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Vlado Šakić
Branko Štefanović

Editors

Ljiljana Kaliterna Lipovčan
Rino Medić
Ozana Ramljak

Proofreading

Svea Kršul
Branka Šuput

Layout and Design

Alan Čaplar
Nikolina Štefančić

Cover photo

Nikolina Štefančić

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MIC – VIS, 2018

MIC – Vis, 2018 is 2nd international multidisciplinary scientific conference organized by VERN' University of Applied Sciences and the Institute of Social Sciences Ivo Pilar. The conference will cover a broad range of topics regarding the status and role of the Mediterranean islands in the modern world as well as prospects for their development and is organized under the high patronage of the President of the Republic of Croatia and the town of Vis.

The goal of MIC- Vis, 2018 is to foster new approaches to the main challenges that Mediterranean islands are facing and propose new solutions through brainstorming, discussion and scientific research.

MIC- Vis, 2018 is an international multidisciplinary scientific conference on the following topics:

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

The conference will be held at VERN' Island School, the academic business center for academic and business conferences, events and activities in the unique Mediterranean atmosphere of one of the most beautiful Adriatic islands.

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

PROGRAMME COMMITTEE

Dionigi Albera, PhD

Institut d'Éthnologie Méditerranéenne, Européenne et Comparative, Director,
Aix-en-Provence, France

Vlatko Cvrtila, PhD

VERN' University of Applied Sciences, Dean, Zagreb, Croatia

Katica Jurčević, PhD

University of Zagreb, University Department of Croatian Studies, Zagreb, Croatia

Ljiljana Kaliterna, PhD

The Institute of Social Sciences Ivo Pilar, Zagreb, Croatia

Rino Medić, MBA

VERN' University of Applied Sciences, Zagreb, Croatia

Ozana Ramljak, PhD

VERN' University of Applied Sciences, Zagreb, Croatia

Pavao Rudan, Academician

Croatian Academy of Sciences and Arts, Scientific Council of Anthropological
Research, Zagreb, Croatia

Vlado Šakić, PhD

The Institute of Social Sciences Ivo Pilar, Director, Zagreb, Croatia

PROGRAMME

Day 1 – Wednesday, September 19th

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

Day 2 – Thursday, September 20th

- 9:00- 10:00 Plenary session: “The Sea Giveth” – Ottoman Ways of Drawing on
Coastal Resources in the Hinterland of Vis (mid-16th to early 17th
Century); Michael Ursinus, professor emeritus, Head of the Chair
of Islamic and Ottoman studies at Heidelberg University
10:00- 11:30 Presentations
11:30- 12:00 Coffee break
12:00- 13:30 Presentations
13:30- 15:00 Break
15:00- 16:00 Plenary session: Slobodan Prosperov Novak, full professor at the
Academy of Dramatic Art, University of Zagreb
16:00- 17:30 Presentations
19:30- 20:30 Open Air Concert (traditional Dalmatian songs from klapa Liket)

Day 3 – Friday, September 21st

- 9:00- 10:30 Session
10:30- 11:00 Coffee break
11:00- 12:30 Presentations
12:30- 14:00 Break
14:30- 18:30 Social Program (social program will include guided tour around the
island of Vis and visit to the City of Komiža)
at 20:00 Gala Dinner (gala dinner will be held in the amazing interior of 200
years old Fort George, which is surrounded by beautiful scenery
and incomparable view of the sea)

Day 4 – Saturday, September 22nd

- 10:00- 11:30 Presentations
11:30- 12:00 Wrap up and closing session

KEYNOTE SPEAKERS

Michael Ursinus

A specialist in Ottoman history and language and for many years the head of the Chair of Islamic and Ottoman studies at Heidelberg University.

Professor emeritus Michael Ursinus is a specialist in Ottoman history and language and for many years held the Chair of Islamic and Ottoman studies at Heidelberg University. Until his retirement early in 2016 he worked as a university professor, having held the position of lecturer at the University of Birmingham (Centre for Byzantine, Ottoman & Modern Greek Studies) and professor of Turcology at the University of Freiburg. Since 2006 he has been president of the International Committee for Pre-Ottoman and Ottoman Studies (CIÉPO). Michael Ursinus was co-editor of the journal *Die Welt des Islams* for many years and a member of the editing committee of *Archivum Ottomanicum* till 2016, and is a member of the national committee of AIESEE as well as a member of the British Society of Middle Eastern Studies and of the Society for the Promotion of Byzantine Studies. His research interests focus on south-eastern Europe under Ottoman rule.

Slobodan Prosperov Novak

Historian of Croatian literature, comparativeist and theatrologist and a full professor at the Academy of Dramatic Art, University of Zagreb.

Slobodan Prosperov Novak was born in Belgrade 1951, but spent his childhood in Dubrovnik. He graduated comparative literature in 1973 at the Faculty of Humanities and Social Sciences in Zagreb, receiving his M.A. in 1976 and Ph.D. in 1978. He worked as a journalist in a periodical *Vjesnik u srijedu* (1973–1974). In 1977 he is an assistant, and in 1988 a professor of Old Croatian literature at the Faculty of Philosophy. In the period of 1981–1984 he teaches at the Institute for Slavic Philology of the University of Rome, and from 1990–1992 he serves as an assistant of the minister of education, culture and sport of the Republic of Croatia. In 1990–1992 he was the president of the council of Dubrovnik Summer Festival, and in 2000 served as its head. He was the initiator and the first editor-in-chief of *Matica hrvatska's* periodical *Vijenac*. He was also the editor of the journal *Lettre internationale* and the magazine *Cicero*. For a number of years he edited a periodical of Croatian writers *Most* („The Bridge“). He served as a president of Croatian PEN society in the period 1990–2000, organizing with his co-workers in 1993, in war-affected Dubrovnik, the 59th World PEN Congress. In 1998 he instituted Mediterranean Institute Grga Novak on the island of Hvar. From 2001–2005 he taught South Slavic philology at the Department for Slavic studies of the University of Yale in New Haven, USA. He was a professor of Croatian Literature at the University

of Split and a lecturer at the Department of Italian Studies and Language Studies from 2005–2010. Since 2010, he is a full professor at the Academy of Dramatic Art, University of Zagreb. He also teaches at University Department of Croatian Studies, University of Zagreb. He has made numerous editions of Croatian writers, he is an author of a series of university and school choirs, and has also made a series of multimedia projects, including the most important theatrical performances of „Ecce homo“ and „How brother sold Joseph“ at the Dubrovnik Summer Games in 1985 and 1990, and a large exhibition „Gundulić’s Dream“ 1989 in the Museum Space in Zagreb.

ABSTRACTS

INTERNAL MARKETING AND EMPLOYER BRANDING AS WAYS OF INCREASING UNIVERSITY COMPETITIVENESS

Marta Adamczyk, Katowice School of Economics, Poland

Anna Sobczyk – Kolbuch, Katowice School of Economics (GWSH), Poland

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

All consumer-orientated enterprises, including non-for-profit organisations, such as universities need to build their image, both externally and internally. Building a company's image outside – in the eyes of consumers and other external stakeholders is relatively well researched, as well as the marketing tools that support this process. Internal marketing tools that are directed towards employees and potential employees (employer branding strategies) are more interesting especially when we think about higher education sector. Polish universities both public and private try to convince their potential employees of a wide range of benefits (not only financial ones) that an employee can gain by choosing a particular university as their professional career focal point. The article presents initial research conducted amongst employees of a non-public university and some ideas about using marketing tools and techniques in employer branding strategies. The paper also shows what opportunities may appear if the internal marketing strategy is implemented, and also what issues can appear when the internal communication is getting weaker. The research based on a preliminary survey is only the beginning for a wider and deeper insight into these problems, so hopefully it will be a trigger for an open discussion.

KEYWORDS: internal marketing, employer branding, higher education sector, image

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

Dionigi Albera, Institut d’Ethnologie, Méditerranéenne, Européenne et Comparative, Marseille, France

CONFERENCE TOPIC:

History

ABSTRACT

Several Marian sanctuaries situated on the Mediterranean shores are magnets that draw non-Christian faithful. This attraction exerted by the figure of Mary is particularly pronounced in the direction of Muslims. The Marian devotion is indeed well implanted in the Islamic tradition, in which Mary has an eminent role, sanctioned by sacred texts. The references to Mary present in the Qur’an have been expanded by the Muslim tradition: in the hadiths, in the commentaries of the Qur’an, and in mystical literature. Moreover, this textual dimension cannot be disjoined from ritual behaviours and from localisations of significant episodes in sacred places. As a matter of fact, the Islamic topography of Mary invested several Christian sanctuaries, originating interfaith gatherings that are well established in the long term.

KEYWORDS: Virgin Mary, pilgrimage, sanctuary, religion, Christianity, Islam

THE RISKS OF SUSTAINABILITY OF MEDITERRANEAN SOCIAL SECURITY SYSTEMS IN THE FACE OF AGING AND MIGRATION PHENOMENA

Pedro Aldama, Ministry of Health, Spain

Julia Aldama Blanch, Complutense University of Madrid, Spain

CONFERENCE TOPIC:

Public Services

ABSTRACT

The third decade of the 21st century will have to face the challenge of reforming social security systems, especially with regard to the coverage of the elderly population. The countries of the Mediterranean due to their high rates of aging population or unemployment face the problem of lacking financial capacity in their social security systems.

This research work aims to identify the countries with the highest risk of sustainability of the care and assistance systems for dependency and, in particular, the impact that the different methods of assessing the loss of physical autonomy and/or intensity of benefits will have in the sustainability of social security systems in the countries of the Mediterranean Basin.

The paper also specifically addresses the problems under two hypotheses of different magnitude of the migratory phenomenon, as well as two different types of behaviour towards the universalization of socio-health assistance to the immigrant group.

The aim is to provide knowledge to public administrators so that they can face in better conditions the sustainability challenges of Bear Social Security Systems.

KEYWORDS: migration, population aging, social security systems, long-term care

SUPERILLES

Jorge Aldama, Polytechnic University of Catalonia (UPC), Spain

CONFERENCE TOPIC:

Architecture

ABSTRACT

The role that private motorized vehicles should play in the city has not been solved yet. We live in a society heavily dependent on the automobile, and this entails high energy consumption. Global warming is a reality and the need to reduce emissions of greenhouse gases is urgent. Therefore, most areas of society are introducing transition policies towards sustainability, and urban planning is not an exception. Many cities are developing measures to reduce the number of vehicles and thus gas emissions.

Barcelona City Council is promoting the “superilles” project. This project analyzes how the city’s space is distributed and studies the possibilities of reducing the amount designated for vehicles and increasing the space designated for pedestrians. The percentage of square meters of urban space allocated to the circulation of vehicles oscillates between 20-30%, a percentage that reaches 70% of public space.

Reducing the number of vehicles not only reduces the emission of greenhouse and polluting gases, which is of great importance for our own health, it also allows that the area taken by the citizens from the vehicles is now used for various activities. This abstract explains the concept of a superblock, how it is being promoted, its historical background, similar urban projects from other cities and it shows the first “superille” of Barcelona.

KEYWORDS: architecture, urbanism, transport, pedestrianization, block

HOW DISRUPTIVE TECHNOLOGIES ARE CHANGING MEDITERRANEAN CITIES AND THEIR MOBILITY

Pablo Aldama, Universidad Complutense de Madrid, Spain
Inés López – Dóriga, Khora Urnan Thinkers, Spain

CONFERENCE TOPIC:

Public Services

ABSTRACT

Smart Cities solutions applied to mobility help local governments offer quality services to citizens, businesses and public service providers. Some of the advantages of introducing disruptive technologies to the management of the city's transport are economic, environmental, or health improvement related.

The application of technology allows lowering public services costs without compromising the quality of services which, taking into account the budget cuts in Mediterranean cities, is especially important. For example, if cities develop a transport system adapted to its citizens' real needs and an information network that gives immediate updates, they can put in place a transport system more adapted and used by its citizens. Commuting then becomes more efficient since the time spent on it is reduced.

Smart cities technologies contribute to more sustainable and healthier cities. Connected cities can have an information network that allows them to be informed about air quality instantly and react if it puts its citizens' health at risk by, for example, reducing speed limits.

This paper presents the most cutting edge examples of technologies applied to mobility in cities from all around the world, and the benefits of introducing technology to transport management focusing on the potential benefits for Mediterranean cities.

KEYWORDS: cities, mobility, ICT, smart, urban, environment, transport, health, public services, government

PAST AND PRESENT ALPINE – DINARIC FOLK AND RELIGIOUS CONCERNS WITH MALEVOLENT MORA – LIKE ONTOLOGIES

Fabio Armand, Institut Pierre Gardette, „Intercultural and interreligious“, Faculty of Literature and Languages, Italy

Christian Abry, Dauphinois Museum, Grenoble, France

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

In 1976 Christian Abry began publishing companion papers on belief narratives collected since the 50s by his friend Charles Joisten (†1981), the late major folklorist of Savoy-Dauphiné. As a linguist C.A. first had several successes in correcting erroneous identifications from the Master of Folklore in the French domain, Van Gennep, e.g. for the Wild Hunter and the House Goblin. When establishing that the chaufaton Goblin from Morzine valley bore the same Latin root CALCARE “to tread” as the French nightmare cauchemar, together with chauchevieille in the Francoprovençal and Occitan areas, he was led to raise a fundamental issue: „Are all supernatural ontologies of nightmare descent?“. This is BISO theory that there is a Brain Incubator of Supernatural Ontologies (Abry, 2011; Cathiard et al., 2011), with its heuristic framework, constrained in our neurocognitive anthropological model BRAINCUBUS (Armand & Cathiard, 2014), where all supernatural ontologies which haunt human narrative imaginaries are generated in the dissociated state of the brain called sleep paralysis, by one of its two fundamental components, in the Temporo-Parietal-Junction, right for OBE, and left for AP3S (Alien Presence Sensed from Self Shadowing).

Starting from this first decisive result in Gallo-romance belief narratives (including Valle d’Aosta in Italy), we will extend our first Alpine-Dinaric-islandish connection (MIC 2016) to cope both with the malevolent Slavic mora and incubus-like local house spirits. Friulan sbilfons will bring us the “missing link”, since they stay on the „wrong“ side with Malandanti in Night Battles for crop fertility. This transalpine crossing paves the way for a reflection on the past and present concerns for the salvation of the soul of stillborn children who had not been baptized and their malevolent harassing haunting returns. Up to the contemporary permanence of anxiety in the religious contexts of *aggiornamenti* about the abortion issue.

KEYWORDS: nightmare - like anxieties, Alpine - Dinaric connections, inland - island continuities, sleep paralysis, non-baptized stillborn children’s mora

LIFE SATISFACTION IN THE MEDITERRANEAN: THE CRADLE OF EUROPE WITH UNHAPPY NEW – BORN

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

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

People intuitively believe that living in the Mediterranean part of Europe contributes to a better quality of life and better subjective well-being. However, this common belief may not correspond to the facts. The aim of this study was to empirically compare subjective well-being (happiness, life satisfaction and domain satisfaction) between the Mediterranean and other EU countries. The data from the European Quality of Life Survey- EQLS (round 4) were used for the analysis. The survey was conducted during 2016 and 2017 on representative samples of adult population within 28 EU countries + Albania, FYR of Macedonia, Montenegro, Serbia and Turkey. The sample included $n = 16,493$ respondents living in 11 Mediterranean countries and $n = 20,415$ respondents from 22 Non-Mediterranean countries. The respondents were equally distributed by gender (51.6% women), with the age range between 18 and 95 years ($M = 48.14$, $SD = 18.08$). Cross-national population weights were applied to ensure representativeness of group comparisons.

The results showed that in all well-being measures (happiness, life satisfaction, satisfaction with important life domains: education, job, standard of living, accommodation, family life, local area) respondents living in the Mediterranean countries showed lower well-being than those living in Non-Mediterranean countries. The observed differences were not large, but were statistically significant even after controlling for factors that are known to be associated with well-being on a national level (monthly household income, material deprivation and satisfaction with public services). The prediction of the Mediterranean and Non-Mediterranean group membership based on life satisfaction domains showed that the satisfaction with the local area, education and standard of living contributed to the difference between the groups the most, while satisfaction with family life was only an insignificant predictor. The possible reasons for lower well-being in the Mediterranean, the historical cradle of Europe, were discussed.

KEYWORDS: quality of life, subjective well-being, Mediterranean, EU

NET GENERATION AND THE PERCEPTION OF ELECTRONIC VIOLENCE

Tihana Babić, Algebra University College, Croatia

Silvija Grgić, Algebra University College, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Social networks today are an unavoidable part of human everyday life due to the use of a very large number of users, whose number is still increasing day by day. With the growth of the number of users and positive opportunities that social networks provide, also increases the number of potential actions with negative consequences such as cyberbullying, bullying and harassment and other activities that can be classified as electronic violence. This article explores how young people in Croatia, who use social networks as a communication channel, are familiar with the terms and types of actions related to electronic violence. They belong to a generation classified as a net generation that has been exposed to new ways of communication more than any generation so far and has been exposed to a greater amount of violent and harmful media content than previous generations. For the purpose of this paper, we conducted a quantitative survey distributing a questionnaire to the student population of the Algebra University College, and examined whether they are experiencing the virtual world as fun and harmless, even when there is a risk of attack on their own or other person's security, as well as electronic violence in many other forms. The results we have obtained show that students have already encountered electronic violence, have recognized themselves as victims of electronic violence and have participated in some form of electronic violence towards another person.

KEYWORDS: social network, electronic violence, cyberbullying, net generation

INFORMATION ETHICS ON SOCIAL NETWORKS: STUDENTS' PERSPECTIVE - A PRELIMINARY REPORT

Tihana Babić, Algebra University College, Croatia

Iva Vunarić, Algebra University College, Croatia

Andrej Lacković, Algebra University College, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Social networks, as one of the most modern ways of communication, have become an important communication channel with a certain influence reach in the academic world along with the traditional media. The aim of this paper is to examine whether students that use social networks as a communication channel for academic purposes are ethically involved in the production, collection, dissemination, and use of information, whether they follow the rules of conduct on social networks, respect privacy, intellectual freedom and intellectual property. For this purpose, a quantitative research was conducted in the form of the questionnaire among students at University College Algebra. The results showed that over 80% of respondents seek ethically access to production, collection, dissemination, and use of information on social networks, and believe it is very important to respect the rights of other people to privacy when collecting and publishing information on social networks. On the other hand, with regard to intellectual property, it is interesting to note that every fifth respondent believes that citing and referral is not important when collecting and publishing information on social networks.

KEYWORDS: information ethics, social networks, rules of conduct, privacy, citing

HOW CAN AN ISLAND BE ENERGY SELF-SUFFICIENT?

