

MIC - VIS, 2022
Mediterranean Islands Conference
14 - 17 September 2022, The Island of Vis, Croatia

BOOK OF ABSTRACTS

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MIC – Vis, 2022

Mediterranean Islands Conference

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BOOK OF ABSTRACTS

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MIC – VIS, 2022

MIC – Vis, 2022 is 4th international multidisciplinary scientific conference organized by VERN' University and the Institute of Social Sciences Ivo Pilar. The conference will cover a broad range of topics regarding the status and role of the Mediterranean islands in the modern world as well as prospects for their development. The conference is organized under the high patronage of the President of the Republic of Croatia and the patronage of the Town of Vis.

The goal of MIC - Vis, 2022 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, 2022 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
- ENERGETICS
- GEOGRAPHY
- HISTORY
- MARINE AND BIOLOGY
- MEDIA AND COMMUNICATION
- MIGRATION
- PUBLIC SERVICES
- RENEWABLE ENERGY SOURCES
- SECURITY
- SOCIOLOGY AND PSYCHOLOGY
- SPORT
- SUSTAINABLE DEVELOPMENT
- TOURISM

The conference will be held at 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, Stoncica, are on the island of Vis. One of the most famous natural attractions of the Vis archipelago, Blue Cave, which is on the neighboring island Biševo, attracts thousands of visitors every year. Undersea Vis archipelago is rich in diverse flora and fauna and with the neighboring islands make this archipelago one of the most beautiful in Croatia.

PROGRAM COMMITTEE

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PROGRAMME

Day 1 - Wednesday, September 14th

- 17:00 - 19:30 Registration
20:00 - 21:00 Conference opening
at 21:00 Welcoming drink and Exhibition „Feel the Mediterranean“ opening
(exhibition will be opened as a result of contest for best student photo)

Day 2 - Thursday, September 15th

- 9:00 - 10:00 Plenary session I: Sustainable energy supply for the islands; Frano Barbir, PhD, professor emeritus, **Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, University of Split, Croatia**
10:00 - 10:30 Coffee break
10:30 - 12:30 Presentations
12:30 - 14:30 Break
14:30 - 16:30 Presentations
16:30 - 17:00 Coffee break
17:00 - 18:30 Presentations
20:30 - 21:30 Open Air Concert (traditional Dalmatian songs from local a cappella group, klapa Liket)

Day 3 - Friday, September 16th

- 9:00 - 10:00 Plenary session II: Cell-based cancer immunotherapies; **Special conference guest Mladen Merćep, MD, PhD, Department of Translational Medicine Children's Hospital Srebrnjak, Zagreb, Croatia**
10:00 - 10:30 Coffee break
10:30 - 12:30 Presentations
12:30 - 14:30 Break
14:30 - 17:00 Presentations
at 19:00 Gala Dinner (gala dinner will be held in the amazing interior of 200 years old Fort George, which is surrounded by beautiful scenery and incomparable view of the sea)

Day 4 - Saturday, September 17th

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

KEYNOTE SPEAKERS

FRANO BARBIR

Frano Barbir is Professor Emeritus at Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, University of Split, Croatia. He has been actively involved in hydrogen and fuel cell technology R&D, engineering, and applications since 1989, working in U.S. as a researcher and R&D manager in both industry (Energy Partners, Proton Energy Systems) and universities (University of Miami, University of Connecticut). From 2005 to 2008 he worked as the Associate Director of Science and Technology of the UNIDO – International Center for Hydrogen Energy Technologies in Istanbul, Turkey. He is the President of Croatian Hydrogen Association, a Vice President of the International Association of Hydrogen Energy, and the Chairman of the States Representatives Group at Fuel Cells & Hydrogen Joint Undertaking. He is a member of the Croatian Academy of Technical Sciences. He is a recipient of Croatian Annual National Science Award for technical sciences, and a recipient of Hrvoje Požar Award by Croatian Energy Society for exceptional contribution to energetics. Prof. Barbir holds a Dipl.-Ing. degree in mechanical engineering and an M.Sc. degree in chemical engineering both from University of Zagreb, Croatia, and a Ph.D. degree in mechanical engineering from University of Miami, Coral Gables, FL.

MLADEN MERČEP

Mladen Merćep is employed at the Department of Translational Medicine Children's Hospital Srebrnjak. He published papers in top scientific journals with over 2200 citations, authored 31 patent applications, and was awarded the Order of Danica Hrvatska with the image of Nikola Tesla for special merits in inventiveness. He founded an inflammation/immunology research unit at the Pliva Research Institute and the biotechnology company Amalgen which works on developing the production of autologous heart valves. He is a co-founder and director of the Zora Foundation. The Foundation will, in cooperation with the collaborative clinical and research institutions, work on introducing advanced forms of cell-based cancer immunotherapy such as chimeric antigen receptor (CAR) T cells, tumor-infiltrating lymphocytes (TIL) specific for the autologous tumor, tumor vaccines, and oncolytic viruses in clinical use in Croatia.

JUAN CARLOS RADOVICH

Juan Carlos Radovich was born in Buenos Aires, Argentina within a family from Croatian origin. Researcher and Professor at the University of Buenos Aires from 1984, and Senior Research Fellow at the National Council for Scientific and Technological Research (CONICET). Director of the Program: "Ethnicities and Territories in redefinition", at the Institute of Anthropological Sciences at the same university. Research skills: Rural Anthropology; Applied Anthropology; Social Impact of Tourism among indigenous populations; Big Dams Social Impacts; Population Resettlements; Social Effects of oil and gas production; Rural-urban Migration; Indigenous Policies; Indigenous Political Movements in Argentina; Ethnic Conflicts in Modern World; Racism and discrimination in contemporary society.

ABSTRACTS

SUSTAINABLE ENERGY SUPPLY FOR THE ISLANDS

Franco Barbir, University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture (FESB), Croatia

ABSTRACT

Islands, just by their isolated nature, have been forced to be self-sufficient. The basic needs include clean air, clean water, healthy food and clean energy. Proximity of the mainland greatly relaxes the self-sufficiency requirement. Tourism, one of the main economic activities on many islands, creates significant seasonal variations in basic needs. Very often, ties to the mainland, particularly for water and energy supply, are not of sufficient capacity to satisfy summer peaks caused by uncontrollable or unsustainable tourism.

One of the main problems of relying on renewable energy is their Intermittent nature on an hourly, daily and seasonal scale. This can be solved by storing energy, sectoral integration and demand side management. Hydrogen is a fuel that can be easily produced from electricity produced from renewable energy, it can be stored, and it can be used for transportation, thus enabling sectoral integration.

It is therefore possible to depict an energy system for the islands producing electricity and hydrogen from renewable energy, say photovoltaic power plants. Everything on an island can be electrified, even including local transport. Hydrogen can be used as fuel for transport segments that are not easy to electrify, such as delivery vehicles, garbage trucks, boats and ferries. This very well in line with the EU plans for decarbonization of energy supply, while current disturbances on the energy markets caused by the war in Ukraine only emphasize the importance of energy self-sufficiency on a national level. Islands can become not only the early adopters of new technologies, but also the showcases of self-sufficiency.

KEYWORDS: islands, tourism, renewable energy, hydrogen

CELL-BASED CANCER IMMUNOTHERAPIES

Mladen Merćep, Department of Translational Medicine Children's Hospital Srebrnjak, Zagreb, Croatia

ABSTRACT

Significant progress in cancer treatment has been made in the last decades. Even then, the cure of patients with metastatic cancers, typically defined by the absence of all signs and symptoms for five years or more, was infrequent. The metastatic cancer treatment got a significant boost by introducing checkpoint inhibitors in cancer immunotherapy. The significance of this contribution was acknowledged by the 2018 Nobel prize award to James P. Allison and Tasuku Honjo "for their discovery of cancer therapy by inhibition of negative immune regulation."

An additional milestone in cancer treatment was the introduction of cellular immunotherapy. Four major forms of cell-based therapies are:

1. chimeric antigen receptor (CAR) T-lymphocytes,
2. tumor-infiltrating lymphocytes (TIL) specific for autologous tumor antigens,
3. tumor vaccines, and
4. oncolytic viruses.

Cell-based cancer immunotherapy is a rapidly developing area that has produced stunning clinical outcomes. For example, the (CAR) T-cells treatment using produced excellent results in specific subgroups of patients with B cell leukemia or lymphoma^{1,2}. The therapy using tumor-infiltrating lymphocytes (TIL) specific for mutated tumor antigens of the autologous tumor has led to a complete disappearance of widespread breast cancer that was resistant to all other forms of treatment³.

Cell-based cancer immunotherapy is a rapidly developing field with a lot of innovative potentials. Clinical benefits of different forms of cellular cancer immunotherapies and plans for their introduction and development in Croatia will be discussed.

KEYWORDS: cell-based, cancer, immunotherapy

ISLAND & ISLANDERS. SOME REMARKS FROM SOCIAL ANTHROPOLOGY

Juan Carlos Radovich, University of Buenos Aires, Argentina

ABSTRACT

The research on islands and islanders has been a central focus for Social Anthropology from the beginning of the discipline. The study of islanders in an exotic environment has played an important role in the history of ethnographic fieldwork. The Cambridge Expedition to Torres Strait in 1898 (Haddon, Rivers, Seligman, et al), whose results were published from 1901 to 1935; the research of Malinowski in the Trobriand islands, and Radcliffe-Brown, among the Andaman islanders, both carried out a century ago (1922), established the foundations of modern ethnographic fieldwork. In this way, different areas of outstanding academic interests were created throughout the 20th century. This lecture will review some aspects of island studies from an anthropological point of view, analyzing the dynamic process of the island culture's involvement into the globalized world. We will take into account some cases, as examples of the undergoing dramatic changes that islanders suffer during this process.

KEYWORDS: islands, islanders, anthropological point of view, island culture, dramatic changes

LIFE STORIES OF WOMEN FROM THE ISLAND OF UGLJAN: CONTINUITY AND CHANGE

Marija Antić, Institute of Social Sciences Ivo Pilar, Croatia

Andrej Ivan Nuredinović, University of Zagreb, Faculty of Humanities and Social Sciences, Croatia

Dino Vukušić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Life on the Adriatic islands is generally characterized by peripheral existence. Relative isolation from the mainland has historically produced various social and economic vulnerabilities for the population, such as limited educational and business opportunities or inaccessible social and health services. Relative isolation has also influenced the slower modernization processes, visible, among other things, in the traditional role of women, especially focused on child and elderly care. However, the life of women on the islands is not unambiguous, it is influenced by the differences between the islands, especially in relation to the size of the island and the distance from the mainland. This paper starts from the assumption that the life of women in urban settlements on large and less remote islands is somewhat similar to the life of women in urban settlements on the mainland: it is characterized by continuity (in relation to household and family care) and change (work and education). However, life in the island community brings certain specifics, especially in relation to greater solidarity within the community, which traditionally places a greater burden on women.

The aim of this paper is to analyze the modernization shifts in the life stories of women on Ugljan, as a semi-periphery area due to the relative proximity of the mainland and its size and population. Since gender (in)equality is considered an important indicator of community development opportunities, through the analysis of family history, personal experiences and aspirations for new generations this research paper attempts to answer the question of development potential of the island of Ugljan from a gender perspective. Data was collected through a semi-structured biographical interview with middle-aged and older women on the island of Ugljan.

KEYWORDS: women, island, Ugljan, continuity, change

COVID-19 VACCINATION IN CROATIA AND SOME POSSIBLE CAUSES OF LOW RATES, ESPECIALLY IN DALMATIA

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:

Sociology and Psychology

ABSTRACT

The paper aims to investigate the potential causes of low vaccination rates against the COVID-19 disease in Croatia, with the emphasis on the residents of Dalmatia. According to the Croatian Institute of Public Health, the vaccination coverage in Croatia was 54.5% with the first and 48.4% with the second dose of the vaccine (HZJZ, 28 February 2022). This research was conducted on a sample of 1136 respondents (average age 43.4 years, 79% women), who participated in the longitudinal survey on well-being. The survey was conducted online during the summer-autumn 2021. The vaccination rate in this sample was higher than national data (63.3% of participants received at least one dose). The logistic regression model explained 30.3% of the variability of the decision to vaccinate based on sociodemographic characteristics of respondents (age, gender, level of education, socioeconomic status), subjective health assessments, attitudes towards pandemics, pandemic fear scale and subjective measures of coping with the pandemic. The significant predictors were age, gender, level of education and the extent to which infection with COVID-19 was perceived as a dangerous disease. Older and more educated respondents had a slightly greater preference for vaccination, while the best predictor of vaccination decisions was the perceived danger of the disease. Additionally, in a small sample of residents from four Dalmatian counties (N = 126), we tried to investigate the potential causes of their low vaccination coverage (Split-Dalmatia County vaccination coverage was 44.3% with the first and 38.3% with the second dose). Applying the same logistic model, it turned out that the only significant predictor in the Dalmatian subsample was the attitude towards the danger of the disease. This finding emphasized the importance of this attitude for deciding whether to vaccinate or not. The paper further discusses public health policies in the context of possible acting on these attitudes.

KEYWORDS: vaccination, COVID-19, Croatia, Dalmatia

FIRE-RIP – AN INTELLIGENT EARLY FIRE DETECTION SYSTEM FOR SMART HARBORS

Josip Balen, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology, Croatia

Krešimir Vdovjak, Josip Juraj Strossmayer University of Osijek, Faculty of Electrical Engineering, Computer Science and Information Technology, Croatia

CONFERENCE TOPIC:

Marine and Biology

ABSTRACT

From the aspect of smart harbors/ports digitalization of processes and services is conducted as a part of process automation that helps in creating the smooth port operational flow and function. However, as far as we know, the automation of harbor fire protection process is still not present even in some advanced global harbors and ports. The omnipresent risk of fire hazard in harbors and their facilities is constantly present and just one fire accident can cause huge losses on containers containing valuable cargo and goods inside ports or ships and luxurious yachts in harbors. It is extremely difficult and hard to manually manage fire protection of large harbors and by having an automated fire detection and protection system in place, fire disasters can be both prevented and minimized. After performing detailed research on current commercial state-of-the-art in the field we couldn't identify any identical system developed and implemented on the market or even in the research stage. Therefore, the novelty and originality of our work lies in R&D activities for creating smart harbor fire detection solution by implementing new emerging AI, IC and sensor technologies in fire extinguishers and surveillance systems in order to create an innovation that will enable more efficient, more secure, more reliable and smarter fire protection.

KEYWORDS: fire detection, fire extinguishing, ICT, safety, smart ports

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

Mario Bara, Catholic University of Croatia, Croatia

Vid Kovačić, Croatia

CONFERENCE TOPIC:

Migration

ABSTRACT

The small island of Susak is located in the north of the Adriatic Sea. The inhabitants of small Mediterranean islands like Susak depend largely on the mainland and natural resources. The mass emigration of the Island population in the second half of the 20th century to the USA permanently damaged the island's demographic sustainability, which is consequently visible even today in all aspects of its social life. Migrations of the islanders have been a part of the strategy to better their families' living conditions as an answer to economic, social and political circumstances. Shaped over the centuries as a small, closed community, closely connected with each other, accustomed to difficult living conditions, the people of the island have created a strong sense of identity and belonging. Family and community solidarity provided emigrants with an important basis for adaptation, acculturation and success in the USA.

Emigrants from the island of Susak, their family members and descendants, although not permanent residents, are considered as a part of the island community. By actively participating in the island's culture and way of life through visits and participation in cultural events (for example, Emigrants' Day), family gatherings and similar activities, they bridge the physical separation and retain the feeling of belonging to the Island.

The paper is the result of qualitative research by the method of semi-structured interviews conducted among Susak island emigrants during 2019. Research was expanded with secondary data analysis of virtual social networks and observations on social activities on the island.

The paper explains: (1) the organization of life and repeated returns of emigrants to their ancestral birthplace, (2) the complexity of the emigrants' identity and relationship with the island, and the (3) possibilities and challenges of return.

KEYWORDS: the island of Susak, migration, transnational practices, identity, second home

DO WE NEED TRAFFIC SAFETY EDUCATION ON RAILWAY LEVEL CROSSINGS IN THE NON-RAILWAY AREAS?

Danijela Barić, University of Zagreb, Faculty of Transport and Traffic Sciences, Croatia

Silvestar Grabušić, University of Zagreb, Faculty of Transport and Traffic Sciences, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

The road transport network in the Republic of Croatia is spread over the country's entire territory, but the railway network exists only on the mainland, not on the islands. Level crossings (LCs) are points of intersection of a railway or industrial track and a road at the same level. They represent complex socio-technical systems involving interactions among many types of road users (pedestrians, cyclists, motorcyclists, car drivers), including train drivers, signal operators, and others. Data suggest that more than 95% of accidents on LCs were caused by negligent road traffic participants who did not, knowingly or unknowingly, follow the traffic rules. But do all road users know the traffic rules specific to LCs? The people who live in the areas without railway transport, such as islands, do not encounter this type of transport in their everyday life. They are usually unaware of dangers at LCs and the consequences of risky behavior near railway tracks. Proof of this is the statistical accident analysis and the recent fatality of a student from the island on the railway tracks. Should they refresh their fundamental knowledge about traffic rules and safe movement in a railway environment that they do not have in their residences on the islands? This paper researched whether people in non-railway areas need additional traffic safety education regarding railways and LCs. Educational measures are proposed to increase non-railway area residents' awareness of the consequences of risky behavior at LCs.

KEYWORDS: safety; traffic, railway, level crossing, trespass, human behavior, islands

A SEMANTIC/SYNTACTIC APPROACH TO HORROR VIDEO GAMES

Ilija Barišić, VERN' University, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

This paper examines how different kinds of video games fit into the horror genre. By applying Rick Altman's semantic/syntactic genre theory to horror video games, this paper argues that some of those video games are horrors solely at the surface level semantics, e.g. looming atmosphere, low key lighting, scary creatures and monsters, blood and gore etc. However, these games are not horror at a syntax level if they fail to inspire fear into players through gameplay. Games usually succeed in priming players to be scared by putting them in a passive, vulnerable position. In this way games (or game franchises) that give players too much power and control and put them in offensive position, like Diablo or Castlevania, should rather be considered as role-playing games or platform-adventure games with a horror theme. In this way, this paper proposes clearer distinction between genre and theme when describing video games.

KEYWORDS: video games, genre theory, horror, film genre

THE ROKOTOK PROJECT – CONNECTING CROATIA’S 50 INHABITED ISLANDS

Sunčica Bartoluci, University of Zagreb, Faculty of Kinesiology, Croatia

CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

A positive example of the synergy of sports and caring for the environment in Croatian society can be provided by RokOtok project. An association of the same name was founded in 2019 by geography professor, TV presenter and blogger Domagoj Jakopović aka Ribafish, in the memory of his prematurely deceased twelve-year-old son Rok.

Through three stages to this day, Ribafish managed to swim to all 50 inhabited Croatian islands from the south to the north, with members of his team. On each island, they socialized with children and their parents with the intention of raising awareness of the importance of socializing and spending time together, playing sports and having fun outdoors, far from computer screens and mobile phones. Through games and activities, they were encouraged the creativity of the participants, point out the importance of preserving the environment, with a special emphasis on ecological waste disposal and learning about the cultural and natural heritage of each island.

The aim of swimming from island to island was to warn the public about the weak traffic connections and the social "invisibility" of Croatian islands. This project provides guidelines for a socially conscious and responsible citizen of a modern society, who will develop a holistic approach of active participation in the community, personal (physical and spiritual) growth and development, and direct improvement of interpersonal relationships and society.

The RokOtok project has connected Croatia’s 50 inhabited islands by swimming, learning and socializing. It received an award given by the Ministry of Maritime Affairs, Traffic, and Infrastructure, for promotion of maritime culture and was named the most beautiful story of the summer of 2019.

KEYWORDS: sustainable development, RokOtok, inhabited islands, swimming, learning, socializing

CARBON FREE ISLANDS WITH THE USAGE OF ALTERNATIVE TRANSPORTATION

Diana Baus, Institute for Tourism, Croatia

Lidija Nujić, Institute for Tourism, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

During the summer months, the Croatian islands are packed with tourists, which consequently causes pollution of all kinds. To bring the ecosystem into balance, a possible reduction in carbon dioxide emissions needs to be considered. This emission of CO₂ can be reduced the most by introducing bicycles as the main means of transportation on the islands. Since most visitors on the islands are tourists, looking for a vacation away from city noise and pollution, this paper proposes that motor vehicles be replaced by bicycles and electric scooters as much as possible. Such an approach would ensure a variety of benefits for the islands such as unhindered traffic on the island and would further solve the problem of parking that small island towns face.

