Jasmina Gržinić, Moira Kostić Bobanović, Ana Pisak

TOURISM TRANSFORMATIONS -
Regional case studies

Juraj Dobrila University of Pula

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Juraj Dobrila University of Pula

Faculty of Economics and Tourism

"Dr.Mijo Mirković"

Pula, Croatia, 2023

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“Tourism should primarily serve indigenous people and their needs.
The focus should be on tourism for society, rather than society for tourism.”

Dimitrios Buhalis

(2022)

To our students,

Ac. year 2023/2024

TOURISM TRANSFORMATIONS -

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Introduction

This book is an overview of the application of scientific knowledge in professional (tourism) practice. It is created by full-time professors (of tourism and language and cultural competences) in cooperation with a former student of the graduate study programme of Economics at Juraj Dobrila University in Pula. At the time of writing this book, Ana Pisak is becoming the winner of the award for the best holiday home in Croatia.

The aim of the research is to learn more about Istrian (Mediterranean tourism) from different case studies in order to understand the tourism regional opportunities. Therefore, the book is structured in the form of a professional handbook.

Through the knowledge of tourism practices, the benefits for society are realized. Since there is a large number of students attending Erasmus courses at Juraj Dobrila University in Pula, this online book will help them in better orientation in numerous tourism courses and seminars from the aspect of future knowledge application in their living area. On the other hand, this work can be inspiration in creating future jobs and businesses due to numerous refferals available throughout the book. This publication can prepare stakeholders for gaining the skills they need to make decisions in tourism sector.

The book offers theoretical contributions and case studies from the aspects of numerous potentials and development scenarios (from natural and cultural resources and traditions as cultural heritage to religious tours) with the accent on innovations and transformations in tourism. An overview of theory through application to practical examples creates a fusion of knowledge beneficial to destination stakeholders. The emphasis is on contemporary trends in tourism; sustainable development of tourism, levels of interpretation, i.e. economic, social and cultural aspects of tourism. International tourism motivation is reflected through the description of decision making in some Istrian (Croatian) destinations due to the increase in global demand,

competitiveness in Mediterranean tourism and spacial devastation. According to above mentioned arguments, important approachs are the quality and development of destination offer, digitalisation and efficient architecture with all challenges and prediction of solutions.

The value of this handbook lies in an effort to conceptualize holistic values of tourism activity, presented through specific issues; socio-cultural, economic, political. According to that, previous scientific knowledge mentioned here is a reference to the concept, similar events in environment and global tourism, connected with the aim of learning. It is also worth emphasizing that the authors make a step forward in interdisciplinary study in regional context, considering all boundaries relevant for future research in the area.

The book covers tourist attractions in Istria and the drivers of the development of real attractions as well as those that are still potential or on the transition to real ones. In addition, the authors list a number of barriers that emerge in this transition process and suggest the need for partnerships to foster innovation and creative networks. Tourism topics are presented in case studies that deal with real life phenomenon during the past and today, from coastal to continental Istrian parts (Fažana, Labin and Buzet).

In the chapter "Wine, truffle and olive oil tourism in Istrian region" the examples of regional tranformations are demonstrated. Kozlović family winery and Cattunar family winery are presented through their market activity and stakehoders partnership. Sustainable projects through the transformation of tourism attractions are described by local investment initiatives and wine storytelling. Istrian Truffle Days (Buzet, Istria), events in Vodnjan and Buje, are suggested as Croatian examples of good tourism practices. In the second chapter, theoretical contributions on Integration of cultural tourism offers are presented. Case studies connected to the title "Cities of Culture in Istrian and Primorsko-goranska County – a case study of cultural impacts" are Batana Eco Museum (Rovinj), History of Labin – Istrian mining tourism, The

village of Mužolini Donji - New traditions in rural Istria, Rijeka – the capital of Europe in the year 2020. Third chapter analyzes border areas in Istria and Cultural understanding in tourism. The city of Buzet has potential memorial tourism spots that can have positive globalization impact in tourism. The themes are: Security as a comparative advantage, Border areas of Istria and the migrant crisis, City of Buzet - an overview of tourist indicators, Socio-economic effects: marking of areas, interpretation, tourism commodification, Global about the local - Globalization of the area at the foot of the Učka mountain; Ćićarija, Local population - mediators in tourism through post-reflection, memorial tourism. In the next chapter small Istrian destinations (Fažana, Vrsar, Štinjan, Bale) are the examples of: Adaptation responsible tourism paradigm through destinations events in open spaces, Preservation of tradition, Improvement of coastal infrastructure (destination Štinjan, Pula), Engagement of tourist boards and impacts on local environment. At the end of this chapter, sustainable initiatives in Croatian tourism practice are involved in the discussion. In chapter five, under the title "Developed diving tourism locations in Istria and sustainable initiatives", the islands of Cres, Lošinj and Brijuni are the examples of initiatives oriented towards coastal and rural destination development (underwater attractions, diving, museums, maritime festivals, wool project, trails, European routes initiatives). In chapter six, the authors analyze hotel responsible trasformations and sustainable intermediary innovations on the examples of Istrian tourism companies (Valamar, Arena Hospitaly Group) and tour operators' initiatives (Kuoni Tumlare). The main objectives of the last case study are transformative tourism offers and their online presentations – Mediterranean religious tours. The purpose of it is to point out the market potential of religious tourism through online offers, based on the inclusion of place attractiveness and tourism projects of destination's stakeholders. On the example of selected Mediterranean countries (Spain, Croatia), the authors analyze a transformative tourism experience; self

actualization, change of perspective, renewal of spirit, body and mind, achievement of balance, interaction, resolution of dilemma.