Franjo Barbir, University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, Croatia

Jakov Šimunović, University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, Croatia

CONFERENCE TOPIC:

Renewable Energy Sources

ABSTRACT

Energy independence or energy self-sufficiency is one of the prerequisites for sustainable development. The energy supply of islands is rather specific. Usually islands do not have energy intensive industries, but may have large variation in energy demand between the tourist season and off-season. Although energy demand may be low, an island energy system should allow for gradual expansion to enable further development. Energy is needed as electricity, heat (for heating both water and space) and fuel for transportation. The preservation of clean environment is absolutely necessary especially on the islands, which heavily depend on tourism. These requirements are best met by renewable energy sources. Islands typically have several options for energy supply, such as solar, wind, biomass, waves and currents. The world is already in an energy transition from fossil fuels to renewable energy caused by concerns about global climate changes. Technologies for harnessing renewable energy sources are already competitive to incumbent fossil fuels based technologies. Islands usually get their energy from the mainland, but they could easily become energy self-sufficient in a relatively short period of time, and become the showcases for the modern energy systems.

An energy system based on renewable energy sources providing all the energy needs for an island will be presented and the status of the key technologies will be discussed. Implications of renewable energy on economic growth and sustainable development will be addressed as well.

KEYWORDS: renewable energy, energy demand, energy technologies, renewable fuels, sustainable development

LESSONS FROM LOCAL LABOUR MARKET POLICIES AND ACTIVITIES ON THE ISLANDS IN THE EU AND CROATIA

Predrag Bejaković, Institute for Public Finance, Croatia

Željko Mrnjavac, University of Split, Faculty of Economics, Croatia

CONFERENCE TOPIC:

Public Services

ABSTRACT

There are still substantial differences regarding the overall unemployment on various islands in Croatia. This is mostly the outcome of general economic development and effectiveness of the local labour market measures. Activities of local communities in reducing unemployment are of primary importance because localities are in the best position to implement national and regional strategies into action. Local island actors can best comprehend local aspirations, conditions and needs. The text explains the activities and experiences of the EU and the local initiative on the islands, and the problems of institutional organisation. The paper offers policy recommendations designed to increase employment opportunities and the well-being people can expect from work. This includes sound urban administration and broad access to public services and infrastructure that can help to enhance the employment-creation benefits of economic development and facilitate women's and young people's access to the labour market and employment.

KEYWORDS: islands labour market, labour policy, unemployment, local initiatives, Croatia

MIGRATIONS NARRATIVE BETWEEN POLITICS AND LITERATURE

Inoslav Bešker, University of Split, Croatia

Ana Radović – Kapor, University Libertas, Croatia

CONFERENCE TOPIC:

Migration

ABSTRACT

Trans-Mediterranean migrations are imposed as an important, even central, social and political issue in Central Europe, and to a considerable extent in both Southern and Western Europe. In the 21st century migrations en général – and within them particularly trans-Mediterranean migrations – have been more present than ever in literature, which according to Homi K. Bhabha's paraphrase of Goethe's concept, transcribe the „unhomely condition of the modern world“.

The perception of these migrations depends more on the narrative than on the statistics, for example a competent one published by UNHCR.

The role of narrative discourse in building identity is well known. Given this, migrations are imposed as a suitable, seemingly key issue of identity and alterity.

Here we intend to explore the basic types of political narrative, and the most prevalent literary ones about the same migrations.

The approach that moves from individual to general dominates both the migrant and migration literature, as witnessed in trans-Mediterranean themes, for example by Tahar Ben Jelloun (*Partir*), Emine Sevgi Özdamar (*Das Leben ist eine Karawanserei hat zwei Türen aus einer kam ich rein aus der anderen ging ich raus*), Amelia Alberti (*Canto per Anpagalan Ganneshu*), Giovanni Maria Bellu (*I fantasmi di Portopalo*) etc.

The political narrative sometime uses individual cases when it considers that they can affect perception, whether increasing the fear of, or the compassion and solidarity with migrants- but it is predominantly based on the access from general to individual (often flirting with prejudices). Within political narratives, there is often a discrepancy between the public discourse (in parliament, in media, etc.) and the diplomatic discourse with other states.

KEYWORDS: migration, narrative, literature, politics, the Mediterranean

THE REPRESENTATION OF MATERNITY IN SPANISH SCULPTURE OF THE 20 AND 21 – CENTURY

Elena Blanch, Complutense University of Madrid, Spain

CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

How do Spanish sculptors represent maternity? Are there common elements in them?

Maternity is a recurring theme in Spanish sculptural iconography. The field of study is circumscribed to the plastic representations present in the Spanish sculpture of the 20th and 21st century.

The analysis is executed from the perspective of the plastic artist. The analysis tries to conceptualize the representation of maternity in its natural dimension, for which priority has been given to the study of sculpture that represents a secular image of maternity, however, the analysis of religious images is not abandoned, limiting this to the structural sculptural elements exclusively.

Both the study of iconography and iconology are addressed, from the symbolism, volumes, materials, applied techniques, plastic composition and integration into the environment. The chronological irruption of the works is also contemplated to identify the temporal bond of the common elements.

The main objective has been the identification of the link between this group of sculptures, in the search of a unique conception of maternity, derived from the collective subconscious and from archetypal images of it in the universal (Mediterranean) culture.

KEYWORDS: art, Mediterranean, culture, sculpture, plastic, maternity

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

Ekaterina Blinova, Plekhanov Russian University of Economics, Russia

Marina Gregorić, Polytechnic of Međimurje in Čakovec, Croatia

Martina Gregorić, Croatia

Dajana Maria Horvat, Polytechnic of Međimurje in Čakovec, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

Environmental and social issues draw the increasing attention of business and investment circles all over the world. This research paper focuses on the importance of corporate social responsibility (CSR) within the hospitality and tourism industry. Over the recent several decades, the industry has observed significant changes in the business environment that have stressed the role of corporate social responsibility. Recent research has shown that CSR may determine a company's long-term success and profitability. There are different approaches to explain the nature of CSR influence on the internal and external processes of an enterprise, which also applies to hotel companies. The article examines the issues related to the best practices of socially responsible corporate behaviour of international and local hotel enterprises in the Croatian and Russian hotel sector representing different developing markets.

Methodology consists of desk research as secondary research and the quantitative method as primary research. The quantitative method was conducted by the distribution of questionnaires with major indicators of CSR amongst Russian and Croatian international, local and small family hotels with the aim to find out the implementation and challenges they face with CSR practices. Other methods used were the analysis and synthesis of collected data and research results.

The companies included in this research have contributed more or less with their efforts and resources in solving the environmental and social issues through their CSR policies, which increases awareness of their brand. The comparison of practices in two selected destinations was aimed to identify the common trends and differences in CSR manifestation; both by local and international brands. The research results can be beneficial for the national authorities and local companies in the hospitality as well

as tourism industry to indicate the best practices in CSR policies, plans and strategies and obtain positive results.

KEYWORDS: corporate social responsibility, Croatia, international hotel chains, local hotels, Russia, small family hotels, socially oriented behaviour, tourism and hospitality

GERMAN MEDIA NARRATIVES ABOUT CROATIA AND CROATIAN TOURISM

Nikolina Borčić, VERN' University of Applied Sciences, Croatia

Mara Pekez, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The topic of this paper is the analysis of media narratives about Croatia and Croatian tourism in German electronic news media. According the Eurostat-data (www.ec.europa.eu), Germany is one of the top-5 foreign markets in Croatia. If we take into consideration that Germans as our most numerous tourists are influenced by print and electronic media and the stories about Croatia and Croatian tourism, we assume that there is a positive impact of German narratives about Croatia and Croatian tourism. The period of research was from 2013 (Croatian accession to the EU) to 2018. The analysis was conducted on the examples of media texts from the most visited German electronic news media Bild.de, Spiegel Online, Focus online, Die Welt, ZEIT Online. The research unit was one media announcement (article, travel report, column). The goal of our research was to investigate which narratives are dominant in media texts about Croatia and Croatian tourism. in the first phase of the analysis we used qualitative and quantitative content analysis and in the second phase the analyses of the narratives. The preliminary results confirm the initial hypothesis about positive narratives.

KEYWORDS: Croatia, Croatian tourism, tourism narratives, media texts

COMMUNICATION IN FOREIGN LANGUAGES AND HIGHER EDUCATION CURRICULUM FOR TOURISM AND HOSPITALITY INDUSTRY STUDIES

Nikolina Borčić, VERN' University of Applied Sciences, Croatia

Sanda Marjanović, University of Applied Health Sciences, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

The focus of this study is the prevalence of foreign languages in the higher education curricula in Croatia and the analysis of studies published in Croatian scientific journals on the relationship between foreign languages and the curriculum of tourism and hospitality industry studies. Taking into consideration that it is crucial for the development of Croatia, foreign languages are supposed to be an important part of the curriculum. The first part of the study shows the prevalence of foreign languages in the higher education curricula. The study analyses Croatian scientific discourse on the correlation between foreign languages and higher education curricula. The preliminary results show the presence of foreign languages within the curricula, but inadequate presence in Croatian academic publications.

KEYWORDS: tourism and hospitality industry, foreign languages, communication, Croatian scientific publications

THE ISLANDS OF SPLIT – DALMATIA COUNTY AS A PART OF THE TOURISM PROMOTION OF CROATIA

Miro Borić, Bluesun Hotels & Resorts, Croatia

Leon Cappelli, Deloitte & Touche, Milano, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

Islands are vital to the promotion of countries as appealing tourist destinations. Modern economics and tourism are exposed to the influence of rapid social and technological changes, as well as that of political conflicts. Croatia's islands are free of such dramatic dynamics, offering tourists a unique culturological ambience founded on the idiosyncrasies of the local community, cultural heritage, and natural beauty. Considering the speedy growth of the tourism sector in the Croatian economy, the islands are also exposed to the influence of the global tourism industry. Technological development and the pluralisation of media channels offering information on tourist destinations are becoming more and more available to guests. Despite this, strategic marketing by national tourist organisations – the Croatian National Tourist Board in this case – still play a large role in the promotion of specific tourist destinations. The implementation of promotional activities abroad has a strong influence on foreign perceptions of Croatia's tourist offer. Marketing in tourism has special features arising from the specificities of the travel business, especially considering the fact that tourism does not sell a typical, physical product, but rather a complex interrelationship of material goods and services that influence the "impressions and experiences" of tourists. The tourist is both the bearer of demand and the focus of marketing activities. The general goal of this paper is to affirm in what way the largest islands in Split-Dalmatia County (Brač, Hvar, Vis, Šolta, and Čiovo) are used to promote Croatia as a tourist destination in promotional materials produced both by the National Tourist Board and by the County Tourist Board. A qualitative and quantitative analysis of the content of selected promotional materials was carried out.

KEYWORDS: Croatian islands, travel marketing, marketing in tourism, Croatian National Tourist Board

THE CONCEPT OF SUSTAINABLE RURAL TOURISM: EXAMPLES OF GOOD PRACTICE IN LIKA (CROATIA)

Anita Bušljeta Tonković, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The presentation of the paper describes a reconciliation of sorts between ecological and economic interests. It emphasizes the importance of the role of sustainable rural tourism that is in synergy with other economic activities in the rural area and does not represent the backbone of the economy, but rather an additional income for the communities, as well as a way of distributing local products. The current paradigm of rural development in the European Union entails a decentralized approach and a mutual action taken by the public, the private and the civil sectors. There is often talk of a neo-endogenous approach to development, that is, a meeting point between the possibilities and visions of local communities and national and regional developmental guidelines. Such meeting points in European countries signify a place where local developmental strategies appropriate for ecological as well as economic developmental interests of specific regions are created and implemented. Such approach to the development of rural areas aims to preserve the genuine character, and at the same time meet modern needs and demands. In other words, contemporary development concepts focus on the multifunctionality of rural areas and as such form the integral sustainability of villages and smaller cities. The author concludes that towns in Lika, along with their rural areas, are an ideal test site for the design and implementation of such developmental solutions, especially because the countryside is finally starting to be considered a public good in Croatia, meaning that it is seen as a space that offers a quality ecological, ambient and recreational content. The presentation of the paper shows this by listing examples of such good practice.

KEYWORDS: local communities, social innovations, sustainable development, sustainable rural tourism

BEST CONDITIONS FOR GLOBAL COMPETITIVENESS

Claude Cellich, International University in Geneva, Switzerland

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Among the 195 countries of the world, some of them stand out, especially in terms of trade and economic achievements. This paper aims to identify these top performers and the reasons for their high levels of economic success. Six different indices issued by the World Economic Forum, the World Bank, and IMD were consulted. All the top performing economies have stable governments, enjoy economic stability, promote pro-business policies, invest in R&D, have a qualified workforce, and export high value products and services among others. Furthermore, the research shows the increasing importance of the digital economy as an essential element in a country's prosperity and global competitiveness. The top-performing nation was Singapore, followed by Denmark and Switzerland. Other top ranked countries were New Zealand, Taiwan and Mauritius all island nations. Finally, the integration of global supply chains, the rising value of intangibles in global trade and internet have contributed to their competitiveness status.

KEYWORDS: business sophistication, innovation, technological competencies, logistics, FDI

COST EFFECTIVENESS ASSESSMENT OF FOREST ECOSYSTEM SERVICES FOR WATER BODIES PROTECTION

Alexandre Chikalanov, University for Library Studies and Information Technologies, Bulgaria

Mariyana Lyubenova, St. Kl. Ohridski University of Sofia, Bulgaria

Yulian Petkov, University for Library Studies and Information Technologies, Bulgaria

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Today, many authors work on the economic valuation of Forest Ecosystem Services (FES) and their payment.

It is important to mention the current trends in the exploitation of forest resources and their payment. So far, the interest in the provisional benefits of forests is predominant. However, the focus of contemporary forest FES is moving toward non provisioning ones, as: maintenance of quantity and quality of surface waters; climate change conditions; against the diffuse pollution from agriculture, landfills, industry, urbanization, etc. In other words, the use of natural forest ecosystems and forested areas for the surface water purification and for the melioration purposes are the current topic of discussion. Environmental and economic feasibility of these activities requires environmental and economic analyses, developing appropriate schemes for payment of FES provided (PES schemes) and cost effectiveness analysis. Considering the complex influence of forest ecosystems on water resources, it is assumed that the PES schemes of forest for water will be different and case-specific. It is therefore possible, the algorithm for the cost effectiveness calculation also to require adaptation and parameterization.

The paper deals with the development of approach for cost effectiveness computation focused on forest ecosystem services for water bodies' protection. It is our understanding that effectiveness is closely related with two basic activities – measurement and decision-making. The topic of presented paper is the measurement of expenses and effectiveness. A proposal for effectiveness metrics is presented. An innovative formula for cost effectiveness is introduced. A detailed comparison between both approaches is conducted and illustrated by a web application.

KEYWORDS: cost effectiveness, measurement, forest, ecosystem service, water quality and quantity

A CONTENT ANALYSIS OF DALMATIAN CUISINE COOKBOOKS: A CONTRIBUTION TO DEFINING EATING HABITS IN DALMATIA

Neven Duvnjak, Institute of Social Sciences Ivo Pilar- Regional Center Split, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

This article presents the results of a content analysis performed on a sample of Dalmatian cookbooks published between 1985 and 2018. The aim is to describe Dalmatian cuisine and identify its main characteristics. The analysis was performed using a combination of qualitative and quantitative methods. In the qualitative part of the study, the content relevant for a multi-layered description of Dalmatian cuisine was analyzed and interpreted. The quantitative approach was used in order to establish the number of recipes according to types of dishes, ingredients and cooking techniques. The content analysis was completed in four phases: determining the structure of main courses, the analysis of main course recipes according to ingredients and cooking techniques, the analysis of main course recipes according to the presence of the traditional, modern and postmodern traits and the analysis of accompanying texts. The results show that Dalmatian cuisine is linked to tradition. The modern approach appears only sporadically, and the postmodern approach does not appear at all. The Dalmatian cuisine is dominated by meat dishes, followed by fish dishes, seafood and vegetable dishes, soups and pasta. Everyday meals are prepared in a simple and relatively quick way. Other characteristics include low cost and moderation, a clear division of dishes according to season, the use of fresh ingredients, olive oil and indigenous herbs.

KEYWORDS: Dalmatian cuisine, Dalmatian cookbooks, content analysis, qualitative and quantitative approach, description of Dalmatian cooking

POSSIBILITIES OF CONSERVING HERITAGE ON DALMATIAN ISLANDS THROUGH THE CREATIVE EUROPE PROGRAMME

Irena Đokić, The Institute of Economics, Zagreb, Croatia

Karolina Domitrović, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

Cultural heritage in Croatia is rich, however not sufficiently recognized and appreciated in all its aspects and geographical parts, especially not on islands. Protecting cultural heritage contributes to the preservation of our cultural identity and our connection to the past. It also prevents any action that could, directly or indirectly, alter the distinctive traits, shape, significance and appearance of cultural assets. One of the ways to conserve cultural heritage on islands is through EU funded projects. The Creative Europe programme aims at small and medium-sized entrepreneurs in cultural and audiovisual sector, including also awards in literature, contemporary architecture, cultural heritage and cinematography.

In this paper the authors analyse the significance and the role of culture on selected Dalmatian islands as case studies. Furthermore, socio-cultural aspects of tourism are analysed, as one of the most important leverage of development and island heritage conservation. Communicating the programme and its benefits to the local population and the targeted public is one of the key preconditions for its successful implementation on islands, whereby creative platforms for public relations campaigns on the island in question can help in reaching this objective. Taking into consideration the findings collected through analyses of these previously mentioned aspects, this research finally explores the possibilities for implementation of the Creative Europe programme on Croatian islands which could significantly contribute to revitalisation of Croatian island cultural heritage.

KEYWORDS: cultural heritage, Croatian islands, Creative Europe programme

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

Zlatko Đukić, Josip Juraj Strossmayer University of Osijek, Faculty of Humanities and Social Sciences, Department of History, Croatia

CONFERENCE TOPIC:

History

ABSTRACT

This paper describes navigational regulations in the Adriatic Sea in the context of trade and sustainable life of that time. Maritime navigation plays an important role in the development of trade since it enables merchants to take advantage of the difference in prices of certain goods in different places. In places where there is a surplus of certain goods, their price is lower than in places where there is a shortage of such goods. This difference in prices creates the need for merchant ships and crew that will be in charge of navigation on such ships. The contact with the Hellenic world is important for at least two reasons. The first one is the exchange of goods prior to 6th century BC which was beneficial to both parties, while the second is related to the Greek colonization and the arrival of the Knidians on the island of Korčula. In the 4th century BC the islands of Issa and Faros were colonized, and a century later the inhabitants of Issa went on to establish the cities of Tragurium and Epetium, having been present in the city of Salona as well.

The problems of navigation along the Adriatic coast were particularly pronounced during winter when the safety of the crew, the ship itself and the cargo is at stake. Due to unfavourable winds, shorter days and lower sea and air temperatures, ships were banned from navigating and the breach of the ban was subject to heavy fines.

The ships would winter in ports or bays such as the ones in the vicinity of the Šibenik archipelago islands such as Žirje, Kapri, Zlarin or other bays, e.g. on the island of Vis (Issa).