Given that the island towns are about ten kilometers away, and vehicle traffic is still less heavy than on the mainland, by encouraging cycling, cyclotourism would be encouraged too. Moreover, islands are very suitable for this type of tourism because the island roads are uncluttered and therefore safe zones for cycling and enjoying the fresh air, nature, and panoramic views. In addition, a transition to a carbon-neutral tourist oasis would ensure Croatian tourism a basis for creating a national green tourism brand.

KEYWORDS: tourism, cyclotourism, carbon-free tourism, alternative transportation, green tourism branding, marketing of carbon free islands

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

Predrag Bejaković, Institute of Public Finance, Croatia

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

CONFERENCE TOPIC:

Public Services

ABSTRACT

The advancement of modern medicine has highlighted the fundamental question of social development priorities. In the allocation of limited healthcare resources, decision makers should consider a plethora of factors and apply several often-opposing decision criteria of which equity, access, fairness and effectiveness are the most prominent ones. The aim of this chapter is to provide an overview of the social implications of digital literacy as a factor for efficient development of the P5 medicine with the aim of improving healthcare services. The possibilities of telemedicine and all new P5 technologies in terms of their applications and integration into ordinary medical care have not yet been fully exploited. Digital literacy on the side of health service providers and users is an important and necessary precondition for the successful implementation and further development of new technologies. Together with enhanced health literacy, all these factors should contribute to better healthcare service provision and therefore to the wellbeing of the population. This is particularly crucial for the people on islands which are often isolated.

KEYWORDS: digital literacy, healthcare service, P5 technologies, health literacy, telemedicine

SOCIOLINGUISTIC AND PSYCHOLINGUISTIC PERSPECTIVES ON HERITAGE CROATIAN SPEAKERS IN ARGENTINA

Josip Bruno Bilić, University of Buenos Aires, Argentina

CONFERENCE TOPIC:

Migration

ABSTRACT

A Croatian-Argentinian is an Argentine citizen of full, partial, or predominantly Croatian ancestry. To our knowledge, there are no exact data on the number of hereditary Croatian speakers in Argentina. The language was lost more frequently with the second generation of emigrants who, in order to better integrate into the new country where the dominant language is Spanish and, to a lesser extent, Italian, gradually renounced their linguistic heritage. Croatian is the heritage language of several generations of migrants and a minority language that is learned in the domestic and family environment.

A special attention was given to the linguistic displacement with respect to the majority and hegemonic language (Bilić and Franić 2021) and to the Croatian immigrants who share a strong sense of belonging and generally know the practices and meanings associated with the inherited culture (Polinsky and Kagan 2007; Polinsky 2018).

KEYWORDS: sociolinguistic, psycholinguistic, migration, heritage language, cultural heritage, bilingualism, semi-speakers

RELATIONSHIP OF HEALTH-RELATED SOCIAL MEDIA CONTENT CONSUMPTION AND SOCIOCULTURAL PRESSURES TO BE THIN AMONG YOUNG GIRLS IN MEDITERRANEAN CROATIA

Mirta Blažev, Institute of Social Sciences Ivo Pilar, Croatia

Divna Blažev, University of Zagreb, Faculty of Humanities and Social Sciences, Croatia

Ivan Dević, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

There is a lot of evidence in previous research that media and peers can contribute to feeling pressure to achieve certain body standards which leads to body dissatisfaction. This is especially alarming in today's internet-based society where such content is available at every moment on our smartphones. Nowadays young girls spend a lot of time on social media which facilitates interaction with peers and others, and which is full of content on how to achieve being thin and fit through a healthy eating lifestyle. Consumption of such content can lead to feeling pressure from the media and peers in order to achieve such body standards and diet lifestyle. The aim of the study was to determine the relationship between health-related social media content consumption and perceived peer and media pressures to be thin among young girls in Mediterranean Croatia. Participants were 352 young girls aged 18 to 21 years old from Mediterranean Croatia. Data were collected through April and May of 2021 with online questionnaire that was administered to participants through social media platforms. Participants responded to questions regarding different social media platform usage habits (e.g., types of social media platforms they mostly follow, frequency of health-related social media content consumption etc.) and Sociocultural Attitudes towards Appearance Questionnaire (SATAQ-4) that measured perceived peer and media pressure to be thin. Results indicate that young girls dominantly used Instagram as a platform for following health-related social media content. Also, health-related social media content was positively and moderately correlated with perceived sociocultural pressures to be thin. Given results present new evidence on young girl's engagement with health-related social media content and its relationship with feelings of sociocultural pressures to be thin. Results emphasize the need to further explore potential negative impact of health-related social media content on young girl's body image attitudes.

KEYWORDS: social media, sociocultural pressure, fitness, appearance, Mediterranean

VOCATIONAL AND EDUCATIONAL ASPIRATIONS OF YOUNG ADOLESCENTS IN MEDITERRANEAN CROATIA

Mirta Blažev, Institute of Social Sciences Ivo Pilar, Croatia

Ivan Dević, Institute of Social Sciences Ivo Pilar, Croatia

Iva Šverko, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

Education

ABSTRACT

At the end of the primary school students make their first career decision as they need to decide in which secondary school to enrol. Such career choice would, ideally, be in line with their interests, values and career aspirations regarding the future profession as well as with labour market needs. However, frequently the labour market needs for certain professions at the national, regional, and local levels are not in line with the student's career interests. The aim of this study was to examine the differences in the educational aspirations and career choices among primary school students in the Mediterranean part of Croatia and the choices of their peers from continental Croatia. Since previous research showed that individual and family characteristics of students were important factors related to the career choices, students' gender and various indicators of family socioeconomic status were controlled. The study data were collected within the first wave of the Croatian Science Foundation project "Free Career Choice" that longitudinally examines autonomous career motivation and other career-related factors. The sample consisted of 1322 5th-7th grade primary school students (aged between 11 and 13; 49% of girls) from six primary schools in Mediterranean Croatia (N = 370) and ten schools in the continental Croatia (N = 952). Children filled out an online questionnaire and besides sociodemographic data, answered questions regarding their career and school aspirations: "Do you know what you will do after primary school? In which secondary school do you plan to enroll? How confident are you in your choice? What occupation would you like to do in your future?" The regional differences in students' aspirations were identified in terms of secondary school choice and future occupation, after controlling students' gender and socioeconomic status. Possible explanations of observed regional differences and observed regional-specific linkages with labour market needs were further discussed.

KEYWORDS: educational choice, career aspirations, adolescents, Mediterranean, socioeconomic status

PUBLIC IMAGE IN THE CONTEXT OF THE PANDEMIC AND MEDIA LITERACY

Nikolina Borčić, VERN' University, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The pandemic has highlighted the central role of media discourse in building a public image of public communication about the pandemic in each state. Each society has created its communication expression within the pandemic, its communication habits, and its interaction. This framework includes the social heritage of a culture, i.e., the shared attitudes, ideas, values, and norms of that society (Kunczik & Zipfel, 2006). This paper focuses on the analysis from the perspective of interpretive-argumentative frames that could influence public perception in relation to the public image of pandemic communication in Croatia. The focus is on the relationship between the topic discussion in the media, the type of argumentation, and the affirmative and/or critical orientation. In this way, consistency and credibility in informing and consequently creating a public image can be examined. This paper uses a text analysis method and a qualitative content analysis of the media discourse on three digital extensions of the most searched media websites according to the Digital Report 2021 for Croatia: the web portal Index.hr, jutarnji.hr (a digital extension of the daily newspaper Jutarnji list) and dnevnik.hr (a digital extension of the information program NovaTV). The analysis revealed that the public image of Croatia during the pandemic was inconsistent, as evidenced by the inconsistent linking of certain frames, sections, and topics. Such an approach to text and discourse analysis promotes media and communication literacy. It serves as a stimulus for developing media analysis models in response to the spread of fake news and misinformation.

KEYWORDS: public image, communication, media texts, interpretive-argumentative frames

LANGUAGE ANALYSIS OF GERMAN MEDIA NARRATIVES ON THE PANDEMIC IN THE CROATIAN CONTEXT

Nikolina Borčić, VERN' University, Croatia

Sanda Marjanović, VERN' University, Croatia

Mara Pekez, VERN' University, Croatia

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The topic of this paper is the linguistic analysis of narratives about Croats, Croatian tourism and Croatia during the pandemic in texts on German portals. Pandemic communication on foreign countries in domestic media can be seen as a frame for tourism branding.

It is expected that the image of a particular country as a tourist destination will be related to the topic of security during the pandemic. One of the sources from which potential tourists get information about the epidemiological safety of specific sources is their media. Therefore, in this article, the emphasis is on analyzing the German media related to the mentioned topics. The research was conducted on texts that were singled out on the most visited portals in 2021. According to the data available on [statista.de](https://www.statista.de), the following portals were used: [t-online.de](https://www.t-online.de), [FOCUS ONLINE](https://www.focus-online.de) and [bild.de](https://www.bild.de) ([statista.de](https://www.statista.de)). Texts and statements published during 2020, 2021 and 2022 were analyzed. Linguistic analysis refers to the qualitative analysis of the content of texts concerning argumentation and sentiment statements. The preliminary results showed the presence of a narrative about Croatia and insufficient information related to epidemiological frameworks, vaccination, and general behavior during the pandemic.

KEYWORDS: media discourse, pandemic discourse, tourism and hospitality industry, impact through the language

ENVIRONMENT AND TOURISM OF THE PODVELEBIT REGION DURING THE AUSTRO-HUNGARIAN PERIOD: BETWEEN DISCOVERY AND AUTHENTICITY

Ivan Brlić, Institute of Social Sciences Ivo Pilar, Croatia

CONFERENCE TOPIC:

History

ABSTRACT

The area between the City of Senj and the Municipality of Starigrad Paklenica known as Podgorje area is a specific and unique area on the Adriatic coast. The geographical, ecohistoric and socio-economic specificity of the Podvelebit region affected various elements of society, thereby conditioning constant migration and economic changes. Various forms of political and military governance in this region in the 19th century were a stumbling block to sporadic forms of economic development. Some advances began to be made by abolishing the Military Frontiers and establishing a new administrative unit of Lika-Krbava County. In parallel with the strengthening of civic culture and sociality, the process of getting to know this extremely interesting area was started. Local teachers and tradesmen were the founders of the first significant initiatives for the development of the Podgorje riviera. The establishment of associations for the embellishment of places as well as the opening of the first tourist facilities, this area began the process of tourist development. Mountaineering as a specific activity of adventure and cultural tourism in Podgorje also enforced an important role in this. The paper presents the beginnings of prototourism and tourism in this area during the Austro-Hungarian period.

In particular, efforts were made to explain the reasons for the poor development of tourism in the area, which is still in a certain gap between protection and development.

KEYWORDS: Podgorje area, Jablanac, history of tourism, mountaineering, Associations for embellishment, Lika region

THE ETHICS OF TAX AVOIDANCE AND EVASION. A PRAGMATIC PLURALIST PERSPECTIVE

Niek Brunsveld, University of Amsterdam, Faculty of Economics and Business, Netherlands

Michael J. Page, Bentley University, Waltham MA, United States of America

CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Views on what is ethical when it concerns tax avoidance and evasion vary across the world, and even within Europe (see e.g. McGee 2012). Some countries function as tax havens while other countries do not, in some cultures citizens do and in others they do not have a strong belief that paying tax is the right thing to do, to name but two. How do we account for those differences in ethical viewpoints without claiming that one ethical viewpoint is better than all the rest (ethical absolutism) or that they are all equally good or bad (ethical relativism)?

A pragmatic pluralist (Ludwig 2011, Pihlström 2013) perspective on ethics argues that a level of objectivity is possible in ethics, while allowing for differences that depend on the cultural and religious worldviews that people have (Brunsveld 2017). We interact with (human) reality and are thus able to learn, also about morality, in what one could call 'the laboratory of life' (Putnam 2004), but different learning paths are possible.

Applied to the ethics of tax avoidance and evasion, this would allow for the situation that stakeholders in different parts of the world have a different understanding of what tax avoidance and evasion mean and/or on whether they are morally acceptable. Thus, this paper explores whether the challenges of international taxation systems do not merely stem from competition between countries but may also stem from the fact that societies are structured differently culturally and religiously (cf. Henrich 2020).

We test this model for understanding the differences in the ethics of tax avoidance /evasion by applying it to the case of a number of countries that are high on the tax haven list (Gravelle 2009), but are situated in culturally and religiously different parts of Europe, including Northwestern Europe and the Mediterranean islands.

KEYWORDS: tax avoidance and evasion, ethics, pragmatic pluralism, worldviews, culture religion, Northwestern Europe, Mediterranean Islands

NEO-ENDOGENOUS AND SUSTAINABLE DEVELOPMENT THEORY: HOW TO MEET BOTTOM-UP AND TOP-DOWN APPROACHES IN (ISOLATED) RURAL AREAS?

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

The main purpose of this paper is to present the theory of neo-endogenous (rural) development (NED), its complementary relationship with the theory of sustainable development (SD), and to further explain the relationship between bottom-up and top-down approaches. Namely, NED is based on the principle that extra-local factors are key to rural development, but concrete, local rural areas need to retain their own potential to shape their future. Local resources – whether natural or human, community resources – i.e. local social, human, cultural, and natural capital within the concept of NED are oriented towards the SD, concretely to its economic dimension. At the same time, the benefits remain within the local space and the community and spill over into other dimensions of SD. Thus, NED implies control of resource use by local development actors and the community. Local development factors should be recognized and respected as a starting platform in creating a sustainable future. This is the starting point that marks the complementary action of the theoretical concepts of NED and SD. Namely, within NED, local initiatives represent a segment that can shape the ad hoc concept of a particular development project, based first on their own experience and then on the vision and aspirations they want to achieve. A finally designed and feasible development plan is created at the point where bottom-up and top-down approaches meet. Development as such cannot be generated exclusively from the local or imposed by the regional or national and even international (EU) level, so the synergy and meeting of bottom-up and top-down approaches is important. It is about the dynamic interaction of local areas with each other and their interaction with the wider political, institutional network, economic opportunities, and especially important is the relationship with the natural environment. The paper will present mentioned interaction.

KEYWORDS: local development actors, neo-endogenous development, rural areas, rural communities, sustainable development

MEDIA AND PLURALISM IN PORTUGAL - 2022 REPORT

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Media Pluralism Monitor - The Portuguese case (2022 report)

This report is very clear regarding the robust framework and sustainability of the Rule of Law in Portugal in terms of the media sector. In general, the area is very well defended by the legislation of the sector, namely by the Constitution and the main laws of the media sector – the press, radio and television. There are several issues that still need to be improved. For example, the regulatory authority (ERC) has been complaining about underfunding and delays in sending budget allocations by the government. However, this does not mean that the ERC is not independent. It is important to point out that the ERC is the only Portuguese regulatory agency that does not have political tutelage and that Portugal also has an Advisory Council, a consultative body that takes part in the definition of the general guidelines for ERC activity in the context of media and associated sectors. Besides, regarding the framework for the journalistic profession, standards and protection (20%), some improvements should be implemented. As a result of the pandemic and of the insufficient state support for news organizations and news media, the situation remains the same as last year, with negative impacts of the pandemic on journalists' working conditions. There are still some reasons for concern regarding the effectiveness of professional organizations regarding journalistic ethical standards. Combined with the growing precariousness in the profession, this weak effectiveness undermines the credibility of journalism. Journalists, their associations and media outlets need to be more determined to safeguard editorial independence. Other combined tendencies, such as the growing labour precariousness and the general economic crisis - that also affect the media/new media sectors -, are exposing journalists to some risks in terms of editorial independence and professional standards.

KEYWORDS: media, pluralism, market plurality, political independence, social inclusiveness

SOIL EROSION BY WATER AND CLIMATE CHANGE, HOW TO REACH SUSTAINABILITY IN THE EUROPEAN MEDITERRANEAN BASIN.

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CONFERENCE TOPIC:

Geography

ABSTRACT

Water erosion, and the consequent soil loss, represents a cost to agriculture as it means loss of productive land, nutrients and organic matter as well as environmental degradation of water resources downstream. This cycle of unsustainability will lead, to a physical desertification of places accompanied by a human desertification. It is essential to understanding the process, the influence of each factor that it depends on for the adoption of more effective actions for its prevention. The randomness of the Mediterranean climate can determine years with higher volumes of precipitation that correspond to more erosive events, and driest years with the occurrence of fewer erosive events, but with expanded erosive potential in some of them. This climatic pattern will be aggravated in the climate change scenario, which correspond to the forecast of smaller annual rainfall volume but concentrated in extreme events. The runoff will be more or less powered, depending on how other factors that influence the erosive process manifest themselves, namely, vegetation, soil, topography, and agricultural practices of farmers.

KEYWORDS: soil erosion by water, Mediterranean climate, climate change scenario, prevention and mitigation measures

SUCCESSFUL START-UPS. WHAT ARE THEIR SECRETS?

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

In today's digitalized economies, start-ups are economic drivers, employment generators and innovators but only a few of them manage to survive the early phase of development to become successful and sustainable. Various surveys show that only about one-third of start-ups still operate after 10 years. To survive in a competitive, disruptive and ambiguous environment, successful entrepreneurs have been able to adapt flexible strategies or modify their business models to meet the needs of their stakeholders. Successful start-ups share similar characteristics such as having done thorough market research to estimate potential demand for their products or services and identify niche markets with high growth potential and scalability. This research is carried out together with competitive and pricing analyses. In case the research shows that their model is flawed, they are willing to review or pivot it to meet market demand. Moreover, they are able to obtain financial resources from investors aligned with their goals, vision and passion. In some cases, it helps when the entrepreneur is well known, charismatic or is associated with public celebrities. In other cases, entrepreneurs find easy access to funds and technical advice from venture capitalists' increasing interest in hi-techs. This is an important point as venture capitalists with substantial funds to invest in innovative start-ups are willing to provide financial resources to several start-ups with the hope that at least one will develop into a successful enterprise.

KEYWORDS: building coalitions, business models, characteristics of success, competition, intangible assets, investors, market analysis, negotiation, team building, third parties and stakeholders

THE NEXT STEP TO FURTHER DECREASE VETERINARY ANTIBIOTIC APPLICATIONS: MEDITERRANEAN PHYTOGENIC ALTERNATIVES AND EFFECTIVE MONITORING; THE DUTCH APPROACH

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Bjorn Berendsen, Wageningen University and Research, Netherlands

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CONFERENCE TOPIC:

Marine and Biology

ABSTRACT

Antibiotics are used to control infectious diseases in both animals and humans. They can be life-saving compounds but excessive use in animal husbandry leads to the development of antibiotic resistance which can impact public health. Since similar antibiotics are used in both animal and human healthcare, it is important to reduce the use of antibiotics in production animals. In the Netherlands policies have been developed aiming for a decrease of antibiotic usage in animals, and alternatives to antibiotics are investigated. Currently, a one-on-one relationship between farmer and veterinarian is successfully implemented and (national) registration of antibiotic usage is mandatory. Unfortunately, after a 70% decrease in antibiotic usage since 2009, this decrease is now stagnating in most sectors. Innovative strategies are required to facilitate a further reduction. One promising option is a focus on farm management and natural phytogetic alternatives to antibiotics. Many of the natural alternatives are Mediterranean phytogetic plants and herbs. The Dutch government has invested in the spread of knowledge of natural remedies and good animal management to support animal health via so called Barnbooks for farmers and veterinarians. Another option is the analysis of on-farm antibiotic use to prevent unregistered applications. New (bio)analytical strategies to monitor the correct and complete registration of antibiotic usage have been developed and trial-tested in the Netherlands. Such strategies support a risk-based monitoring and allow effective selection of high-risk (high antibiotic use or illegal antibiotic) users. Both effective monitoring and the availability and knowledge of alternatives is a prerequisite to achieve a further significant decrease in antibiotic veterinary usage.

KEYWORDS: herbs, antibiotics, monitoring, phytoGENICS, strategy, public health

ROLE OF PERSONAL BRANDING IN CONTEMPORARY HEALTH SECTOR

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The paper encompasses public relations and personal marketing to analyse the role of personal branding of contemporary health sector employees, primarily physicians. It also determines public and communication skills importance for success in medical profession.

The emergence of digital media has changed the overall communication context. Interactivity and great speed of information exchange enable each participant instant feedback in the communication process. Hence the impact of communication has never been bigger in all services, in health sector as well. The image of physicians, their personal branding and communication with the media are becoming very important, in their personal careers and for their respective organization as well.

Research was to show whether the health sector employees, particularly physicians, are aware of their public image, if they are improving their communication skills, how they communicate with the media, if they use social media and/or services of professionals in personal public relations and how their personal image affects the perception of their organization. Research was conducted by means of quantitative survey of members of the Croatian Medical Chamber and by qualitative analysis of media content regarding health sector and physicians in Croatian leading national digital media. Results showed whether physicians are aware of the role of personal image, if they use personal public relations, if they are aware of their role and importance and if physician's role is primarily positively or negatively perceived in chosen media.