The research results contribute to transformational tourism paradigms throught pragmatic case studies based on human motives and their reflection on tourism industry. Chapters consist of minimum 3 and maximum 7 sections under which practical examples are hidden and linked and ends with an extensive list of Bibiography with DOI article numbers and numerous professional paper information. The book can help scientists and practitioners in revealing the background and the complexity of tourism. For easier monitoring, the numbering of illustrations (tables, pictures, schemes) is separated for each chapter with glossary of common terms, disscussion questions and video link.

Research framework of each case study is analyzed from the aspect of three key elements: tool, focus and action. Diversification of these elements is achieved through the analyzes of tourism product and its features as; (a) resource potentials, b) development conditions and competitive analysis, (c) background of the study; sustainable projects, (d) the level of partnership and role of stakeholders, (e) future influences (tourism regenerations), (f) local transformation (level of interest), with final recommendation at the end (according to destination's case study impacts).

The integration of academic and professional approaches in every chapter can be reader's orientation and preoccupation as a kind of “Innovation regional projects”. All case studies are based on the attractiveness of regional destinations.

This professional handbook is a catalogue of tourism definitions through the examples suitable for beginners (an overview of the trends in the field, the literature) and researchers (details about tourism subcategories in the form of case studies). We hope it will contribute to economic, social, cultural and political stability and progress of the region. The handbook should be a supplement to teaching materials used in subjects dealing with the basics of tourism.

Authors

Pula, Croatia, 2023

1. WINE, TRUFFLE AND OLIVE OIL TOURISM IN ISTRIAN REGION – Case study of regional transformation

1. INTRODUCTION

The aim of this chapter is to present and discuss initiatives related to some alternative tourism forms in Istria and its benefits for the destination. The purpose is to point out target market experiences, with the advantages of development as well as the limitations through analytical learning of winery and food programmes. Cultivation, piching and presentation of plants and products (olives, mushrooms, wine) are part of historical cultural heritage of the area. Co-creation in the form of creating new products that contain elements of culture is a contribution to the development of the region, but also to encouraging new touristic visits. Wineries develop not only products and services (e.g. tasting experience), but also partnerships with stakeholders based on wine (e.g. food tourism).

Specialized cultural tourists visit cultural attractions in their destination and carefully choose a destination that manages cultural attractions properly. They are presented at cultural events in order to earn more, be active and stay longer in the destination, mostly during preseason and postseason periods.

European cultural routes encourage initiatives related to the development of specialized offers and partnerships within integration. The attention on some new initiatives connected to herbs and trees can improve the economy but also tourist experiences. People interested or nearly interested in tourism of wine, truffle and olive oil can transform their lives and promote the destination when they return to their homes. The quality of promotion and destination branding will involve mostly highly educated tourists, with higher purchasing power.

Sustainable projects and stakeholders' partnerships will improve the process of transformation from potential to real attractions. The concept of connecting the civil and private sectors in the development of the entire region, is an example of good practice. Some initiatives can be recognized in this case study.

2. Wine tourism in Istria County – resource potentials

Istrian wine tourism product is part of destination positioning needed in the process of Croatian tourism transformation. Wine is a supplement or an added product to the well-known tourism base (sun, sand, see). It can be an excellent stimulation for tourism consumption. Vojnović (2012) defines some tourism groups as spenders who come from emitting areas, do not live here, and "spend" resources while leaving money in another destination. Example: a tourist who spends his summers and nights in Portorož and comes to Poreč to visit the Euphrasian Basilica, but will not leave their money here but in Slovenia. Therefore, Croatian destinations need to develop products for which they have available resources and comparative advantages. E.g. in Istrian town Motovun and its surroundings, the development of wine tourism is resource and traditionally conditioned, while in the municipality of Nijemci (Srijem region, continent of Croatia) it is birdwatching and the development of birdwatching, birding. Through the ratio of providers and visitors, a balance is achieved in meeting the needs of today's tourists.

Therefore, it is necessary to define which destinations have development potentials. Furthermore, it is necessary to monitor the impacts of organized events, from the aspect of socio-cultural, environmental and political action. New event is a continuation of an existing one or a good start of something

new, as in the case of the promotion of Istria through blue and green (coastal and rural Istria).

Travel agencies include in their offers tourist package arrangements (excursions) recognized through attractive, desirable, affordable and content acceptable. Although many winemakers have adapted to the offer, as well as agencies through tourism specializations, the question arises whether the market potential has been sufficiently used. Necessary activities in the process of recognizing attractions are (according to Westcott and Anderson, 2020):

• Identification and list of destination attractions (wine and wine-related; recreation, health tourism, gastronomy),
• Assessment of the quality of the wine offer and the possibility of market placement,
• Creating an attraction service package,
• Discussion and reflection on how to improve the visitor experience with the attraction (e.g. lunch in a vineyard with a spectacular view of a small rural area, etc.).

These activities can improve creative skills of stakeholders in different ways.

3. Development conditions

The examples below point out product development based on the balance of sense of place, experience and memorability as well as through identification, assessment of the quality, creating attraction, and market reflection. This is how the roads of Istrian Malvasia and Istrian Teran are developed, with numerous market-recognized winemakers. For the purposes

of the case study, two programs of rich (premium) offers for clients are listed here.

- ✓ **Kozlović family winery**

Guided tastings are organized on wine roads in wine cellars, through which winemakers introduce visitors to their offer, cellar and wine production. Istrian winemakers, Kozlović and Cattunar, are represented in this case study. The Istrian Tourist Board wants to present Croatian Istria through dual image; sun and sea but also rural part of the region, i.e. the place that will not be occupied by tourists who sleep elsewhere and spend elsewhere. The promotion of destination is "Eco destination" (Picture 1).