The provisions of navigational regulations laid down in the statutes of Dalmatian cities and communes indicate that many failed to observe the navigational ban in the period from November until the beginning of March. This topic is elaborated in the paper.

KEYWORDS: navigational rules, the history of navigation, ships, shipwreck, trade

A PHARMACY OF POETRY – WITH POETRY BY TIN UJEVIĆ IN INNOVATION, PREVENTION AND THERAPY

Nikša Eterović, University of Zadar, Croatia

CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

„... poetry is our contact with us.

I am convinced that poetry, as a medium, can affect social reality. Seemingly simple and free procedures can thoroughly change lives. There is no need for an intermediary in these exchanges, there is no need for large investments, risks, no administration, no one is privileged and no one is a victim. Between us and us, we find ourselves with only seemingly light questions that should be answered. Questions like these: How to identify poetry in everyday life? How to find beauty within yourself? How to notice detail? Well, we can see that it doesn't go easy as in a fairy tale. But, it is possible to come to the answers in everyday rhythm – as in life.

...

Start from the details, from small things, almost lost, hidden things: give them importance, start from them, initiate them, and sing them.“, citation from chapter 8 of my book „From gap to growth, with the healing power of poetry“, 2014.

I will focus on the healing verses of Tin Ujević while presenting at MIC 2018/Vis, Croatia. I will present my original project, A Pharmacy of Poetry, and examples of poetry to show the results of using poetry by Tin Ujević for therapeutic work. My experience has been collected in psychiatric departments of Berlin clinics using the verses in German and English, and in Croatia by working with various groups of the needy. Tin Ujević wrote his autobiography in verse, making that aspect of his poetry extremely stimulating for therapeutic work. Tin's poetry is the heritage of world literature. His thoughts are close and inspirational to many. The universal intimacy that has been shaped by Tin's poetic masterpieces reflects in all of us in an ingenuous, preventive and healing manner.

KEYWORDS: Therapeutic poetry- interdisciplinary

THE IMAGES IN THE TEXT BY JOZO KLJAKOVIĆ

Lidija Fištrek, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

Language is not only a linguistic means of communication – it functions as a series of metaphors, image-parables that we use in speech or writing, always bearing in mind the mental projection, the association to something we have already seen or met. By paraphrasing Mitchell's hypothesis that the element of image has always been present in language, I have attempted to demonstrate this on the example of a text by Jozo Kljaković. Jozo Kljaković is known to the Croatian public for his art and literary works. His paintings, frescoes and mosaics have left a permanent mark in the history of Croatian painting, while his literary works leave room for analysis of the images in the text that are based on the explication of visual content. In his work, the images within the text are almost artistic forms and media that, in this case, encourage the reader to watch.

KEYWORDS: image, text, Jozo Kljaković, literature, art

A CITY – BREAK DESTINATION ON ISLANDS: THE CASE OF HERAKLION

Gian Andrea Garancini, Municipality of Heraklion, Greece

CONFERENCE TOPIC:

Tourism

ABSTRACT

Heraklion, the historical capital city of the island of Crete, was awarded the title of the fastest growing tourist destination in 2017.

The city of „5+1 civilizations“ (cradle of the Minoans, important trade center under the Greeks and the Romans, beloved port of the Venetians from 1204 to 1669, Ottoman occupation until the 20th century, „city that never sleeps“ in today’s society), has been lately developing a promotion strategy based on a mix of ingredients which could be summarized as „city diplomacy“.

The results are there to be seen: from a city which used to be considered as mere entrance and exit gate to the beauties of Crete, in a few years Heraklion has become known and requested as a top city-break destination, with the involvement of neighborhoods and citizens as „Ambassadors“ of its beauties and points of interest, hidden or not.

Its presence abroad has changed, with a new approach to international tourism exhibitions and an open mind for cooperation and town-twinning relations.

Culture, events, gastronomy, nature, countryside, all dressed in a high-tech sauce for those who cannot help it.

Try the experience! A city worth living is a city worth seeing!

KEYWORDS: city- break, tourism destination, culture, identity

DEVELOPMENT FACTORS OF MANIFESTATION TOURISM BASED ON THE EXAMPLE OF THE RENAISSANCE FESTIVAL IN THE CITY OF KOPRIVNICA

Marina Gregorić, Polytechnic of Međimurje in Čakovec, Croatia

Ivan Hegeduš, Polytechnic of Međimurje in Čakovec, Croatia

Ana Vrkljan Muraj, Croatia

Antonija Marđetko, Polytechnic of Međimurje in Čakovec, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The subject of this paper is one of the most famous manifestations of the historic type, the Renaissance Festival. The paper defines manifestation tourism as a selective form of tourism and its influence on the development on local tourism. The aim of the paper is to explore the history of tourism development in the city of Koprivnica, the beginning of the Renaissance Festival, the organization of the Renaissance Festival as a tourist-visitor's manifestation and the importance of the festival through the label Superbrands Croatia. The aim is also to explore the share of manifestation tourism in the overall tourism of the city of Koprivnica, Koprivnica-Križevci County in the Republic of Croatia and to define key factors for its development. The objectives of the research are to determine the specifics of the organisation of the Renaissance Festival, the ways of promoting the Renaissance Festival as well as the awareness and perception of visitors about the Festival. The methods used in this paper are desk research based on domestic and foreign literature, professional and scientific papers as well as historical methods, methods of analysis and synthesis and quantitative and qualitative method. The quantitative method was conducted by distributing the survey questionnaire to respondents in the continental part of the Republic of Croatia. The qualitative method was conducted by interviewing responsible authorities at the Ministry of Tourism, Koprivnica Tourist Board and organizers of the Festival. The research results show the trend of increased number of visitors to the Renaissance Festival, an increase in the interest in manifestation tourism, and determine important factors for the development of manifestation tourism to be included in the organization of future events; the planning of adequate promotion, support of local bodies and cooperation with other providers of tourist offers in the city of Koprivnica.

KEYWORDS: development of manifestation tourism, Renaissance festival, tourist offer of Koprivnica

AWARENESS AND PERCEPTION OF RUSSIA AS A TOURIST DESTINATION IN THE CROATIAN MARKET

Marina Gregorić, Polytechnic of Međimurje in Čakovec, Croatia

Ekaterina Blinova, Plekhanov Russian University of Economics, Russia

Melita Sečan, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The purpose of the research paper is to explore how Croatian tourists perceive Russia as a tourist destination. The awareness, attractiveness and motives for travel to Russia amongst Croatian tourists are key goals of this research. The paper aims to find out preferences of Croatian tourists when choosing tourism attractions, destinations, type of accommodation, selective forms of tourism and reasons for traveling to Russia as well as their satisfaction with tourism offer if visited Russia. The research determined how and through which media is Russia, as a tourist destination, promoted in Croatia. In spite of the fact that tourism is not one of the major economic sectors in Russia, the focus of official authorities on stimulating incoming tourism to Russia is obvious in the last three years and tourism is growing.

Methodology used was historical, analysis, synthesis, induction as well as primary quantitative and qualitative research. Qualitative method was conducted by in-depth interviews with major Croatian tour and travel agents. Research results show the profile of travelers, their accommodation and destination preferences within Russia, average expenditure for travel and their satisfaction with destination. Quantitative research was conducted by use of a structured questionnaire, distributed amongst Croatian prospective travelers. Data collected proved that Russia is perceived as a well-known tourist destination which is visited by the minority of respondents, while the majority has preferences to visit it. Although promotion of Russia, as a tourism destination, is not sufficient in Croatia, Croatians are significantly aware of the destination, its tourism attractions, rich history and culture from their educational background and the media.

In order to increase the number of Croatian visitors to Russia and utilize the potential of travelers interested in exploring Russian tourism attractions, the national tourism

organization should promote Russia more efficiently using different promotional mix elements. It could increase the awareness and contribute to the GDP of the state.

KEYWORDS: awareness, Croatian tourists, incoming tourism, perception, Russia, satisfaction, tourism market, tourist destination

PUBLIC RELATIONS OF CIVIL SOCIETY ORGANIZATIONS IN CROATIA

Boris Hajoš, VERN' University of Applied Sciences, Croatia

Mateja Popović, University of Applied Sciences Baltazar Zaprešić, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Non-profit organizations, civil society organizations, religious communities and initiatives of all kinds use strategic communication and public relations tools to achieve their goals. They mobilize their volunteers, sympathizers, donors, influence the media, promote their ideas and values in public, strive to achieve their goals and change the society. Despite the increase in the number of civil society organizations in Croatia in the last three decades, there has been little if any research on how they use different public relations tools in their everyday communication. This study investigated to what extent the civil society organizations use public relations tools and communication strategies. The relationship between size and maturity of CSO and their use of PR tools was explored, the satisfaction of CSO employees and members with their communication skills and with their public image was also examined. The hypotheses that civil society organizations consider the PR necessary for their everyday work and realisation of their mission was tested, together with their ability to use a multitude of PR tools and their organisational capacity for communication. The existence of communication strategies and budgets, personnel dedicated to public relations, the scope of PR tools and frequency of their usage with emphasis on media relations and social media, was examined via an online questionnaire. The paper aims to give an overview of civil society organisations' communication in Croatia, identify the unique challenges that they face and to propose some improvements and good practices

KEYWORDS: nonprofit public relations, public relations, public relations in civil society organisations, civil society organizations in Croatia, CSO media relations and social media

SUSTAINABLE TOURISM DEVELOPMENT IN THE MEDITERRANEAN: DO MARKETING ACTIVITIES POINT TO SUSTAINABLE STRATEGIES?

Mirela Holy, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The following EU Member States are in the Mediterranean area: Portugal, Spain, France, Italy, Slovenia, Croatia, Greece, Malta and Cyprus. Tourism is an important source of income for many of these countries. Apart from the tourism exposure to a whole range of external political and security factors, this economic activity also has many negative environmental impacts. Given the fact that sustainable development is a strategic political commitment of the European Union, the question is how the aforementioned Mediterranean states plan to develop their own tourism activities in accordance with the Strategic approach to achieving sustainable development in Europe and around the world, a document that was presented in November 2016. The communication activities of the above mentioned countries or their national tourist boards should be aligned with the strategic vision of tourism development of these countries because they are directly addressed to targeted publics- potential tourists. This paper researches the national policies and / or strategies for the development of tourism in the Mediterranean EU countries and whether these documents are consistent with the implementation of the Sustainable Development Goals. The paper further explores the ways in which the mentioned countries communicate their tourism and whether this communication implies a sustainability commitment. The research was conducted through an analysis of the content of national political documents in the field of tourism; through the open question questionnaire method with officials from the tourism sector, and through analysis of the content of tourist video clips.

KEYWORDS: Mediterranean, European Union, tourism, sustainable development goals, marketing strategy

IMPACT OF FINANCIAL CRISIS ON BANKING SECTORS IN EASTERN AND WESTERN EUROPEAN COUNTRIES

Eva Horvátová, University of Economics in Bratislava, Slovakia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The aim of the article is to examine the impact of financial crisis on the banking sectors in Eastern and Western European countries. The analysis concentrates on 70 banks in Germany and France, and 39 banks in Central and Eastern European countries for the periods before, during and after the financial crisis. The main analysis is oriented towards the factors of capital and credits creation using panel regression and VAR model. The conclusions show that there were differences between Eastern and Western European countries and in respect to the membership in the Eurozone there are differences too. The analysis was compared with previous works in this area.

KEYWORDS: capital of commercial banks, credits development.

THE ROLE PERCEPTIONS OF SUSTAINABILITY AS A COMPETITIVE DIMENSION OF TOURIST OFFERS

Anica Hunjet, University North, Croatia

Dijana Vuković, University North, Croatia

Predrag Čudina, Zagreb School of Business, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The tourist offer has lately more than ever returned to the subject of tourism - the consumer in tourism, all his motives, needs and desires, and the nature and space resources. Originally, individually and efficiently become important when choosing a travel destination, and the development of a tourist destination based on the equilibrium of economic, socio-cultural, ecological, spatial and infrastructural elements brings people back to their humanistic origins of all tourist events. Sustainable development and sustainability are generally held in the commitment and priorities of tourism destination management but also in tourism without whose responsibility and respect towards the population of receptive destinations, their culture and natural resources, tourism as such becomes questionable. Sustainability of the destination is the cornerstone of tourism, and sustainable development plays a significant role in the creation and management of integrated tourism products, which is so present on the global tourism market, is the main determinant in the choice of consumers in the tourism of a holiday destination for vacation. According to the aforementioned, a sample of 1000 respondents identified the determinants associated with consumer choice that are based on unity in terms of culture and balance with the environment.

KEYWORDS: tourist offer, sustainability, perception, quality, destination

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

Jadranka Ivanković, VERN' University of Applied Sciences, Croatia

Zlatko Hodak, Narodne novine, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

In the Croatian economy, tourism is one of the key, vital activities. Despite numerous challenges that tourism in the Republic of Croatia is facing, as well as a strong competitive environment, bearing in mind the other Mediterranean countries, Croatian tourism has a potential for further development and progress, where destination management should play a key role. Contemporary tourism requires coordinated activities of different stakeholders, both at the national level and within local communities. It is important to develop a culture of dialogue and cooperation in order to adopt appropriate tourism plans and policies and enable their successful implementation on macro and micro levels, especially on the islands. Three key groups of stakeholders stand out- local governments, providers of tourist facilities and content and the local population.

In profiling and differentiating the tourist offer of some destinations, attention is being paid to the offer of currently dominant products and products with market development prospects. In Croatia's Tourism Strategy by 2020, the following dominant products were stated; the sun and the sea, nautical tourism, business and cultural tourism, while as products with a market potential the following ones were recognized- health tourism, cycling tourism, gastronomy and enology, rural and mountain tourism, golf tourism, adventure and sport and ecotourism.

The underlying thesis in the paper is that the quality of destination management can significantly contribute to the increase of tourism income, especially on the islands. The paper analyzes the existing tourist offer on the island of Vis and the way of managing the destination.

In the paper several examples of good practice and the results of the preliminary research are presented. Primary information was collected through interviews with

the representatives of key stakeholders of destination management on the island of Vis. In the conclusion recommendations for improving destination management on the island are given.

KEYWORDS: marketing and management, destination management, sustainable tourism on the islands of the Republic of Croatia, Mediterranean countries

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

Jadranka Ivanković, VERN' University of Applied Sciences, Croatia

Diana Plantić Tadić, VERN' University of Applied Sciences, Croatia

Moreno Pavličić, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

In the Republic of Croatia, as well as in other Mediterranean countries tourism is an important and growing activity. Yet, only recently luxury hotels have become more prominent in the overall hotel offer of the Republic of Croatia. Majority of total offer of luxury hotel accommodation, (part of a 5 stars hotel category), in the Republic of Croatia is located in Istria County and the city of Dubrovnik. In luxury hospitality industry high quality service and customer relationship management are the most important factors of success. Successful customer relationship management is based on successful internal marketing; i.e. organizational culture, human resource management and marketing information management process. This paper presents selected examples of best practices in customer relationship management in luxury hotels and the results of a qualitative research on a sample of five luxury hotels in the Republic of Croatia. A comparison of these examples was carried out and some suggestions for improvement for Croatian customer relationship management were given.

KEYWORDS: customer relationship management, relationship marketing, luxury hotels in the Republic of Croatia, Mediterranean countries

THE COMPARISON OF FOUR DIFFERENT TYPES OF OVERFISHING AND IMPLEMENTATION OF INTERNATIONAL AND NATIONAL LAW INSTRUMENTS

Gorana Jelić Mrčelić, University of Split, Faculty of Maritime Studies, Croatia

Martina Kovačić, Croatia

Merica Slišković, University of Split, Faculty of Maritime Studies, Croatia

CONFERENCE TOPIC:

Agriculture and Fisheries

ABSTRACT

This paper highlights some of the causes of overfishing and some of the measures that help to avoid overfishing and to preserve the species. The paper deals with four types of overfishing: growth overfishing, recruitment overfishing, eco-system overfishing and economic overfishing. The aim of this paper is to point out the importance of the concept of responsible fisheries in order to preserve the sustainability of fisheries. One preventive measure that helps to deal with the overfishing is adoption and implementation of soft and hard international law instruments as well as national ones. Some of these instruments are listed in the paper (UN Convention on the Law of the sea, UN Fish Stocks Agreement and the Compliance Agreement, Agenda 21, the Code of Conduct for Responsible Fisheries,...).

KEYWORDS: overfishing, sustainability, responsible fisheries, marine ecosystems, international and national law instruments

THE IMPACT OF SHIPPING ON MARINE ORGANISMS

Gorana Jelić Mrčelić, University of Split, Faculty of Maritime Studies, Croatia

Anet Tomaš, Croatia

Merica Slišković, University of Split, Faculty of Maritime Studies, Croatia

CONFERENCE TOPIC:

Marine and Biology

ABSTRACT

This paper presents a review of harmful effects of shipping operations on the marine environment and marine organisms. Some of the most important adverse impacts of shipping operations that cause pollution of the marine environment and disturbances of marine organisms are described: the impact of vessels' noise, physical destruction of marine organisms (collision), the impact of accidental or operational discharge of oils, chemicals, waste, etc. Accidental discharge from ships includes oil spill resulting from collision or grounding/stranding, or loss of deck cargo, while operational discharge includes: intended discharges of oils, waste, ballast waters or toxic effects of antifouling paints and greenhouse gas emissions. Marine pollution from ships is regulated through the International Maritime Organisation-IMO's Conventions: International Convention for the Prevention of Pollution from Ships (MARPOL 73/78), International Convention on the Control of Harmful Anti-fouling Systems on Ships (AFS 2001), International Convention for the Control and Management of Ships' Ballast Water and Sediments (BWC 2004), as well as through national regulation.

KEYWORDS: marine environment, pollution, ship operation, adverse impact, marine organisms, international conventions

A COMPARISON OF THE RESULTS ON CARBON DIOXIDE EMISSION OBTAINED FROM THE SECOND IMO GREENHOUSE GAS STUDY 2009 AND THE THIRD IMO GREENHOUSE GAS STUDY 2014

Gorana Jelić Mrčelić, University of Split, Faculty of Maritime Studies, Croatia

Rea Rabadan, Croatia

Merica Slišković, University of Split, Faculty of Maritime Studies, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The aim of this paper is to compare the results on carbon dioxide emission (CO₂) emitted in maritime traffic obtained from International Maritime Organisation (IMO) studies: The second IMO Greenhouse Gases (GHG) Study 2009 and The third IMO GHG Study 2014. According to The second IMO GHG Study 2009, 1.05 billion of tons of carbon dioxide were emitted in maritime traffic in 2007, while the The third IMO GHG Study 2014 revealed that 781 million of tons of CO₂ (top-down method) and 1 billion of tons of CO₂ (bottom-up method) were emitted in maritime traffic in 2007.

According to IMO GHG Studies carbon dioxide emission was between 739 and 795 million of tons of CO₂ per year (top-down method) and between 915 million and 1.13 billion of tons of CO₂ per year (bottom-up method) for the period between 2007 and 2012. The conclusion of IMO GHG Studies is that the maritime traffic does not contribute greatly to the global carbon dioxide emission – only by 3.1% for the period between 2007 and 2012.

