which he has been successfully dealing with for a decade. He is the winner of several awards in digital communications, PR and marketing. He participated in the work of several international expert juries in the field of marketing and communications.

Ines SUČIĆ, PhD, is senior research associate at the Ivo Pilar Institute of Social Sciences, assistant professor of forensic psychology at the University of Zagreb, and assistant professor of correctional psychology at the Catholic University of Croatia. Her research interests include risk, deviant and antisocial behaviour, and offender supervision, in addition to selected topics in social psychology.

Sanja ŠPOLJAR VRŽINA, is a senior research advisor with tenure at the Institute of Social Sciences Ivo Pilar and full professor of anthropology and M.D. She has nearly 40 years of scientific work and international visibility (Research Fellow of the MacArthur Foundation at Oxford University; Executive Secretary IUAES, UNESCO Commission; Forced Migration Studies Fellow), as well as national teamwork competencies (co-founder of the Institute for Anthropological Research, Zagreb; First Croatian Curriculum of Anthropology & Medical Anthropology syllabi; Family Mental-Health Counselling; annual conference platform Vukovar'91). Currently, she is re-internationalizing her advisory expertise and synthesizing her scientific opus towards monographs promoting anthropological methodological strengths in the service of World populations.

Iva ŠVERKO is a scientific advisor at the Ivo Pilar Institute of Social Sciences in Zagreb and associate professor at the University of Zagreb, Croatia. She was principal investigator and team member in several research projects concerning career choice and development in adolescence and has published her findings in more than 45 articles and book chapters. She teaches courses on career psychology and psychology of art at the University of Zagreb.

Marta TAKAHASHI graduated in public relations from the University of Dubrovnik, summa cum laude, and Edward Bernays University College, also summa cum laude. She is employed at the public relations agency Narativ komunikacije and lectures at the Catholic University of Croatia as an external associate. She is a doctoral candidate in communication science of Josip Juraj Strossmayer University in Osijek. Her scientific work includes public relations, in particular the credibility of the media and migrations. She has participated in numerous congresses and symposia, is the author of multiple scientific papers, co-author of an international atlas and editor of two monographs.

Zlata TOMLJENOVIĆ was born in 1969 in Rijeka. In 2006 she obtained her master's degree in the area of restoration and conservation at the Academy of Fine Arts in Ljubljana. In 2014 she defensed her dissertation and earned a PhD degree at the Faculty of Education, University of Ljubljana. Since 2008 she has been employed at the Faculty of Teacher Education, University of Rijeka. Her main research interests are visual arts education, creativity, transformative learning and teaching, teachers' professional development in arts education. She has been publishing in these areas in academic journals both nationally and internationally.

Danijela UNIĆ, Ph.D., graduated from the Faculty of Humanities and Social Sciences, University of Zagreb with a degree in Croatian Language and Literature and Library and Information Science. She earned her Ph.D. in Information Science in 2013. She was awarded the "Tibor Tóth" award for outstanding contribution to information science and activity. Currently, Danijela is an Assistant Professor and librarian at VERN' University. She teaches courses related to business communication and Croatian language and media literacy. Danijela is the author and co-author of several scientific and professional papers.

Sara URSIĆ (1982, Split) currently works as a research assistant at the Institute of Social Sciences Ivo Pilar. Her scientific interests lie in the field of sociology of space, urban sociology, sociology of housing, and urban planning, with a focus on the transformation of urban, suburban, and rural spaces, and the conceptualization of home and culture of dwelling in sociology. She has published numerous scientific papers and co-authored the book "Vital Cities" with Anka Mišetić and Marko-Geran Miletić. She has also worked on various international projects in the field of urban and rural sociology, as well as housing. She teaches courses on Sociology of Housing and Sociology of Space.

Michael URSINUS, PhD, was born in Kiel, Northern Germany and studied at Hamburg university (1972-80). After extensive research in Ottoman archives in Skopje and Istanbul (1977-8) he completed his doctoral dissertation on regional reforms in Rumelia under Sultan Mahmud II in 1980. Assistant professor at Munich university 1981-4, then Lecturer at Birmingham, UK (Centre for Byzantine, Ottoman and Modern Greek Studies, 1984-9), 1989-1992 Associate professor in Islamic Studies and Turcology at Freiburg. From 1992 until his retirement early in 2016 he was Full professor in Islamic and Ottoman studies at Heidelberg university. Honorary Research Fellow (Birmingham) and president of CIÉPO (Comité International des Études Pré-Ottomanes et Ottomanes) 2008-2018.

Ida VALKOVIĆ graduated at VERN' University in 2022 with a master's degree in business communication. She is currently working in a marketing agency as a key account manager for various clients. Her areas of expertise include market research, account handling, different types of digital skills, managing clients, and various tasks including a creative approach. She is creative, outreaching, communicative, and devoted individual with a wide field of interests.