Picture 1. Promotion of Istria - eco destination

Source: Istria County Tourist Board

Stakeholders follow this concept of sustainable development in their initiatives and product innovations. Winery Kozlović is located in Momjan, on

the wine road of Bujština. Their offer, i.e. tourist-wine program, is an example of premium offer. The program called "Kozlović Wine Experience" consists of nine programs. Sustainable tourism programs are as follows:[1]

- *TASTE ISTRIA* - As a part of Taste Istria program, guests are introduced to indigenous Istrian varieties, such as Istrian Malvasia, Teran and Momjan Muscat. During the tasting, guests can taste local Istrian specialties from local farms and small producers.
- *TASTE KOZLOVIĆ* - Taste Kozlović offers guests a tasting of seven different Kozlović wines, as well as getting to know the indigenous Istrian varieties and tasting of extra virgin olive oil of its own production. Each of seven wines is accompanied by prepared snacks from local products that go well with the types of wine offered.
- *MEET THE ESTATE* - Meet the Estate is an educational tour that allows guests to tour the cellar and winery of 2200 m^2, as well as taste five different types of wine in wine bar or on the terrace, all accompanied by snacks made from local products.
- *FROM THE 1904 AND BEFORE* - This program is designed as a story about Kozlović wine family dating back to 1904, which retells wine history of Istria. In addition to historical part, this program offers a tour of the cellar and winery, tasting of seven types of wine in the old cellar and tasting snacks from local products.
- *LIBRARY TASTING* - It is a thematic tasting during which you can taste Kozlović's archival wines and rare vintages from premium vineyards of Santa Lucia. Guests are offered seven types of Malvasia of selected

[1] Jurin, E. (2016), *Priručnik PCE i premium ponude*. Zagreb: Hrvatska turistička zajednica (Croatian tourism board), p. 33-34

ages, different styles and vinification. For tasting each wine, dishes paired with the wine are specially designed. The Library Tasting program is run by the owners.

- *SUNSET ON THE WINERY ROOF* - This program was created for those who want to enjoy privacy and at the same time enjoy eating and drinking. In a specially arranged Mediterranean garden on the roof of the winery, guests are served dinner for two prepared by the chef of San Rocco in Brtonigla restaurant, member of Jeunes restaurateurs d'Europe.
- *BACK TO NATURE* - Back to nature program offers an introduction to Momjan's territory and surroundings, as well as its history, cultural sights and nature. The concept of the program itself is to pass it on foot, and guests come to the end of the program using a pre-prepared map with a marked route. The starting point is Kozlović's vineyard in Santa Lucia, and the final point in the tavern Morgan in Bracanija near Brtonigla. Kozlović Winery prepares baskets with three different wines and snacks grown on farms for the guests who participate in this program.
- *WINE & DINE* - Wine & Dine program takes place in four restaurants - San Rocco, Old Cellar, Morgan and Bevanda. The purpose of this program is to get to know four different types of cuisine and to explore how different types of cuisine go well with selected wines by Kozlović.
- *ISTRIA COAST DRIVE* - For all adventurers, a sightseeing of Istria has been designed with wine tasting at Kozlović winery, driving in convertibles from BMW 4 Cabrio, to BMW 2 Cabrio line and BMW i3 electric car.

Wine tourism should provide an authentic, local experience. Visitors will interact with the local community to get to know wine traditions, the culture of those living there, and only then show interest in the product.

- ✓ **Cattunar family winery**

This winery is located in Nova Vas near Brtonigla, and is part of Buje wine road. Their regular tourist-wine program consists of six tasting programs.[2]

- *4 TERRE VERTICAL TASTING* - The program includes a tour of cellar and winery with the explanation of the production process, guided tasting of four vintages of Istrian Malvasia (from white, gray, red and black earth) and a tasting of snacks from local producers.
- *PREMIUM TASTING* - The program includes a tour of cellar and winery with the explanation of the production process, guided tasting of four selected wines (Malvasia Collina 2015, Kappi Teran 2013, Villanova Muscat Rose 2012, Cuvee Tre Regine 2007) and tasting of snacks from local producers.
- *SPARKLING TASTING* - The program includes a tour of cellar and winery with the explanation of the production process, guided tasting of three sparkling wines of indigenous varieties (Istrian Malvasia, Teran, Muscat) and tasting of snacks from local producers.
- *4 TERRE TASTING* - The program includes a tour of cellar and winery with the explanation of the production process, guided tasting of four

[2] Cattunar, *Degustacije*, http://www.cattunar.hr/hr/degustacije/8 (accessed 22 March 2020)

white wines of the Istrian Malvasia variety from four countries and tasting of snacks from local producers.

- *ISTRIA TASTING - TERROIR TASTING* – The program includes a tour of cellar and winery with the explanation of the production process, guided tasting of three of file wines of autochthonous Istrian varieties, and tasting of food from local producers.

Some marketing tools described above are storytelling when visitors feel touched by the myth and connected to the place (Calvi, 2021) or combining selective forms of tourism (sports and wine, culture and wine) as it is described in continuation, in the next chapter.

4. Sustainable projects and stakeholders partnership

In cultura veritas project is an example of partnerships between winemakers, tourist and cultural organizations in cross-border area of Croatia and Slovenia. The project includes a synergy of local entrepreneurs (winemakers, family farms), various professional associations and institutions. Such initiatives contribute to sustainable development of entrepreneurship through clusters and networking through responsible tourism. By getting to know the culture of other peoples, tourists gain personal knowledge. The price is not a limitation of high demand, provided that the quality of the experience is guaranteed. The synonyms of Istrian tourism are no longer only the cities of Rovinj or Poreč. Tourist's experiences and emotions arising after staying at a certain destination, changed not only the intentions of travellers, but also everyday lives of individuals. A close encounter with different cultures, ways

of life, seeing and participating in something unique can affect an individual, a tourist, differently, depending on the motives that drive the tourist. Therefore, you should ask yourself the following questions:
How to attract a client to a destination in times of high competition, growing demands of tourists, the relationship between "value for money" and "value for time" and the desired "wow" effect?