KEYWORDS: maritime transport, greenhouse gas emission, carbon dioxide, IMO study

THE INFLUENCE OF ISLANDS' INFRASTRUCTURE ON SECURITY, SUSTAINABILITY AND DEVELOPMENT OF NAUTICAL TOURISM

Josip Kasum, University of Split, University Department for Forensic Sciences,
Croatia

Željka Primorac, University of Split, Faculty of Law, Croatia

Marko Pilić, University of Split, University Department for Forensic Sciences, Croatia

CONFERENCE TOPIC:

Security

ABSTRACT

Nautical tourism is one of the most important factors in the overall tourism contribution to the Croatian economy. The Republic of Croatia has 1244 islands, islets, cliffs and ridges, of which 78 islands, 524 islets, and 642 reefs and cliffs. Within the archipelago sea of the Republic of Croatia, there is a considerable amount of maritime traffic which annual reports with an evident increase in the number of arrivals, sailings, and departures confirm. Accordingly, the increasing traffic in the Adriatic Sea will lead to an increase in the number of accidents, search and rescue operations, and potentially more deaths and injuries. However, it is not only maritime navigation that can affect the safety of nautical tourism but also the infrastructure of the island that we explore in this article in terms of accommodation capacity versus the number of arrivals, medical equipment and response reaction in case of a number of simultaneous actions, administrative capacity and efficiency, service activities, in order to enhance safety and security in Croatian nautical tourism, and measures that need to be taken to further develop it.

KEYWORDS: nautical tourism, safety, infrastructure, maritime navigation, development of security

TRUST IN THE MASS MEDIA FROM THE ASPECTS OF COMMUNICATION, INSTITUTIONS AND PUBLIC POLITICS

Zdravko Kedžo, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

As the major subjects in mass communication, the media are no longer just mediators in transmitting information, but also the creators of social reality, especially in politics. Thus, contemporary media “virtualize” the real social life, creating a virtual reality which functions as “the real one” (simulacrum), with all its social, economic and political consequences. Therefore, trust in the media or the lack of it have a significant impact on all of these functions, which are in direct correlation and interdependence with the overall social context. In that sense, trust is seen as a psychological category, with interpersonal trust; ethical category, based on normative expectations from others, and communicational category, within the area of the receiver and effectiveness. The maintenance of a democratic system presupposes open communication and a wide range of cooperation between social participants, which requires the atmosphere of mutual understanding and the feeling of civic duty and solidarity with others. Precisely that is reflected in the correlation between trust and public communication. What used to be the agora in Athenian democracy correlates to the public in contemporary democracy. It is the space for articulating and mediating all social interests. Public expression of standpoints and interests takes place mostly in the media, which therefore have a significant effect on shaping public opinion. In contemporary democratic societies it is impossible to have a political public debate without the media as the means of mass communication. Trust in institutions represents a separate category, and mainly refers to political trust, i.e. the social capital. That aspect of trust is exceptionally important, mostly in maintaining a social community, as well as the functioning of a democratic political system, particularly the political participation.

KEYWORDS: mass communication, social role of the media, trust and public opinion, aspects of trust in the media

EXPLORING THE ESCAPE ROOMS PHENOMENON FROM A VISITOR STANDPOINT

Tomaž Kolar, Faculty of Economics, Ljubljana, Slovenia

Robert Masten, Faculty of Arts, Department of Psychology, Ljubljana, Slovenia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The fast growing tourist phenomenon of real life escape rooms so far remains largely unexplored in the tourism literature, both theoretically and empirically. To redress this gap escape rooms are first conceptualized as a tourist attraction and as a playful consumption. In the empirical part findings of an exploratory study of 722 visitor reviews are presented and discussed. Methodologically, the analysis was done as a combination of an automated sentiment analysis and a manual qualitative content analysis. The obtained results confirm highly positive opinions of visitors and provide an insight into what and why makes escape rooms so popular and high-rated. Most often visitors designate escape rooms as an experience of great fun, which is due to the challenging (but not frustrating) puzzles, team cooperation and friendly and supportive staff. In the conclusive part a discussion of findings is provided, with respect to theoretical, managerial and methodological implications.

KEYWORDS: escape rooms, tourist attraction, playful consumption, flow experiences, sentiment analysis

TBF – CROATIAN MEDITERRANEAN POP CULTURE LEADER

Branko Kostelnik, Museum of Contemporary Art, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

Hip hop group TBF (The Beat Fleet) from Split, Dalmatia, Croatia, through twenty years of activity have evolved to become a leader of new generation rockers in this part of Europe as well as a kind of leader of new generation which grew up in the nineties. A special quality of their music lies not only in critical lyrics which have dissected reality but also everyday life in Split and the atmosphere of Dalmatia and this part of the Mediterranean which they captured in their songs. They lean on the tradition of Dalmatian leading pioneering authors such as Toma Bebić and Arsen Dedić in the seventies. Their music is also a continuation of the band Đavoli in the eighties and the best authors from Split Gibboni, Dino Dvornik and the band Daleka Obala in the nineties. However, TBF succeeded in building their own specific and authentic style with a great influence of the Mediterranean and local places in Split. They mix this local influence with the influence of west pop and hip hop culture. They have been present on the music scene for twenty years with many albums, concerts and videos and they have made their mark on the Croatian rock scene and on the pop culture of the Mediterranean and this part of Europe. The aim of this paper is to research the cause, context and characteristics of TBF poetics.

KEYWORDS: TBF, music, Croatian rock scene, Dalmatia

EVALUATION OF STUDENT COMPETENCES ACQUIRED AND DEVELOPED WHILE PARTICIPATING IN THE MOBILITY PROGRAMME

Dubravko Kraus, VERN' University of Applied Sciences, Croatia

Darija Prša, VERN' University of Applied Sciences, Croatia

Krasnodar Peršun, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

In today's dynamic and multicultural world to become a good employee, one needs to show knowledge, skills and a good performance level in different fields and situations. For students one of the most important things is to gain competences during their selected study. Today student competences have a significant role for students who want to live, study or work in their home countries and abroad. While studying abroad students can improve not only their academic and work competences but also many others such as international, cultural, social, communication, creativity competences. The authors describe a way in which students can develop and improve their competence by taking part in the mobility programme. This paper gives a particular attention to the identification of skills and competences that students acquire during their period of mobility. The survey was conducted on a sample size of 50 students that had taken part in the mobility programme in selected Mediterranean countries.

KEYWORDS: student competences, mobility programme, higher education

EU LEGISLATIVE AND MYCOTOXINS IN MALT AND BEER – ARE WE TAKING FUNGI SERIOUSLY?

Vinko Krstanović, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology, Osijek, Croatia

Kristina Mastanjević, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology, Osijek, Croatia

Vedran Slačanac, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology, Osijek, Croatia

Bojan Šarkanj, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology, Osijek, Croatia

Krešimir Mastanjević, Josip Juraj Strossmayer University of Osijek, Faculty of Food Technology, Osijek, Croatia

CONFERENCE TOPIC:

Agriculture and Fisheries

ABSTRACT

Wheat and barley have always been a valuable source of food. However, their susceptibility to Fusarium infections can gravely affect the malting and brewing processes by degrading and lowering the quality of malting cereals. Malting and brewing companies are especially sensitive to Fusarium infection since it causes great economic losses. The most important problem occurring with Fusarium fungi is that they produce mycotoxins, compounds toxic for humans and animals. Due to their water-soluble property, some of the mycotoxins are considered very important (deoxynivalenol, nivalenol, zearalenone, aflatoxins, fumonisins, ochratoxin A, etc.) in barley-to-beer-chain. They are regularly monitored even before the cereals enter the malting industry. Besides these regular mycotoxins, emerging, modified mycotoxins can be detected in beer in much higher concentrations and ratios than in other food. Modified mycotoxins can be described as conjugation products created through the detoxification mechanisms of living organisms. With the development of analytical methods, detection and quantification of very low concentrations of new mycotoxins in different foodstuffs is possible. The data base of known mycotoxins is getting bigger, but the health safety regulations are moving very slowly in updating new compounds as potentially dangerous for humans and animals.

However, even though the scientific community gives enough attention and space to mycotoxins that contaminate malt and beer, none of these mycotoxins have been

regulated in beer so far. Given that beer is such a popular recreational drink, drunk in every corner of the world, clear limits and especially regular and mandatory controls of mycotoxins in malt and beer should be introduced.

KEYWORDS: malt, beer, mycotoxins, EU legislative

AN ANALYSIS OF STUDENT LEARNING EXPERIENCE ON A FIELD TRIP TO THE ISLAND OF VIS

Svea Kršul, VERN' University of Applied Sciences, Croatia

Silvana Fratrić Kunac, VERN' University of Applied Sciences, Croatia

Branka Šuput, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

An analysis of student learning experience on a field trip to the island of Vis

While field trips have become part of learning experience as a form of experiential education at all levels, there are still questions related to their connection to the learning outcomes of the particular course. Integrating them into the curriculum in order to create strong episodic memories requires careful planning prior to the trip. This paper presents the academic field trip made by the students of Public relations and the media and Journalism and it explores the field trip programme experience for the students. The focus is on Academic Writing, a third-year elective course, including the preparation for the field trip, its integration into the curriculum, the field-trip context and the assessment of student learning process in both cognitive and affective domains. Pre- and post-field trip surveys were conducted in the form of a semantic differential scale and a Vis facts quiz. Students reflected upon their experience in the narrative essays that they wrote for their process portfolios. The aim of this study was to establish to what extent and how the field trip experience changed the students' knowledge, attitudes and motivation. The findings showed a positive change in the attitudes and knowledge as well as the motivational level of the students who participated in this field trip.

KEYWORDS: field trip, academic writing, experiential education, episodic memory, cognitive learning, affective learning

PREVALENCE OF TOURIST CONTENT ON OFFICIAL WEBSITES AND SOCIAL NETWORK PAGES OF CROATIAN CITIES

Tomislav Levak, Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies, Croatia

Snježana Barić – Šelmić, Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The objectives of the research, the likes of which, according to the authors' findings, have not been previously carried out in Croatia, are to determine: whether there are differences in the prevalence of tourist content on official communication channels of cities on the continent and on the Adriatic coast; the extent to which tourist content is used for the purpose of promotion; to what extent content is available in foreign languages aimed at attracting foreign visitors; and whether there are any differences between the content published during the tourist season and out of it. Based on the results obtained, the authors drew conclusions on whether local self-government units (and which) utilize official communication platforms sufficiently to (additionally) attract domestic and foreign tourists, for the purpose of increasing revenue and improving economic results, both during and out of the summer tourist season.

KEYWORDS: economy, Facebook, local self- governments, promotion, social networks, tourism, websites

RE – MIGRATION AND SECOND GENERATION'S MOVEMENT TO SPLIT, CROATIA: FINANCIAL, POLITICAL, EDUCATIONAL, AND EMOTIONAL PERSPECTIVES AND PROCESSES UNDERGONE BY WOMEN WHO MOVED TO SPLIT

Natasha Levak, University Department of Croatian Studies, Zagreb, Croatia

Marina Perić Kaselj, Institute for Migration and Ethnic Studies, Zagreb, Croatia

Katica Jurčević, University Department of Croatian Studies, Zagreb, Croatia

Maria Florencia Luchetti, University Department of Croatian Studies, Zagreb, Croatia

CONFERENCE TOPIC:

Migration

ABSTRACT

Re-migration is considered a complex phenomenon (Lui, 2016) with many factors influencing the decision-making process to re-migrate or for second generations to move to the cultural 'homeland', such as, family considerations, older generations, education, work opportunities, reception of returnees and political ideologies. This study used in-depth interviews to examine the perspective of women located in Split, Croatia who re-migrated to Croatia or are second generation Croatians who decided to try life in their cultural 'homeland'. The study examined how these women function in the transnational social space between Croatia and the country they left where often other family members remain. It looks at the consideration of not just the interviewee but also their families' perceptions and support or opposition to their re-migration during the decision-making process and following re-migration. Their perceptions and the process of their re-entry or entry into the cultural homeland, financially, politically and emotionally were examined with married women being asked to reflect on their perceptions of their experience in comparison with how they viewed their husbands' experiences. Interviewees who returned with children expressed the push and pull factors for being transnational when considering their children's education. This article presents the patterns and trends in the data as well as individual quotations which illustrate the complex nature of re-migration.

KEYWORDS: re-migration, second generation, cultural homeland, perceptions, transnational social space

THE ROLE OF NEW MEDIA IN CULTURAL DIPLOMACY

Klara Lisec, VERN' University of Applied Sciences, Croatia

Dubravko Kraus, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Cultural diplomacy is a part of public diplomacy used by the state and non-state stakeholders as an instrument. Cultural diplomacy can build and maintain different international ties in order to promote and advance certain values and interests. In the context of globalization culture plays an important role in defining identity and relationships among nations.

In diplomacy communication is an important aspect of action. Over time, the development of new media and the emergence of social networks have influenced the process of public communications and consequently the process evolved. The traditional way of communication is slowly being replaced by new media, which enable a simpler flow of information, facilitate creation of new content and their distribution to the public. The process of informatization and digitalization is included in all spheres of contemporary life, represents an opportunity to attract and gain attention and affection of the public. This process also enables an open public dialogue much more easily than the trainload approach.

This paper explores the relationship between culture and national promotion through new media, models and content of cultural representation, and the possibilities for promoting its own culture and building a positive image in the international environment. Special attention is devoted to the analysis of the components of the Mediterranean as an important element in creating a comprehensive cultural identity and the role of new media in the cultural diplomacy of the Republic of Croatia.

KEYWORDS: cultural diplomacy, new media, culture, the Republic of Croatia

DUBROVNIKANS IN SOUTH AMERICA: CONTEMPLATING IDENTITY THROUGH HISTORICAL AND CONTEMPORARY PERSPECTIVES

Maria Florencia Luchetti, University Department of Croatian Studies, Zagreb, Croatia

Katica Jurčević, University Department of Croatian Studies, Zagreb, Croatia

Natasha Levak, University Department of Croatian Studies, Zagreb, Croatia

Marina Perić Kaselj, Institute for Migration and Ethnic Studies, Zagreb, Croatia

CONFERENCE TOPIC:

Migration

ABSTRACT

This presentation discusses Dubrovnikans in South America using available historical sources, lists and registers. Aside from attempting to reconstruct the causes and consequences of emigration, we aim to show the extent to which the area of emigration - regional origin influenced the formation and creation of the Croatian emigrant community. Did it generate certain specific characteristics? How did they show themselves as non/dominant categories? We attempt to compare the historical dimension with today's contemporary issue - the questioning of the identity markers of the descendants of Dubrovnik emigrants using the nomenographic method of observing virtual diaspora communities on social networks (through theories of cultural recollections) as well as exploring the identity of returnees or immigrants of descendants of Dubrovnik emigrants to Croatia (theories of integration). It seeks to show the extent of historical and contemporary influences in the regional / ethnic / national identity, its survival and significance today, as well as its role in linking Croatia and the South American continent.

KEYWORDS: emigration, virtual diaspora communities, identity markers, theories of integration

HAPPY CROATIANS, WHERE ARE THOU?

Lana Lučić, Institute of Social Sciences Ivo Pilar, Croatia

Ljiljana Kaliterna – Lipovčan, Institute of Social Sciences Ivo Pilar, Croatia

Tihana Brkljačić, Institute of Social Sciences Ivo Pilar, Croatia

Andreja Brajša – Žganec, Institute of Social Sciences Ivo Pilar, Croatia

Maja Tadić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Demography

ABSTRACT

Where life is best is one of the common lay discussions: is life happier if spent somewhere along the Adriatic coast or in the continental part of Croatia? Which domain is more important for overall happiness and life satisfaction and is that different for different parts of Croatia?

This study was done as a part of CRO-WELL, a longitudinal study of well-being in Croatia. Sample consisted of N=4844 adult internet users, divided into 6 regions: central (N=506), north-west (N=587), east Croatia (N=705), the north Adriatic coast (N=584), south Adriatic coast (N=581) and Zagreb (N=1881). Results show that Croatians are equally happy and satisfied with their lives, regardless of where they live. Additionally, they are most satisfied with their health and least with future security and standard of living. Looking at the differences among the regions, participants from Zagreb are the most satisfied with the standard of living, as opposed to those from east Croatia and the north Adriatic coast. Residents of east Croatia are more satisfied with their family relations compared to all other regions. The level of job satisfaction is significantly higher in Zagreb compared to the rest of Croatia. Regression analysis revealed that regardless of the region, the level of life satisfaction depends on the standard of living, accomplishment and love. Family is an important contributor to life satisfaction in Zagreb, east Croatia and the north Adriatic coast, while physical appearance was significant only among residents of central Croatia. Satisfaction with health is an important predictor of life satisfaction in the north Adriatic coast and Zagreb. Results will be discussed in relations to the demographic variables and current situation in Croatia.

KEYWORDS: well-being, Croatia, regions, happiness, life satisfaction, CRO-WELL

GOVERNANCE AND MARINE SPATIAL PLANNING

Axel Luttenberger, University of Rijeka, Faculty of Maritime Studies, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Coastal area is extremely vulnerable due to predatory investors' practice and insufficient material and human resource capacity of state administration bodies and local self-governments units. Croatian maritime domain is a common good governed by public authority that has to care for it, maintain it and is responsible for it. This paper urges the implementation of marine spatial planning on the islands as a multidisciplinary instrument for easier enforcement of ecosystem approaches in order to obtain rational use of marine resources, streamlining current activities, minimizing the overall impact on the marine environment, and ensuring the resilience of coastal and marine areas to climate change. It should be highlighted that marine spatial plans and integrated coastal zone management strategies need to be mutually coordinated, must ensure effective cross-border co-operation between States and between national bodies and stakeholders in relevant sectoral policies and identify cross-border effects of marine spatial plans and integrated coastal zone management strategies on seawater and coastal areas. In the implementation of marine spatial planning, active stakeholder participation, process development, as well as monitoring and evaluation of project implementation are proposed.