KEYWORDS: brand, communication, health, physicians, personal branding, media

BRITISH-FRENCH RIVALRY IN THE IONIAN AND ADRIATIC SEA 1809-1814

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CONFERENCE TOPIC:

History

ABSTRACT

As a result of the Treaty of Tilsit in 1807, the French regained their positions in the Ionian Sea, as the Russians gave away some of their major positions like Corfu and other big islands in the Ionian archipelagos. In the years following Tilsit and especially after 1809 the British started their offensive. This period of rivalry is particular as two big rivals were competing in a very specific situation where the French held most of the land but the British side still had a strategic position that allowed them to remain competitive during the war. Special attention was given to the privateer methods of naval warfare used by both sides. The rivalry was analyzed from the perspective of the importance of the peripheral insular parts of those seas: island Zakynthos and island Vis. The main sources used in this paper were from the National Archives in London, collections of the Foreign Office from Turkey, the Ionian islands, and Venice.

KEYWORDS: Zakynthos, Vis, the Ionian Sea, the Adriatic Sea, privateers, naval war

YOUNG ISLANDERS' (SUB)CULTURAL PRACTICES

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

A variety of economic, political, cultural, and social variables influence young people's decisions to stay or leave their islands. Higher education and chances for further career development are more likely to be found on the mainland because of the centralization associated with the development of large cities, particularly Dalmatian port cities. As a result of the loss of younger people, the population that remains settled on an island will inevitably age. The problem of population aging in island communities is not a recent occurrence. It is a part of the global aging process, which is especially noticeable on Croatia's islands.

In this study, we looked at rock bands, music festivals, and outdoor sports festivals as examples of (sub)cultural practices among young people on the islands. Previous activities of these groups have shown that young people quickly become aware of all the negative aspects of life on the island, yet they still exhibit some reluctance to leave owing to their understanding of the value of the island's natural resources. In the case of rock bands whose members have island origins, we can see that their songs sometimes touch on what Podgorelec and Klempić Bogadi (2013) defined as feelings that dominate the island – referring to separation and isolation. On the other hand, similar objectives contribute to the periodic revitalization of Croatian islands, as seen in summer music and outdoor sport adventure festivals.

KEYWORDS: (sub)cultural practices; young people; festivals; rock band

POLITICAL COMMUNICATION ON SOCIAL NETWORKS - COVID ELECTIONS IN BOSNIA AND HERZEGOVINA 2020

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The paper deals with the significance and importance of social networks in the campaign for the local elections in Bosnia and Herzegovina in 2020. The campaign that preceded the 2020 local elections in Bosnia and Herzegovina was forced to adapt to new, specific conditions. In the modern world, social networks are one of the most important channels of two-way communication. It is very important to point out that the prerequisite for good political communication is a dialogue with voters through which political parties and candidates have the opportunity to obtain information from the field, and accordingly determine a strategy for communicating with target voters.

In addition to studying the most important social networks of today and previous works on similar topics, the paper also envisages research that examined: target public, content, intensity and bi-directionality of messages sent via social networks in the local elections in Bosnia and Herzegovina 2020. The aim of this paper is to present social networks in political communication as key factors influencing the personal image of a political candidate or party at a time when it was not possible to organize a campaign as we had known it until then. The purpose of this paper is to make recommendations to future candidates in order to improve political communication on social networks and thus achieve better results with the target public, their voters.

The main hypothesis: The importance of social networks in political communication is very important for strong messages and for convincing the target public in the credibility of specific candidates.

Auxiliary hypothesis: The effect of political communication on social networks often creates an image of political candidacy in a way that goes beyond other forms of communication.

KEYWORDS: political communication, election campaign, the Internet, social networks, elections, Bosnia and Herzegovina

SITES OF MEMORY OF THE FIRST WORLD WAR IN DALMATIA MONUMENTS TO "FALLEN WARRIORS"

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Vijoleta Herman Kaurić, Croatian Institute of History, Croatia

CONFERENCE TOPIC:

History

ABSTRACT

Dalmatians, like all citizens of the Austro-Hungarian Monarchy, took part in the war operations of the Monarchy on all battlefields, although they fought mostly on the Isonzo Front. The First World War shook Dalmatia, which even before the war was one of the poorest and least developed provinces of the Monarchy. After Italy's entry into the war, Dalmatia as a coastal country was a war zone from the very beginning. We still do not have exact data on the number of soldiers killed in Dalmatia during the First World War, but as soon as news of the wounded and the dead began to arrive, the families of the victims tried to preserve the memory of them in some way as most were buried outside their places of birth. Already during the war in many places in Dalmatia, memorial boats or wooden statues were put up into which visitors, family members could drive a nail that they paid for with voluntary contributions to help soldiers killed in the war and their families. In the local cemeteries, there were parts that became military cemeteries where wounded soldiers who had died in hospitals were buried or those whose families had managed to transfer the dead soldier's body from one of the battlefields. Monuments to fallen warriors were already being erected in some Dalmatian places during the war as memorials to the victims of the First World War. War monuments were erected even after the end of the war during the Kingdom of SCS / Yugoslavia. In this presentation, the authors will present, based on the material collected so far, where all the monuments to fallen warriors were put up and in what circumstances, and whether these monuments became sites of memory of the First World War or were simply forgotten.

KEYWORDS: WWI, sites of Memory, Dalmatia, monuments

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

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

By signifying the sustainable dimension of the Camino pilgrimage route on the island of Krk (i.e. the Camino Krk Route), the main objective of this paper is to explore (at the exemplary level) the potential role of alike religious tourism initiatives in fostering sustainable development of Croatian islands. This goal was reached by applying qualitative methodology in several subsequent steps. Therefore, firstly, it was necessary to conceptualize complementarity between religious tourism and sustainable development (e.g. by referring to examples of good practice such as Santiago de Compostela pilgrim routes). Secondly, it was necessary to exemplify that Croatian islands represent microcosmoses rich in unique sacral sites and landscapes (e.g. stone churches and chapels, monasteries, cemeteries, etc., among which the exceptional cultural landscape of Hermitage Blaca on the island of Brač can be singled out), and for that reason they contain a great potential for further sustainable development through religious tourism initiatives. Thirdly, in the central part of this inquiry Camino Krk is presented as an example of religious tourism initiative, which along with primarily spiritual, and then socio-economic aspects, also inevitably encompasses a sustainable dimension. In this regard, a general overview of sustainable characteristics of this initiative is complemented by further insights on the given topic according to the views of its initiators (i.e. Brotherhood of St. Jacob, Croatia), local officials who participated in its implementation (i.e. Tourist office of the island of Krk) and pilgrims/tourists who have directly experienced Camino Krk. Finally, the results of this inquiry indicate that the Camino route on the island of Krk can be regarded as a positive example of the religious tourism initiative which could be followed with an aim to further enhance the development of Croatian islands in a sustainable manner.

KEYWORDS: Camino Krk pilgrimage route, Croatian islands, religious tourism, sacral landscapes, sustainable development

THE ISSUE OF THE SHIP'S CREW THROUGH HISTORY WITH REFERENCE TO FISHING ON THE ISLAND OF VIS

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CONFERENCE TOPIC:

History

ABSTRACT

The paper looks at the issues of navigation of the ship's crew and fishing as they were regulated in the statutes of Dalmatian cities and communes, but also in some codes that preceded the statute of the City of Dubrovnik, Zadar statute, Hvar and Split statutes.

The role of the ship's crew had evolved over time, along with the division of labour on board the ship. At first, the shipowner did all the work himself, but as time went on, it was realized that one person could not be competent in all the roles that were necessary on board the ship. Fishing was a particularly important resource for the islands' population, as evidenced by numerous codes that regulated this issue at the time.

From the perspective of safety of the ship's crew, the cargo and the ship itself, the difficulties of navigating the Adriatic Sea were more pronounced in winter. The experience and skill of the ship's crew were often crucial for ensuring the safe arrival of the ship to its destination. The paper discusses the provisions of statutes of Dalmatian cities and communes, in particular the ones related to the ship's crew and fishing.

KEYWORDS: ship's crew, fishing, navigation, Dalmatian statutes

SOME TEMPERATURE INDICATORS OF CONTEMPORARY CLIMATE CHANGE IN THE ADRIATIC ISLANDS

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CONFERENCE TOPIC:

Geography

ABSTRACT

The World Meteorological Organization has defined several groups of climate indicators dealing with the contemporary climate change. One of the most important groups is called "Temperature and Energy", as temperature trends are the most common evidence of climate change. Climate change is more often associated with extreme weather conditions. These include days when the air temperature is below or above a certain threshold. In this work, two indices were considered: the number of hot days (T_{max} above or equal 30°C) and the number of warm night days (T_{min} above or equal 20°C). The data were collected from the Adriatic Island stations in Croatia. Since there are no major urban areas on the Adriatic islands, there is no influence of the urban heat island. The evolution of the analysed indices from 1961 to 2020 was studied and the trends were calculated. Two consecutive climatological standard normal values were also compared. It was found that both the number of hot days and the number of warm night days have changed significantly. In some cases, the number of hot days in the period 1991-2020 is almost double than that in the period 1961-1990 and the number of warm night days has even tripled.

KEYWORDS: climate change, hot days, warm night days, Adriatic islands

SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA: A LAST DECADE PRISMA-COMPLIANT SYSTEMATIC LITERATURE REVIEW

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Ivana Martinčević, University North, Croatia

Joško Lozić, University North, Croatia

CONFERENCE TOPIC:

Tourism

ABSTRACT

The term sustainable tourism has been quite commonly used in the last decade. It refers to considering the current as well as future economic, social and environmental impacts, simultaneously addressing the needs of tourists, the tourism industry, the environment and the national economy.

The overarching goal of this article is to identify, present and analyse the published studies regarding the sustainable tourism development in the Republic of Croatia, to present their findings and to draw conclusions regarding the sustainable tourism development in Croatia and the challenges it faces. To achieve this goal, a systematic review according to the PRISMA statement guidelines with stringent selection criteria to include relevant studies on sustainable tourism development in Croatia was conducted. The authors surveyed the Scopus scientific database with the keywords “SUSTAINABILITY”, “TOURISM”, “DEVELOPMENT” and “CROATIA”. The PRISMA method led to a total of 53 papers. Thereafter, a manual survey of these studies followed, which eventually resulted in 17 relevant papers regarding the sustainable tourism development in Croatia in the last decade (i.e. 2012 to 2022).

Major findings revealed that the implementation of sustainable tourism practices and sustainable tourism development can potentially bring significant advantages to the Croatian economy.

The core purpose of this paper is to raise awareness among academic members, researchers, analysts and practitioners regarding the importance of sustainable tourism development in Croatia.

KEYWORDS: sustainability, Croatia, tourism development, literature review

DISADVANTAGES / POSSIBILITIES OF LONG-TERM PLANNING: NEW FEUDALIZATION OF SOCIETY AND THE PERSPECTIVE OF SOCIAL SOLIDARITY AS A CONSEQUENCE OF UNRESOLVED GLOBAL PROBLEMS

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

We are witnessing a number of global problems that have faced us with serious risks, especially in recent years and under the influence of the COVID-19 pandemic. At the same time, climate change as a result of the global environmental crisis is not diminishing, but has been developing for decades, without significant progress towards calming the crisis. The consequences of militaristic-political interventions (in Iraq, Afghanistan, and even more recently in Ukraine) further aggravate these problems and do not bring any lasting form of more reliable security and peace prospects. New social movements, from environmental to peace and feminist, are an additional burden on globally unresolved conflicts and human relations that modern civilizations have to resolve.

The system of capitalism, despite its alleged great power of transformation in the direction of continuous "renewal" of labor and capital, is increasingly developing into crisis situations, inability to renew resources, financial crises, etc. Global society has become an uncertain and uncertain reality in which people try spontaneously to defend themselves against various types of crises and risks that constantly threaten them, without the possibility of permanently ensuring social solidarity in the direction of solving any global problem. What perspectives are emerging on the horizon of the future? Will a new feudalization be established, in which the gap between the rich and the poor will be so large that some will have no chance of survival, while others think they will be able to survive thanks to their material resources? What about the risks of future pandemics and global diseases, the risks of feminization of poverty, the risks of new wars as well as wars for resources, questions of climate change etc. We tried to indicate important topics of the social perspective that bothers us all, and for which we have no guarantee of the possibility of long-term planning.

KEYWORDS: social solidarity, new feudalization, social planning, globalization, ecological crisis, social risks

HEALTH, SAFETY AND RESPONSIBILITY: DISCOURSE ANALYSIS OF THE CROATIAN PANDEMIC TOURIST CAMPAIGNS (2020-2022)

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

According to Mansouri and Sefidgarbaei (2021), the pandemic caused by COVID-19 is "one of the most important social events in the twenty-first century" that significantly affected all aspects of society and its functioning at the macro, mezzo and micro levels. Reflecting on the current situation, many sociologists point to the importance of Beck's concept of risk society and life in conditions of intensified uncertainty, new normality, increased anxiety and stress (Beck 2000; Mansouri & Sefidgarbaei 2021). Numerous economic analyses show that the pandemic has affected many industries and sectors, including tourism and hospitality (McClinchey 2021; Obembe et al. 2021). Moreover, the UNWTO points out that "travel and tourism are among the most affected sectors" (UNWTO). Tourism institutions, government bodies and organizations worldwide have responded to multiple crises, created and presented new marketing approaches to promote tourism in line with pandemic restrictions and protection measures (Northern Development 2020). Although different countries have developed various strategies in communicating the current situation (Tekerek n.a.), health, safety, and social distance (Northern Development 2020) have become the keywords of the new pandemic tourism discourse. Following this, in April 2021, the Croatian Ministry of Tourism created and presented internationally a campaign focusing on responsible and safe travel under the instructions of public health authorities (EU digital COVID certificate/vaccination certificate/negative PCR test, usage of protective masks, particular recommendations for camps, marinas, hotels and private accommodation) (Croatia full of life; Ministry of Tourism and Sport). The paper focuses on interdisciplinary (communication science, anthropology, sociology) critical discourse analyses of the three pandemic tourism campaigns of the Ministry of Tourism launched in 2020, 2021, and 2022.

KEYWORDS: pandemic, COVID-19, risk society, tourism, tourist campaigns, Croatia

THE DOUBLE-EDGED SWORD OF TOURISM ECONOMY – THE QUALITY OF LIFE IN THE CROATIAN ISLANDS

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Many island municipalities depend upon the tourist industry, but the tourist industry can be a double-edged sword. On the one hand it may give an income to people in regions, using the natural resources they have. On the other hand, the low-skill services that are connected to tourism pay low wages and have low productivity while the possibilities of productivity increases are low. Further, the tourist season in Croatia is fairly short (5–6 month at best). The aim of this paper is to analyse the quality of life on Croatian islands, using, as a starting point, a conceptual model inspired by Harris & Todaro's theoretical outline (Harris & Todaro, 1970; Todaro, 1969). We analysed 18 municipalities located on islands. They all have unemployment below national average, employment increase above the national average, but wages below the national average. These municipalities are all strongly dependent on the tourism industry. A central question when it comes to quality of life is mobility. In this paper we specifically analysed the demography by using census data. Mobility is in many ways an indicator of perceived quality of life.

The paper ends by looking ahead and a discussion on the possibilities of digitization. Croatian islands can be an attractive destination for many digital nomads from the whole world. Their possibility to work from the islands can be a significant incentive for the rejuvenation and improvement of the quality of life on the islands, but also a possibility for their successful adjustment of private and business life. We discuss and analyse the current situation, examine possible existing obstacles for the arrival of digital nomads and propose measures for improved attractiveness of Croatian islands.

KEYWORDS: tourism economy, digital nomads, mobility, employment, labour intensive

THE ROLE OF COMMUNITY MANAGEMENT IN PROMOTION OF RIJEKA AS THE EUROPEAN CAPITAL OF CULTURE 2020

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Today, in the twenty-first century, it is unthinkable to promotionally communicate a particular tourist destination without using social media. The evolution of social media is happening so fast that destinations, if they do not adapt to evolving changes, are in danger of losing pace with their competition. For this reason, it is very important to create new and interesting content on social media in order to position the destination even more strongly. By obtaining the title of the European Capital of Culture 2020, the city of Rijeka got an opportunity to further strengthen positioning of the city's image as a tourist destination.

The aim of this paper was to determine the impact of social networks on attendance of cultural and artistic events. For this purpose, research was conducted by using two methods. The first one was semi-structured in-depth interviews with employees of the Tourist Board of Rijeka and the company Rijeka 2020. The second research method was by means of questionnaires among the locals in Rijeka and domestic tourists. The obtained results provided an insight into the extent of social media contribution to the promotion of Rijeka as a European Capital of Culture 2020. In addition, the results of the research indicated the importance of community management and its role in public relations in the cultural sector.

KEYWORDS: European Capital of Culture, promotion, Rijeka, social media, social network, tourism

THE ROLE OF LIKE AND SHARE BUTTONS IN SOCIAL MEDIA IN THE CONTEXT OF REGULATING PUBLIC OPINION, SOCIAL INTERACTION AND CONNECTIVITY FROM THE PERSPECTIVE OF ELISABETH NOELLE-NEUMANN'S THEORY THE SPIRAL OF SILENCE

Kardelen Gökçedağ, Budapest Metropolitan University, Hungary

CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Analysing the functions of “like” and “share” buttons on social media which produce the ways of how the users of these platforms interact and connect with each other, this essay investigates the modes of how public opinion created by social media regulates society and creates confusion although once new media had democratic potential.

The essay argues that the reenactment of certain models of trends set by social media generate public opinion where people tend to keep pace with new trends in order to be approved. In that sense, social media create fear and threat that operate subconsciously among individuals in terms of their decision making processes and unconsciously force people to look or behave alike. The driving force that helps people take action and make choices is the other peoples' perception that puts pressure on people dictating their own thoughts and desires, which ultimately creates public opinion. Individuals who want to avoid isolation, be approved, and feel that they are in harmony with the spirit of times and with other peoples perception, tend to like and share the most shared and liked content on social media platforms. However, these unconscious fears ultimately mislead people to restructure themselves not as they really are but as they are expected to be by the others.

By using interaction, connectivity and the other people's perception as guiding concepts, the article briefly brings the reasons behind peoples motivations to like and share certain types of contents on social media together from the perspective of Elisabeth Noelle-Neumann's famous theory of The Spiral of Silence.

KEYWORDS: public opinion, social media, connectivity, social interaction, spiral of silence, approval, decision making

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

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The Blue Economy is the basis for the future of human society and encompasses several sectors. One of them is nautical tourism, which is experiencing continuous growth and involves numerous resources and stakeholders. The Blue Economy concept has the potential to fulfil the sustainable development goals and has an impact on improving the quality of life of resident population.

Previous research providing a comprehensive overview of the Blue Economy is scarce. To provide a more in-depth analysis of Blue Economy implementation, the authors conducted a more comprehensive literature review. To fill this research gap, the impact of nautical tourism in the context of the Blue Economy was examined and related to the quality of life of the resident population.

The main goal of this paper was to investigate the relationship between the Blue Economy and the quality of life of people in the Mediterranean countries of the EU.

For this purpose, a primary survey on the satisfaction of the resident population was conducted, which was compared with the secondary data on the implementation of the Blue Economy objectives in selected Mediterranean countries in the EU.

The research in this article confirmed that the drive towards an implementation of a blue economy have triggered a profound change in the Mediterranean countries.

The authors proved the hypothesis that the implementation of the Blue Economy goals affects the satisfaction of resident population.

KEYWORDS: Blue Economy, sustainable development goals, quality of life, resident population, nautical tourism, Mediterranean countries

SMART TECHNOLOGY AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF NAUTICAL TOURISM

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CONFERENCE TOPIC:

Tourism

ABSTRACT

Nautical tourism is one of the most important development products of Croatian tourism. In the emitting market, Croatia is perceived as the country of a thousand islands and nautical tourism as an attractive and competitive tourism product. Namely, speaking about this form of tourism, where the main precondition for development is natural resources, a special emphasis is placed on sustainability.

Previous research has shown that one of the main tourist motives is to visit protected natural areas. For the nautical tourist, areas under different protection categories are also attractive as outstanding natural values due to special landscape and biodiversity. The national parks Brijuni, Kornati, Krka and Mljet, as well as the nature parks Telaščica and Lastovo archipelago are particularly attractive to nautical tourists.

Nowadays, destinations often choose to reach visitors through technology. Mobile applications and portals as a communication channel with nautical tourists are also considered smart technology in nautical tourism. There are some mobile applications and portals that help nautical tourists book tickets for protected areas or reserve a berth, for example. Some mobile applications for national parks often influence nautical tourists' decision to visit them with their information. This paper analyses both the mobile applications used by nautical tourists and the applications available in national parks.