The Croatian Association for Tourism and Rural Development promotes the development of the European cultural route "Iter Vitis Route", and organizes conferences on cultural (wine) tourism. Both associations use the advantages of the Istrian region as destinations for food and wine, culture and tourism. At the same time, the natural and cultural resource base is connected, selective tourist offers are integrated. E.g. individual topics of the conference held on 15 November were:[3]

- Cosmetics, treatments, wellness & SPA in wine tourism,
- Wine tourist routes,
- Eno-gourmet regions in Europe,
- Wine and viticultural architecture,
- Wine hotels,
- New products,
- Croatian fruit brandies - an unfinished story,
- Iter Vitis Croatia,
- Link between wine and wine tourism, effects and creation of new products.

Experience and experiences should be complemented by specialized accommodation offers (wine bars) as added value of the wine experience and the development of bike & bed offers.

[3] www.klubselo.hr

Given the situation, tourist offer is adjusted in such a way that all epidemiological measures were respected: distance, disinfection and minimal contact between people from different households, from tourism boards to market partners.

Istria opened its summer 2021 season with the promotion of different cultural content (more than 50) that offered services of local communities at various locations throughout the County. In July 2022, wine city was opened in the center of Pula, conceived as a presentation of Istrian winemakers with tasting included. One of the services that have been adapted in an individual way instead of a group one is the rental of bicycles in Pula. Instead of public transport or using their own bikes, tourists rent a bike for one day and get a broader view of Pula. Also they can do it through the system of e-scooters.

Picture 2. Bike Tours Istria – "Wine degustation"

Source: http://biketours-istria.com/hr/group-2/, 29.12.20

The time plan for valorization and the development of the value of this attraction is planned from the beginning of the adoption of Master Plan until

the end of 2025.[4] As part of the destination plan, it is necessary to carry out activities such as:

• Connection of fragmented bicycle micro systems at the level of municipalities and cities into one functional unit - identification of necessary infrastructure interventions and connection of existing routes;

• Marking of routes that consist exclusively of routes on low-volume roads, separate bicycle paths and green roads;

• Thematization of cycling routes – i.e. in the first phase at least determining the character of the route (family route, gastro route, wine route, olive oil route, historical route, etc.). It is important to respect international benchmark values - for example, for a family bike route it is necessary to provide daily routes of 15 - 35 kilometers.

• Creating a modern and content-rich information infrastructure - online and offline mobile applications with all routes and additional functions - collecting points, rewarding, quality labels, "Bike Welcome" facilities, itinerary planning, etc .; modelled on most advanced solutions in Europe;

• Establishment of a professional regional process of management, development and commercialization of a bicycle product (events, promotion, etc.);

• Planning the cross-border integration of bicycle routes, especially towards Slovenia and Italy;

• Design and implementation of a system of marking facilities that meet the prescribed criteria for inclusion in the future program - a place of unification

[4] Master Plan of Tourism of Istria County 2015- 2025

of all service providers who have adapted to the needs of cyclists – e.g. *Istra Bike Experience* or *Istra Bike Friendly*.

Regional planning should be in accordance with the *Strategy for the development of sustainable tourism in Croatia until 2030* (https://mint.gov.hr/en).

5. Transformation of tourism attractions – the city of Vodnjan

Real and potential tourist attractions can be positioned and promoted on the tourist market. A potential tourist attraction becomes real when the basic preconditions for the development of attractiveness are met and upgraded with the level of interpretation, adaptation to groups, reflection of the destination tradition and innovation in approach (Gržinić, 2020). Some destinations have achieved an excellent mix of different offers (e.g. wine, olives, truffles).

Picture 3. Promotion of the city of Vodnjan – town of olives and dry stone huts

Source: Author's archive

Picture 3 just points to a number of offers (local residence tradition) that Istrian destination Vodnjan integrates into its tourist offer.

6. Local involvement and wine storytelling

In addition to the cultivation, production, processing and consumption of wine, the same applies to olive oil. Common mission is to promote cultural heritage through interactive tourism product offers; workshops[5] and circular tours.

Table 1. Previous stakeholder initiatives and offer development (wine tourism)

Offer initiatives	Sustainable products
Quality wine offer	Istrian Malvasia, Teran, Momjan Muscat, Chardonnay, Cabernet Sauvignon
Wine tours	They pass through Istrian settlements, vineyards and cellars
Wine bars	Bike Tours Istria
Events and festivals	Not developed, it is possible to develop through thematic hotel management
Cultural route of the Council of Europe	Vinistra (May), Istria Wine and Walk (May), Open Wine Cellars Day (May), Istrian Wine Run (September).
Wine museums	Iter Vitis
Interpretation centers	Not developed, except planned
Development of the region's attraction mix	("Center of Istrian flavors and wine tradition", Brtonigla). It is possible to develop the museums out of tradition, historical development and life of the population.

[5] Workshops that take place in May and relate to the event "My kažun - La mia casita" and include a presentation of the restoration of dry stone walls and *kažun*, workshops for children, a tour of Vodnjan by train, a visit to the museum *kažun*.

In order for regions to develop wine tourism, winemakers must understand that they are contributing to the development of local community. Therefore, education and supply and demand in this process are needed.