KEYWORDS: governance, marine spatial planning, maritime domain, marine spatial planning, islands

KARST FIELDS (POLJES) OF DUGI OTOK (CROATIA) ON TOPOGRAPHIC MAPS

Damir Magaš, University of Zadar, Department of Geography, Croatia

CONFERENCE TOPIC:

Geography

ABSTRACT

In the paper, the author considers the graphical depictions of the Dugi Otok (Long Island) karst fields on older and newer topographic maps (1: 25000 to 1: 100000) from the 19th and 20th centuries. Dugi Otok is the seventh by area, and only the sixteenth by population of the Croatian islands (2011). It belongs to the chipped North Dalmatian islands within the Zadar County (Adriatic Croatia) and including the neighbouring islands and islets it makes a separate municipality. It covers 114,44 km² (with its associated islets 118,90 km²). The carbonate relief with many karstic forms (caves, pits, abysses, cliffs, rocks, karst fields, creeks etc.) prevails. Although relatively small, the fields have been an important geomorphologic phenomena in the karst relief of Dugi Otok, and since the ancient times they have had a great significance for settling, living and surviving of the inhabitants of its settlements. On Dugi Otok there are several small karst fields (Poljice, Gmajno, Stanje, Arnjevo, Dugonjive, Ćuh, Rasuhač, Kruševo, Salsko, Long, Velo jezero and Malo jezero, Slotino, Glavočevo, Sridnje, Luško, Brbinjsko, Dragovsko, Božavsko, Polje, Velartsko). Regardless of their importance, they are rarely depicted on topographic maps, except in those of 1: 25,000, from the Habsburg Empire (1869–1887) – the Third Military Survey 1: 25000 to the contemporary topographic Croatian DGU maps with multiple field markings. Special consideration is given to the field names, the visualization of the objects and the contents within the fields (cultivated areas, culture, appearance of water, drywall, constructed objects, etc.), to the hypsographic features, contact zones around the fields' features, belonging to the settlements on the island etc.

KEYWORDS: Dugi Otok, karst field, (polje), Adriatic Croatia, islands, Zadar County

CROATIAN ISLANDS IN THE EDUCATIONAL SYSTEM OF THE REPUBLIC OF CROATIA

Kata Magaš, University of Zadar, Department of Geography, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

The article brings a theoretical discussion of the contemporary Croatian island schools in the complex socio-economic reality of post-transitional Europe. Strategic documents laying the foundations for the development of Croatian islands were adopted shortly after the independence of the Republic of Croatia. These documents are the Islands National Development Program (1997) and The Islands Act (1999). They mean the institutionalization of island care in order to implement the principle of sustainable island development in order to achieve social stability and economic growth. One of the fundamental preconditions is to improve education. The Law on Primary and Secondary Education (2008) and the National Curriculum Framework (2010), with a competency approach to education, link preschool education with primary and secondary education, which is extremely difficult to achieve in island living conditions.

The usual categorization of Croatian primary schools and their dislocated branches, with the possibility of opening associated small units, is supplemented by the category „primary school with difficult working conditions“, which is mostly related to island schools (The state pedagogical standard of elementary education system in Croatia).

In the contemporary situation, the islands are particularly characterized by topical and delicate issues of about thirty poorer, remote and small islands that no longer have the working conditions for primary schools, and often, neither for smaller elementary branches. If they still exist, they have very few pupils in combined classrooms. The economic recession at the state level has further complicated the teaching process on the islands, the schools are scarcely equipped and there is a lack of professional teachers. The number of abandoned primary schools is increasing, and secondary schools exist on only eight of the most populated islands. The CARNet e-school pilot project includes four primary and four secondary schools on the Croatian islands.

KEYWORDS: Croatian islands, education and training, regional, primary and secondary schools, pedagogical standard

PROMOTING DESTINATIONS THROUGH FILM: CROATIAN FILM AND MEDITERRANEAN REGION

Ivan Maloča, VERN' University of Applied Sciences, Croatia

Ozana Ramljak, VERN' University of Applied Sciences, Croatia

Pavo Vranešević, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

In the contemporary film industry it is almost impossible to imagine film production without marketing reflection and the use of marketing principles and marketing tools. In Hollywood, marketing plays a huge role in film production as well as in film sales. Although the Croatian film industry is still far behind the world trends and it can rightfully be argued that marketing is neither sufficiently nor successfully used in the Croatian film, signs of improvement can be noticed recently. However, room for much larger and wider improvement still remains. One aspect in which the Croatian film could improve is certainly the promotion of a country or, more specifically, promotion of a destination. A film, being not merely a commercial product but also a work of art and an exclusive cultural product, has a great potential in this kind of promotion. The link between the film and a tourist destination has been established, the role of the film in promoting and even branding a certain country or a destination is becoming more important and significant every day and the benefits of this relationship are mutual. The hypothesis that Croatia as a Mediterranean country with many attractive locations is promoted neither frequently enough, nor well enough in the Croatian film has been confirmed by the conducted research. Since there is a huge and unrealised potential, this paper analyses and proposes some measures that could be taken in promoting the Croatian Mediterranean destinations through the Croatian film and the Croatian film industry.

KEYWORDS:

THE ROLE OF STAKEHOLDERS IN THE MANAGEMENT OF THE LOCAL COMMUNITY – THE EXAMPLE OF THE CITY OF HVAR

Ivana Marić, Faculty of Economics and Business, Croatia

Zrinka Gregov, VERN' University of Applied Sciences, Croatia

Jelena Kovač, Faculty of Economics and Business, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The city of Hvar is an exceptionally attractive tourist destination in the Adriatic which, with its interesting landscape, a special climate and a rich cultural and historical heritage, is an original tourist experience. The rich history of the town of Hvar has left a unique mark on the city's vision that conquers with its unique beauty the numerous tourists from all over the world who find themselves in the summer months, or during the year at the time of annual holidays, in an exceptional gastronomic place with numerous and fun tourist facilities and other tourist offers in the City.

The local community faces numerous challenges regarding the management of the local community, especially during the summer months when it is necessary to reconcile the numerous and often opposing interests of tourists, renters, residents and other stakeholders. The issues of noise, waste disposal, a lack of parking spaces, overcrowding are just some of the problems borne by the residents in the summer, but other topics such as issues of traffic connectivity out of season, an adequate health care on the island, an adequate infrastructure, a problem of high education and the harmonization and integration of the complete tourist offer not only of the City but of the island of Hvar.

The aim of this paper is to point out the different interests of stakeholders that exist in the local community with the emphasis on the importance and role of the inhabitants of the city of Hvar in creating the strategic guidelines for the development of the City. Guided by this idea, a survey was carried out that highlighted the priorities of the citizens of Hvar and pointed out the importance of the individual and scope of the stakeholders in developing the future of their city, pointing to the difficulties and potential opportunities they encounter.

KEYWORDS: stakeholders, city management, local community, the city of Hvar, sustainable development

THE OUTCOMES OF VOLUNTARISM ACTIVITIES IN ISOLATED ENVIRONMENT A CASE STUDY OF ASSOCIATION AGAINST CANCER – KORČULA, PELJEŠAC, LASTOVO AND MLJET

Rino Medić, VERN' University of Applied Sciences, Croatia

Dan Ebener, St. Ambrose University, Davenport, Iowa, USA

Dora Medić, University of Zagreb, Faculty of Social Sciences,
Department of Psychology, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Life in isolated areas such as islands has its own specific characteristics. People in these areas are faced with completely different challenges than people on the mainland. Something that is simple or ordinary for people living on the mainland represents a big challenge for people in distant areas such as islands. They are forced to do something if they want to fill that gap. This leads to various activities with which they strive to overcome these challenges, and to make it easier for themselves and their fellow citizens to live in these conditions.

An example of these activities is the Association against cancer – Korčula, Pelješac Lastovo and Mljet. The association's goal is to try to prevent different kinds of cancer among citizens through preventive medical examinations. It covers about 26.000 people and 770 square kilometers on three islands (Mljet, Korčula and Lastovo) and one peninsula (Pelješac). The closest hospitals are a few hours away in Dubrovnik and Split. It is not easy to reach these hospitals, especially for older people living in small villages in these areas. The members of the association strive to provide an opportunity for every citizen of these areas to receive preventive medical examinations and improve their lives. What is very valuable is that the work of the members of the association is voluntary. They are mostly intrinsically motivated and their actions lead to different kind of positive outcomes. Among some of those are engaging participants in different kind of actions, maintaining communications between the population and in the end being helpful to the community.

Our research question here is:

What are the positive outcomes of voluntarism activities at distant and isolated areas?

Primary research has been conducted by observing volunteering activities of the Association against cancer which covers the following areas: the island of Korčula, Pelješac peninsula, the island of Lastovo and the island of Mljet.

Secondary research in this paper considers intrinsic motivation and volunteerism and its application to the life on a few distant and isolated Croatian islands.

KEYWORDS: voluntarism, isolated areas, intrinsic motivation, helping the community, sustainable development

DIFFERENCES BETWEEN STUDENTS OF MEDITERRANEAN AND CONTINENTAL BACKGROUND IN THE CHOICE OF LEARNING STRATEGIES AND THE PERCEIVED IMPORTANCE OF LEARNING FOREIGN LANGUAGES

Irena Medvešek, VERN' University of Applied Sciences, Croatia

Ana Bačić, VERN' University of Applied Sciences, Croatia

Narcisa Manojlović, Ministry of Demographics, Family, Youth and Social Policy,
Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

The choice of language learning strategies is one of the popular glottodidactic research topics because the results, along with the theoretical contribution, can be used in practice, i.e. they show the manner in which students and pupils contribute proactively to their learning efficiency and consequently point to the desirable teaching methods and motivations. This paper provides insight into the influence of the students' geographical background on their choice of learning strategies, i.e. it tries to identify the differences in foreign language learning by the students coming from Mediterranean parts of Croatia as opposed to the students from continental parts of Croatia.

A survey on the English learning strategies as well as the perceived importance of learning English was conducted at the University of Applied Sciences VERN' in the academic year 2017/2018. The SILL- Strategy Inventory for Language Learning (Oxford, 1990) questionnaire for students of English as a second or a foreign language adapted for Croatian population (Karlak, 2014) was used. The questionnaire included six kinds of learning strategies: memorizing (memory) strategy, cognitive, metacognitive, compensation, affective and social strategy. Specific socio-demographic characteristics such as gender, previous education, year of study and course of study, as well as their place of residence were taken into account.

Considering different findings by different authors, the factor structure of the questionnaire was revised and the frequency of a particular strategy usage was looked at. The differences regarding the socio-demographic characteristics of the respondents

especially the influence of their Mediterranean residence, in relation to strategies they use, their perceived importance of learning English for their professional advancement, as well as their performance in English exams were also examined. The obtained results confirm the factor structure of the questionnaire and are consistent with the previous research on Croatian population. They also show that there are differences in strategy choices and the perceived importance of learning English according to particular socio-demographic characteristics of the students including their geographical background.

KEYWORDS: English as a foreign language, Mediterranean, learning strategies, University of Applied Sciences VERN'

KEY SECTORS IN THE CROATIAN ECONOMY: AN INPUT – OUTPUT APPROACH

Davor Mikulić, The Institute of Economics Zagreb, Croatia

Damira Keček, University North, Croatia

Damira Đukec, University North, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Assessment of the role of certain economic sectors in the total economy enables the identification of key sectors of the national economy. Through cross-sectoral dependence, key sectors stimulate the production of other economic sectors, i.e. their economic performance is significant for the output growth of other sectors. The aim of this paper is to identify key sectors of the Croatian economy. The study is based on the analysis of the role and indirect effects of individual economic sectors on other sectors. The indirect effects of economic sectors are the result of spreading out of initial change in their output across the demand channel (backward linkages) and supply channel (forward linkages). Determination of key sectors is based on the combination of both criteria. Intensity of backward linkages is measured by Leontief inverse as calculated from standard input output model. Intensity of forward linkages is determined by Ghosh inverse. Backward and forward multipliers of economic sectors are further weighted by the importance of each of sectors in the national economy. Four productive sectors were identified as key sectors of the Croatian economy. Electricity and telecommunications sectors are assessed as key sectors based on the intensity of indirect effects but also because of widespread effects on numerous sectors in national economy. Land transport and sector producing agriculture products are also classified as key sectors in Croatia because of high indirect effects in demand and supply channel, but their indirect effects are concentrated on a limited number of other domestic sectors.

KEYWORDS: key sector, backward linkages, forward linkages, input- output analysis, multipliers, Croatia

PARTICIPATION OF PERMANENT AND TEMPORARY RESIDENTS IN PLANNING LOCAL DEVELOPMENT ON DALMATIAN ISLANDS: CASE STUDY FROM OKRUG

Geran-Marko Miletić, Institute of Social Sciences Ivo Pilar, Croatia

Sara Ursić, Institute of Social Sciences Ivo Pilar, Croatia

Rašeljka Krnić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The transformation of social dynamics on the islands calls for the continuous redefinition of developmental policies that are usually focused on strengthening the formal and informal participation process that can boost different pillars of sustainability. Defining a desirable direction for local development is a complex process. A fundamental problem is finding goals and solutions acceptable to the majority of stakeholders. The planning of local development in residential areas that have experienced a proliferation of second home housing faces an even greater challenge. Meeting development aspirations in these areas requires a complex effort as temporary residents – in addition to the permanent ones – maintain certain expectations. Due to different visions, attitudes, values and interests among local communities it is important to develop the concept of shared responsibility as well as the participation process that will include temporary and permanent residents in the process of planning local development. The data analyzed in this paper was collected in a survey carried out in the spring and summer of 2016 in the settlement of Okrug Gornji located on the island of Čiovo in Split-Dalmatia County, in Croatia. The research was conducted on a stratified multistage probability sample of 203 permanent and 211 temporary residents. The analyses focused on two main goals: 1) to discover to what extent the permanent and temporary residents are involved in certain segments of local development planning and 2) to examine the connection between the levels of participation in local development planning and the development of local social relations. The results indicate that the communities of permanent and temporary residents in Okrug Gornji are fairly weakly engaged in the process of seeking solutions that could improve their daily lives.

KEYWORDS: second homes, local development, participation in local development, local social relations, Croatia

AN ANALYSIS OF THE CAPACITY OF REGIONAL, PROVINCIAL AND LOCAL ACTORS TO IMPLEMENT AN INTEGRATED MODEL FOR THE IMPROVEMENT OF SECONDARY SCHOOLS

El Moueffak Mohamed, ISCAE, Casablanca, Morocco

CONFERENCE TOPIC:

Education

ABSTRACT

The need to respond to the national imperative to overcome the crisis of the education system is based on several observations:

1. the National Charter for education and training developed in a framework consensus,
2. the major changes of the Moroccan society with sustained growth of the urban population, a continuous increase in the need for schooling and strong demand for efficiency and equity,
3. globalization that revolutionizes the level of professional skills demanded by the labour market.

Despite the introduced reforms and efforts, several national and international reports on education state a number of recurring malfunctions.

In public speaking the school became the subject of criticism, denouncing the broken promises of successive policies and not honored commitments. The image of the school is an institution in crisis, the target of critics who blame it for all the other crises: the economy, because it does not qualify students for employment, the culture market because it does not strengthen citizenship among young people, and that of society, because it has failed in its educational mission to train responsible citizens.

Many students still drop out at the secondary level without acquiring the fundamental skills required to fit into society. They show obvious weaknesses in the field of languages, communication, writing and solving problems. This has obvious consequences for employability.

This document intends to provide recommendations to strengthen reforms in the education sector. We tried to offer proven models to provide a better education with independent management, pedagogical innovations and building partnerships with the public sector and civil society.

This new approach will allow the Moroccan educational system to evolve to the performance-oriented institutions providing students with the skills required by the private sector.

KEYWORDS: analysis, capacity to implement, secondary school, integrate model to improve

THE IMPACT OF TECHNOLOGY ON THE DEVELOPMENT OF TOURISM AND THE PREVENTION OF YOUTH EMIGRANTS – THE EXAMPLE OF RESEARCH OF THE ISLAND OKRUG GORNJI (ČIOVO)

Mirela Muller, Josip Juraj Strossmayer University of Osijek, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

The use of media is unavoidable in everyday life; likewise in the teaching profession. It is important to explore how to enable young audiences and private renters of apartments to incorporate the use of media and new technologies in educational purposes, especially in the process of tourism development and youth employment. Croatian islands need to keep the environment in line with the development strategy of tourism and other economic activities. New technologies can serve as an antipode to the development of tourism and thus prevent the emigration of the young generation. The subject of analysis in this paper is sustainable development of Okrug Gornji (Čiovo) island tourism with the help of multimedia tools or new technologies. Digital society implies a transformation of the traditional way of life and the economic, industrial, educational, and labor changes as well as changes of personal and individual way of existence, but also the question of the „new“ partnership in education of young audience, in particular in renting rooms and providing tourist services. The study was conducted on N=105 the private renters of the apartments. The research was conducted in 2017, from September 28 to November 20. The survey instrument used was the first part of the questionnaire to record private renters' opinions on different variables related to various multimedia tools and the role of the ICT in the development of tourism. Research results show that private renters feel that it is necessary to invest in the Multimedia Education in order to prevent the demolition of tourist identity and foster the suppression of gray economy, the prevention of youth violence and the development of crunches.

KEYWORDS: the role of technology, digital competence, tourism, material benefits, employment, young audience

SPORT AND SOCIALIZATION IN THE LOCAL COMMUNITY: A CASE STUDY OF ZALE IGRANE WATER POLO CLUB

Marko Mustapić, Institute of Social Sciences Ivo Pilar, Croatia

Benjamin Perasović, Institute of Social Sciences Ivo Pilar, Croatia

Renata Franc, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Sport

ABSTRACT

Water polo and football are the oldest Olympic team sports, both having been present since the Paris Olympics in 1900. As opposed to football, which has been a part of the global economy for decades, water polo is a 'small sport' that enjoys popularity and significance in European Mediterranean countries and in particular countries in Central and Eastern Europe. Sport is an exceptionally important secondary agent of socialisation. Socialisation is a complex and long-lasting process in which children (and adults) learn about the culture of the society in which they live by interacting with their surroundings, adopting and forming various behavioural patterns, norms, and values. In observing the actions of individual and group figures in the local community, it must be noted that the functioning of the community is reflected in social relations to satisfy the communal needs of the people who live in the community. This holds especially for local communities that are distant from large urban centres. This presentation is founded on an analysis of the actions of Zale Waterpolo Club in Igrane, a town with 400 residents in the Makarska littoral in Croatia. VK Zale was founded in 1968, and it is the only sports club in Igrane that is dedicated to working with young generations of waterpolo players. The general goal of this research is to determine how members of the local community, players, and members of the club management perceive the influence of the work of VK Zale on the everyday life of young people and on the local community in Igrane. In doing so, the research uses a qualitative approach consisting of semi-structured interviews.

KEYWORDS: sport, water polo, socialisation, local community, Igrane, Croatia

LEADERSHIP VOCATIONAL INTERESTS AND THE CHALLENGES OF THE FUTURE MANAGEMENT

Dominika Ochnik, Katowice School of Economics (GWSH), Poland

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Purpose: This article aims to verify predictors of the leadership type of vocational interests across age and gender. Determining appropriate predispositions for leadership is a challenge in rapidly changing and volatile work environment. Therefore it is more than crucial to analyze how leadership vocational interests evaluate across age and gender.

Methodology: The research is based on Contextual Model of Vocational Interests and consists of 3 studies. In Study 1 leadership vocational interests were measured by Vocational Potential Inventory, across age and gender within 9,359 participants. Study 2 shows personality dimensions as predictors of leadership vocational interests within 190 participants. Study 3 refers to relations between entrepreneurial attitude orientation and leadership vocational interests among 98 participants.