Gabrijela VIDIĆ is a postdoctoral researcher at the University of Zadar, Department of Tourism and Communication Studies. She has a PhD in Economics and Business Administration, which she obtained at the Faculty of Economics and Business, University of Zagreb. During the last couple of years, she participated in various educational programs in different fields of qualitative and quantitative research methods. She published several scientific papers and participated in numerous international scientific and professional conferences. She also participated in several international competitive scientific and professional projects. Her scientific interests are related to sustainable tourism development, destination management, destination marketing and special interest tourism.

Mario VINKOVIĆ, PhD, is a tenure full professor and head of the Department of Labour and Social Security Legislation, Social Work and Foreign Languages at the Faculty of Law University of Osijek, member of the European Committee of Social Rights and Croatian Judicial Council. He was a member of the Governing Board of the Judicial Academy (2010-2014), Vice-Dean for Science and International Cooperation at the Faculty of Law in Osijek (2009-2014), Vice-Rector for Teaching and Students (2009-2014) and Head of Doctoral School at Josip Juraj Strossmayer University of Osijek (2014-2019). He is a full member of the Croatian Academy of Legal Sciences and the winner of the first Jean Monnet Chair of the University of Osijek - Jean Monnet Chair in EU Labour, Equality and Human Rights Law (2013-2016).

Maroje VIŠIĆ is an assistant professor at Libertas International University Zagreb. He is the editor of the Ellipsis book series at the publishing house Durieux, Zagreb. He is a lecturer at Visoka škola za informacijske tehnologije, Zagreb. He holds the course Challenges of Contemporary Society at Pučko otvoreno učilište Zagreb. He obtained his PhD at the Bergische Universität Wuppertal, Fakultät für Human und Sozialwissenschaften (Germany). He has published a large number of scientific papers in international and national scientific journals. He is the author of the book *Kritika i otpor. Osnovne crte kritičke filozofije Herberta Marcusea*. He is the co-editor of three anthologies. He translated and selected famous quotations of Friedrich Engels Socialist Thoughts, Karl Marx Communist Thoughts and Sigmund Freud Psychoanalytic Thoughts for šareni Dućan publishing house.

Maja VIZJAK graduated master's degree in economics at the Faculty of Management in Tourism and Hospitality Management, University of Rijeka, where also received her PhD degree on study Business Economics in Tourism and Hospitality at the Faculty of Tourism and Hospitality Management in social sciences, economics, finance. Maja is currently scientific associate at Institute for Migration Research and assistant professor at the Faculty of Dr. Mijo Mirković in Pula. Previously, she had been assistant at the Faculty of Maritime Studies, University of Rijeka, and teaching position of lecturer European business School Zagreb. The author can be contacted at maja.vizjak@imin.hr

Jana VUKIĆ, PhD, is associated professor of sociology at the Faculty of Humanities and Social Sciences, University of Zagreb. Her primary field of interest is urban sociology, but she also teaches contemporary sociological theories, sustainable urban development, and participatory approach to spatial planning. Complementary areas of interest. She is the author of several books and publications in urban sociology, quality of life, cultural heritage, and cultural landscape. She participates in several scientific research projects and is a member of several professional associations (HSD, ISA, ESA) and the Scientific Council for Tourism and Space of Croatian Academy of Sciences and Arts (HAZU).

Dino VUKUŠIĆ, PhD. is a sociologist, senior assistant at the Institute of Social Sciences Ivo Pilar in Zagreb and external associate at the Faculty of Kinesiology, University of Zagreb. His research interests are subcultures, youth, sports, and urban sociology. He has published several scientific papers in the mentioned fields. As a collaborator, he participated in the H2020 scientific research project CHIEF and the Crooceania project of the Croatian Science Foundation. He is the secretary of the Section for Sociology of Sport of the Croatian Sociological Society.

Tea VUKUŠIĆ RUKAVINA is an associate professor at the Department of Medical Sociology and Health Economics, School of Medicine, University of Zagreb. Since 2017, she is the Assistant Director for health promotion and public relations of the School of Public Health "Andrija Štampar" of the School of Medicine, University of Zagreb. Her areas of scientific and research interest are the e-professionalism of healthcare professionals, the promotion and prevention of mental health and qualitative methodology in health research. She is a specialist in psychiatry. She participates in numerous domestic and international meetings and is the author of more than 70 scientific and expert papers and ten chapters in university textbooks and books.