Picture 4. The path of olive oil

Source: Gastro.hr 2015

It can be concluded that all presented offers are an integral destination mix, especially nowadays, when there is a growing need to escape from reality in which emotions play a central role in individual's life. They are related to all events that accompany life expectancy and enter all spheres of human life. They also appear in economy as a product that can be bought in the form of emotional value. The offer of numerous other gastronomic affinities is extremely developed in Istria; the Olive Oil Route, the Boškarin Delicacy Route, the White Truffle Route and the Wild Asparagus Route which are being revised and supplemented.

7. Supplement to the offer - Istrian Truffle Days (Buzet, Istria) and Buje events

The Buje region has a great opportunity to change this opinion with its gastronomic offer and create a different base of tourists who decide to travel to Croatia for gastronomic experience.

- ✓ **Objective**: to highlight the value of truffles as top delicacy. Emphasizing the gastronomic values of the areas of Buzet, Motovun, Livade, Sovinjak.
- ✓ **Purpose**: to attract visitors who respect nature; mild climate, small temperature differences and gray clay soil.
- ✓ **Attraction mix**: strong promotion through emphasizing the specifics of Istria through black truffle (connection with France and Italy on the same basis, but also the cities of Pazin, Buje, Buzet). Promotion of Livade as truffle center (near Motovun) due to the exhibition and fair, and a series of events during weekend when this noble mushroom is celebrated. Traditional dishes with truffles are presented: fuži, pljukanci, gnocchi, fritada and various combinations with meat, learning about the aphrodisiac properties of this type of mushroom.[6]

Famous culinary competition "Golden Truffle" is held as a "Hommage to the Istrian truffle" which is conducted by famous, domestic and foreign chefs (show cooking), a demonstration search for truffles. Practical issues with

[6] Istrian tourism board, http://www.istra.hr, 8.12.2016

marketing challenges and perspectives lead to a higher lever of critical thinking;

- ✓ **Challenges:** stakeholders are aware that truffles as such are no longer enough, but that it is necessary to tell stories, attract a younger population that is more difficult to relate to people, place and goal, and are more prone to "superficial experiences". This attraction proves that a smaller and isolated place does not have to be unattractive.
- ✓ **Perspective:** contribution to the development of the cultural offer of Istria and Croatia as well as to the sustainable development of a destination that has a predisposition to become a more widely recognized event. The same should be due to the predominant dominance of local population in the structure of visits.

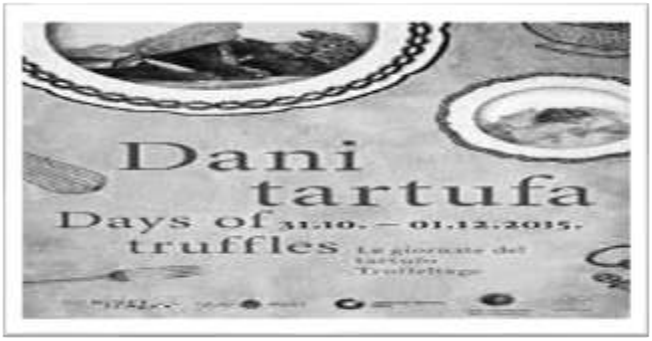
Increasing interest in the destination with presentations of "background stakeholders" of the event (families who live from it, dogs participating in the search, etc.) is a progress from only coastal (mass) tourism offer and risks of overtourism and devastation of local communities.

A great benefit from related destinations (Subotina in Buzet, Teran and Truffle Festival "TeTa" or "Festival with geographical origin" - Motovun - 2010) is the opportunity to present the authenticity on footpaths / tours through the vineyards and the organization of events.

Furthermore, the impact of management of touristic attractions is visible in the partnership of wine architecture and storytelling with the combination of wine tradition and cultural heritage (tangible/intangible). The fusion of the above builds the identity of the destination (Picture 5).

Local Firms engaged in the production of exclusive traditional producs (e.g. “Aura products”, Buzet) are also presenters of destination authenticity.

Picture 5. Truffle Days in Istria – promotion of specialized offer in tourism



Izvor: Tourism Board Community of Buzet, https://www.tz-buzet.hr/hr

The mission of all these events as part of the Truffle Day is to promote truffles in their narrowest habitat, in the valley of the river Mirna, in Motovun forest and the town of Livade to become the seat of white truffle fair in the region. With this event, Istria can direct its development towards *The Galway International Oyster & Seafood Festival*, respecting its specifics. The identity is recognized in a long tradition of holding and increasing interest in the event. Following the example of the Bordeaux wine festival, the Istrian region has successfully branded its wines and created predispositions for further development of the region known for its wines.

Countries that have a resource base for this type of tourism should not neglect the development of more experiences only on their promotive materials. It is necessary to intensify the presence of offers in the media, visibility in places of high frequency of people, taking into account that the end

effects of promotion lead to sustainable regeneration of rural regions, but through the development of so-called Multisensory attractions (Guzel, Dortyol, 2016).

Also, it is desirable to connect with neighboring destinations in terms of attraction. E.g. Buzet can be connected to the destination of Buje because of their common themes. Along with Buje, the tradition of growing vines is associated with numerous enogastronomic events such as the Grape Festival, St. Martin, In the Empire of Muscat, Days of Momjan Muscat and Truffles, Open Cellars, Wine and Walk, Wine and Guitars and Sweet Wine and Walk. They can significantly complement the attraction of this area, namely: (TB Buzet, 2022)

- **Grape Festival:** Buje region has a hundred-year history of celebrations in which they thank for the fruits of the earth. In its beginnings, the festival only symbolically marked the beginning of the grape harvest, while today it is a large and famous celebration with a wide program: numerous games, tastings, music and dancing. It is a traditional cultural, entertainment and sports event, which is also the oldest in the Buje region. Events are organized primarily to preserve the customs, traditions of songs and games from the area. Great attention of many audiences is attracted by the events at Bach's Palace, where many visitors gather around a barrel of grapes crushed by barefoot girls to the beat of the music.
- **Sveti Martin**: A traditional event held in Momjan on the occasion of the celebration of St. Martin, the patron saint of Momjan. The program of the event includes sports, cultural, entertainment and enogastronomic activities. The most important content of the program is certainly the International Muscat Showcase, where, in addition to domestic Muscat,

Muscat from other countries and wine regions is also exhibited. After a two-day tasting, the visitors themselves taste and evaluate the men. The first three winemakers receive the title “Muscat from Momjan” for that year.