KEYWORDS: nautical tourism, sustainable tourism development, smart technology, national parks

ENERGY-EFFICIENT REAL-TIME DRONE REMOTE CONTROL FOR HARD TO REACH PLACES

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CONFERENCE TOPIC:

Energetics

ABSTRACT

Drones have become widely used for different activities including professional usage. With their size and ability to easily approach distant parts of the islands they can be used for professional surveillance, emergency and rescue cases, detection and locating of fire, and many other cases. Drones can be controlled with a video link in real-time by a pilot who is situated several kilometers from the drone, or even from the mainland. They offer good real-time access to remote places. In this article, we described the latency problems caused by the drone hardware and communication link to the drone pilot. Low latency is required so that the pilot can react and maneuver the drone. In case of too high latency, there is an increased possibility of damage to the drone or failure in the assignment that the drone was supposed to complete. Besides the latency constraint, there is also a limit on the amount of energy that a drone can consume in one flight. Therefore, it is important to have energy-efficient hardware and software in the drone. In the article, we have described the constraints which are critical for drone systems.

KEYWORDS: energy efficient, drones, remote, communication, latency, energy consumption, video

EMPOWERING FOR GENDER EQUALITY: ROLE OF DIGITAL COMMUNICATION IN ACTIVISM OF CROATIAN ISLAND FEMINIST GROUPS

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Digital communication plays a significant role in today's communication of activist's groups and NGO associations (Blewitt, 2017). NGO's are organizations voluntarily established by natural or legal persons to promote human rights and freedoms, environmental protection, sustainable development and various ideas on a non-profit basis (Croatian Association Act, 2014). A significant cohort within civil society is feminist groups that promote gender equality and parity democracy, without which there are no genuinely democratic societies. Unfortunately, today's societies, including the most developed ones in the EU Member States, are still not gender parity (Gender Equality Strategy 2020-2025, 2020). During the COVID-19 pandemic, the position of women in society became worse than before (Peterman, Potts, O'Donnell, Thompson, Shah, Oertelt-Prigione and van Gelder, 2020). Many women have been victims of cyberbullying (Gender Equality Strategy 2020-2025, 2020). As epidemiological measures during the lockdown meant an almost complete ban of all social contacts, much of the communication of feminist groups with the public and their users since 2020 has taken place through digital channels (Digitally empowered Generation Equality, 2021). Digital communication transformation has been a significant challenge for feminist groups, especially those operating on islands. The paper researched the role of digital communication in the activism of Croatian island feminist groups, emphasizing how much this role changed during the pandemic compared to the pre-pandemic. The paper also looked at which digital communication channels researched association's use, to what extent their users have accepted digital communication channels and how and to what extent the communication of island feminist groups will rely on digital communication channels after the pandemic. The research was conducted by the in-depth interviews with representatives of island feminist groups and qualitative analysis of the content of their communication on their websites and social media.

KEYWORDS: digital communication, gender equality, feminist groups, COVID-19, Croatia, islands, qualitative methodology

CLOSE TO NOTHING: GENDER AND UTOPIA IN BARETIĆ'S NOVEL "OSMI POVJERENIK"

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

The novel "Osmi povjerenik" was published in 2003 and is the debut of the Croatian author Renato Baretić. The novel was extremely popular with readers but also received numerous professional recognitions (awards K. Š. Gjalski, V. Nazor, A. Šenoa, I. G. Kovačić and "Kiklop" for the best prose fiction). By building up the plot on the fictional island of Trećić, Baretić creates the narrative space of the "most remote" island, its inhabitants and one alleged intruder. The quality of the determinant "utopia" that can be attributed to the interpretations of this novel (as is the case in the foreword to the first edition of the novel by K. Lokotar), in some of its aspects, is transformed into the determinant "dystopia" if the novel is read in a gender-conscious key. This paper will focus on the gender-sensitive reading of the novel, highlighting and analysing those substantive and formal elements of the narrative in which gender divide or gender stereotyping is evident, and re-shaping the utopian landscape.

KEYWORDS: dystopia, gender, island, narrative, utopia

DIGITAL NOMADS IN DALMATIA – HYPE OR HOPE AROUND LIFESTYLE MIGRANTS AND A CATERING ECOSYSTEM IN THE MAKING?

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CONFERENCE TOPIC:

Migration

ABSTRACT

Under the impact of the global COVID-19 health crisis a small but vocal community of temporary residents has emerged in Croatia commonly referred to as digital nomads. Supported by intense social media activity it since has attracted others to follow and join the community in Dalmatia's urban centers and on some of the islands. New policy measures were laid out swiftly by the Croatian government to facilitate their sojourn and to put Croatia on the map as prime destination for digital nomads. Meanwhile, public / private partnerships, business and civic initiatives have been developing offers to cater to these temporary residents who as remote workers engage in a sort of lifestyle migration described as "serious leisure" (B. Yuen Thompson 2018). Our contribution sketches the emergence of a digital nomad community and an industry catering to this target group in Dalmatia. Based on social media discourse analysis and on semi-structured interviews with stakeholders from public administration, tourist agencies, businesses in the hospitality sector, and with digital nomads, we describe an ecosystem in the making. By addressing its current practices and future perspectives we inquire if its potential impacts on local development are rather a hype or hope.

KEYWORDS: lifestyle migration, temporary residents, remote work, digital nomads, Dalmatia, local development

CROATIAN ISLANDS IN THE ONLINE LANGUAGE SOURCES

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CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

This paper presents some of the online language sources in which language data connected to Croatian islands can be found. These data pertain to spelling, grammar, the linguistic norm while providing us with dialectological, onomastic, etymological, and normative information. Our particular attention will be directed at two Croatian language corpora: the Croatian Language Repository and the Croatian Web Corpus (hrWaC). With the help of the WordSketches option integrated into the SketchEngine tool for searching corpora, word sketches are obtained for any word selected within these Croatian corpora. The word sketch contains the selected word's most frequent collocations and gives a brief semantical and syntactical profile of the word. Word sketches are an indispensable tool for contemporary linguists, whatever their linguistic discipline may be. In our age of dictionaries being almost synonymous with corpus-based or corpus-guided online dictionaries, the use of word sketches is expected in any lexicographical work.

However, the main topic of this paper is to demonstrate how data obtained through word sketches make a rich source of cultural information that stands as testimony to the cultural and political past and present of a specific entity marked by the word that is being searched. We found particularly interesting data connected to the names of geographical entities and the adjectives derived from them, along with names used for the people that inhabit them, and area-specific terms (found in the local cuisine or architecture, for example). These data frequently reflect stereotypes attached to a specific geographical entity and its people. Everything mentioned is demonstrated in the paper by using specific names and terms from several islands in Croatia. Data obtained from the Croatian corpora was compared to data relating to the same words and obtained from several international corpora (the English enTenTen20, the German deTenTen18, etc.)

KEYWORDS: language data, Croatian islands, online language source, linguistics, culture

TRUST AND VACCINATION - AN EXAMPLE OF MEDITERRANEAN COUNTRIES

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

The main research aim of this paper was to analyze the relationship between trust and vaccination against COVID-19 disease in Mediterranean countries. Within the framework of social life, trust is imposed as a precondition for the functioning of a social group /community/society. Without trust, the establishment of social solidarity is essentially hampered by the inability to micro-legitimize institutions or certain practices of social action. Vaccination against COVID-19 is a controversial topic that has provoked debates and conflicts at all levels of society, creating fertile ground for its further polarization. Continuing what has been said, this phenomenon should be analyzed empirically, and again based on the established theoretical framework about social solidarity. The main hypothesis of this paper is aimed at the claim that the degree of trust (both in different institutions and among people in their environment) is a predictor of the level of vaccination in Mediterranean countries. The paper also delves into a deeper analysis of the relationship between vaccination and trust in different institutions (e.g. healthcare, government, parliament, education, etc.). To respond to the research, aim of the paper, secondary data was analyzed, primarily from the project database European value study and the database of the World Health Organization.

KEYWORDS: trust, COVID-19, vaccination, social solidarity, Mediterranean

FRANCHISING IN HOSPITALITY - KEY POINT FOR STRATEGIC DEVELOPMENT

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CONFERENCE TOPIC:

Tourism

ABSTRACT

PURPOSE – Franchise as a business model in the hotel industry means a hotel operation under brand standards, using brands' commercial and global marketing sales power but preserving control under costs efficiency. During market and global crises, such as COVID-19 has been in the past 2 years, being part of the global international hotel brand gives hoteliers additional strength and support because the brand power of different resources by which the response to crises with the implementation of a recovery plan is faster, safer and gives hoteliers an impression that they are not alone. Franchise is a very common business model today in the USA and EMEA region, but not very common in Croatia. First of all, due to a lack of presence of international brands within Croatian hotel companies. Key differences between management and franchise as business models are that franchises are applied in the hotel operations of those hotels that are branded with international hotel brands.

This paper research analyzed available secondary data on franchising in the hotel industry in Europe.

The implementation of franchise business model in the past 10 years has become more important for a stronger development of brands. Also, it is a key factor in flexibility in operations and more cost efficient for the investors. Franchising has become a highly valued business model not only for the investors who have realized that the franchise model optimizes the costs but also because it maximizes benefits of being part of the global brand in a commercial context and keeping the control of operations under local management.

This research paper will contribute to a general understanding of the purpose of franchising as a business model applied in the hospitality industry today and how and under what circumstances it should be considered prior to a direct brand management model.

KEYWORDS: franchise, management, development, hotel operations

EXPERIENCES OF STUDENTS OF HEALTH STUDY PROGRAMMES IN CROATIA WITH THE FORMS AND CONTENT OF FOREIGN LANGUAGE STUDY DURING THE COVID-19 PANDEMIC

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CONFERENCE TOPIC:

Education

ABSTRACT

The COVID-19 pandemic has imposed a new communication framework that introduced numerous challenges. Tertiary education has experienced dramatic changes during the pandemic, including foreign language study at universities, which have applied online, in-person, and hybrid models of teaching. Each teacher was set the goal of conveying content using digital resources and new or updated platforms. Teaching skills, good lesson organization and the teacher's personality were no longer the sole foci – the teacher was suddenly expected to be versatile in several areas to fulfil their role of a foreign language teacher professionally under difficult and unfamiliar conditions imposed by the pandemic.

The goal of this paper is to analyze the experiences of students of health study programmes and related programmes with the forms and content of foreign language study during the COVID-19 pandemic. To what extent were students (dis)satisfied with foreign language study? To what extent did teachers adapt to the new situation and how successful were they in conveying the content of their courses? Answers to such questions were received from students of health study programmes and related programmes in Croatia using an anonymous questionnaire.

KEYWORDS: content, foreign languages, pandemic, teaching

RENEWABLE ENERGY PRODUCTION IN EUROPE AND ITS IMPACT ON EMPLOYMENT

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CONFERENCE TOPIC:

Renewable Energy Sources

ABSTRACT

Energy provides the basic input to any economic activity. In the interests of sustainability, transformation of the processes of energy acquisition, supply and consumption is essential for sustainability. The current energy system is heavily dependent on fossil fuels, the use of which negatively affects air quality and contributes to carbon emissions. The aim of the paper is to assess the impact of the renewable energy production in Europe on employment by using regression analysis. Renewable energy has the potential to generate employment opportunities. Renewable energy production is more labor intensive than the conventional energy production in delivering the same amount of energy output. It also uses less imported goods and services, particularly during operation since renewable energy sources are by their nature indigenous, local energy sources. A higher use of renewable energy can therefore benefit not only the national economy but is also a valuable industry at the local or regional level, where it can stimulate local investment and employment.

KEYWORDS: renewable energy, employment, sustainable development, sustainable production, regression analysis

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

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CONFERENCE TOPIC:

Culture and Tradition

ABSTRACT

In this paper, the authors analyze the role of space in dramaturgical production and the communicative role of the Mediterranean square in the overall production-reception process. The Mediterranean Square is a place of social contact, a space of integration of all social classes, economic and public life. It is the place of everyday life in almost every Mediterranean city. In the consciousness of the Mediterranean, the square in the center of the city is the "heart", the "belly" and the "head" of a city. The multifunctionality of the city center, the orientation towards trade and navigation make the Mediterranean cities the intersection of different social phenomena. In the Mediterranean, the center of popular culture was and is a square, piazza. The context of the appearance of the square in the stage performance, whether it is a real or imaginary space of the performance, creates in the eye of the spectator a sense of familiar space and makes it easier for the audience to identify with the stage action. The square is not only a scenic backdrop, it becomes a place for the performance of autochthony using the example of a comedy performance.

KEYWORDS: the Mediterranean, Mediterranean square, Mediterranean urbanity, production and reception process, space

PREDICTORS OF FOREIGN TRAVEL INTENTIONS AND TRAVEL BEHAVIOR DURING THE PANDEMIC AMONG CROATIAN TOURISTS

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

The coronavirus pandemic has imposed objective travel restrictions around the world, which negatively affected tourism in general. In addition, it created a strong subjective constraint, in literature known as Corona/Covid/pandemic travel anxiety/fear/phobia.

In this paper, the basic research goal was to investigate the effects of pandemic travel anxiety and passion for traveling on behavioral intentions among participants who like to travel and use to travel at least twice a year before the pandemic. The online questionnaire was applied in February 2022 on different travel forums or web sites which promote tourism. The sample consisted of 738 participants. The results of two hierarchical analysis showed significant effects on travel intentions and changes in travel behavior during the pandemic. These findings could contribute to the understanding of pandemic travel decision-making processes and provide useful implications for tourism practitioners.

KEYWORDS: pandemic travel anxiety, traveling passion, travel intentions

ARSEN - MEDITERRANEAN AUTHOR PAR EXCELLENCE

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

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

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

“Dedić has always shown that he is unsuited to the stage and completely outside of the mold from which the leading figures of the schlager music scene were cast. His songs, even when the term singer-songwriter was used as an insult or a pejorative term - bore the stamp of songwriter-ship and strong personality, devoid of noise, trendy affectation, and hyperbole in complete contrast to the cannon of schlager music production.” (Gall, 2020: 12)

“In the early 1960s, when Arsen Dedić’s star was ascending, everything was ready for his arrival. Amid the growing opposition between the mass and elite culture, the era of New Orality was emerging, in which sung poetry would once again take a dominant position. Dedić’s songwriting marks a turning point and a return to the tradition of old oral literature and through the new mass media it makes it an element of modern collective emotionality.” (Mandić, 1983: 41 i 42)

“When Arsen Dedić arrived on our scene, we got something akin to a negotiator between poetry and the masses. (Tenžera, Start, 1975).

KEYWORDS: Mediterranean art scene, art, popular culture, influence on music and new generations, authorial phenomena

THE PANDEMIC AS A REGENERATIVE FORCE IN PROTECTING AND DEVELOPING LOCAL SUSTAINABLE TOURISM – CASE OF PERIPHERAL AND MARGINAL ISLANDS

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CONFERENCE TOPIC:

Tourism

ABSTRACT

Europe has over 1,600 small islands — often peripheral and marginalized from their mainland. Major concerns for these islands include maintaining and developing their cultural identity whilst ensuring economic development (e.g., sustainable tourism, marine harvesting and low-impact energy development).

The challenges island communities face are:

- Finding a balance between existing economic activities on islands and the preservation of cultural and environmental heritage
- Dealing with declining traditional sectors (e.g. fishing and agriculture) which have been replaced by or have tended towards dependency on tourism activity

COVID-19 has had a devastating effect on islands and created significant challenges for tourism. The shutdown of tourism, particularly on the islands where it provides the major income and employment input has emphasized the need for tourism resilience strengthening whilst highlighting environmental fragility and the need to protect it. It represents an opportunity to accelerate sustainable consumption and production patterns and to build back better tourism. It creates an opportunity to pause, reflect and reset.

These problems and possibilities are illustrated through two case studies.

KEYWORDS: Covid-19, transformation, regeneration, local destination, heritage & cultural tourism, peripheral and marginal areas

IMPACT OF COVID-19 PANDEMIC ON HIGHER EDUCATION INSTITUTIONS AND INTERNATIONAL MOBILITY PROGRAMMES

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CONFERENCE TOPIC:

Education

ABSTRACT

The coronavirus pandemic (COVID-19) has led to changes in all segments of human life and work, and thus in the field of education. The healthcare sector is trying to reduce the consequences of the COVID-19 pandemic to save lives, while policymakers and the general public are concentrating on preserving economic, cultural, social and educational life. Participants taking part in mobility programs at Higher Education Institutions (HEI) have been particularly affected by the COVID-19 pandemic as their experiences during the mobility period in new surroundings is limited. The student population participating in mobility programs has been most affected by the COVID-19 pandemic. Mobility participants are given formal and non-formal education opportunities either in the classroom or online, however mobility participants' access to public spaces where they can socialize, learn, explore, relax and have fun is limited. In this regard, the aim of this paper was to find out the challenges that participants in mobility programmes at HEI faced during the COVID-19 pandemic.

KEYWORDS: mobility, exchange programmes, higher education institutions, COVID-19, impact

CHALLENGES IN THE APPLICATION OF ECONOMIC INDICATORS IN RURAL DESTINATIONS: EUROPEAN TOURISM INDICATOR SYSTEM IN RAVNI KOTARI (CROATIA)

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CONFERENCE TOPIC:

Tourism

ABSTRACT

Within the concept of sustainable tourism, indicators for measuring and monitoring sustainable tourism have been developed. Their purpose is to indicate the state and changes caused by tourism. Such indicators are also used to monitor development goals, as they support the tourism destination management. The application of indicators is a key factor in the practical implementation of sustainable tourism. Therefore, the interest of every tourism destination is to determine relevant indicators and to ensure the necessary data. This is supported by several different methodologies and indicator systems, based on which destinations can create their own indicator set. In this sense, the European Tourism Indicators System (ETIS) has been developed. It represents a reference framework for sustainable destination management in the European Union. Unfortunately, many tourism destinations, especially those at the beginning of tourism development, use only basic indicators related to tourist traffic and economic indicators, often neglecting other, more complex and serious tourism impacts in the destination. According to this, the aim of this paper is to determine possibilities and limitations of the application of sustainable tourism indicators in contemporary tourism and tourism destination management. For this purpose, the existing sustainable tourism indicator systems was analyzed. The paper analyses the area of Ravni kotari, which is situated in the hinterland of the developed coastal tourism destinations in Zadar County (Croatia). The area of Ravni kotari is a rural tourism destination in the development phase. Based on the assumption that tourism encourages the development of rural areas, data was collected to calculate relevant economic indicators for the ETIS system for this area, which are considered to be the most important ones in the development phase. Ultimately, the paper gives proposals, but also development and management guidelines for rural destinations based on economic and other sustainable tourism indicators.

KEYWORDS: sustainable tourism development, sustainable tourism indicators, rural destination, Ravni kotari, Croatia

A FOLLOW UP ON BEER QUALITY PACKED IN PET PACKAGING DURING STORAGE AT MEDITERRANEAN SUMMER TEMPERATURES

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CONFERENCE TOPIC:

Agriculture and Fisheries

ABSTRACT

Carbonated drinks, including beer, are significantly more sensory unstable if packaged in PET packaging (especially in summer temperatures). As these are practical family packages (2L) that are very popular, it is useful to find out how in these conditions the indicators of "aging" of beer change during storage during summer, while tourist season in the Mediterranean is in full swing. The paper investigated the change in the concentration of basic chemical indicators of "aging" of beer packaged in PET packaging. Samples of the industrial beer type *lager* packaged in 2L PET bottles were collected from three outlets during the summer season 2021 on the Adriatic coast. Storage time at room temperature (June, July, August) was 90 days, and sampling was performed every 30 days. The obtained results indicate that the concentration of acetaldehyde (ACE) after 90 days of storage reached the maximum allowable value (6 mg/L), the established concentration of dimethyl sulfide (DMS) was significantly lower than the limit value (100 µg/L) while the established concentration diacetyl (DIA) was 0.023 mg/L which was within acceptable limits (< 0.070 mg/L). Although the values of all three indicators of beer aging changed significantly during storage of beer at summer room temperatures, the study found that the most problematic compound, in terms of deviation from the recommended values, was the increase of acetaldehyde in beer.

KEYWORDS: lager beer, PET packaging, beer deterioration indicators, Mediterranean climate

MARATHON SWIM STORIES: A QUALITATIVE STUDY OF MOTIVATIONAL ASPECTS OF MARATHON SWIMMING

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CONFERENCE TOPIC:

Sport

ABSTRACT

Background: Marathon swimming is an individual and often solitary sport that requires significant physical exertion, time, and financial commitment. Motivational factors that initialize, direct, and energize the pursuit of marathon swimming are crucial for safety and success.