Slaven ZEČEVIĆ (Dar Es Salaam, 1967.) Graduated film editing on Academy of Dramatic Arts, and holds a Master's degree from Faculty of Humanities and Social Sciences, University of Zagreb. From 1988., works professionally on films, mostly as a film editor. Edited feature films,long and short documentaries and experimental films, working with directors such as: Lukas Nola, Neven Hitrec, Čejen Černić Čanak, Dražen Žarković, Hrvoje Hribar, Daniel Kušan, Damir Čučić, Petar Krelja, Silvestar Kolbas and others. For more than thirty years, writes about films.

Zdenko ZEMAN, PhD, is a Senior Research Scientist in Sociology at the Institute of Social Sciences Ivo Pilar in Zagreb (Croatia). Zeman is participant of many international scientific conferences and author of many papers from the field of the sociological theories of modernization, socio-cultural aspects of sustainable development and ageing issues. His empirical work is based on qualitative methodology.

Jelena ZLATAR GAMBEROŽIĆ is a Senior Research Associate at the Institute for Social Research in Zagreb. Her main areas of interest are rural and urban sociology and sociology of space. She finished her Ph.D. in 2012. She is an author of a book *Urban Transformations of Contemporary Zagreb. Sociological perspective* (Plejada and Institute for Social Research in Zagreb, 2013) and many scientific and professional papers. She was a managing editor of the scientific journal *Sociology and Space* at the Institute for Social Research in Zagreb (2013-2018). She is a currently an editor-in-chief of the library *Science and Society* and *Special Editions* (Institute for Social Research in Zagreb).

Organizers

THE INSTITUTE OF SOCIAL SCIENCES IVO PILAR

The 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 90 books, including 45 collections, 20 studies, and 18 special editions, such as monographs.

www.pilar.hr

VERN' UNIVERSITY

VERN' University represents the essence of academic experience and knowledge gained through many years of successful organic growth from the advisory office for education in an international environment to the highest academic level, a university in the professionalscientific-academic field. Today, VERN' University consists of three faculties and one academy - the Faculty of Economics and Business, the Faculty of Computing and Technology, the Faculty of Media and Communications, the Academy of Arts – and implements ten undergraduate and seven graduate study programs in the field of computer and communication sciences, economy, finances, media, tourism and creative industries. Its presence on the international market is reflected through membership in international organizations and projects and cooperation with foreign institutions and universities such as the European Foundation for Management Development, the European Public Relations Education and Research Association, Erasmus+ Program for students, teachers and non-teaching staff, the Interdisciplinary Centre Herzliya from Israel, Glasgow Caledonian University, Vaasa and Aalto Universities from Finland and other international institutions. The topic of sustainability is the basics of academic and business activities of VERN' University as well as the courses of study programs. The experience gained through the pioneering positioning of sustainable development and social entrepreneurship in higher education, VERN' University implements through international projects with partners from the European Commission, the UK, Israel, India, Turkey, Spain, Germany, Sweden and other countries.

www.vern.hr

Partners

PRESIDENT OF THE REPUBLIC OF CROATIA

THE TOWN OF VIS

CROATIAN NATIONAL TOURIST BOARD

INSTITUT FRANÇAIS DE CROATIE

CENTRAL STATE OFFICE FOR CROATS ABROAD

KONČAR

As more than 150 scientists presented their papers at the conference, it took an extraordinary editorial effort to select 64 papers, extremely rich in content, for publication in this comprehensive collection. Therefore, the papers were subtly selected to point out different views and problems, different periods and different new methodological procedures and new expectations, all in the context of the primordial Mediterranean. On the other hand, despite the diversity of the selected studies, the anthology appears as a kind of whole, the individual texts complement each other and thus form a unique and consistent presentation of the rich Mediterranean heritage.

Gordana ILIČIĆ, *PhD., Faculty of Humanities and Social Sciences, University of Mostar*

This kind of work, in which extremely different papers are collected, offers a new perspective on what exactly it means to live and think about the Mediterranean and its island and coastal regions. It is possible to notice and describe a local-global bond whose characteristics make it unique, yet open to communication with other regions and places that were so sought after by certain explorers, sailors, travelers, and traders in the past. Today, they have been replaced by digital nomads, marketing experts and influencers, as well as migrants of various kinds who come to the Mediterranean, changing the image of how this area was once viewed, requiring a greater connection between scientists, the local community and state institutions so that this complexity could be reached faster and better.

Milan PUH, *PhD, Faculty of Education, University of Sao Paulo*

INSTITUTE OF SOCIAL SCIENCES
IVO PILAR

VERN' UNIVERSITY

CROATIAN ACADEMY OF SCIENCES AND ARTS
Scientific Council of Anthropological Research

ISBN 978-953-8404-20-7 (Institute Pilar)

9 789538 404207

ISBN 978-953-8101-12-0 (VERN')

9 789538 101120

PRICE: 21,24 EURO/160 KUNA