- **In the realm of nutmeg**: The aim of the event is to promote Momjan Muscat as a special value of the Momjan region in a specific way (specially directed play). At the same time, the history and cultural traditions of this area are also promoted through the play. On that occasion, several of aforementioned winemakers offer their men. The evening of Muscat Momjan event is held in August and aims to promote Muscat Momjan. The event is of a younger character and is actually a kind of continuation of the event “In the Kingdom of Muscat” due to a large number of guests in August.
- **Days of Momjan Muscat and Truffles**: The event takes place in autumn, before the celebration of St. Martin's Day. For a period of about two weeks, during the Days of Momjan Muscat and Truffles, local winemakers and caterers serve many gastronomic products based on white truffles with Momjan Muscat. Momjan Muscat is a specific variety of white Muscat, it is dry and sweet, with an intense golden color. It is said to have the scent of wild carnations, roses and sage, and has been produced for hundreds of years on the hills around Momjan, a small town in the hinterland of Buje. It is attributed aphrodisiac properties just like the companion of this manifestation, the Istrian truffle. The beautiful white truffle Tuber magnatum pico is the most prized among truffles. It grows from September to January and is eaten fresh, mostly with fish and sprinkled on hot pasta, meat or fish.

- **Open Wine Cellars Day**: The event, which is traditionally held on the last Sunday of May, is the time when winemakers open the doors of their wine cellars and offer visitors top-quality Istrian wine. Since there are two autochthonous grape varieties (Momjan Muscat and White Istrian Malvasia) specific to that area in Buje, tasting of autochthonous wines is inevitable. Also, as wine cellars are mostly family farms, a visit to the cellars also means getting to know the culture and history of wine producers.
- **Wine and walk**: The event is intended for lovers of top quality wine and nature walks. This kind of event or itinerary is about 11 kilometers long and consists of nine top Istrian winemakers, seven local producers and caterers and 7 refreshing stops. This itinerary starts in Buje. There, a tasting glass and a map of the itinerary are picked up. This is followed by boarding a small bus that takes you to the first point of the itinerary: the half-century-old Santa Lucia vineyard. Every two kilometers there are Istrian winemakers and other local producers with local gastronomic products and top wines that the guests of this event can taste. Various types of wine are offered, the most common of which are Istrian Malvasia and Teran. The event is inspired by the combination of wine and the area which the wine comes from, adding an added value to the whole event. A walk through the itinerary gained in value due to beautiful nature through which it stretches: a view of the mountain peaks of Ćićarija and the sea in the distance. In addition, guests have the opportunity to visit the Škarlina Nature Park. The participants of the event in Buje will have a small fair and party where they can buy local products and wines that they tasted on the itinerary.

- **Wine and guitar:** An event that attracts many fans of good music with classical guitar and wine tasting from the area of Momjan in the area of St. Mauro.
- **Sweet wine and walk:** An event that, as a Wine and Walk event, is intended for wine lovers. The itinerary walk starts at St. Mauro near Momjan. There, a bag with a tasting consumption card, a tasting glass, water and an itinerary card is picked up. The offer of this gastronomic itinerary consists of 4 local winemakers where guests can taste Momjan men or other top wines of local production. In addition to wine, there are other local gastronomic products that complement the event: young cheese, walnuts and honey, Istrian dish, pljukanci and traditional Istrian cake.

It is important to adopt a qualitative research approach and to apply "constructivism" as the research concept. Re-examination of past life events will help in "personal construct" and "social construct". The events can help in the process of transformation from the aspect of trevel incentives: (Ni, Tsao, Wang, 73-75):

a) transformation of stressful emotions,
b) the emergence of "working holidays",
c) expansion of personal horizons,
d) mastering social connections,
e) re-analysis,
f) seking peer companionship.

Wine, truffle and olive oil tourism can be the driving forces in decision-making tourism because of their orientation towards nature and humanistic resources.

According to mentioned events as a representative case studies, it can be concluded that gastronomic tourism and enogastronomic tourism are the most developed in Buje region. Previously mentioned events have an exceptional significance in personal transformation and marketing of the Buje region.

With the promotion of authentic local gastronomic products, the destination is enabled to be competitive on the tourist market. It is of great benefit that the events are not seasonal but take place throughout the year, which is one of the conditions for extending the tourist season and creating a year-round tourist destination. Also, tourism events present experiential components of new tourists in terms of emotional and cognitive experiences (Lida, 2013).

The concept of connecting the civil and private sectors, which is necessary and important in the development of the entire region, is being implemented through the events. For example, Buzet, with its mysticism, can complete this cultural mosaic with innovative solutions based on culture, nature and local people's lifestyle.

CONCLUSION

Wine tourism in Istria represents a new trend in economic development that, in relation to other regions, Italy, France, Portugal, developed later. The so-called “new” tourists reach for a tourist product that will arouse certain emotions in them, leave a strong impression and inspire them. It is the right time for Istria to build the experiential components of new tourists in terms of

emotional and cognitive experiences (mood, excitement, exoticism, compassion) through the image of the destination of wine and other herbs. Therefore, when planning an attraction, it is necessary to connect it with the experience component, as follows:

a) define the development of tourism in accordance with national sustainable policies,
b) identify preconditions for the improvement of the tourist attraction through events (experiences) and the development of complementary offers,
c) propose stakeholder roles in the experiential supply chain,
d) position the destination and manage the tourist product (attraction),
e) intercultural competences (learning and skill development).