Aim: To describe and characterize how marathon swimmers spontaneously talk about different aspects of their motivation for the sport.

Method: We transcribed and analyzed 65 interviews with marathon swimmers that were conducted between April 21st and December 22nd, 2020 as a podcast called Marathon Swim Stories. The first step included identifying parts of the interviews related to swimmers' motivation. The second step was coding the material using a general inductive approach.

Results: We identified five major themes related to swimmers' motivation. In the theme "Swim Story", swimmers talked about their trajectory to marathon swimming that in most cases went from competitive pool swimming in childhood and adolescence to marathon swimming later in adulthood. The theme "Pursuing Swims" included swimmers' elaboration of reasons and emotions that motivate them to choose and prepare for the swims. In the theme "Swimming Process", swimmers talked about factors that motivate them during actual swims, including long training swims, and about the mindset and strategies that they use to deal with overcoming difficulties during the swims. The theme "Support" was related to the balance between daily life and training, and to the swimming community - aspects outside of swimming itself that influence swimmers' motivation. The final theme was "Outcomes" where swimmers talked about the emotional and cognitive effects of finishing and not finishing the swims, and about the effects that marathon swimming had on them personally in terms of dealing with challenges in daily life.

Conclusion: The motivation of marathon swimmers includes a multifaceted and complex set of cognitive and emotional aspects that relate to all phases of swimming, and to swimmers' life in general.

KEYWORDS: marathon swimming, sport motivation, training, endurance sport

DO'S AND DON'TS OF CHANNEL SWIMMING: A QUALITATIVE INTERVIEW STUDY OF ELITE ENDURANCE SWIMMERS

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CONFERENCE TOPIC:

Sport

ABSTRACT

Background: Channel swimming (CS) is one of the ultimate tests of human endurance. The Oceans Seven is the topmost challenge comprising the seven most difficult crossings globally (English Channel, Tsugaru Strait, Catalina Channel, Molokai Channel, Strait of Gibraltar, Cook Strait, and North Channel). To complete the swims, both physical and psychological factors play a crucial role.

Aim: To characterize health issues that channel swimmers experience before, during, and after channel swims and to investigate the motivational factors important for channel swimming.

Methods: Semi-structured online interviews were conducted with 30 swimmers who completed at least one Oceans Seven swim. The interviews were transcribed and analyzed using thematic analysis.

Results: We identified three major themes. The first was “Background and motivation” comprising codes related to swimmers' backgrounds, and the ways and reasons they started swimming big channels. It also included swimmers' descriptions of their decision-making process for swims.

The second theme was “What it takes to do a swim” where swimmers described their preparation, the swim itself, and recovery phases. They talked about health problems, risks, prevention measures, and the importance of other aspects such as crew, psychological coping mechanisms, and dealing with challenging situations during a swim.

The last theme was “Effect of CS on life” that included the effects of CS on swimmers' relationships, descriptions of organizational demands CS poses in daily life, and ways CS translates in swimmers' dealing with everyday tasks and obstacles.

Conclusion: Channel swimmers are typically life-long athletes that start with CS in adult age motivated by seeking new challenges. Dangers in CS predominantly come from overuse injuries, marine life, and low temperatures. Adequate preparation, physical, psychological, and logistical, is essential for a successful crossing. CS affects all aspects of swimmers' lives, including relationships, organization of daily life, and personal development.

KEYWORDS: swimming, channel swimming, swimmers' health, swimming endurance, sport motivation

GOPRO BUSINESS ANALYSIS IN THE CONTEXT OF CHANGES IN THE CORPORATE ENVIRONMENT

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The aim of this paper is to determine the financial aspects of the business process in the context of changes that have taken place in the corporate environment in the last five years. The research is based on company financial statements and other relevant sources in scientific research. The research combines the analysis of selected financial indicators with indicators of changes in the sales structure. The results confirmed a significant decline in revenue and sales in recent years, which is directly related to changes in consumer habits in the global market. GoPro Corporation has seen a steady decline in sales over the past five years. The corporation's net profit is negative and direct operating expenses are growing steadily. The smartphone has become fundamental competition with action cameras, i.e. a substitute that achieves continuous sales growth. The changes taking place in the corporate environment clearly indicate the need to restructure corporate strategic business models.

KEYWORDS: action camera, COVID-19, GoPro, net loss, operating cost

TRUST AND VACCINE ATTITUDES IN TIMES OF CRISIS: ROLE OF TRUST IN EXPERTS AND POLITICAL TRUST ON POSITIVE VIEWS OF VACCINATION

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

COVID-19 vaccination is a vital tool in curbing the impact of the pandemic. However, despite its availability and great governmental and public health efforts in promoting confidence in the effectiveness and safety of COVID-19 vaccines, vaccination rates in Croatia are not as high as hoped. Moreover, vaccines seem to be a polarizing issue in the Croatian public. Thus, understanding different determinants of vaccination attitudes is a prerequisite for developing an effective communication strategy. In this study, we focused on the role of political trust and trust in experts, ideological and demographic variables. A relatively large national sample (N = 1591) was recruited via a panel sampling company, and data were collected during December 2021 and January 2022. The results of structural equation modelling (SEM) showed that higher trust in experts, higher political trust, left-leaning political orientation, lower religiosity, higher educational level, older age and male sex predict positive COVID-19 vaccine attitudes, with trust in experts exhibiting the most substantial effect. Considered variables were further investigated in relation to vaccination uptake. Overall, the findings provide empirical support for the role of trust, especially trust in experts, in determining vaccine attitudes.

KEYWORDS: COVID-19, vaccine attitudes, trust in experts, political trust, political orientation, religiosity

CAN HALOPHILA STIPULACEA OUTCOMPETE CYMODOCEA NODOSA? A CASE STUDY OF A MEDITERRANEAN SHALLOW WATER HABITAT

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CONFERENCE TOPIC:

Marine and Biology

ABSTRACT

The tropical seagrass *Halophila stipulacea* (Forsskål) Ascherson entered the Mediterranean Sea through the Suez Canal more than 100 years ago. In the coastal-marine ecosystems the spatial niche of *H. stipulacea* is often overlapped with that of native Mediterranean Sea seagrasses and therefore it might out-compete them. On the basis of previous observations, we monitored for one year a Southern Mediterranean shallow water habitat (North-Western Sicily Island, Italy, Southern Mediterranean Sea), where *H. stipulacea* co-occurred with the native seagrass *Cymodocea nodosa* (Ucria) Ascherson. In this paper we compare sites with (impacted sites) and without *H. stipulacea* (non-impacted sites) to analyse the variation of the shoot density of *C. nodosa* in presence or absence of *H. stipulacea* and, besides that, to measure *H. stipulacea* biometric features of leaves as fitness indices of the species. Significant differences in *C. nodosa* shoot density were observed according to the presence or absence of *H. stipulacea*, with the lowest values observed in sites where it co-occurred with *H. stipulacea*. We hypothesized that the dense rhizome-sediment net created by *H. stipulacea* can interfere with *C. nodosa* growth, pushing down its rhizomes in the anoxic layer. In January 2011 a significant decline of *H. stipulacea* was observed, maybe related to unfavourable environmental conditions (e.g. hydrodynamism, turbidity) and, unexpectedly, the plant totally disappeared in April 2011.

KEYWORDS: *Halophila stipulacea*, non-indigenous species, *Cymodocea nodosa*, seagrasses, Mediterranean Sea, shallow water habitat

DOCTOR-PATIENT INTERACTIONS ON SNS AMONG DOCTORS OF MEDICINE AND DENTAL MEDICINE

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Communication between doctors and patients is a specific form of communication and it is of great interest for medical and dental profession as well as for broader society. Social networks sites (SNS) are part of everyday life for a large number of medical professionals and a large part of online communication is now conducted over SNS.

The aim of this paper is to investigate whether and to what extent doctors of medicine (MD) and doctors of dental medicine (DMD) interact with patients on SNS and to determine if there are differences in doctor-patient interactions between these two medical professions.

Quantitative cross sectional questionnaire study was conducted on a convenient sample of all Croatian MDs and DMDs, from February to May 2021. A total of 1013 questionnaires were collected, out of which 753 entered the analysis as SNS users.

The results show that both MDs and DMDs had interactions with patients on SNS. In sample, 42% of them visited the profile of their patient or patient's family, where DMDs did that statistically significantly more often than MDs (60.6% vs 33.3%, $P < .01$). The most reported reason for visiting a profile was "curiosity" (77%), almost twice as much as "gathering information for medical care" (38%) or "social communication" (37%).

Both MDs and DMDs received "friend requests" from patients or their family (72%), where DMDs significantly more often accepted those requests ($U = 22636.5$, $P < .01$).

An important difference found between MDs and DMDs is in initiation of "friend requests" towards patients, where DMDs had done that significantly more (15% vs 3.4%, $P < .01$).

These results show that doctor-patient interactions exist on SNS and that MDs and DMDs differ in the proportion of connecting with patients. It also means that it is necessary to further consider the balance between the dangers and advantages of SNS, and find a safe way to facilitate doctor-patient interactions on SNS.

KEYWORDS: social network sites, e-professionalism, medicine, dental medicine

TOURIST BEHAVIOR: FROM THE PERSPECTIVE OF THE THEORY OF BROKEN WINDOWS (ON THE EXAMPLE OF THE REPUBLIC OF CROATIA)

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CONFERENCE TOPIC:

Tourism

ABSTRACT

During the summer, Croatian islands become tourist hotspots and reach increased levels of attendance, but also pollution. The behavior of tourists is of great importance for the future image of the destination. The author will try to explore this topic through the Theory of broken windows. According to the Theory of broken windows, over time small riots in the region turn into big riots, even crimes. The aim of the research is to see the reasons for non-responsible behavior of tourists on the islands of Brac, Hvar, Korcula and Vis. The aim is to investigate how much damage tourists can do with their non-responsible behavior and if these behaviors are not prevented, how much they can damage the reputation of the destination and whether they have an impact on the recommendations and intention of the visit.

KEYWORDS: theory of broken windows, Croatia, islands, tourists, behaviour

READING ANXIETY: TRUE OR FALSE?

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CONFERENCE TOPIC:

Education

ABSTRACT

Reading is a complex cognitive process, that involves the interaction of attention, memory, comprehension, and language skills. Although it seems like an 'easy' task because we have learned to read, our brain is not designed for reading, so we change it by learning to read (Dehaene, 2013).

Because of this complexity, it can be assumed that readers experience anxiety while reading. Reading anxiety has often been studied in a foreign language (Saito, Horwitz and Garza, 1999; Sellers, 2000; Zhao, Guo, Dynia, 2013; Joo and Damron, 2015; Matić, 2017, 2019, 2021, Didović Baranac, 2020), and the studies mostly confirmed its negative effects on reading. In the native language, however, reading anxiety is a much less researched emotion (Zbornik, 1988, 2001, Zbornik i Wallbrown, 1991).

According to the cognitive theory of emotions, every emotion consists of a stimulus and a cognitive interpretation. If a person perceives the stimulus (reading) as a threat, s/he will react negatively, while s/he will react positively if s/he perceives it as a challenge.

The aim of this study is to examine whether students experience anxiety when reading in their native language, Croatian, and whether they experience both negative and positive reactions. A new measuring instrument was developed to test reading anxiety and students' negative and positive reactions while reading. 134 seventh grade elementary school students participated in the study. Data were analysed using descriptive and inferential statistics. The results confirmed reading anxiety in native language and negative reactions, but it also confirmed the hypothesis that students can react positively. This study emphasizes the role of emotions in education and the need for more research, even when it comes to 'simple' tasks such as reading in the native language.

KEYWORDS: reading anxiety, the native language, cognitive theory of emotions, positive and negative reactions

ERRORS IN COLLOCATIONS IN ORAL MEDICAL ENGLISH

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CONFERENCE TOPIC:

Education

ABSTRACT

Medical students have been exposed to medical English not just in their Medical English classes but also in reading various online articles, studying from English textbooks, participating in congresses. Therefore, they are quite proficient in understanding written English but encounter more problems in speaking. They are not exposed so much to oral medical English unless they go abroad either on Erasmus or to do some practical work. The most frequent problems in their communication are pronunciation and the use of collocations.

The aim of this paper is to present the most frequent collocations from oral Medical English, extracted from the tapescript of the TV show 'New Amsterdam'. These collocations were used to test 50 final-year medical students. The test included multiple-choice questions, gap fill, and translations. The results were discussed leading to a conclusion that might help Medical English teachers to include these collocations in their lectures.

KEYWORDS: Medical English, collocations, oral language competence, "New Amsterdam", medical students

THE IMPACT OF COASTAL ROWING ON LOCAL COMMUNITIES

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CONFERENCE TOPIC:

Sport

ABSTRACT

Open-water or coastal rowing is a relatively new type of rowing, adding a kind of adventurous side to this traditional sport. It involves rowing along a sea coast and/or out into the open sea. It is getting popular, and has steady-growing communities of rowers in many countries. Although coastal rowing can be found in some communities all around the globe, it is still relatively underdeveloped in the majority of countries, even those which have coastal orientation and natural conditions and people with long maritime tradition, like Croatia. Coastal rowing is easier to learn than flat-water rowing, due partly to the stability and robustness of the boats. This type of rowing can be practiced by everyone, with no age or physical condition limitations. It is ideal for first-time rowers and seniors, as the boats are stable and virtually unsinkable, while the rowing technique required is very basic. The standard boats used in coastal rowing training and competitions are singles (or solo), doubles and quadruple sculls. We used SWOT analysis to present benefits of coastal rowing for local communities, and we analyzed an increased interest in coastal rowing over the years.

KEYWORDS: rowing, coastal, communities, sport, coaching

LOCAL IDIOM LANGUAGE HERITAGE AS A USEFUL TOOL IN EDUCATIONAL PROCESS: EXAMPLE OF ELEMENTARY SCHOOL STUDENTS OF THE ISLAND OF VIS

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CONFERENCE TOPIC:

Education

ABSTRACT

The paper contributes to the study and the preservation of local idioms of Komiža and Vis as well as to the study of the influence of Romance languages on their lexicon. In order to protect the local language heritage, empirical research was conducted among primary school students who, by means of questionnaires, indicated the extent to which they are aware of the cultural affiliation and knowledge of their native local idiom in the context of the pedagogical process. Students were asked to express their attitude toward their local speech and the potential awareness of interlingual similarities between their local idiom and the Italian language on the lexical level. A translation of a short text from Italian into the local idiom was also used in order to identify Romance loanwords that build up the repertoire of everyday words used by the young population. Based on the compositions, a list of identified loanwords was made, followed by their distribution into semantic fields and their etymological analysis depending on whether they originate from the Italian, Venetian, Triestine, Dalmatic or French language. The research also included semi-structured interviews with local teachers of Croatian and Italian who declared the presence of local idiom in the teaching process. Whether teachers in local schools on the island of Vis have the tendency to use contrastive analysis as a teaching method and whether they integrate dialectal contents into additional materials and activities was also examined. The results of the research testify to the amount of preservation and usability of the local idioms of Vis within the educational process. Furthermore, they spur the awareness of the need to use the interlingual similarities at the lexical level between local idioms of Vis and Italian as the target language for didactic purposes.

KEYWORDS: local idiom, island of Vis, language heritage, Romance languages, loanwords, SLA

THE CONNECTION BETWEEN PERCEPTION OF FICTION AND BASIC LITERARY COMPETENCE FOR THE SUSTAINABILITY OF READING

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CONFERENCE TOPIC:

Education

ABSTRACT

In the literary didactic research discourse, the understanding of fictionally is defined as a central component of the literary learning process and classified in different ways in didactic acquisition concepts. Due to the new digital age and the lockdown, it has never been so imperative to keep reading sustainably so that one does not forget to read. The research will attempt to answer the following problem questions: 1. Does the perception of fiction influence the retrieval of basic literary competence by students studying for a degree in German Studies; 2. How can students' perception of fiction be modeled in order to be able to use it for the design of student literature transfer and empirical educational research so that the goal of sustainable reading can be achieved?; and 3. What factors influence the students' individual perception of fiction in order to promote and understand the sustainability of reading? The analysis of the survey data, therefore, aims to investigate the assumed connection between poorly developed basic literary competence and less pronounced fictional perception spectra in a small group of twelve students with a diagnosed need for "learning" and to derive possible challenges for dealing with fiction. The research was carried out in the winter semester of 2021/2022. The aim of empirical educational research must therefore be to develop such settings, to empirically prove their effectiveness, and to investigate the students' understanding of fiction in further research - especially against the background of the ubiquity of the fictional and fictional - across mediums in order to maintain the sustainability of reading.

KEYWORDS: fictional perception, sustainability of reading, basic literary competence, students

THE INTERGENERATIONAL DYNAMICS OF FAMILY REMEMBRANCES OF WORLD WAR II: DALMATIAN REFUGEES IN EL SHATT (1944-1946)

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CONFERENCE TOPIC:

Migration

ABSTRACT

After the capitulation of fascist Italy in September 1943, a Nazi German offensive resulted in a large exodus of civilians from Dalmatia, especially the islands. The transport of refugees was organised by Yugoslav Partisan leadership with Allied logistical support. Refugees were transported by ship via the island of Vis and southern Italy to their final destination—El Shatt refugee camp in Egypt. From February 1944 to March 1946, El Shatt refugee camp on the Sinai Peninsula was home to more than 30,000 people. Despite the difficult living conditions in the desert, social life was organised in the camp, with a focus on adult labour and the education of children and youths. The camp also had a cemetery, where 715 refugees were buried.

This research used semi-structured interviews. Our sample population consists of families whose ancestors were refugees in El Shatt. The general goal of this paper is to examine the methods and dynamics by which family remembrances of El Shatt are transmitted. We affirmed the respondents' views on memories of El Shatt, as well as individual and family interpretations of traumatic events from their family history; we then examined how family remembrances are transmitted among older and younger members of the family. Finally, we observed the relationship of family memory towards modern political narratives in the historical heritage of the local community. In order to encompass intergenerational transmission of practices and collective action among families whose members were refugees at El Shatt, we used qualitative analysis to examine how family members' escape to El Shatt influenced their descendants' understanding of their own political participation. We were also interested in how refugees later transmitted and used practices they had learned and used during their time in the refugee camp.

KEYWORDS: family, memory, war, migration, El Shatt, Dalmatia

THE INFLUENCE OF THE USE OF COMMUNICATION IN THE PROMOTION OF TOURIST DESTINATIONS

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Tourism has become one of the world's largest industries and the fastest growing economic and social phenomenon. In order to increase the number of tourists, a wide range of tourist offer and numerous marketing and promotional forms are used that will direct tourists to the destination. Establishing public relations and two-way communication between tourists and tourism entities can contribute to better visibility of the tourist destination. Due to the growing trend of competition among tourist destinations in attracting tourists, tourist entities use various communication tools and techniques in their promotional campaigns. A sensible choice of techniques and tools and their combinations achieves a balance between different promotional activities and maximizes the visibility of the tourist destination to the public. The goal of these tools is to reach the target group with the key message and convey a message that will affect it. With the invention of the Internet, there has been a change in the way tourism entities communicate with potential tourists. One way is to encourage two-way interactive communication with tourists in order to gather knowledge about their needs and preferences as well as satisfaction in the tourist destination.

The aim of this paper is to examine and determine the extent to which tourism entities, private and public, as providers of tourism in Zadar County, use communication tools of public relations in order to promote and get better visibility of the tourist destination in public. The research examines the local population as one of the stakeholders in tourism to determine to what extent they are familiar with the promotional activities of the tourism entities of Zadar County.

KEYWORDS: public relations, communication tools, tourist destination, promotion, stakeholders in tourism

“ONLY FOOLS ARE CERTAIN”: HUMOUR, AMBIGUITY, AND NONSENSE IN DYLAN DOG

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

The aim of the paper is to explore the forms and functions of humour in the Italian comic book “Dylan Dog”. The paper will show how the verbal and visual forms of humour in “Dylan Dog” exhibit characteristics of nonsense, a mode which is frequently achieved through the character of Groucho Marx and his similarities with his real-life inspiration and the characters he played in films and other media. Special attention is paid to the subversive function of nonsense humour. It is shown that such comedy closely communicates with the comic book’s dominant genre of Gothic horror as its injection of ambiguity and uncertainty, often accomplished via Groucho’s wordplay, participates in Gothic’s concern with hybridity, monstrosity, and unstable boundaries.

KEYWORDS: ambiguity, Dylan Dog, Groucho Marx, Gothic, humour, nonsense

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

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Transport connectivity is an important factor which determines the location quality in terms of economic, social, cultural and demographic development. The development of tourism in the South Dalmatian islands sets goals aimed at the development of transport services of a higher quality, i.e. better and faster transport connections.