Findings: Two-way Anova (gender x age) in Study 1 showed significant effect for gender, with men scoring higher in leadership vocational interests. The effect of age was significant in men only, the older they were the higher leadership vocational interests they presented. Regression analyses in Study 2 showed high conscientiousness, low neuroticism and high extraversion as predictors explaining leadership vocational interests in 31%. Regression analyses in Study 3 revealed that high entrepreneurial attitude orientation and being a man are predictors explaining leadership vocational interests in 13%.

Implications: A series of surveys allowed to positively verify the Contextual Model of Vocational Preferences (Ochnik, 2017), in which leadership preferences are shaped by individual factors: personality and entrepreneurial attitude. The research allows to implicate that in the scope of leadership vocational interests, the social vocational clock- reflecting patterns of social roles related to gender and age as well as cultural factors, is more significant among men.

KEYWORDS: leadership, vocational interests, gender differences, entrepreneurial attitude, vocational social clock

HOW DO CROATIAN TOURIST BOARDS PROMOTE DESTINATIONS ONLINE? CONTENT ANALYSIS OF FACEBOOK COMMUNICATION OF TOURIST BOARDS IN CROATIA.

Stana Odak Krasić, VERN' University of Applied Sciences, Croatia

Marija Volarević, InMed – Institute for new media and e – democracy, Croatia

Milica Vučković, Faculty of Political Science, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The growth and popularization of social networking sites such as Facebook, Instagram and Twitter has changed the way we communicate, search for information and behave online. Moreover, with the change of users' behaviour online the whole communication paradigm has shifted: from marketing, public relations to journalism. Today, a large number of organizations use social media as a platform to promote their content and ideas. The new communication practices have influenced tourism communication and tourism promotion as well. Further, the aim of this study is to reveal how Croatian tourist boards use social media to promote their destinations to online users. By using content analysis, the goal is to detect the main communication trends in the content that Croatian tourist boards post on their official Facebook pages. Moreover, with this research the goal is to explore how willing Croatian tourist boards are to engage in communication with users via social media.

KEYWORDS: social media, Facebook, communication, tourism, tourist boards, Croatia

THE ŠIBENIK BUTTON AS AN IDEAL PLATFORM FOR THE PROCESS OF BRANDING AND FOR THE DEVELOPMENT OF CULTURAL TOURISM

Stana Odak Krasić, VERN' University of Applied Sciences, Croatia

Ivana Schildenfeld, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

The tourism market is growing progressively and tourists are becoming increasingly demanding and more difficult to please. Tourism therefore requires the creation of an image and a brand which is based on real and authentic identity, using innovative and attractive ideas that will capture the attention of the target audience. Cultural tourism is a fast-growing type of tourism based on the valorisation of natural and cultural heritage emphasizing both the values and the historical and social significance of such heritage. Through a successful branding process, intangible cultural heritage as one of the foundations of a tourist destination can help develop a cultural and national identity within the context of globalization. The Šibenik Button (Šibenski botun), a round silver button made by the filigree technique, was first used as a military decoration and later as a button and an ornament on national costumes. Today, it is used as traditional jewellery. As a cultural heritage with its historical, social and cultural potentials, the Šibenik Button represents an ideal platform for the process of branding and for the development of cultural tourism. In order to begin the process of branding, it was necessary to explore the perception of the local community as one of the primary audiences. A survey used as a measuring instrument of the method for the collection of data on a selected sample confirmed the hypothesis that the residents of Šibenik did not perceive the Šibenik Button as the brand of their city but rather as an exceptionally important souvenir. For the purposes of the branding process, the possibilities and potentials of the Šibenik Button were explored by studying the professional literature and by conducting three structured interviews.

KEYWORDS: brand, branding, cultural tourism, intangible cultural heritage, the Šibenik Button

SUSTAINABLE DEVELOPMENT – PERSONAL AND INSULAR

Jasmina Ovčar, Polytechnic of Međimurje in Čakovec, Croatia

Mario Mikulan, Polyclinic Živa, Varaždin, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The paper deals with the possibility of creating a new insular medical tourism offer, which would be primarily intended for middle aged and elderly people, who are faced with the need for change and the search for something new, with the aim of getting out of habitual routines and unconscious and unhealthy living patterns. Everyday life of the modern man is overloaded and poisoned by information and overcrowded with obligations. Hypertrophy and orientation to material and intellectual leads to total emotional and spiritual neglect. Where and how to offer the integration of different techniques for working on yourself? The return of the individual to nature is possible in quiet oases of untouched nature.

The programs provide guidance and support by experienced and mature therapists through the formation of small sustainable centres that represent new island communities of the people who here find ways to meet such needs. And they are coming back again, in a shorter or longer period of time, which could become a new form of island living. The project at the same time offers the sustainable infrastructure that would make it possible to satisfy the needs of accommodation and food through the construction of dugouts, wooden houses or shelters in the rock. Consistent with sustainable construction, the use of exclusively renewable energy sources is foreseen.

The benefits of the presented project are not only in the development of tourism offer throughout the year, but at the same time it shows to the islanders that they do not have to leave the islands to find happiness.

It is also necessary to be aware of the dangers of popularization and the possibility of transformation into large centres. „Less is more“ is not just an expression in art but also in the ability and beauty of quality living.

KEYWORDS: insular medical tourism, emotional, spiritual, untouched nature, sustainable construction, renewable energy sources

THE ROLE OF BRANDING IN TOURIST DESTINATION DEVELOPMENT

Mladen Pancić, Josip Juraj Strossmayer University of Osijek, Faculty of Economics,
Croatia

Tatjana Roth, Osijek – Baranja County, Croatia

Tihana Pancić, Econ d.o.o., Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The role of branding is a key factor in successful business. Nowadays, the concept of a brand covers much more than a company, product or service. More often, the term brand relates to people, states or cities. Branding in tourism is a process that sets out a specific destination by its characteristics, creating the destination's identity. Consumers are becoming increasingly more demanding, better informed, more sophisticated and better connected, and thus create a specific image of a tourist destination. It is of utmost importance to realize that everything they see, hear, read, know or feel about a tourist destination is essential. This paper analyses the citizens' perception of the importance of branding tourist destinations. Through the research conducted, solutions are offered, i.e. a model on how to turn a location into a desirable destination, that is, how to create a positive brand identity of a tourist destination in order to be competitive in a fierce market competition. This is a special challenge, but also a necessity for the development of tourism in Croatia.

KEYWORDS: branding, brand image, brand identity, added value, tourist destination

ANATOMY OF DALMATIAN ISLANDS ECONOMY

Sladana Pavlinović Mršić, University of Split, Faculty of Economics, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The aim of this research is to determine the current state and development trends of Dalmatian islands economy. In light of growing tourism demands, this research investigates which business sectors dominate Dalmatian islands and if there are significant differences in the business structure among the islands. In this study Dalmatian islands are delineated by the borders of island local governmental units of Split-Dalmatia and Dubrovnik-Neretva Counties. The historical perspective of socio-economic development of relevant islands is taken into consideration, which is partly determined by specific geographical conditions. The conclusions are drawn from the analysis on business, tourism, demographic and agricultural indicators taking into consideration the given institutional framework.

KEYWORDS: islands, business, development

COPING WITH ECOLOGICAL PROBLEMS IN CITIES ON THE MEDITERRANEAN COAST: SOCIOLOGICAL ASPECTS OF THE KAREPOVAC WASTE DISPOSAL RECOVERY IN SPLIT, CROATIA

Ivan Perkov, University Department of Croatian Studies, Zagreb, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

This paper addresses the sociological aspects of ecological problems that appear in local communities in cities on the Mediterranean coast. The city of Split's Karepovac landfill is the largest waste disposal on the Croatian side of the Adriatic and it is located just outside of Split. Karepovac waste disposal recovery started in late 2017 after decades of negligence towards ecological issues and problems that the local community has suffered because of this. Namely, the waste disposal has been active since 1964 and in the time of its introduction, it was presented as a temporary solution. In 1964 Karepovac was isolated from the city. Due to the urbanization processes and a large population growth in Split during the socialism era, Karepovac became a part of the city.

KEYWORDS: Karepovac waste disposal, local community, NIMBY syndrome, municipal waste, City of Split

THE IMPACT OF EMIGRATION AND NEGATIVE DEMOGRAPHIC TRENDS ON THE CROATIAN LABOR MARKET

Anton Petričević, Josip Juraj Strossmayer University of Osijek, Faculty of Law, Croatia

CONFERENCE TOPIC:

Demography

ABSTRACT

The trend of the new era is the mass emigration of the population from the territory of the Republic of Croatia. The young, working-age population emigrates to developed countries, which represents the social disaster of the Croatian people and can be considered a national disaster. The paper deals with the concepts of emigration, labor market, work contingent. Young, working-age population goes out of the country and the share of the elderly population increases, with notable aging in the total population of the Republic of Croatia. The current labor market reflects an unfavorable structure and unsatisfactory dynamics of improvement. This will certainly lead to multiple social consequences, which becomes a long-term problem and leads to social exclusion. Negative demographic trends create great chaos in society and its segments (economy, health, pension system and social welfare). In order to prevent this, it is necessary to address the following priorities: to stimulate natality, reduce mortality, reduce emigration of a work-able population contingent, reduce the inactivity of the third-generation population, improve the quality of social care and health protection of the population, improve conditions for formal and informal education, achieve cohesion, or the equalization of social and economic conditions of the quality of life of the population. The method of analysis and synthesis, the comparative method and the method of conclusion are used in the paper.

KEYWORDS: emigration, labor market, work contingent, aging, demography

CONTEMPORARY CHARACTERISTICS OF THE POPULATION DYNAMICS OF THE ISLAND OF BRAČ

Nenad Pokos, Institute of Social Sciences Ivo Pilar, Croatia

Roko Mišetić, Catholic University of Croatia, Croatia

Ivo Turk, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Demography

ABSTRACT

The largest number of inhabitants on the island of Brač was recorded in the population census in 1900, when 24,408 persons were listed. After that year the number of inhabitants decreased constantly until 1981, when the lowest number of inhabitants was recorded. In the year 1981 total population was only 12,715, which was 47,1% less than at the beginning of the 20th century. In the next two inter census periods there was a slight total population increase; between 1981 and 1991 of 1,109 inhabitants (8.7%) and between 1991 and 2001 of 207 inhabitants (1.5%). However, in the period 2001–2011, a small population drop of only 75 inhabitants was present. This is primarily the result of a natural decline of 443 persons, suggesting that the positive migration balance was 518, ignoring the methodological (non)comparability of census data in 2001 and 2011. The natural decline continued after the last census, and in the period 2011–2016, 249 more deaths were recorded than live births. On the other hand, the data on the number of immigrants and emigrants indicate that from the 2011 census to the end of 2016, a positive migration balance of 809 inhabitants was present. According to that a projected number of a total population of the island of Brač for 31st January 2018 is 14,516, which is 4% more than in the 2011 census. If the same trend of migration persists as in the past six years, by the end of this inter census period, a number of immigrants will be higher than a number of emigrants by 1,000, which is more than twice as much than in the 2001–2011 period.

KEYWORDS: Croatian islands, island of Brač, population dynamics, natural population change, migrations

CONVERSION OF JAPANESE GEOGRAPHICAL NAMES IN SERBIAN AND CROATIAN

Zorica Prnjat, University of Belgrade, Faculty of Geography, Serbia

Ljiljana Marković, University of Belgrade, Faculty of Philology, Serbia

CONFERENCE TOPIC:

Geography

ABSTRACT

Publishers of maps, atlases, globes, geography textbooks and professional literature in Serbia and Croatia do not take Japanese geographical names directly from Japanese, but indirectly from other languages, usually from English. Japanese geographical names are transliterated into Latin alphabet of the English language and then transcribed into corresponding forms in other languages. The analysis of primary school atlas maps of Japan used in Croatia indicates that the process of transcription has not been thoroughly implemented when maps in the Croatian language are concerned. Japanese geographical names have only been transliterated in the Latin alphabet of English and have not been transcribed into Croatian. Only the names of the four main islands and the capital city are written in both forms: transliterated (forms in English) and transcribed (forms in Croatian). On the contrary, the analysis of the primary school atlas maps of Japan published in Serbia indicates that both processes have been implemented completely (transliteration and transcription) because the maps are published in the Serbian Cyrillic script. First, Japanese geographical names are transliterated from Japanese kanji into the English Latin script, then the forms in English are transcribed into the Serbian Latin script and finally they are transliterated into the Serbian Cyrillic script. This indirect procedure of conversion of Japanese geographical names in Serbian and Croatian inevitably leads to inappropriate forms of geographical names arising from the differences in the phonological and graphological systems of the Japanese, English, Croatian and Serbian languages.

KEYWORDS: conversion, geographical name, transliteration, transcription, Japanese, Croatian, Serbian

A VIRTUAL – REALITY – AIDED HISTORICAL EXHIBITION AND MONUMENT RECONSTRUCTION

Anett Rácz, University of Debrecen, Faculty of Informatics, Hungary

Gergő Zilizi, University of Debrecen, Faculty of Informatics, Hungary

CONFERENCE TOPIC:

Architecture

ABSTRACT

We study the application of VR technology in architecture. Our goal is to use the VR technology at a level where the visual quality gives a true sense of the reality. In this conference we would like to present our work concerning virtual reconstruction of monuments. Similar applications are available in museums or can be downloaded from the internet. We tried to implement an application which provides a more engaging visual representation and contains additional features as well in order to make the experience more intense.

Using our preliminary case studies in virtual architectural modelling we developed a special VR program for this conference. The software provides the virtual reconstruction of Crkvica Sv. Duha, the chapel on Hum mountain. It makes possible to see the chapel in the original state (based on old photographs). Using a VR headset people can make a virtual tour in the building and the surroundings.

Users can enjoy the view from the mountain in a virtual reality. The application also includes additional historical information via POIs in the virtual environment. Clicking or touching these markers interesting information pops up about the area.

This kind of application can also be very interesting in tourism industry.

KEYWORDS: architecture, virtual reality, virtual reconstruction, tourism

POETRY AS A SIGNIFICANT IDENTITY MARKER OF MOLISE CROATS

Marta Račić, VERN' University of Applied Sciences, Croatia

Antonio Sammartino, Fondazione 'Agostina Piccoli', Molise, Italy

CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

Molise Croats, who on various occasions during 15th and 16th century emigrated to the wider area of the Italian south, today's regions of Marche, Abruzzo, Puglia and Molise, represent one of the oldest Croatian migrations. The push factor of their migration was Turkish expansion into their native lands, between the rivers of Cetina and Neretva. Up until the beginning of the 20th century, the Apennine hillsides populated by these Croats were an area of heavy communicative isolation, which provided significantly for the preservation of their language and traditional culture. Today, the population of Molise Croats does not exceed 2000 people and it remains in only three settlements of the Molise region: Kruč, (Acquaviva Collecroce), Filič (San Felice del Molise) and Mundimitar (Montemitro).

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

The objective of this paper is to represent the poetry of Molise Croats and its arising through the process of community revitalization, from the second half of the 20th century until today. The paper demonstrates the origins and development of this rich poetry, written in an idiom of only 6700 words (documented) and published, regularly since 2004, under the title *In Our Words (S našimi riči)*, comprising five poetry books up until now. In addition, this paper uses some examples of such poetry to show how the language as the principal identity marker became a mediator for expressing emotions, states, desires and collective memory and

how the poetry of Molise Croats was established through language, transmitting values and world views of a small Croatian community of the Molise region, in the south of Italy.

KEYWORDS: Molise Croats, poetry, identity, our speech / govor na- našo, in our words / s našimi riči

CITIES ARE JUST LIKE PEOPLE – LITERATURE, FILM AND DESIGN AS CONSTRUCTIVE ELEMENTS OF A CITY’S CULTURAL IDENTITY

Ozana Ramljak, VERN’ University of Applied Sciences, Croatia

Miranda Herceg, VERN’ University of Applied Sciences, Croatia

Neven Hitrec, VERN’ University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

A city as a structure woven out of historical, spatial, socioeconomic and cultural elements constructs its own identity through their constant intertwining. With the passage of time these constantly created and recreated elements, time and time again, are inscribing history into daily life and shaping a city as space with a recognisable identity. A city’s identity is created in the interim space between stability and instability, leaning on an institutional politics as well as on individual achievements, it is created as a fine fabric of personal and collective memory, and is the evidence of existence and the essence of a city. A special place is dedicated to cultural identity, spiritual and material cultural heritage as well as contemporary cultural forms. The Mediterranean spirit of Split is especially recognizable in this area, and this paper focuses on some of its elements: literature as the metonymic area of personal, cultural and mediated memory, the space of reminiscence and oblivion, the space of escape and return, the space of nostalgia, citations and stories, the space that writes the story of the city while at the same time is written by it. The objectives of this film-related research are to demonstrate to what extent the pioneers of Croatian film, a strong cinema club scene, influential film authors and their opuses, legendary TV series, impressive feature, documentary and experimental films have remained in the collective consciousness of the city of Split and how much they have developed part of its recognizable spirit. Additionally, the paper focuses on researching if there are contemporary representatives of Split’s film identity, who they are and how big their influence is; and finally, it looks at design with the focus on researching the role of visual communications, urban equipment, institutional and noninstitutional design in the creation of the city’s identity.

KEYWORDS: identity, culture, city, literature, film, design

„CROATIAN ISLAND PRODUCT“ QUALITY LABEL, AN ACTIVE CONTRIBUTOR TO CROATIAN ISLANDS’ SUSTAINABLE FUTURE

Zvonimir Repač, VERN’ University of Applied Sciences, Croatia

Tajana Huzak, Ministry of Regional Development and EU Funds, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

This paper investigates the relationship between “Croatian Island product” quality label, which was established in the beginning of 2007 to encourage island producers to produce original and quality products, highlighting quality and island origin, and its impact on sustainability as a comprehensive concept linked to overall Croatian islands development, and orientation toward the future.

The paper consists of two main parts. In the first part an analysis of available field data was done based on the present most critical vital issues faced by the Croatian islands; a loss of population, and limited economic activity mainly focused on tourism, due to the geographical and territorial characteristics. How much “Croatian Island Product” influences positive economic effects was examined and institutional support measures to Croatian islands’ progress were reviewed.

Concerns about a sustainable future for the islands, represented through the economic prosperity and the quality of life are elaborated in the second part of the paper. Challenges and potentials of small-scale business on which the Project “Croatian Island Project” is mainly based, are detailed. The answers to the questions about the key problems and critical contributors to the further development are offered, including alternatives and opportunities.

The results of this study might be helpful in indicating solutions how to foster long-term sustainable growth on Croatian islands.