The interest of tourism companies needs harmonisation with local population and ecosystems (UNESCO, 2006). The Adriatic Sea counts for more thant 30 cruise ports, with a total of more that 5 million passenger movements (Asero, Skonieczny, 2018, 97). Given the exceptional indentation of the coast, Croatia should know how to use this pool of visitors in order to avoid overtourism and achieve a balanced tourism development with selective tourism forms (coastal and rurar part of Istria, Dalmatia).

COMMUNITY TRANSFORMATION

Change from traditional practice to community based development

Recognition of tourism products

Social trasformations

Integrating tourism communities

Food network

Land development

***Case study recommendation*: Designating a region as a tourist destination also encourages the recognition through product development.**

2. CITIES OF CULTURE IN ISTRIAN AND PRIMORSKO-GORANSKA COUNTY – A case study of cultural impacts

1. INTRODUCTION

Croatian towns in Istria (Rovinj, Labin and some rural places) and the city of Rijeka (Primorsko-Goranska County) are the examples of places that have sufficiently used resources such as intangible heritage, storytelling, oral tradition, ancient customs. Istrian tourism projects supported the desire of stakeholders to promote the intangible cultural property, which is still poorly represented in tourist offer of the destination. Istria is primarily a destination of sun and sea but its image has changed. Staging of historical events in co-creation with visitors and performances organized throughout the peninsula have had effects through a unique and individual "tourist view" of the destination for several years. In the following text, the examples of the development of cultural tourism in coastal and rural parts of Croatia are discussed. This case study aims to present the process of creating cultural tourism product in order to assess the destination's attractiveness.

2. Istrian cultural attractions and development potentials

The presentation of cultural heritage in this way contributes to Istra Inspirit project (https://www.istrainspirit.hr), as well as to other projects that cultivate culture of the area. Thus, cultural visits are dispersed to a wider attraction web within the region as destination. It also contributes to the preservation of the heritage of the city of Rovinj, where the museum is located, as well as to the education of all generations.

- ✓ **Batana Eco Museum (Rovinj)**

The development concept of sustainable valorization of cultural heritage is also supported by a new museum in Istria, called the Batana Eco Museum. It

is the name of a traditional Rovinj boat that was crucial to the lives of fishing families who launched this initiative. This is exactly the specialty of the destination, the launch of the museum by the initiatives of local population. The Batana Eco Museum is registered in the UNESCO Register of Best Practices for the Preservation of the Intangible Heritage of the World, and it started operating in 2004.

During the summer season, an improvised shipyard where batanas are built is open in order to show the visitors construction process, and the batanas built there are donated to Rovinj families who still keep the tradition of batana construction. Stakeholders also offer batana tours, build surveys and offer a number of other visitor animation activities.[7] Given that there are initiatives of similar type throughout the Adriatic coast (e.g. Ancona, Italy) and beyond (e.g. Porto, Portugal), it is possible to develop a "boat building culture" as cultural route of the future.

Picture 1. Batana Eco Museum

Source: http://www.batana.org/hr

[7] Batana, Eco museum Batana, (Link: http://www.batana.org/hr/naslovna)

Flora and fauna of this area were already well known in Europe as part of ex Yugoslavia, European tourism centre (cf. in Peaker, Peaker, 1968).[8] Today, different traditional activities based on natural resources are offered as a part of the recognized part of tourism offer connected to the sea (picture 2).

Picture 2. Tourist offer in the city of Rovinj

Source: Author's own photograph, 12.08.2021

Also, numerous tourists visit the church of St. Euphemia in the form of incidental but increasingly specialized visits connected to legends and liturgical celebrations.

- ✓ **History of Labin – Istrian mining tourism**

The organizer of the event is the Association Labin Art Express XXI, which has been taking place in Labin, Lamparna and in Raša mine since 2014.[9]

[8] Peaker, M., Peaker, S.J. (1968), "Spring herpetofauna of the Rovinj area (Istria, Yugoslavia)", *British Journal of Herpetology*, 4 (36-37).

[9] Labin Art Express, www.lae.hr

Visitors are taken to the past, to the year 1921. The Raša mine is located 150 meters below the earth's surface, below 20 million tons of stones. In the description of the events, it is written that sunlight and time cease to exist at these depths and that there are only darkness and revolution. Visitors can descend into the mine with the aim of gaining an authentic experience of the life of miners who lived there.

The basic elements of the tour we notice during the visit are based on the tourist marketing mix and the characteristics of the destination system:

a) Clarity of the purpose and goals of the event (education, creating recognition),

b) Content of the event (Istrian history and tradition, mining menu),

c) Rules of conduct in the mine (without flammable substances, alcohol, protective equipment, marked movement, list of visits, escort of guides),

d) Economics of experience (gaining experience, experience, learning and involvement of tourists),

e) Price formation (differentiated offers for groups; local residents, family packages),

f) Sponsorships (Ministry of Tourism of the Republic of Croatia, Croatian National Tourist Board, Privredna banka Zagreb, American Express, Allianz, Autowill, Chevrolet, Favorit, Cromaris, OTP bank and Dragon venue),

g) Security (entry is not allowed for under-12s, pensioners, people with poor physical fitness, as well as those who suffer from claustrophobia or are heart disease patients),

h) Transport (bus transport).

The organization of this event proved to be a complex process. A “difficult topic” of human lives was opened, and was reluctantly discussed in public.