The purpose of the paper is to analyse the current inter-island connections of the South Dalmatian islands and, based on the established current situation, to propose possible improvement measures.

In order to collect data, the provisions of the Spatial Planning Act and the existing spatial plans of the Split-Dalmatia and Dubrovnik-Neretva Counties in terms of planning the development of transport infrastructure were reviewed. Sustainable investment in the existing air traffic infrastructure and the construction of new heliports on the islands is the basis of this paper, with the aim of reflecting on the multiple significance of such connections, both for the further development of tourism and for the improved quality of life of the resident population.

Based on the assumption that the existing sea routes do not sufficiently connect the islands, the "helio-shuttle" is proposed as a possibility of connecting the islands by air. Helicopter traffic represents a good solution because of the fast, efficient, but also extremely attractive air traffic corridors. The proposed "helio-shuttle" would significantly improve the frequency of destination changes and enable direct inter-island connections while shortening the travel time from island to island.

In order for such a form of transportation to be sustainable, it is necessary to develop a high-quality air corridor strategy. The proposal would, apart from tourism, significantly increase the appeal in all segments of social and economic development of the local population, which could reduce emigration and contribute to the immigration of younger population.

KEYWORDS: air traffic, spatial planning, resident population, South Dalmatian islands, tourism, transport connections

THE MANAGEMENT OF HAZARDOUS TREES IN CAMPING RESORTS

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CONFERENCE TOPIC:

Security

ABSTRACT

Natural disasters such as fires, floods, windstorms, icestorms and others severely threaten natural ecosystems, wildlife, human lives, their property, supply chains and the local, regional or global economy. The frequency of storm events in the Mediterranean is also increasing, causing considerable damage, which is reflected mainly in property damage, but unfortunately also in fatalities. The safety of trees in campsites across the Mediterranean poses a particular challenge. The wind is a force that can easily break branches and trunks or uproot the entire trees, posing a great danger to people and their property in campsites. Trees are long-lived woody perennials that are mechanically optimized and can withstand high loads imposed by wind, if they are without structural defects. Unfortunately, growth defects very often occur on trees. They can be divided into two groups, the first represents those that are the result of the normal growth of the tree and the second are those that are caused by human activity. We will systematically present structural defects in some of the predominant tree species in the Mediterranean climate zone and will draw attention to the most common harmful practices in camping sites that generate hazardous trees. We will explain how hazardous trees can be identified and how proper arboricultural measures can significantly reduce the hazard of breakage and the number of hazardous trees in a timely manner. With these measures, it is possible to significantly improve the safety situation in campsites rich with tree vegetation.

KEYWORDS: hazardous trees, arboriculture, damage, tourism, safety, camping sites

AN ANALYSIS OF THE DEVELOPMENT OF CROATIAN MEN'S ATHLETICS IN THE LAST 20 YEARS

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CONFERENCE TOPIC:

Sport

ABSTRACT

Croatian men's athletics in the 21st century is not on an upward trajectory and does not have the same results as Croatian women's athletics in the same period. For female athletes, they succeeded in only some disciplines of athletics (high jump – Blanka Vlašić, discus throw – Sandra Perković, hammer throw – Ivana Brkljačić or javelin throw – Sara Kolak), but sufficiently convincing and internationally recognized results (Olympic, world or European medals) are valued quantitatively and perceptually in public much better than male results. Is Croatian men's athletics rising, stagnating or falling in relation to world athletics in a period of 20 years? We have chosen the intersection of results in the world and Croatian athletics through the group results of decathlon, and also through the individual results of the best Croatian and world athletes in decathlon disciplines (100 meters, long jump, shot put, high jump, 400 meters, 110 meters hurdles, discus throw, pole vault, javelin throw and 1500 meters). Although the results in decathlon in Croatian men's athletics have become better only in recent years and after almost 40 years the Croatian record of Joško Vlašić was broken, it is certainly interesting to compare individual achievements in disciplines in which Croatia had good results in the last 20 years (long jump, pole vault, shot put) and get the final picture of the quality of Croatian men's athletics in the last 20 years in relation to the growth of world athletics in the same period. We used the method of secondary research, collecting statistical data available in domestic and foreign literature, and in official data on the best results every year for 20 years on the websites WA (World Athletics) and HAS (Croatian Athletics Federation).

KEYWORDS: Croatian men's athletics, Decathlon, Joško Vlašić, world athletics, Croatian Athletics Federation

ASSESSING POLITICAL SKILL AND PROACTIVE PERSONALITY: A NOTE ON THE RELIABILITY OF SELF-ASSESSMENT

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Self-assessment instruments are used by business schools and organizations for career development and task allocation purposes. Although the Myers-Briggs® Type Indicator and Belbin® Self-Perception Inventory are undoubtedly the most well-known and used measures, increased diversity, equity and inclusion (DEI) concerns have been seen, and continue to be seen, the development of new instruments, such as Harvard University's DEIB Personalized Learning Project. In spite of their natural appeal, the legitimacy of self-assessment is questioned continually. Academic concerns relate to psychometric adequacy and construct validity, and the questions of bias inherent in skill and character self-assessment.

Within the European Union, the slow rate of progress on gender is reflected in the view that "it will take nearly three generations to achieve gender equality at the current pace", in a European Commission funding and tender opportunities portal search finding 711 gender-related projects, and in the 2021 global gender gap index averaging 0.745 and 0.693 for the EU and Mediterranean Islands states respectively.

Given the concerns expressed about gender inequality across Europe and the Mediterranean Islands, we consider the issue of self-assessment bias in two instruments that are likely to see a resurgence of interest amongst organizations looking to accelerate the professional progression of women. These are the Political Skills Inventory and the Proactive Personality Scale. Enhanced appreciation of personality challenges to progression, and an appreciation of political skill limitations are crucial given the barriers to progress women continue to experience. Consequently, we examine potential biases in these two diagnostic tools and the impact they can have on their efficacy as instruments for career development. We contrast self-assessment with peer assessment and we investigate whether the peer assessment gender plays a significant role in how female self-responders are viewed.

KEYWORDS: self-assessment, diversity, personal development, bias, gender

THE MEDITERRANEAN ISLANDS BETWEEN PAST AND FUTURE: IS SUSTAINABLE DEVELOPMENT POSSIBLE?

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CONFERENCE TOPIC:

Geography

ABSTRACT

The Mediterranean, which has always been known as the cradle of civilisation and has seen travellers from different cultures sailing its waters in search of new lands, discoveries and trade, is today faced with the problems imposed by economic growth which has not always preserved its characteristics. In particular, the islands of the Mediterranean have “coloured” the pages of dozens and dozens of texts and have been the destinations of countless stories. The arrival of tourism on most of these lands has, in more or less recent years, brought about sudden changes which have not always been in harmony with the physical characteristics of the territories. And not only that: the inhabitants of these lands have on several occasions found themselves dispossessed of their values and traditions in favour of a “bite and flee” tourism that has left little or nothing positive. If 2050 is to be understood as the “turning point” beyond which it will no longer be possible to consider our planet sustainable, what role can the islands of the Mediterranean have in enabling equitable development for the people of our planet?

KEYWORDS: island, the Mediterranean, sustainable development, tourism, landscape

POLITICAL SOPHISTICATION, SATISFACTION, AND TRUST AS DETERMINANTS OF SUPPORT FOR DEMOCRACY AND AUTOCRACY

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Understanding the determinants of support for political systems seems crucial to understanding the stability of specific political regimes. Political context plays an important role in the meaning of political dissatisfaction and support for democratic or autocratic political systems. Earlier studies have demonstrated that in the context of "old "(Western) democracies, political dissatisfaction and critical citizens represent a relevant resource for democracy. Alternatively, citizens supporting democracy in "new "democracies (or post-communist countries) also express favorable attitudes towards autocratic regimes. As the simultaneous support for autocracy and democracy seems contradictory, it is relevant to explore determinants of citizens' understanding of democratic and anti-democratic orientations. In this study, we focused on studying the role of political sophistication and attitudes on the political system in the prediction of support for democracy and autocracy on a youth sample from different European contexts. Therefore, next to testing the associations between political sophistication (political knowledge, personal interest in politics), satisfaction with democracy, and trust in executive and political institutions as predictors and support for democracy and autocracy as criteria, we also assessed whether the contribution of these factors varies across countries grouped as Former USSR countries, Central and Eastern European countries, Mediterranean countries, Western European countries, and Scandinavian countries. We used the survey data from the EU-funded MyPlace project, collected in 2012/2013 on youth samples from 14 European countries (total N = 16,935). The analyses were conducted with age, gender, and socioeconomic status as control variables to increase the robustness of the findings. Altogether, our findings confirmed the role of political sophistication, trust, and satisfaction with democracy in predicting support for democracy and autocracy. However, the predictive contribution of these factors varied substantially across country groups, highlighting the relevance of contextual factors in determining citizens' understanding of political systems.

KEYWORDS: support for democracy, support for autocracy, satisfaction with democracy, political trust, youth, post-communism, old democracies, MyPLACE

EMPLOYMENT AND HUMANIZATION OF WORKING CONDITIONS ON CROATIAN ISLANDS AS FACTORS OF DEMOGRAPHIC RENEWAL

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CONFERENCE TOPIC:

Demography

ABSTRACT

Croatia is recognized in the world for its beautiful islands, clean sea and healthy food and water. Croatian islands as gems of this country should be highly desirable destinations for living and working, but that is not the case.

They are desirable as a tourist destination, but there are rarely people interested in permanent residence.

Vacancies are announced several times and there are no interested workers. What is the cause of this? Is it an unfavorable expenditure structure for active labor market policy and active measures needed to increase employment on the islands ?

It is necessary to attract young families to the islands, which will result in a change in the demographic picture, which is worrying according to the last population census. A comparative analysis of the situation on the larger Croatian islands would provide guidelines on how to attract people to the island. Active employment policy measures are directed towards creating conditions for living and working on the island which would lead to the revitalization of life on the Croatian islands. The basis of this approach is in the National Island Development Plan 2021-2027 which was drafted by the Ministry of Regional Development and European Union Funds but which is not comprehensive. It is necessary to create conditions for employers enabling them to employ the unemployed persons. It is also necessary to raise the level of employability, to create and preserve jobs, to motivate people to live and work on the island. It is necessary to preserve the regional identity, preserve the particularities, tradition and continuity, to use the free labor market and information technologies, as well as to establish educational institutions on the islands as a cornerstone of prosperity.

KEYWORDS: Croatian islands, permanent residence, change in the demographic picture of the islands, preservation of regional identity, free labor market

AN ANALYSIS OF SURFACE ACTIVITY OF BEACH RESIDENT INVERTEBRATE COMMUNITY DURING STORM EVENTS

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CONFERENCE TOPIC:

Marine and Biology

ABSTRACT

Increasing storminess is among the expected effects of climate change; systems such as sandy beaches –and especially those on islands- are particularly exposed to these events. Data related to behavioural reactions of resident beach fauna to storms could hence provide useful insights for the study of beaches' resilience. A study was carried out on two beach units on the NE coast of Crete island (Greece), seasonally subjected to violent storms. Daily surface activity of resident fauna was analysed through temporal replicates (four different moon phases) during the months of March and April 2016. Pitfalls were placed along transects perpendicular to the shoreline and emptied every three hours, with spatial replicates on the two units. A wind storm hit the coast during the third replicate, so a control was carried out in occurrence of the same moon phase in the next month. Data indicate nocturnal peaks of activity for resident fauna, dominated in abundance by amphipods and beetles, *Talitrus saltator*, *Deshayesorchestia deshayesi*, *Phaleria bimaculata* (in decreasing density order). Neither the storm nor the high variability recorded across replicates in terms of: wind speed, beach face slope, substrate temperature, stranded wrack presence seemed to reduce surface activity, or to shift it. A local adaptation to environmental conditions seems therefore to be in place.

KEYWORDS: beach ecosystems, animal behaviour and activity, storm events, talitridae, tenebrionidae

SEXUAL FANTASIES IN THE CINEMA AND THEIR RELATION TO THE SOUNDTRACK: A CASE STUDY ON JOÃO CÉSAR MONTEIRO’S “GOD’S TRILOGY”

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

João Cesar Monteiro directed a set of three narrative movies called Trilogia de Deus (“God’s Trilogy”). In this series we get to know the quotidian life of João de Deus (a character interpreted by the director) who gets involved in peculiar relations with several women among other adventures and misadventures. The music in the Trilogy is primarily composed of parts of pre-existing musical works. With them, we are confronted with a set of diverse contexts that coexist in the intermedial object that is the audiovisual. When we look at narrative movies such as these ones, we tend to think about the visual and musical setting of a scene by means of their narrative status – that is, if they enhance or contradict the narrative. In this presentation we intend to talk about three scenes in which the musical elements are particularly incisive to increase some characteristics of João de Deus’s perverse fantasies. To help us understand the context in which this phenomenon takes place, we draw upon Sigmund Freud’s approach on perversions and sexuality. As João de Deus has clear perturbations in his sexuality, he engages in relationships dominated by voyeurism or fetishism and all his movies, mainly from this Trilogy, are dominated by perverse fantasies and ghostly sexual desires. We argue that music underlines some of these perturbations of himself and, therefore, Freud’s theory of sexuality proves to be very useful in the analyses of the relationship between the musical elements and dramaturgic development of Trilogia de Deus argument.

KEYWORDS: film music, fetishism, voyeurism, João César Monteiro, “God’s trilogy”

A COMPARISON OF SELECTED TELECOM OPERATORS ON THE CROATIAN MARKET – MARKETING AND FINANCIAL ASPECT

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The development of the digital society has marked an increase in the availability and speed of broadband internet access. This has contributed to the development of telecom operators whose market in the Republic of Croatia is recording a continuous growth of data traffic. This paper analyzes two leading Croatian operators with recognizable brands. A brand complements a product or service, and creates an emotion in customers that makes it easier for them to make a purchase decision. The role of brand equity is of increasing importance in the structure of a company, so its financial value is necessarily monitored. Financial indicators are necessary for successful monitoring of financial values and quality business management of the company. This paper analyzes the financial indicators of two leading telecom operators on the Croatian market – Hrvatski Telekom and A1, and compares them from the aspect of the perception of their brand equities and from the financial aspect. An empirical study, conducted in the year of 2021, showed that between those two observed operators respondents preferred A1, although Hrvatski Telekom had better financial results.

KEYWORDS: telecom operators, financial indicators, brand equity

THE LIVE STREAMING POTENTIAL IN THE CONTEXT OF MARKETING COMMUNICATION ON THE REGIONAL MARKET

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

The purpose of this paper is to examine the development potential of live streaming as a marketing communication tool in the regional market, meaning Bosnia and Herzegovina, Serbia and Croatia. For the purpose of gathering information, an online survey was conducted via Google forms to gain insights into the attitudes and opinions of the respondents. Interviews were conducted with live streamers to collect opinions, suggestions and recommendations from experts. Despite the positive attitudes of respondents towards the concept of live streaming in the context of streaming media in real-time over the Internet, the concluding remarks point to the current disadvantages of the production in the regional market. Interviews with live streamers resulted in a qualitative information base from which some indicative conclusions were reached. The need for a large competitive platform is emphasized, as for the existing ones to perceive the need for further improvement in their services and operating systems.

KEYWORDS: digital platform, marketing communication, live streaming, live streamer, regional market

AN ANALYSIS OF TOLERANCE IN SIX EUROPEAN MEDITERRANEAN COUNTRIES

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Tolerance is one of the ideals of democratic and plural societies. It has been the subject of debate in numerous religious and philosophical works in the last few centuries. Scientific approaches to tolerance are more recent. Tolerance implies the moral virtue of the individual and the political virtue of the liberal state. It is a way of behaving that allows others the freedom to express opinions with which we disagree, and the right of others to live in accordance with their own principles. Sociologists are interested in the connection between globalization and tolerance. They believe that globalization encourages the need for more intensive and extensive tolerance because it is based on the increased promotion of more intensive communication among people of different physical, psychological and social characteristics. Today, Europe is facing new political challenges, such as mass immigration to European countries. Such demographic changes cause dilemmas about the possibility of maintaining the ideals of freedom and equality in European countries. They are becoming a melting pot of people of different nationalities, races, cultures, religions, and lifestyles. Data from European Values Study research provide an answer to the question of whether intolerance is directed only at foreigners or also at other groups in society. It is a comparative international project that examines the values of the inhabitants of European countries, in order to compare the empirical findings among them. This paper uses the data from 2017 on tolerance in six European Mediterranean countries (Italy, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, and Albania). For each country, we tried to find out: (1) the extent to which tolerance or intolerance is present; (2) according to which groups tolerance or intolerance is most present, and (3) the probability of connection between socio-demographic characteristics, political orientation and religious affiliation, and tolerance or intolerance.

KEYWORDS: tolerance, Mediterranean countries, European Values Study

PUBLIC COMPANY EMPLOYEE SATISFACTION – CROATIAN POST CASE STUDY

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CONFERENCE TOPIC:

Public Services

ABSTRACT

After implementing complete organizational restructuring in 2009, the Croatian Post abandoned its system hitherto, consisting of 20 county post centers, and introduced a new regional system based on six regions. On that occasion, a survey was conducted in 2010 throughout all organizational units regarding employee satisfaction with working environment/atmosphere and internal relationships, work organization, working conditions, internal communication, salaries and bonuses, AWARDS and promotions, their direct superiors and loyalty and organizational allegiance. The survey was conducted through questionnaires handed out in group workshops, accompanied by appropriate instructions, on a representative sample of 10% of employees of the Croatian Post (N = 1095 respondents). The survey was repeated in 2020 by mail on a sample of 52% of employees of the Croatian Post (N=5212 respondents), as part of a new development strategy for 2022.

The results of the survey indicate that a positive shift in employee satisfaction grades is present in several indicators, whereas some of the observed indicators show a stagnation or decrease in grade. Examples of positive grade increases are especially pronounced in aspects of internal communication, working conditions, and direct superiors and management, whereas a decrease is evident in grades concerning salaries and bonuses, working atmosphere and internal relationships, loyalty and organizational allegiance, career development, awards and promotions, and work organization. What is especially surprising is the decrease in employee loyalty below the average grade of 3 (2,95). Loyalty speaks to the strength of the bond between employees and business organization, so the decrease in grade given by the employees of the Croatian Post concerning that issue in the survey conducted in 2020 is cause for concern.

KEYWORDS: Croatian Post, employee satisfaction, internal communication, public company, survey research

SOFTWARE REQUIREMENTS SPECIFICATIONS - A TOOL FOR THE DIGITAL FUTURE OF RESIDENTS AND ENTREPRENEURS ON THE ISLANDS

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The National Island Development Plan 2021-2027 foresees improving the quality of life and sustainable development of the island's economy. Post-pandemic time has been enriched by the development of digital services that will significantly affect the future of Croatian islands. Under the NextGenerationEU instrument, the EU allocated more than EUR 800 billion for a greener and more digital Europe. Digitalization contributes to the common market, new jobs, strengthening the economy, but also creating conditions for a better life on the islands. Successful software projects are needed to successfully digitize healthcare, the economy, education and public services.

For a successful software project, coherence between stakeholders and project managers is extremely important. Practice has shown that more than half of the stakeholders involved in the project do not understand the purpose and what needs to be achieved through the project. In order to prepare a good basis and create a precondition for the success of the software project, it is necessary to document at the stage of preparation all the key requirements of the stakeholders involved in the project.

The Institute of Electrical and Electronics Engineers – IEEE, the world's leading standards organization, has prepared standard 830-1984 – Software Requirements Specifications, which is a guide for the development of the Software Requirements Specification. The specification of software requirements ensures and encourages unavoidable interaction between different stakeholders in the software project, namely customers and end users with project team members on the part of the service supplier – contractors.

The author analyzes the content and desirable quality of the Specifications of software requirements, in order to get acquainted with them all those who, in the future, will be involved in software development projects for a better life of the residents and entrepreneurs of Croatian islands.