KEYWORDS: Croatian islands, „Croatian Island Product“, quality label, sustainability

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

Stanko Rihtar, Institute of Social Sciences Ivo Pilar, Croatia

Saša Poljanec – Borić, Institute of Social Sciences Ivo Pilar, Croatia

Ivana Ferić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

Longitudinal data collected during the seven-year period of empirical evaluation (2007 – 2013) enabled comparison of the quality of Croatian tourist destinations on eleven separate dimensions of the tourism supply chain: accommodation, natural environment, leisure activities, culture and entertainment, decorations (ambience), consumption of goods, human resources and public infrastructure, catering facilities, traffic, local information services and web page information. Destinations were judged by trained evaluators (two per destination) during peak summer season, using standardized rating protocol. The relationship between tourism intensity (measured as a ratio of the number of touristic berths at tourist accommodation establishments relative to the total permanent resident population of the area) and overall quality ratings were analyzed. The results have shown that there is a non-linear relationship between tourism intensity and quality of tourism offer in destinations: low tourism intensity does not influence quality, optimal tourism intensity determines development and improves quality, while high tourism intensity diminishes quality of destinations. It is therefore suggested that the methodology used for the purpose of evaluating destination quality in Croatia could become a practical tool for quality control which may help design a coherent tourism public policy in Croatia and elsewhere, especially considering differentiation between mass exploitation and sustainable tourism.

KEYWORDS: tourist destinations, quality indicators, evaluation, Croatia, sustainable tourism

GEOGRAPHICAL POSITION OF THE CROATIAN ARCHIPELAGO IN THE CONTEXT OF THE EUROPEAN PARLIAMENT RESOLUTION ON THE SPECIAL SITUATION OF THE ISLANDS

Majda Rubić, Ministry of Regional Development and EU Funds, Croatia

CONFERENCE TOPIC:

Geography

ABSTRACT

Croatian islands are an archipelago in the Adriatic Sea, located in the vicinity of the mainland and belong to it. The Adriatic Sea, which is predominantly closed, is indirectly linked to the Mediterranean Sea as its large bay between the Balkans and the Apennine Peninsula. The direction of providing Croatian islands is followed by the direction of the mountain on land that was first observed on the coast of Dalmatia, so such a type of coastline in the world is called the „Dalmatian type of coast“. These continental islands are placed parallel to the shore, in the ranks of two, three or five, separated by long and narrow canals from the continent or between themselves. With the new approach to territorial cooperation linked to Article 174 of the Lisbon Treaty, it is necessary to define permanent natural and geographical difficulties characteristic of the situation in which there are islands that are distinct from continental areas. It is the islands that are sensitive to the challenges of globalization facing Europe. The European Parliament's resolution on the special situation of the island (2016) is based on the islands that the peripheral regions of the EU are at its external borders. However, the Croatian islands as landed islands are more likely to cope with certain difficulties than other EU islands distinct from the European coastline on the continent. The resolution is not a binding EU act, and the paper proposes to delete the EUROSTAT definition after the adoption of the issue of the Europarliamentarian and that the island Member State should, according to the principle of subsidiarity, define particular island situations and the difficulties referred to Article 174. In the Croatian island area as an area of particular national interest and concrete development programs, significant investment funds for island infrastructure are invested.

KEYWORDS: Croatian landed islands, clearly different from land areas, article 174 of the Lisbon Treaty, Resolution on the special situation of the islands

ENVIRONMENTAL AND SOCIAL IMPACT ASSESSMENTS REGARDING TOURISM PROJECTS IN CROATIA

Lidija Runko Luttenberger, University of Rijeka, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Tourism and recreation exert an increasing pressure on the environment, particularly coastal ecosystems, communities and cultural heritage. Environmental and coastal impact assessment (ESIA) involves assessments of aspects of the environment and society (landscape, heritage, air, soil, biodiversity, indigenous peoples) that are likely to be significantly affected by a proposed project. They are the extension of environmental impact assessment (EIA). ESIA must increasingly consider the alternatives in terms of project design, location, size and scale. The paper analyses current ESIA practice regarding tourism and accompanying infrastructure in the Republic of Croatia and proposes the improvement of legislative provisions and their implementation in the interest of assessing better various impacts and adopting the decisions providing for preservation of precious ecosystems in Croatia.

KEYWORDS: environmental and social impact assessment, ESIA, EIA, environment, tourism, Croatia

CULTURE AND TRADITION AS A SOURCE IN REGIONAL EDUCATION IN CHOSEN PARTS OF POLAND

Mariusz Samoraj, Warsaw University, Faculty of Education, Poland

CONFERENCE TOPIC:

Education

ABSTRACT

The author attempts to describe the transmission of cultural heritage in Kurpie and Podhale regions and it is also a presentation of the role that the multi generation families, The Kurpie folk group "Carniacy", "Trbunie Tutki family band ", animators and all sorts of associations play in the process of regional education.

The ideas presented in the text also concern the educational path and its need to be respected in school curriculums, which leads to performing tasks of education for a given community. The paper presents the culture creating functions of animators. Moreover, it also emphasizes the need to implement a coherent humanistic education by introducing the task of regional education, enriched by the values of pedagogy of place and intercultural education. The research results indicated a that multi-aspect educational system encourages both the process of shaping regional identity, as well as creating intercultural identity. The little homeland plays the role of a micro-world, as well as the one meant for the whole humanity in general, creating favourable conditions for education in the community. The research materials were collected through the implementation of periodical ethnographical research by means of a bundle of research methods, including diacritic survey and biographical method.

KEYWORDS: the transmission of cultural heritage, regional education, pedagogy of place, intercultural education, the culture creating

HERITAGE EXHIBITION AS A TOOL FOR CONNECTING DIFFERENT MARITIME COMMUNITIES

Irena Sertić, Omnimedia, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

The Mediterranean region is under enormous pressure by the industry and massive tourism. Those forces constitute a major threat as they are rapidly changing communities and devastating their heritage and culture. The current situation requires a concerted recovery effort to rebuild the Mediterranean culture and identity by recreating, and ultimately, renewing a set of shared cultural values. These values can be developed by building up the sense of belonging to the Mediterranean context and through the protection of historical features as well as strengthening communities that preserve maritime cultural values.

This paper presents the concept of “CO-MODELLING” heritage exhibition which is based on the involvement of local community in reinventing and rediscovering maritime traditions by having new access to cultural collective memory through participatory, intellectually stimulating and emotionally challenging museum exhibition.

This concept will be discussed through the presentation of a heritage exhibition model with roots in local community involvement and the conception of sustainability based on the principles of a community-oriented creative process of both social and cultural matters which turns heritage objects into “people’s heritage “ and brings the museum exhibition “into the flow” (Groys).

The motivation is to explore new methods and new possibilities of making exhibitions transhistorical and sites for social change by actively constructing the past, using an innovative way of co-curating exhibitions in a participatory manner and digital tools as a co-creative medium for “heritage dialogue” – “dialogic” engagement of cultural objects from different museums through thematically joint exhibitions linked by VR/AR technology with the aim to connect different maritime communities.

KEYWORDS: heritage exhibition, shared cultural values, local community, heritage, dialogue, social change, virtual technology, identity

TRENDS IN GROWING URBANIZATION AND ITS IMPLICATIONS ON QUALITY EDUCATION IN NORTH WEST, PAKISTAN

Syed Umar Hayat Shah, Pakistan Institute of Development Economics, Pakistan
Inayat Ullah, Pakistan Institute of Development Economics, Pakistan

CONFERENCE TOPIC:

Education

ABSTRACT

The growing urbanization is not persistent with a comparable provision of societal and communal services in the urban areas of a developing country like Pakistan. The main purpose of the present study is to highlight the issues of arising urbanization that impact on teachers and the provision of quality education in North-West Pakistan. In this study, the data was taken from the secondary source of the selected districts of Khyber Pakhtunkhwa province, from the year 2008 to 2013. Cross section random effect model is used for the result orientation. The current findings reveal the positive and significant coefficient of urban population in the estimated models which indicates: the increase in the urban population boost up demand for both male and female teachers. Moreover, the net enrolment rate in the urban settings of the present study area is also higher than the rural zones, which enhance the encumbrance on existing schools and quality education.

KEYWORDS: Urbanization, Teachers, Enrolments, Urban population, Khyber Pakhtunkhwa

THE INFLUENCE OF SELECTED MARKETING MIX ELEMENTS ON THE CHOICE OF SPORTS PRODUCTS OF MEDITERRANEAN AND CONTINENTAL CROATIA

Hrvoje Sivrić, College of Slavonski Brod, Croatia

Marija Slijepčević, VERN' University of Applied Sciences, Croatia

Ivona Blažević, College of Slavonski Brod, Croatia

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The aim of the paper is to determine the differences between the preferences of consumers in Mediterranean and continental Croatia, specifically for the student population in the selection of sports goods and explain the impact of selected marketing mix elements on a possible choice of sports products according to the analyzed population. The analysis of the differences was made by a questionnaire survey, according to different criteria in which the sample represented approximately 400 students of various professional / university studies. Approximately 200 students of the sample were included from the Mediterranean part and 200 from the continental part of Croatia. Data collected by testing was processed first by elementary statistical procedures for calculating descriptive statistical parameters, whereupon the methods of inferential statistics were used. Depending on the distribution normality, parametric or nonparametric methods were used to determine statistical significance of correlation between variables or groups of variables as well as methods for determining statistical significance of differences. Recognition obtained through research should serve for better understanding of the preferences of specific consumer populations and for the impact of marketing mix elements on a possible choice of sports products. Also, in practical application, the research results provide relevant information that could have its application in terms of more effective communication of sports organizations with consumers, thereby ensuring better sports and economic efficiency.

KEYWORDS: marketing, sports product, consumers, differences

CHOSEN POLISH AND INTERNATIONAL BRANDS ON THE EU-MARKET AND THEIR PERCEPTION IN THE EYES OF YOUNGER CONSUMERS – THE RESULTS OF INTERNATIONAL SURVEYS

Anna Sobczyk – Kolbuch, Katowice School of Economics (GWSH), Poland

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The global economy influences not only companies and their strategies, but also most importantly individual consumers. The development of modern technologies changes lives of many people, especially the younger generations, who adjust to these changes and perceive them as something very natural. The article deals with the issues of individual consumers' brand perception and their responses to contemporary world challenges in consumption. The results of surveys that were carried out in the EU countries- Poland, Croatia, Germany and the UK show some similarities, and differences at the same time, when international branding is concerned. Poland as a market is interesting for investors and consumers (especially those whose countries are next to the Polish borders), both economically and socially. The products' factors that were so important and still are important for respondents are not only quality and price (and precisely the balance between them), but also additional issues such as design, eco-friendliness, family-friendly orientation and many others. On the other hand there are some issues in products and brands perception amongst younger consumers (up to 35) that might cause some issues for producers and retailers. The research described in this article based on paper and online questionnaires (qualitative analysis) conducted in recent years in the above mentioned countries is going to be continued for these challenges may appear and develop in the future. The results and findings might be interesting for international marketers in their strategies targeting the Polish market.

KEYWORDS: international market, branding, marketing, consumer behaviour, brand perception

BUILDING COMPETITIVE ADVANTAGES OF NON – PUBLIC UNIVERSITIES ON INTERNATIONAL MARKET

Anna Sobczyk – Kolbuch, Katowice School of Economics, Poland
Krzysztof Szafarski, Katowice School of Economics, Poland

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The higher education sector as a branch of the economy is very specific in all countries, due to the product it produces – students' education at the academic level. It is also very dependent on the labour market – in terms of needs and expectations of potential employers and future employees who study at a certain university. The modern labour market demands precision in skills and competences that alumni have gained since the beginning of their study programme. This issue causes also a strong competition on the market between public and non-public universities that is particularly important for the latter ones. The article deals with the examples of challenges that KSE – one of the non-public Silesian universities face on the local and international market. It shows the perception of the offer of international studies or other programmes run in English from students' perspective (based on a survey conducted in 2016–2017 amongst students and alumni). The challenges and the high level of competition on the Silesian market is caused by many factors including employer expectations, some study programmes being in fashion, internationalisation of lifestyles and other elements. Facing different issues caused by both domestic and international trends in the higher education sector, each university tries to find its way to overcome difficulties and build a strong market position for the future.

KEYWORDS: internationalisation, competition, higher education sector, international marketing

LEGALIZING ISLANDNESS – BENEFITS OF THE BRAVE NEW CROATIAN ISLAND ACT

Nenad Starc, The Institute of Economics, Zagreb, Croatia

Sean Turner, The University of Maryland, USA

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The presence of islandness is indisputable amongst island researchers; what is still unclear is what islandness definitively is. A common theme that arises in islandness descriptions and definitions is dualities possibly born from or a cause of insularity: land-water, mainland-island, metaphysical-literal, sensation-unconsciousness, etc. Thus far, many definitions strike at these same points with only superficial or highly nuanced interpretations, though there is a distinct pattern of evolving clarity.

The island-mainland duality, arguably the most salient on near islands, can distort the relevance of islandness even to the islander. The effect of this distortion is that near islands have to contend with the question of incorporation into the mainland more so than their far-flung counterparts. Island researchers have to ponder the variety of ways that managing the mainland-island duality can directly and indirectly diminish, exacerbate, and sustain islandness by way of this incorporation.

Incorporation of islands into the mainland appears to consistently be the most difficult undertaking for any state and the Croatian islands policy stands as a good example. The new Island Act which is about to be passed in 2018 defines islandness as a “set of economic, social and ecological specificities that came about due to surroundedness by the sea”. The islandness defined as such provides a solid basis for a number of measures justifying subsidies, services free of charge, tax exemptions and accelerated procedures. The simulations have been done but it remains to be seen how the new provisions will be implemented and if they will contribute to islands’ sustainable development stated in the preamble of the Island act.

KEYWORDS: islandness, insularity, near islands, duality, island legislation

LEISURE TIME USE IN CROATIA: GENDER AND REGIONAL DIFFERENCES

Lynette Šikić – Mićanović, Institute of Social Sciences Ivo Pilar, Croatia

Jadranka Rebeka Anić, Institute of Social Sciences Ivo Pilar- Regional Center Split, Croatia

Željka Zdravković, University of Zadar, Croatia

CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

Previous research suggests that women and men experience their leisure time (i.e. time not committed to the labour force, domestic caregiving or personal care) differently (Bianchi 2003; Firestone and Shelton. 1994). The ways in which women and men use leisure time in their everyday lives provide an insight into the meaning of gender in any given cultural context. Studies worldwide have confirmed that a gender gap in leisure time use exists (Hochschild and Machung 1989; Sayer 2005; Thrane 2000) even though both women's and men's lives may be enriched through opportunity for leisure. In this presentation, we would like to examine the organisation of time in the domains of leisure and its gender dimensions. To determine whether social characteristics, family and employment account for considerable variation in leisure time we will also consider different types of individuals and contexts (e.g., single, married, employed, with or without children). Apart from gender differences, we will also investigate whether there are regional differences (e.g., between Mediterranean and Continental Croatia) in leisure time use. These findings are based on the results of a nationally representative survey of men and women in Croatia conducted in 2017 that is part of a Croatian Science Foundation funded project on relational gender identities (GENMOD- HRZZ 6010). It is envisaged that these survey findings will contribute to an explanation of the forces that result in the gendered allocation of leisure time.

KEYWORDS: gender, allocation of time, leisure, regional differences

SPORT AND RELIGION ON THE MEDITERRANEAN

Damir Škaro, Siget Autoclub, Zagreb, Croatia

Borna Jurij Jurčević, University Department of Croatian Studies, Zagreb, Croatia

CONFERENCE TOPIC:

Sport

ABSTRACT

Sport has always been a part of the Mediterranean culture. From the ancient Greek and Roman times, where the Olympic games and festivities and events at the Colliseum played an important role in their culture to the modern era - where sporting events like the Football World Cup or the modern Olympic games are the most watched and talked about events in the world.

Religion has always been an important part of sports and of renowned athletes' lives. The importance of faith in every athlete's success in sport is a part that has mostly been neglected by many scientific researches.

Our goal is to show that faith plays a crucial part of every succesful athlete's development, regardless to which religion they belong. We will focus on many famous and succesful athletes from the Mediterranean area, who have publicly testified how big a role faith has played in their success.

KEYWORDS: sports, religion, the Mediterranean, faith, games

BIG MIGRATIONS – SECURITY THREAT TO THE MEDITERRANEAN ISLANDS

Stjepan Šterc, University of Zagreb, Faculty of Mathematics and Natural Sciences,
Department for Geography, Croatia

CONFERENCE TOPIC:

Migration

ABSTRACT

Hardly any lessons have been learnt from the massive crossings of the North African population through the Mediterranean in 2014, from the great tragedies that migrants experienced on the way, and tragic images that came to us primarily from Lampedusa. It is estimated that over 600,000 people of different age, sex, ethnic and religious makeup crossed the sea en route to Europe, while Europe quietly observed, devoid of any major decision, plans and solutions. Each halt in these transitions was defined as the end of the tragedy, but tragedies continued.

Serious plans, solutions, actions, explanations, political questioning or decisions are absent ... hardly any agreement exists relating to the enormous concentration of economic, financial, military and other types of power in one part of the world (developed and allegedly democratic), which stagnates or is depopulating in demographic terms, while in the other part of the world the concentration of these things is of a lesser degree or practically non-existent, whereas the concentration of population is large and, in addition, grows exponentially.

Is it possible that 3/4 of the world's population, or, to put it more accurately, 75.92%, which is also estimated at 80% by 2050, remains in Africa and Asia (around 50% of the land area of Earth), avoiding major population migration towards e.g. Europe? According to estimates, Europe will lose nearly 100 million people by the end of the century through the natural decline of population. Europe is aging in demographic terms, it is dying and disappearing.

The Mediterranean islands are perceived as a particular challenge for the future on this route. Simultaneously, African population will increase by 500 million people in 15 years, in 35 years by 1.3 billion people, and in 85 years by 3.2 billion people! Will this population remain confined within Africa alone? Probably not. Presently, these figures

only present statistical probabilities based on the demographic potential and various trends in demographic growth and decline. For the time being.

KEYWORDS: Migration, security, the Mediterranean

TRANSMEDIA STORYTELLING AND ENTERTAINMENT INDUSTRY

Tomislav Štuka, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The content production in the contemporary entertainment industry relies ever more on the concept of transmedia storytelling in deploying its business strategies. This, conditionally speaking “holistic” creative concept of integrated storytelling, adapted to the specific transmedia aesthetics and consumer behaviour of modern audience, has been inaugurated, theoretically elaborated and popularised by the American media theorist Henry Jenkins in his works for the last fifteen years.

The concept of transmedia storytelling is based on designing and creating stories whose integral and mutually complementary elements are dispersed to different communication platforms and channels. While contents fluctuate amongst different media platforms, each media extension within such transmedia mixture enriches the basic story by building a comprehensive narrative universe and a unique users' experience. Hence, it unlocks a space for an autonomous user's story immersion and a profound emotional engagement.

This type of approach in creating media contents is directly linked to changes in the socio-media context, culture and consumer behaviour and expectations that occurred in the past decades – the shaping of “hyper-consumeristic” sensibility, the dynamic development of information, network and digital technologies, the rise of consumption of diverse fictional contents and the increased importance of participative, “fan” culture.