KEYWORDS: software quality, digital services, quality management, SRS – Software Requirements Specifications, IEEE 830-1984 – SRS, business digitization, e-healthcare, e-learning

SUSTAINABLE DESIGN IN PRACTICE AT ALUO – REDUCING WASTE, SAVING RESOURCES, MINIMISING COSTS BY DEVELOPING AND MAKING MULTIFUNCTIONAL UNITS AS EQUIPMENT FOR STUDENTS

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

It has been 30 years since the design profession was recognised among experts as one which will play an important role in sustainable development. Designers are expected to be creative, experimental, research oriented, capable of combining interdisciplinary conclusions into systemic design solutions in the form of products and/or services. It is necessary to start with a re-think. And designers think differently, resulting in the term design thinking, which has also been recognised in the world of business. Therefore, business and environmental strategies adopted on a global level are called eco-design strategies. At the Academy of Fine Arts and Design, University of Ljubljana, we are strongly devoted to the idea of circularity. By teaching theoretical frames of sustainable design, we also indicate a path for our students by practicing sustainability as a real challenge. And there are many within the school. It would be easy to solve them by buying new equipment. Instead, we practice sustainability by developing and making new, sustainable solutions during the regular seminar student work. The last two years were devoted to a project named 'Students' Corner', which was initiated by the students themselves as they had missed having a separate place for working or getting together in smaller groups. Because the school does not have the budget for such student desires, the professors agreed that they should develop and make that corner through the seminar work of the Sustainable design course. After a year we obtained six sitting units, which are easy to move and can be used in several configurations. Different kinds of discarded materials had been used: discarded cardboard tubes, small pieces of textile waste, synthetic felt, soft synthetic foam. At the end students had what they needed. The benefits were functional, environmental, and economical.

KEYWORDS: sustainable development, sustainable design, eco-design strategies, students' corner, textile waste, cardboard tubes, synthetic felt

ŠOLJAN'S MEDITERRANEAN – AN INSIGHT THROUGH LITERATURE AND FILM

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

Antun Šoljan (1932-1993), a Croatian poet, prose writer, playwright, columnist, and translator, left a significant literary work that not only permanently marked Croatian literature but also indelibly and timelessly enrolled in Croatian and European cultural space.

This paper examines Šoljan's identity code, based on the novels *A Brief Excursion* (*Kratki izlet*) (1965) and *The Port* (*Luka*) (1974), an identity code closely related to the Mediterranean, and travel as an essential part of this code is marked as a process without an optimistic end. Traveling through the Mediterranean is a search for meaning and encountering nonsense, a search for oneself and others in which one gives up on others and does not necessarily find oneself. Cultural, social, philosophical, existentialist, identity patterns, group and individual identities, consent and disapproval, betrayals, spiritual and social castrations, departures and returns, wanderings, doom, and loneliness are being questioned, because "there is never anything in the end".

The Mediterranean is offered here as a framework in which the identity of man and time is shaped in social, artistic, political, and worldview contexts, and the callous beauty and power of the sea, the permanence of the Mediterranean flora, the inexorability of stone, the lies of politics, political instability, are intertwined in Šoljan's novels in a forever contemporary way. Considering the fact that these novels were a creative stimulus to generationally and worldwide-wise distant film directors to direct two films that are stylistically and conceptually very different – *The Port* (*Luka*) (1992), director Tomislav Radić, and *A Brief Excursion* (*Kratki izlet*) (2017), director Igor Bezinović, this paper also examines how these two Croatian directors approach Šoljan's literary templates and creatively transpose Šoljan's atmosphere and dramaturgical motives into audio-visual works, as well as in what way is Šoljan's vision of the Mediterranean as an identifier of Croatian social, cultural, and political relations presented and authorially shaped in another medium.

KEYWORDS: Šoljan, Radić, Bezinović, literature, film, the Mediterranean, identity, adaptation

DATA DRIVEN PRICE SETTING OF WINE PRODUCTS TO ENSURE LONG TERM SUSTAINABILITY OF A WINERY

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

Data-driven managerial decision-making, the process of using data to make informed and validated decisions, represents a current trend in corporate management. However, data-driven decision-making is also related to the need for structured data application in pricing decisions. Setting the right price for a product is an application skill that every price and revenue manager should possess. Today's technological capabilities make it possible to capture and store great amounts of complex data and information, making the price decision more precise and up to date. The aim of the study is to identify what price consumers would be willing to pay for a new food product in a relatively saturated market. The research study was conducted in the wine consumer segment. In order to define the price sensitivity of the customers, we applied the van Westendorp price sensitivity test, by which we have identified the range of acceptable prices for white wine (Green Veltliner) entering a new market. For this purpose, we used a wine brand unknown in the Slovak market, which comes from another country of the European Union (Austria's wine producer winery Leo Hillinger).

KEYWORDS: data driven price decision, price sensitivity, van Westendorp price sensitivity measurement

IS LIFE WITH A RARE DISEASE BETTER NEAR THE SEA? QUALITY OF LIFE OF PERSONS WITH HAEMOPHILIA LIVING IN CROATIAN COASTAL AND INLAND AREAS

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Haemophilia is an inherited bleeding disorder in which blood does not clot properly. It is a rare disease that affects about 400,000 people worldwide (about 500 in Croatia). The disease requires special haematological care, which is in Croatia organized in the haemophilia treatment centres located in four largest cities (Zagreb, Split, Rijeka and Osijek). That means that the place of residence could affect satisfaction with the availability and quality of medical care, and thus the quality of life in general.

With this in mind, a survey among persons with haemophilia (spring/summer 2021) examined the relevance of the area in which one lives (coast versus inland) for both satisfaction with medical care and life in general. Possible differences in the severity of the disease, socio-economic status and social support of those living in one or another area were considered.

The results showed that satisfaction with health care does not depend on where one lives, despite the fact that most patients prefer Zagreb as a referral haemophilia centre. This is probably due to advances in the treatment of haemophilia that enables home therapy, including an adequate local distribution of medicaments. In contrast, the area of residence is an independent determinant of life satisfaction: it is higher in the coastal region, controlling for differences in health, sociodemographic/economic status, and social support.

On the whole, the results confirm the findings according to which life by the sea is subjectively better (e.g., Kaliterna et al., 2020) including in this particular case, where specific care is needed.

KEYWORDS: haemophilia, medical care, quality of life, inland, Adriatic coast

THE SPECIAL PROTECTION FROM INAPPROPRIATE REAL ESTATE SALES IN WHICH CROATIAN SMALL ISLANDS ARE PLACED

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CONFERENCE TOPIC:

Geography

ABSTRACT

The Program for the protection and use of small, occasionally inhabited, and uninhabited islands and the surrounding sea, is the encyclopedia of the unique Croatian archipelago in the Adriatic. The Program envisages a multi-criteria analysis for the application of pre-emption in real estate due to the nature of ownership and the maritime domain with expropriation to manage rocks and reefs and to protect national interests in cases where the use of pre-emption is excluded. The implementation of the national policy for the protection of islands is in accordance with the constitutional obligation regarding relations with islands and their special protection as goods of special interest to the Republic of Croatia according to the Law and Program. The parallel system that exists needs to be resolved, in addition to the pre-emption from the Islands Act, there is an analogous pre-emption system from the Nature Protection Act that applies to national parks and nature parks. The transitional period of banning the acquisition of real estate by EU citizens for agricultural land under the Agricultural Land Act and for areas protected by the EU Nature Protection Act expires in one year. The Islands Act did not declare an island area in which a foreign person cannot have property rights. Considering the situations that may arise in case of non-application of the institute of pre-emption and the institute of maritime domain, the roles of state administration bodies responsible for state property and coastal island self-government units are important for the implementation of the Program. It is acceptable that there is no agreed common instrument for a coherent EU island policy, although some competencies are delegated to the Secretariat for Islands within the Commission. Croatia can independently regulate its own islands, including the real and significant contribution of small islands.

KEYWORDS: special protection, Program, small islands, first purchase, maritime domain

MIGRANT EDUCATION POLICIES, PRACTISES AND EXPERIENCES: A MULTI-PERSPECTIVE ANALYSIS OF MIGRANT STUDENTS' EDUCATION IN SCHOOLS ALONG THE DALMATIAN COAST OF CROATIA

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CONFERENCE TOPIC:

Education

ABSTRACT

Migrants endure many challenges when they move countries. Their needs are often marginalised by those they interact with. They must navigate their way through a myriad of situations such as communicating in Croatian (standard or dialect), accessing services such as health, utilities, transport, hairdressers, finding necessary goods, negotiating through cultural barriers, and supporting their children in education programs, parents themselves needing to gain and understand educational systemic processes and so forth. This paper focuses on the migrant students' inclusion and access to educational pedagogies and methodologies addressing their learning needs as well as family support processes provided by schools and the education system. The study design used a multi-perspective approach (Paltridge, 2020) by triangulating the results of: semi-structured interviews conducted with migrant parents located on the Dalmatian Coastal area discussing their own and their children's experiences; an analysis of education system offerings; and unofficial school and teacher practises as reported by staff. Key findings of the analysis are presented.

KEYWORDS: migrant education, inclusion, access, migrant parental support mechanisms

EXPRESSIONS OF BELONGING: A COMPARATIVE ANALYSIS OF THE COMMUNICATION OF CULTURAL IDENTITY IN CROATIAN DIASPORIC ONLINE COMMUNITIES IN AUSTRALIA AND ARGENTINA.

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

This paper presents a comparative analysis of expressions of cultural identity as communicated and negotiated in online group discourse with participants located in Australia and Argentina. Current theoretical understandings of cultural identity development are presented. Identity formation, viewed as a process of interaction and negotiation, is considered in relation to the intersectional dimensions of cultural expression in diasporic communities, providing depth to the complexities of the processes and influences at play as second and further generation Croatians develop a sense of cultural self. Online texts from selected groups were collected, de-identified and analysed for consistent themes and repeated cultural narratives. Data was grouped according to themes (considering privilege, oppression, domination in the thematic domains of religion, cuisine, sport, family, relationships, children, cultural routines, linguistic routines and so forth). Data demonstrated that collective memories and expressions of culture in host countries are not only transmitted to second and further generations but are altered or reinforced as they interact with concepts displayed in online groups as well as group negotiation of cultural meaning, with other identified influences being information available through online sources and visits to Croatia (where relevant). General findings from the study are presented.

KEYWORDS: cultural identity, diaspora, online communities, identify development, negotiation of cultural meaning

CREATING THE COMPANY IMAGE IN CONDITIONS OF MARKET UNCERTAINTY – CHALLENGES FOR SME IN POLAND

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The modern market and the factors that define it are unique. Uncertainty, complexity, volatility and ambiguity are the terms of the modern business world in which enterprises operate, ranging from large corporations, through medium and small companies, to micro-enterprises. Building a market image in such unstable conditions, changing customer preferences and intense activity of competitive companies is particularly difficult for smaller and medium-sized companies. Therefore, a survey focused on the issue of building a market image in the case of companies from the SME sector was carried out. Over 50 small and medium-sized enterprises participated in the survey. The main objective of the study was to determine the importance of individual components of the market image for its stabilization on the market, as well as to determine the factors determining the company's market image, both external and internal. The research area covered especially Silesia region, but there are also companies from different parts of Poland that participated in the survey. For comparison, in the following months, a survey among larger enterprises was carried out in order to identify common elements and elements that distinguish the SME group. One of the most important elements of a company's competitive advantage is its market image. Therefore, its creation, despite difficult conditions, is one of the most discussed management problems.

KEYWORDS: company image, brands, small and medium-sized enterprises, brand management

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

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Childhood is a socially constructed period in which children live their lives. As social construction it is related to, but not determined by, physical maturation, cultural beliefs about age, and institutional age grading (Corsaro, 2005). Childhood is socially constructed and understood contextually (Jenks 2004).

Childhood in earlier periods has been less researched in Croatian sociology. Our scientific interest was to get insight into childhood in a specific historical, social, and spatial context: what it was like to be a child on the island of Vrgada in the middle of the 20th century. An In-depth interview method was used. The narrative was provided by a respondent, born in 1937 on the island of Vrgada.

The narrative revealed communal and family life of the island as a childhood context. Families were numerous, several generations lived in the same household. The islanders were engaged in fishing and agriculture. They lived modestly but well. Religion was important for community, family, and children. The community functioned harmoniously and collaboratively.

Childhood was marked by play and work. Children took on work responsibilities from an early age. The children labor was determined by gender and age. Play was an important part of childhood. Games were outdoors with other children. Toys were rare. Girls learned to sew and knit. Work was combined with play and socializing. The older children looked after the younger ones. Attending the Mass was everyday practice. Despite corporal punishment, the memories of the school are positive.

The findings point to a childhood determined by a specific social context: a small island community in the middle of 20th century. The children's lives were influenced by tradition, family, and community. Although there is a possibility that memories of past life periods are influenced by nostalgia, the narrative testifies childhood as a happy period of life.

KEYWORDS: childhood, island, research, in-depth interview, play, work

SIMILARITIES AND DIFFERENCES BETWEEN THE ESG AGENDA AND THE UN SDGS AND THE IMPORTANCE OF COMBINING THESE TWO CONCEPTS FOR FUTURE PROOF SUSTAINABLE DEVELOPMENT

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Sustainable development is one of the most important concepts nowadays in order to offer global society mutual understanding on how to save available resources and use them in the future as well or how to achieve sustainable profit while taking care of the people and planet. And there are many concepts in this perspective, but it is of a crucial importance to understand the role of global concepts that are available to the widest range of stakeholders worldwide. Among these ESG represents a “rising star” as many companies or institutions could not commit to support UN SDGs as they seek for lighter and less engaging approaches to sustainability. This does not mean that ESG is simple or not important enough. On the contrary. But at the same time there are 17 UN SDGs that offer more detailed approach to those key issues that address global survival. Both concepts focus on the same three pillars:

- ESG – environmental, social, governance
- SDGs – people, planet, sustainable performance

As the SDGs divide key issues into 17 fields of action, there should not be misunderstanding or gaps between these two concepts as they are compatible. Each SDG could be placed in one of the ESG aspects so these concepts could perfectly fit to show how global population could simplify but yet keep crucial substance in the approach to sustainability for a more stable future.

KEYWORDS: ESG, SDG, sustainable development, UN Agenda 2030, sustainability

LANGUAGE AND GENDER: POLITENESS STRATEGIES IN VERBAL INTERACTION

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Numerous researchers have been inspired to conduct linguistic analysis on gender-based differences. It is a dynamic field of research with analysis from different aspects and different methodologies. The questions to what extent a typical woman's language and a typical man's language are different and what are the most striking differences between them are the basis of most gender related linguistic studies. This paper investigates gender related differences in the use of language by characters of the American sitcom *The Office*, which describes everyday work lives of office employees aired from 2005 to 2013. The aim is to analyse the use of linguistic features such as hedges, boosters, tag questions, compliments and apologies as politeness strategies introduced by Janet Holmes (1995). The emphasis is on verbal politeness strategies in women's and men's speech and possible reasons for gender differences in this area. According to Holmes (1995), females are at an advantage in terms of verbal skills. but women and men use language differently and this is where differences in politeness can be observed.

KEYWORDS: language, gender, politeness strategies, hedges, boosters, compliments, apologies, American sitcom

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

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

The importance of political trust has been recognized for centuries since countries' social harmony, economic efficacy, and democracy are built upon it. However, the strength, sources, and manifestations of political trust are still not fully understood, especially when taking into consideration the interplay between trust at the national and supranational (European) levels. Surveys often indicate dispersion of political trust and certain cross-national diversity but also relatively lower levels of political trust among citizens in the Mediterranean countries, which needs to be further explored. Thus, secondary data analysis of the latest available European Social Survey data will be used to compare the level of trust at the national and supranational levels across different Mediterranean countries. Moreover, building upon institutional approaches to political trust and socio-psychological approaches to social justice, we will also explore the determinants of political trust. More specifically, the study's second aim is to test the relative importance of the efficacy of institutions and procedural injustice in explaining how political trust differs among Mediterranean countries. In line with the multidimensional conceptualization of political trust, different predictors, e.g. perceived efficacy of institutions and procedural political injustice will be used in predicting trust in representative institutions, e.g. trust in the parliament, politicians, and political parties at the national and EU level among different Mediterranean countries.

KEYWORDS: political trust, Mediterranean countries, efficacy, justice, EU

INTERACTION BETWEEN CHILDREN WITH DEVELOPMENTAL DISABILITIES AND ART WORK FROM TEACHERS' VIEWPOINT

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CONFERENCE TOPIC:

Education

ABSTRACT

32 students, chronologically aged between 17 and 21, participated in the research in special classes of three educational institutions in Split, Croatia. Communication of students with multiple developmental disabilities (autism spectrum disorder, intellectual disabilities and cerebral palsy) took place with the help of a figurative painting (Rooster) and a mural of a non-figurative art work (Garden) by a modern painter of the 20th century, Juan Miro, facilitated by three teachers. The contribution of the aesthetic transfer method, in which the previously experienced content is motivated, observed and interpreted, is significant. The reception stimulated various associations and interesting artistic and verbal responses suitable for the development of socialization and communication skills of groups of students. The research showed that the observation of works of art as part of the artistic activities of students with developmental disabilities fulfills its purpose, because the structured way of observation enabled the students to self-activate themselves in the assessment of their own competences. The teachers' point of view was similar, although they come from different professional occupations.

KEYWORDS: young students, developmental disabilities, teachers, special institutions, creativity

ASYMMETRIC REACTIONS OF RETAIL GASOLINE PRICES ON CRUDE OIL PRICE CHANGES IN SELECTED US STATES

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

According to current theoretical and practical studies, retail gasoline prices are rising faster as crude oil prices rise and they are falling more slowly as crude oil prices fall. In the paper we verify such asymmetric pricing of retail gasoline in nine selected US states. The coefficients of reaction functions derived from the linear exponential form of adjustment costs are estimated with the system general method of moments. This linex approach allows us to estimate average weekly biases of the retail gasoline prices caused by the asymmetric pricing. The biases vary from state to state. Their values are between 0.03 cents in California and 0.48 cents in Ohio. Our results may be useful for studying the price rigidities causing business cycles according to the New Keynesian model.

KEYWORDS: retail gasoline prices, crude oil prices, asymmetric reactions, linex approach, US states

“...IN THIS CITY OF MINE, WHEREVER I AM, I FEEL AT HOME”: PLACE ATTACHMENT AMONG PEOPLE EXPERIENCING HOMELESSNESS

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

This paper explores place attachment, the bonding that occurs between individuals and their meaningful environments. Specifically, it examines narratives of place attachment among people experiencing homelessness in their current places of living while comparing coastal and continental experiences. This analysis relies on Scannell & Gifford's tripartite organising framework (2010) that understands place attachment as a multidimensional concept with person, psychological process, and place dimensions. This presentation will specifically focus on: i) the person dimension at the individual level which involves personal connections one has to a place; ii) place attachment as affect in which person–place bonding involves an emotional connection to a particular place in the psychological process dimension and iii) the physical features of a place and the meaning that those features represent in the place dimension of place attachment. This research is based on qualitative materials gathered from the CSRP project Exploring Homelessness and Pathways to Social Inclusion: A Comparative Study of Contexts and Challenges in Swiss and Croatian Cities (No. IZHRZO_180631/1). Explanations as to why place attachments are more pronounced in coastal areas compared to continental parts of Croatia are proposed.

KEYWORDS: place attachment, homelessness, feeling at home, sense of belonging

THE ADRIATIC OF SUN, FUN, PLEASURE AND TOURISM VS. THE UNSAFE SEAS OF PEOPLE SMUGGLING, COVID-19 AND ILLEGAL YACHT ROUTES

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CONFERENCE TOPIC:

Migration

ABSTRACT

The connotations of the Adriatic are those of the wider Mediterranean. – sun, fun, relaxation, pleasure. Yet for centuries the Adriatic has had its hidden corollaries of pain, anxiety, suffering, dying. The most recent ones concerning the phenomenon of people smuggling over the Mediterranean. The phenomenon is not new and has worsened due to the pandemic global situation. In the midst of our Covid-19 living the lives of those reaching the EU shores through the Adriatic have become even more invisible, while more surveilled. As such they represent the most extreme cases of methodological untouchability in opposition to the sensationalistic media exposure in times of dramatic happenings such as the portrayals of children's deaths on shores. Can they be counted? How visible are they for the media? In times of Covid-19 the existential burdens of certain people along their unknown routes testify that our ignorance is greater than declared or thought possible. In the case of smuggled people the reverse is also the case. If we had the complex knowledge what would we do with it? Would we apply it towards the populational benefit or would we have the ideal niche of recording deaths while not advancing the human law aspects such as human protection and human rights (Grant, 2011). Corollary to this, equal questions of concern remain for the Covid unregistered and underreported under dramatic circumstances, yet in the contexts of heightened profit gaining climates, such as tourism. The research of this paper is aimed at exposing the many possible layers of approach towards unprotected populations of which two are most pertinent – a) the way in which their lives are in constant dramatic contrast to everyday leisure living of the EU Mediterranean frontiers, even under Covid-19, and b) the hardships of their invisibility, methodological unreachability, and humanly unthinkable.

KEYWORDS: the Adriatic, people smuggling, Covid-19

“PSYCHO-DYNAMIK DER REKLAME“ OR PSYCHOANALYSIS AND ADVERTISING IN THE WORK OF MIROSLAV FELLER

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CONFERENCE TOPIC:

History

ABSTRACT

The book “Psycho-dynamik der Reklame“ by Miroslav Feller was published in Bern in 1932. Feller (1901-1961) was a theorist, publicist and one of the founders of the 'scientific' approach in the theory of advertising in Croatia. In this almost forgotten, and in Croatia mostly 'unread' book Feller, based on his experiences in advertising and his specific educational affinities (in the field of medicine and philosophy) elaborates on advertising practice from the psychoanalytical perspective.

Feller's focus is on the “unconscious” and the mental processes beyond our “conscious“ that govern the shaping and reception of advertising communication. By analysing and demonstrating the application of psychoanalytic concepts in the psychology of persuasion, the author identifies the mechanisms behind our consumers' choices and how we compensate for them psychologically.

In the context of the development of theory and practice of persuasion industries, Feller's book goes hand-in-hand with the trend of professionalization and increased utilisation of psychological knowledge and techniques in advertising communication. It also follows the changes in advertising practices that focus less on 'real' features of the products, but more so on consumers' emotional state and their aspirational projections. To some extent the book is 'symptomatic' for the phase of development of psychoanalytic doctrine, which is an increasingly instrumentalized form of socially critical and emancipatory 'philosophy' that is used as a 'tool' for managing society. It is also a somewhat fashionable practice of an individual 'adapting' to social realities.

With this book, Feller completes his phase of intensive work in advertising theory and practice. In the 1920s this was acknowledged by the establishment of the Institute for the Scientific Study of Advertising and Artistic Advertising Production Imago (1928) and by the publication of the magazine “Reklama” (1929), the first specialized professional advertising journal in Croatia.

KEYWORDS: psychoanalysis, psychology, advertising, Miroslav Feller, persuasion industries

TRADITIONAL OCCUPATIONS IN THE MEDITERRANEAN: THE CASE OF THE STONEMASON SCHOOL ON THE ISLAND OF BRAČ

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CONFERENCE TOPIC:

Education

ABSTRACT

Working in stone is one of the longest-standing traditions in the Northern Mediterranean. The use of stone in construction and sculpture is typical of the region, which is known for its stone churches, houses, streets, and plazas. Unfortunately, today the traditional stone carving and building in stone is being abandoned, in favour of using easier and cheaper techniques, which continuously changes the typical appearance of Dalmatian cities. However, there is a small place on the Adriatic coast where the traditional stone carving is nurtured. In Pučišća, a small town on the island of Brač, there is the Stonemason school, unique as it relies on traditional, precise handwork in stone shaping, with limited use of modern technology. It offers two education programs: the four-year high school program for stonemason technicians, and the three-year program for stonemasons. Today, the school has a total of 49 students, of whom 32 are housed in the school dormitory as they come from distant regions of Croatia. They decided on their career at the age of 14, when they left the family home and came to live on Brač. We conducted focus groups with students to discover their motives for such a decision and to explore their future career plans. We found fundamental differences in career motives and aspirations of students enrolled in four and three-year programs, as well as different views of the traditional approach to stone shaping and carving. We also conducted a focus group with school professors who stressed several reasons that led to traditional construction being abandoned and explained related decline in interest for traditional work in stone. In the paper, we discuss possible directions to the future development of the school, as well as approaches aimed to preserve the architectural tradition of the Mediterranean.

KEYWORDS: traditional occupations, the Mediterranean, stonemasonry, the island of Brač

WORK-RELATED WELL-BEING AMONG MENTAL HEALTH PROFESSIONALS IN CROATIA DURING THE COVID-19 PANDEMIC

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

Existing literature reveals that the COVID-19 pandemic has a substantial negative impact on mental health within the general population, which imposes additional burden and burnout risk for mental health professionals; thus, potentially reducing their work-related well-being. Work-related well-being is an overarching term reflecting how well employees feel at work (affective experiences), and how well the workplace meets employees' own personal standards and needs (cognitive evaluations). In the context of mental health professionals, work-related well-being is important because the research demonstrated positive associations between high work-related well-being and workplace productivity, creativity, cooperation, as well as high quality job performance.

In order to get better insights into these matters, in this study we investigated a) the levels of work engagement and burnout as indicators of work-related well-being among mental health professionals in Croatia, and b) different types of job resources as the main predictors of work engagement and burnout in this population within the context of the job-demands-resources model. Using longitudinal research design, we conducted a four-wave study (in the period between years 2020 and 2022) among mental health professionals working in Croatia (aged $M=43.1$, 90% female participants), with $N=639$ on the first measurement occasion and $N=332$ on the fourth and final measurement occasion. The results revealed that, on average, the work engagement and burnout levels were moderate and remained stable throughout the measurement occasions, and that job resources present an important protective factor for work-related well-being of mental health professionals.

KEYWORDS: work-related well-being, burnout, mental health professionals, COVID-19 pandemic

WHAT IS RIGHT OR NOT SO RIGHT IN MODERN DIGITAL COMMUNICATION – RESPECT TO THE PERSON AND REAL MEANING OF COMMUNICATION IN THE DIFFERENT FIELDS OF PUBLIC SPEECH

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Success and reaching the goal is the most important issue in the modern world. And communication is one of the means (tools) that serves this purpose. However, this is not the basic purpose of communication. In principle, communication serves to connect and communicate between people. Understanding between people is the primary purpose of communication. Television and radio were created to be close to people. Twitter and Facebook were also intended to connect people, they wanted to connect people with each other. That is why we also talk about social media, which were even more important at the time of social distance (corona crisis). But in this crisis, the media often served the authorities and advertising – politicians, scientists, vaccinations, anti-vaccines, healthy living ... In essence, the corona crisis has revealed the excessive advertising function of all media that have moved away from content and recipients (people). We, or better, they have forgotten the basic principle of rhetoric and public communication: respect for each person, connection with each other and the transmission of a message. The complex situation (for example new unknown virus), however, has exposed the overly simple logic of the modern media space. The information was inaccurate, the attitude towards the recipient of the message disrespectful. Therefore, communication was more or less disabled. "Life in the bedroom and kitchen" should only be revealed in the face of scams and criminal acts.

In this article, we use concrete examples to reveal modern disrespectful communication, which has prevented quality management of the crisis communication in our nation-states as well as in the global sense.

KEYWORDS: public communication, rhetoric, social media, mass media, twitter, orthoepy

ASSESSMENT OF USERS' SATISFACTION WITH A UNIVERSITY LIBRARY DURING THE COVID-19 PANDEMIC

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CONFERENCE TOPIC:

Education

ABSTRACT

The assessment of libraries as a part of their overall efficacy dimension has existed for an extended time and a significant number of studies to this point pertains to the non-pandemic periods, and is commonly restricted to the public sector.

The University Library User Satisfaction Survey, conducted and analysed in this paper aimed to investigate the quality of library resources, services and operations before and during COVID-19 pandemic. The research was conducted in the private higher education institution (HEI). A questionnaire was used for research purposes. It was completed by university students and lecturers.

Analysing results of the survey we gained an insight into the quality of the business operations that was maintained despite the pandemic.

The recommendations obtained were focused on expanding database subscriptions and literature and enhancing search engine functionality.

The results of the survey indicate the direction to proceed with the library services and the library's annual plans and programs, particularly concerning the material procurement plans.

The collaboration of librarians and university lecturers is essential in procurement policy, bibliography of research studies and choice of exam literature.

KEYWORDS: university library, assessment, user satisfaction, pandemic, COVID-19

SOME ASPECTS OF THE SOCIAL AND CULTURAL DIMENSIONS OF SUSTAINABILITY ON TWO ADRIATIC ISLANDS

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

Fragility, peripheralization and dislocation of islands often lead to many social, economic, demographic and cultural problems that put them in an unequal and unbalanced position to the places on the coast. This is particularly evident through the position of the local community on the islands and its connection, principal actors, their roles, and the activities of the local community in general. It is also visible through the position of culture, i.e. cultural heritage and its management. The purpose of this research (that is a part of the project SECURURAL (UIP-2019-04-5257) was therefore to explore some aspects of the social and cultural dimensions of sustainability on the islands of Brač and Rab, Semi-structured interviews (30) in certain places on the island of Brač (Povlja, Selca, Postira, Pučišća and Supetar) and Rab (Rab) were conducted, as well as the analysis of secondary documentation.

Regarding the social dimension of sustainability, the respondents on the island of Brač noted the increasing awareness of the community. The social dimension of sustainability proved developed primarily in terms of local community cohesion. The respondents pointed out the close ties and social capital that exist in the community, i.e. the joint problem solving at the town levels, as well as the bottom-up approach to different situations in the towns that proved to be particularly present. Also, the increasing awareness of women at the local level regarding a decrease in patriarchal patterns was noted, specially with younger respondents. The cultural dimension of sustainability on the island of Rab, although existing and very strong (cultural heritage) is often neglected in favour of mass tourism capacities.

The research is a contribution to the analysis of sustainability on the Adriatic islands.

KEYWORDS: social dimension of sustainability, cultural dimension of sustainability, tourism, the island of Brač, the island of Rab

OTTOMAN CUSTOMS OFFICIALS (EMINS) IN ZADAR, ŠIBENIK, TROGIR AND SPLIT DURING THE 16TH CENTURY

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CONFERENCE TOPIC:

History

ABSTRACT

Among the most important Ottoman ports serving the Adriatic trade were the ports of Obrovac in the north and Makarska in the south of the Ottoman-held littoral of Northern and Central Dalmatia. The former had come under Ottoman rule in 1527, the latter already by the end of the 15th century. Both ports, each with a customs official (emin) to represent the Sultan's interests, accommodated some specific infrastructure for the purpose of handling their maritime trade, such as customs levy points, despite the fact that Obrovac is located some 12 kilometres from the sea.

The ports of Zadar, Šibenik, Trogir and Split, on the other hand, had never been part of the Ottoman Empire. From the early 15th century, if not earlier, they had all accepted Venetian authority, and remained in Venetian hands during the time when the Ottomans ruled over the mountainous hinterland. It may therefore come as some surprise to find that each of the major Venetian ports (Zadar, Šibenik, Trogir and Split), from as early as the first half of the 16th century, had an Ottoman customs official (emin) in charge of collecting what was due to the Sultan, either from Ottoman territory, or from within the city walls on Venetian soil (!). Together with the major trade routes (tarik-i amm) leading from Bosnia directly towards the Venetian sea ports, for the upkeep of which the Ottoman government issued repeated instructions to the local office-holders to keep bridges and fords in good order and their course clearly visible even in deep snow, the administration of the customs levies in the way of tax farms (mukataa) which were 'sold' to the highest bidders count among the main concerns of the central government in Istanbul vis-à-vis the Adriatic maritime trade.

KEYWORDS: Ottoman, Adriatic trade, Venetian ports, tax survey registers

THE ROLE OF THE SOCIAL MEDIA NETWORKS IN PUBLIC RELATIONS OF ZAGREB'S CITY THEATERS

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CONFERENCE TOPIC:

Media and Communication

ABSTRACT

Communication management in culture is particularly challenging due to the low marketing budgets of public theaters. The aim of this paper is to define how the selected city theaters in Zagreb, namely Kerempuh, Komedija and Gavella, utilize social networks and further on the management of their formal profile context. Cultural institutions utilize one of the currently most popular PR tools-social networks, which are primarily used to attract new visitors into their theaters. The paper refers to theoretical key concepts like what the role of PR is, social networks and new media in culture. The research itself was conducted via a questionnaire and the related analysis of obtained answers, which enabled the authors to draw certain conclusions, such as that all the analyzed theaters continuously utilize social networks and that their public is generally positive. However, the paper also demonstrated that there is still significant room for improvement in utilizing this very important communication channel.

KEYWORDS: social media, Gavella, Komedija, Kerempuh, Zagreb city theaters

QUANTIFICATION OF TRAFFIC MODEL VARIABLES OF DUBROVNIK- NERETVA COUNTY FROM 2014 TO 2024

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CONFERENCE TOPIC:

Business and Economics

ABSTRACT

The subject of this paper is the traffic infrastructure of the Dubrovnik-Neretva County for the period from 2014 to 2019, and a projection until 2024 is given. The importance of transport for the development of the economy is extremely high, so the goal and purpose of the paper is manifested in the following: the main variables of the transport model (maritime, air, road and railway transport system) were determined, traffic statistics in Dubrovnik-Neretva County were presented, and based on theoretical and mental-verbal knowledge the quantification of selected traffic variables in Dubrovnik-Neretva County was quantified. The paper uses a combination of numerous scientific methods, of which only the most important will be listed, as follows: method of synthesis, inductive and deductive method, descriptive method, comparative method, statistical method, etc.

KEYWORDS: maritime transport, road transport, air transport, railway transport, system, infrastructure

WOMEN AS POTENTIAL MIGRANTS

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CONFERENCE TOPIC:

Migration

ABSTRACT

Women today have a good education and a desire for business success, but the opportunities for their employment and advancement are often difficult or unfulfilled. Analyzing women and men in the work environment gives the impression that there are more equals among equals. The social milieu, political, economic and cultural public generally supports gender equality, but continues to tacitly pursue the established practice of pay gaps and underrepresentation in leadership and management positions. The pattern of behavior and practice of transparent and fair decision-making on employment and promotion is on the side of men. The European Commission is intensively thinking about this issue and proposing guidelines in order to better assimilate women in the Member States of the European Union and enable them to compete in the labor market with their knowledge and expertise. In Croatia, there is a dichotomy of motherhood because motherhood is still considered the most desirable ideal of women's role in society, but there is an increasing number of younger women who give up motherhood as a basic goal in life. Any woman who is dissatisfied with her self-realization is potentially a candidate for economically motivated migration. The immigration country gains many times over, both in the context of economic values and the demographic ones. If we want to create a society based on equality, it is crucial that the gender dimension is fully considered in the organization and practice.

KEYWORDS: gender equality, migrant women, entrepreneurship, education, politics

DEVELOPING CRITICAL READING IN FIRST LANGUAGE TEACHING – A WAY TO UNDERSTAND DIFFERENCES BETWEEN CULTURES

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CONFERENCE TOPIC:

Education

ABSTRACT

Functional and critical reading differ in goals, strategies, and results; therefore, both are necessary for successful participation in personal and social life. Despite being different ways of reading, according to the Pisa results for 2018 for Slovenia and Croatia, in L1-learning, we highly emphasized the first one. Consequently, we enable students to understand what is said, recall specific data, and use them in typical tasks. On the other hand, they do not sufficiently manage to contextualize texts in the writer's and their socio-cultural context; be aware of their attitude and emotions; switch between perspectives, and formulate valid criteria before making an assessment; reflect on the writing and their reading or to recognize manipulations and unethical elements. In other words, they learn to read most texts as the representative ones and to approach them only from one point of view. These topics are discussed in the context of intercultural and multilingual communication. But, as stated by Mirjana Ule, cultures are not monolithic; they consist of different micro-societies and language varieties. Consequently, even in intra-cultural communication, the lack of awareness of different values, experiences, and stereotypes can lead to misunderstanding and non-tolerance. A step towards overcoming monologue-communication and building a dialogical one in inter-cultural and intra-cultural communication is a systematic and continuous development of both types of reading. Therefore, the paper highlights the main differences between functional and critical reading and critical reading strategies. Finally, didactical approaches to developing critical reading in L1-classrooms are suggested (e.g. text-based method and problem-learning).

KEYWORDS: critical reading, contextualization, cultural awareness, reading strategies, first-language teaching

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

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CONFERENCE TOPIC:

Sustainable Development

ABSTRACT

The aim of the paper is to analyse spatial transformations and the importance of the cultural heritage of the city of Rab for the island's identity and local community. In order to achieve the aim, research was conducted using the survey method (N=165) and interviews in 2021 and 2022. Participants highlighted the natural beauty of the island, its cultural heritage and tourism as the most important elements of Rab's identity. Survey data shows that 84% of respondents agree that the cultural heritage of the island of Rab is important for the local community, 88% of respondents also believe that the cultural heritage of the island of Rab is an important part of the local identity. Most respondents agree that the cultural heritage of the island of Rab is an important part of the tourist offer. Due to the intensive spatial transformations, they also point out that it is necessary to better regulate reconstruction and the construction of new buildings on the island, and in the historical centre of the city of Rab.

KEYWORDS: cultural heritage, spatial transformations, island, identity, Rab, tourism, local community, spatial sustainability

THE VANISHING ISLANDS - ETHNOGRAPHIC DOCUMENTARY FILMS OF MATE BOGDANOVIĆ

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CONFERENCE TOPIC:

Arts and Literature

ABSTRACT

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

KEYWORDS: Croatian cinema, documentary, Mate Bogdanović, ethnography, Island of Vis

SUN, FUN AND COVID TIME: GENDERED EXPERIENCES OF PANDEMIC SUMMER VACATION

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CONFERENCE TOPIC:

Sociology and Psychology

ABSTRACT

The sociology of leisure and the concept of summer vacation can be understood as "the academic study of touring traveling for pleasure and recreational purposes" (Ritter 2017). The concept of summer vacations is a kind of planned seasonal departure from everyday routines, which is not planned, performed or tested outside of class, gender and socio-cultural conditions. Holidays as a form of seasonal holidays are simultaneously "rational and irrational", "earned" and "reward", "treats and sacrifices" (Hall & Holdsworth 2014). In the context of sociological theory, vacations are an important part of the sphere of leisure, which was traditionally understood as the sphere opposite to the sphere of work, daily activities and obligations (Lefebvre 1991). The ideal of vacation inextricably intertwines tourism with consumerist fantasies about hedonistic experiences, freedom, and personal happiness (Lipovetsky 2008; Sharpley, Hall & Henderson 2012). For an in-depth understanding of holidays, the gender dimension should be taken into account – holiday experiences, travel patterns, tourist consumer choices, destination choices, motivations, etc. are gendered (Vespestad & Mehmetoglu 2015). The idea of a perfect vacation is not fixed but changeable, dynamic and ambivalent and as such is open to multiple negotiations (Hall & Holdsworth 2014). Disasters and crises such as the current crisis caused by the COVID-19 virus have affected tourism, the tourist offer and decisions to go to the desired tourist destination (Pappas 2021; Isaac & Keijzer 2021). The paper is based on the analysis of semi-structured interviews conducted in the context of the project "Body, health, prevention: media-constructed discourses and lived cultures in the age of new 'bio-realities'" (project funded by the Institute of Social Sciences Ivo Pilar).

KEYWORDS: holidays, tourism, gender, COVID-19, semi-structured interviews

DIGITAL TRANSFORMATION THROUGH THE DEVELOPMENT OF DIGITAL READINESS IN EDUCATION

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CONFERENCE TOPIC:

Education

ABSTRACT

The financial crisis of 2007–08 and the resulting Great Recession, permanently changed the global business. Austerity measures generated additional long-term consequences. For example, major political changes, such as Brexit, as well as behavioral changes such as consumers becoming permanently more frugal, were motivated by and were the direct consequence of the Great Recession. A new global health threat, the pandemic of COVID-19, is also hugely impacting the world economy and every individual company. Consumer preferences changed abruptly, causing some businesses to close immediately, others growing unexpectedly, while most of them heavily relied on digitization, implementation of digital transformation, and raising of digital platforms literacy. This impacted the higher education process towards raising the digital readiness and need for the creation of new skills and job creations, like Digital leadership. The new mission is to develop a framework for the skillset in digital project development and management that will support the growth and expansion of digital capabilities in business. In this paper, we propose a new paradigm for enabling digital transformation through the educational process with a specific objective in shaping overall digital readiness for different business structures.

KEYWORDS: digital readiness, HEI process, education system, global business, digital transformation

ORGANIZERS

Ivo Pilar Institute



The Institute of Social Sciences Ivo Pilar is a public scientific institution that was founded within the University of Zagreb on November 26th, 1991 by the decision of the University Assembly. Its areas and fields of scientific research are: a) social sciences (psychology, sociology, demography, education and rehabilitation sciences, political sciences, economics, information and communication sciences), b) humanities (history, theology, philosophy, ethnology and anthropology, religion science, philology) and c) interdisciplinary scientific areas (cognitive sciences, geography, gender studies). The Institute's head office is in Zagreb, but the Institute also has 7 regional centres (Pula, Gospić, Split, Dubrovnik, Varaždin, Osijek, and Vukovar). Ivo Pilar Institute has so far taken part in more than 330 research projects, of which 60 international projects. Among the international projects, the most prominent projects are those financed by the European Union, like "MYPLACE - Memory, Youth, Political Legacy And Civic Engagement", and "MYWEB – Measuring Youth Wellbeing", which are financed under the 7th framework programme. Also, the Institute has collaborated with other international institutions, like UNICEF, ERSTE Foundation, and Open Society Foundation. Since its foundation the Institute has published 90 books, including 45 collections, 20 studies, and 18 special editions, such as monographs.

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