In the words of Carlos A. Scolari: “We can't stop telling stories.” Or consuming them. This profound human narrative-cognitive necessity is a starting point according to which the entertainment industry stirs its transmedia practices aiming at liberating a space for “creative interactions” amongst professional media content creators and fan-based audiences who are becoming increasingly legitimate co-creators of their favorite narratives.

From the entertainment industry viewpoint, this collaborative ability in creating complex and complementary multi-platform stories is increasingly recognized as one of the most efficient tools for a comprehensive monetization of the content and meanings generated by this industry of the tertiary sector of the economy.

KEYWORDS: transmedia storytelling, entertainment industry, Henry Jenkins, Carlos A. Scolari, participatory culture, business strategies, multiplatform narratives, hyper - consumeristic sensibility

THE ROLE OF MEDIA IN THE REALIZATION OF SUCCESSFUL COMMUNICATION: THREE CASE STUDIES

Karlo Tašler, VERN' University of Applied Sciences, Croatia
Gordana Ćorić, VERN' University of Applied Sciences, Croatia
Iva Senegović, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

In the first part of the paper, there is a short chronology of key events about this topic and theoretical definitions of the local community, municipal waste, and NIMBY syndrome. The aim of this paper is to analyze the recovery process and the role of various actors in the process. In order to do so, four types of actors were interviewed using the slightly modified Michael Bassand's classification method into political, media, expert and civil society actors. The paper also analyses the role of the local community in the decision-making process and tries to determine whether the local community expressed any aspects of the NIMBY reaction towards the recovery process. The paper emphasizes the need for better communication of political and expert actors towards the local community actors and pleads for a stronger participation of the community in the decision-making processes on municipal issues.

KEYWORDS: communication, media, corporation, politics, start-up

REVOLUTIONARY ENTRY OF CONDENSING HEATING TECHNOLOGIES INTO THE REPUBLIC OF CROATIA

Slavko Titan, VERN' University of Applied Sciences, Croatia

CONFERENCE TOPIC:

Renewable Energy Sources

ABSTRACT

On 21 October 2009 the European Union brings about a directive that drastically limits the impact of heating devices on the environment, i.e. reduces energy consumption. The directive eliminates old heating and hot water technology and introduces the obligation to apply low temperature condensation technologies. The Republic of Croatia did not respond in time, and there is a very large representation of older technologies that have been on the market until recently. In the vast majority of cases, the new technology does not match the chimneys, and they need to be repaired. Along with this, a strong black market for the acquisition of old appliances from neighbouring countries increases the risk to human health and the environment.

KEYWORDS: European Union Directive, energy efficiency, limitation of the emission of harmful gases

GENDER DIVISION OF HOUSEHOLD LABOUR IN MEDITERRANEAN AND CONTINENTAL CROATIA: AN ANALYSIS OF THE 2017 SURVEY RESULTS

Inga Tomić – Koludrović, Institute of Social Sciences Ivo Pilar, Croatia

Ivan Puzek, University of Zadar, Croatia

Mirko Petrić, University of Zadar, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The paper presents and discusses the results of the 2017 nationally representative survey related to the gender division of household labour in Mediterranean and Continental Croatia. The aim of the analysis is to test the hypothesis that there exist differences in the gender division of household labour in different Croatian regions. Namely, our previous research has shown that there exist differences in attitudes, values and practices of women in culturally different parts of the country (Tomić-Koludrović, Kunac, 2000; Tomić-Koludrović, 2015, Tomić-Koludrović, Zdravković, 2015). The results of the nationally representative survey of men and women, carried out within a Croatian Science Foundation funded project on relational gender identities (GENMOD - HRZZ 6010), are analysed within an interpretive framework that seeks to understand the differences in internal household dynamics as an indicator of the “mode of modernity” (Touraine) at work in the analysed context. The specific character of these modes is, in turn, viewed not only as an indicator of cultural-regional differentiation but also as an indicator of the socio-economic developmental potential of different Croatian regions.

KEYWORDS: gender, household labour, Croatia, regions, modernity, development

LIVING ON ISLANDS: HOW DOES SEASONALITY AFFECT THE AVAILABILITY OF AMENITIES?

Sara Ursić, Institute of Social Sciences Ivo Pilar, Croatia

Geran-Marko Miletić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Public Services

ABSTRACT

Island living implies much specificity due to the isolation and diverse functions associated with islands throughout history. Contemporary island living is frequently connected to the development of different kinds of tourism praxis that are usually seasonal. Somewhere in the realm between tourism and everyday life there is a population of second home users who experience higher levels of place attachment than regular tourists and visit islands more often during the year. To a certain extent, settlements with higher proportions of temporary residents, so called weekend people, call into question the concept of seasonality commonly associated with island lifestyle. Second home users chose specific locations based on natural, cultural and service amenities that can deliver the best possible balance between leisure and the sense of community.

In this paper, the authors explore several dualities (e.g. permanent/temporary residents, summer/winter lifestyle) through an analysis of the seasonal availability of amenities, which can be defined as the qualities of a settlement that make it a desirable place to live and work. The authors focus on cultural and service amenities, which complement environmental and natural amenities, all of which are part of the usual framework for the development of vacation settlements.

In the case study of a small settlement on the island of Čiovo, the authors investigate how seasonality affects the satisfaction of permanent and temporary residents with the availability of cultural, lifestyle and service amenities. The results indicate that there are significant differences depending on seasonal flows, especially when it comes to cultural amenities

KEYWORDS: islands, amenities, second homes, seasonality, permanent residents, temporary residents

“THE SEA GIVETH” – OTTOMAN WAYS OF DRAWING ON COASTAL RESOURCES IN THE HINTERLAND OF VIS (MID-16TH TO EARLY 17TH CENTURY)

Michael Ursinus, Heidelberg University, Germany

CONFERENCE TOPIC:

History

ABSTRACT

Maritime resources, such as taxes from maritime trade, fishing, and the production of salt, are particularly plentiful, and their exploitation especially promising, at or near the mouth of rivers flowing into the sea. Between Makarska in the south and Islam in the north, i.e. in the coastal ‘hinterland’ of the island of Vis, Ottoman control over the coastal territory of the Adriatic Sea extended to only three coastal bays with rivers discharging into them: At Kamen near Stobreč (at the mouth of the river Žrnovnica), at Sućurac near Solin (with the rivulet of the same name), and at Kruševo near Obrovac where the river Zrmanja discharges into the Bay of Novigrad, an extension of the Velebit Channel (Velebitski kanal). The present paper constitutes an attempt at using available Ottoman archival sources from between the mid- 16th and early 17th century for showing how, and to what extent, the Ottoman state and its beneficiaries made use of the available resources from taxing maritime trade, awarding fishery rights (*dalyan*) and producing salt in state-controlled salt pans (*memleha*).

Due to the nature of the available sources, the organisation of the production of salt in the Stobreč area will in the latter part of my paper be in the focus of my investigation. I will principally draw on the Ottoman documents from the Poljica area kept in the archive of the Archbishopric of Split (Kaptolski arhiv) and in the library of the Archaeological Museum Frane Bulić, as well as a number of ‘detailed’ (*mufassal*) Ottoman land survey registers for the *sancaks* of Klis, Krka and Lika dating from the late 16th and the beginning of 17th century.

KEYWORDS: Ottoman Dalmatia, Poljica, Klis, Krka, Lika, maritime trade, salt production, fisheries

PRE – SERVICE TEACHERS' CONCERNS ABOUT MULTIGRADE TEACHING

Rahaela Varga, Josip Juraj Strossmayer University of Osijek, Faculty of Education, Croatia
Andelka Peko, Josip Juraj Strossmayer University of Osijek, Faculty of Education, Croatia
Matea Sabljak, Josip Juraj Strossmayer University of Osijek, Faculty of Education, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

After their initial education most primary school teachers can expect to work either with single-grade classes that consist of students only from one grade or with combination multigrade classes when students from two (or more) grades are taught by a single teacher in one classroom. Due to the negative demographic trends and decreasing number of children in Croatia, especially in rural areas and on islands, most teachers at the start of their careers are offered positions in schools that have an insufficient number of students to form single grade classes. Therefore, teachers are required to teach in a multigrade setting which denotes teaching simultaneously classes of students not only of different ages and abilities but also at different grade levels. It represents a significant professional challenge to provide the high-quality educational experience for their students (regarding classroom management, personalisation, class climate, teaching strategies, curriculum, and teaching contexts), and paradoxically, it is the beginning teachers who usually take on that challenge.

This paper aims at exploring concerns that university students who are prospective teachers report to have regarding their future employment in multigrade classes. For that purpose a survey among the students in the final years of their studies was conducted. Their responses were analysed and interpreted in relation to their demographic features, while taking into account that some of them may have had the multigrade experience, either as students or student teachers, which could have influenced their assessment. The obtained results could be used to (re)design educational programmes (either formal or informal), which would provide greater support to young teachers who enter their profession by teaching multigrade classes.

KEYWORDS: composite class, island education, teaching competence, students, primary school, combination multigrade classes

ALGORITHMIC AND DATA JOURNALISM IN CZECH JOURNALISTIC FIELD: BASIC THREATS AND OPPORTUNITIES

Jaromír Volek, Masaryk University, the Czech Republic

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The news production activities of Internet journalism have entered a new stage with automatically generated news contents. We can speak about new types of journalism or more precisely about various names of journalism: robot journalism, software generated content, automatically generated content, algorithmic news, automated news. But, algorithmic and data journalism is still fairly uncommon in the Czech journalistic field. The purpose of my lecture is to present basic findings of a pilot study focused on (a) the development of the algorithmic and data journalism in the Czech Republic, and (b) on the attitudes of Czech journalists concerning the process of datafication. The lecture will be based on nine in-depth interviews with selected editors working for nationwide Czech print and electronic media. The new work and especially ethical problems are discussed in the context of actor network theory. Results indicate that, based on how this field is currently perceived by journalists in the interviews, there is a confused perception of the concepts of robotic, algorithmic and data journalism. Journalist declared two basic threats concerning these new types of journalism: (a) the loss of control over search mechanisms, construction, and, in part, the interpretation of information. They emphasized that “robot” journalism represents a shift towards the automation of journalistic tasks related to news reporting, writing, curation, and even data analysis. The second threat that journalist saw on the level of (b) “digital media ethics” which they perceive as a source of deprofessionalization and transformation of working routines of traditional “journalism of verification”. This criticism the respondents connected with the so-called post-truth society, which is the product and producer of misinformation or fake news.

KEYWORDS: actor network theory, algorithmic journalism, automated journalism, data journalism, computational journalism, in-depth interview

ECO – AGRITOURISM AS A PARTICULAR FORM OF ISLAND APPROPRIATE TOURISM

Andelko Vrsaljko, University of Zadar, Croatia

Katarina Petersdorfer, University of Zadar, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

Croatian natural and cultural wealth consists of a unique archipelago that stretches along the coastline and continues onto the high seas. Unfavourable age structure, traffic isolation from the mainland, inadequate island infrastructure and the economy based solely on seasonal tourism have all led to the island depopulation. The islands' agriculture used to be developed while nowadays only rare individuals are in a sort of enclaves. There are numerous abandoned estates with the remains of old houses, stalls, huts and traditional island architecture as well as neglected farmland which hasn't been processed in decades and is therefore not contaminated with pesticides, mineral fertilizers and other agrochemicals. Thus, it represents an ideal prerequisite for the development of eco-agritourism. Climatic conditions favourable for organic farming along with the islands' rich cultural heritage, landscape and biodiversity all benefit the development of special forms of tourism in the natural environment. These forms are primarily nature-based tourism, adventure tourism, wildlife tourism, ecotourism, rural tourism, agritourism and eco-agritourism. Eco-agritourism is a combination of organic agriculture and ecotourism as well as the highest form of sustainability of both activities, which helps preserve and protect the islands' ecosystems, natural landscapes and biodiversity. Furthermore, it promotes the sale of organic products, protects rural architecture, allows the synergy of the economy and the environment, promotes cultural content, rural recreation, employment opportunities for the youth and as a special tourist-farming niche, it improves the development of the local economy. Both farmers and visitors strongly support ecological awareness and promote the importance of nature preservation and product authenticity. This is made possible via organic agriculture coupled with tradition and culture which all interact in eco-agritourism. In eco-agritourism, agriculture and ecotourism intertwine both vertically and horizontally, and in all their variations while taking into account the fundamental postulates of organic agriculture and ecotourism.

KEYWORDS: Eco-agritourism, Ecotourism, Organic agriculture, Nature, Local Development

FUNCTIONS OF EDUCATION FROM THE PERSPECTIVE OF EXPERIENCING CHANGES IN PROFESSIONAL LIFE BY GENERATIONS 30+ AND 60+

Zuzanna Wojciechowska, Warsaw University, Poland

CONFERENCE TOPIC:

Education

ABSTRACT

The research carried out by the author focuses on issues connected with the construction and reconstruction of biography by women and men from the perspective of their professional experience. The main purpose of research was studying the phenomenon of professional change from the perspective of individual biography (re)construction, considering sources of changes, types of changes experienced by narrators in their professional life, stages of change process in women and men (aged 30+ and 60+) biographies, effects caused by professional change in women and men (aged 30+ and 60+) biographies – in various areas – and also the meaning of education in professional biography construction and reconstruction. Another crucial issue were functions which education may fulfill while experiencing changes in professional area. The author created a typology of professional changes and female and male biography (re)construction patterns, that are used while experiencing changes. Creating a typology enabled the author to describe the adaptive behavior to professional change, used by men and women and the process of learning by men and women from the perspective of Jack's Mezirov transformative learning theory.

The research project was based on an interpretive paradigm. The research was carried out using methods characteristic for qualitative research (narrative interviews) and had the character of biographical research. The author presents a section of research results.

During the analysis of the research material, the author used the bricolage technique.

KEYWORDS: qualitative research, professional change, biography, biography patterns, adult education, transformative learning, functions of education

THE PITFALLS OF MEDITERRANEANISM IN HERMANN BAHR'S DALMATIAN TRAVELOGUE (1909)

Tomislav Zelić, University of Zadar, Croatia

CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

This paper will examine the cultural imagination of the Croatian islands and coastline in modernist Austrian literature, using the example of Hermann Bahr's Dalmatian travelogue published in 1909 with S. Fischer in Berlin as remittance work. As self-proclaimed advocate of the Dalmatian people, he passes criticism on the Austrian administration of the crown land Dalmatia as well as the Mediterranean mentality of the Dalmatian people which he recognizes in the bureaucratic mentality of the late Austro-Hungarian Empire. Instead, Bahr proposes, in his unconventional travelogue with essayistic and manifesto-like traits, an extensive and profound program of modernization in all areas of society and culture, from economy, law, politics, and administration through education to the preservation of monuments and the promotion of tourism. Taking the cultivation of the Brijuni archipelago by Paul Kupelwieser as an example for the future development of the Dalmatian islands and coastland, the question arises as to whether Bahr follows facts or fiction, whether he recreates utopia or dystopia, whether or not literature may cause a desired practical impact on society and culture. It may be the case that Dalmatia revealed the Austrian idea to Bahr, however, it remains to be seen whether it is in the best interest of the Croatian people. Bahr envisioned not only the reunification of the Kingdom of Croatia in the Austro-Hungarian Empire but also in "the United States of Europe". Yet again the same question arises as to in whose interest exactly. The cultural imagination of the Dalmatian islands and coastline in this literary travelogue obviously has pitfalls of its own kind for the Croatian people.

KEYWORDS: Dalmatia, German literature, memory, fiction, reality, narration

IMAGINATIONS OF THE DALMATIAN ARCHIPELAGO IN GERMAN LITERATURE AND CULTURE

Tomislav Zelić, University of Zadar, Croatia

CONFERENCE TOPIC:

Arts And Literature

ABSTRACT

This paper examines the attempts at coming to terms with the past of the Croatian islands and coastland in contemporary German literature, using the example of Marica Bodrozic, a contemporary German author of Dalmatian origin. Just as in her first short prose collection, entitled „Tito ist tot“ (Tito is dead), published in 2002, she uses a highly metaphorical language to blend myth and reality in speculative fiction in her second collection, entitled „Der Windsammler“ (The Wind Collector), published in 2007. She describes the magic of the Dalmatian landscape and represents the Mediterranean lifestyle and mentality. Her plots are concise but puzzling, while her protagonists are locked between sweet idleness and daydreaming. Her narrative style is rich in poetic imagery; hence, it is enigmatic, if not hermetic. However, she maintains an unselfconscious children’s perspective for the greater part of her short stories. This applies even to two short stories, one is entitled „Die Rache des Damhirsches“ (Revenge of the Fallow Deer), the other is entitled „Die Meereseite der Orange“ (The Maritime Side of the Orange), where she reflects on the memory of the Yugoslav regime and the Homeland war, even if only marginally and in a mythicized form. Consequently, the critical question arises as to whether such literary soul-searching facilitates or complicates the liberation of the Croatian islands and coastland from its haunting past.

KEYWORDS: Dalmatia, German literature, memory, fiction, reality, narration

HONG KONG: THE CASE STUDY OF AN ISLAND – LIKE ECONOMY

Nemeskéri Zsolt, University of Pécs, Hungary
Iván Zádori, University of Pécs, Hungary

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Research of island economies appeared in economic studies in the second half of the last century. The first studies mainly focus on Pacific islands, formerly under colonial rule, where the questions of sustainability and competitiveness are parallel with the examination of the challenges of independence, changing socio-economic status and later the research and analysis extend to other islands of the world and island-like territories as well. Most of these economies have a multitude of experiments and attempts to establish a more or less successful, sustainable economy in the longer term. These observations certainly do not result in a universal model, but at the same time, some island strategies can be considered in other economic, social and environmental situations.

This article focuses on the sustainability challenges of Hong Kong, China. The case study shows how this special, island-like territory tries to find balance between the economic, social and environmental processes, the management of the present economic situation and special status to create products and services that could be also competitive factors in the next years.

KEYWORDS: Hong Kong, China, island - like territories, economic development, diversification

THE ECONOMIC HISTORY OF THE ISLANDS OF THE ENGLISH CHANEL: LESSONS TO BE LEARNED

Nemeskéri Zsolt, University of Pécs, Hungary

Iván Zádori, University of Pécs, Hungary

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Permanently changing economic, social and environmental situations, sustainability challenges and reactions are not new in case of islands and island-like territories but there is a basic difference between the earlier periods and the present situation: in the earlier periods of human history sustainability depended mainly on the geographic situation and natural resources, today the economic performance and competitiveness could result in the success of islands and island-like territories. Unsustainable economic, social and environmental situations could be easily manageable if a given land or territory finds a market niche where it could operate successfully with products and services that are interesting and marketable for the outside world.

This paper presents the main dimensions of past and present challenges of the islands of the English Channel. Although the examined islands have very similar environmental, social and economic features, the past and present economic and social situation, the diversity and different economic development paths of these islands are mainly determined by the size, the geographical location, institutions and the present effects of the earlier territorial control of the United Kingdom and France.

KEYWORDS: English channel, islands, economic development, diversification, sustainability

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