Events can cause many positive and negative impacts on tourist destination, so it was important that the event management of the tourist destination included all steps within its basic functions, such as planning, organizing, human resource management, leadership and control (monitoring). Stakeholders in community tourism should be aware of the impacts of the event on visitors and residents.

Picture 3. Promotion of "mining story"

Source: istrainspirit.hr, 2020

The Mining Republic is a successful event that was chosen as an example of tourist attractiveness because of the characteristics and quality of presentation and interpretation, and because it is an example of a successful development of tourism events in Croatia. Some undeveloped countries, such as Ethiopia (Asfaw, Gebreslassie, 2016), realized a demanding organizational project that now has the potential of international recognition in tourism.

3. Sustainable tourism projects

A tour of the Mediterranean environment within the estate itself, as well as beyond, can be presented in bike paths in the vicinity of the rural estate, escape to nature and the enjoyment of an authentic Istrian experience (*Truffle break, Romantic gateway, Autumn week escape* and other special offers). The proximity of cultural urban center, such as the city of Rijeka, increases tourist attractiveness of the region.

3.1. The village of Mužolini Donji - New traditions in rural Istria

In the village of Mužolini Donji there is a luxury hotel complex San Canzian, which is a prime example of luxury tourism in Istria and a quality project that integrates some of the basic elements of Istrian tourist offer and Istrian identity. It can be pointed out that this is a unique and authentic example of the transformation of tourism in this area. San Canzian is an authentic luxury Village & Hotel with a total of 24 rooms and suites. It is located in the village of Mužolini Donji, between Buje and Grožnjan (San Canzian.hr, 2020). The name itself has a symbolic meaning. Namely, there is a small Romanesque church dedicated to Saint Kancijan. With this project, the entire San Canzian estate has been completely revitalized, modified and designed in such a way that it was taken care of the interior and exterior so that they evoke Istrian identity. It can be said that it is a combination of history, culture, local identity and luxury, and thus provides a unique experience, stimulates emotions and provides an unforgettable experience for tourists (Picture 4).

This property is primarily a project of the development of luxury and unique accommodation of exceptional quality in continental part of Istria, near Italian boarder. However, it relies heavily on the concept of sustainability and it is a fundamental determinant of this integrated tourism product. The integration in doing so results from the promotion of additional elements or services within the product.

Picture 4. San Canzian estate

Source: San Canzian (2020) Special tourism offers. https://san-canzian.hr/hr/posebne-ponude/ (22.05.2020)

The picture presents one of the most successful examples of tourism transformation for several reasons. Primarily, the property itself was once abandoned spacious Istrian building, which was neglected and unvalued. Furthermore, the location itself is set in the continental part of Istria where only a few inhabitants live and which has, until recently, been left out of tourist plans and tourist offers of Istria. Courtesy of the development of this complex, the whole area has been revitalized and touristized. The promotion of it, which is carried out at the international level, actually promotes the whole Istria. It

can simply be said that this complex integrates the elements of Istrian identity and climate, and the promotion of luxury tourism in Istria through this example benefits many other stakeholders.

After cheking tourism reviews on web services for Istrian rural villas, we can conclude that people are satisfied with some basic needs: “Perfectly quiet place in the heartland of Istria”, “The perfect place to unwind in these crazy times”, “Beautiful view on lake, olive tree and vine”, “Excellent place for people loving nature, amazing view, very quiet area”. Names are often formed in order to attract nearby markets with authentic offers (for example *Casa mille olivi*, *Villa Romano* and others). Istrian Rural Development Agency (AZRRI) helped in the development and promotion of rural tourism in Istria (especially in the city of Pazin and some places surrounding the administrative center of the Istrian County).

3.2. Rijeka – the cultural capital of Europe in 2020

The city of Rijeka is a Croatian city that won the title of the European Capital of Culture 2020 (Primorje-Gorski Kotar County, Picture 5). Rijeka is the first Croatian city that joined a family of over sixty European cities holding this title (Rijeka 2020 Program, 2019). This County is the neighbour region of Istrian County. With the presentation of rich cultural and historical heritage, newly created tourist attractions in these regions are perfectly complemented.

The area of the city of Rijeka was experiencing significant tourist growth from 2014 to 2018. Until 2014, the hotels were statistically the most significant category of accommodation considering the number of beds. The accelerated development and capital investment in private accommodation and hostels

throughout the observed period led to structural changes of future tourism orientation (riportal.net.hr, 2015, *Development Plan* 2021-2027, Rijeka.hr, 2021).

Further development of tourist capacities in the city of Rijeka was a necessary precondition for a long-term sustainable market positioning on the European market, after obtaining this prestigious title, in addition to the top cultural and artistic value, which was the main goal of this project. During the implementation of the project, the city regenerated significantly, especially from the socio-cultural aspect of the impact. What has proven unfavorable is the postponement of numerous manifestations due to the emergence of a global pandemic (Covid-19). The city is recognized as the European city of diversity since many cultures and nationalities live there.

Picture 5. Sculpture of the dial - a symbol of the project "Rijeka 2020 - European Capital of Culture"

Source: Town Rijeka, 2019, https://www.rijeka.hr/krenulo-odbrojavanje-otvorenja-projekta-rijeka-2020-europska-prijestolnica-kulture/ (18.12.2019)

The city was the host of a mega tourist event with cultural, entertainment, business and educational features in order to educate and inform citizens in this

direction. The main message was that everyone can live the city's "European cultural dream" or Rijeka as "port of diversity". Also, participants promote culture as an element of EU foreign policy.

Sustainable tourism in Istria can be complemented by visits to neighboring coastal destinations and mountain areas in the form of one-day trips. The city has set landmarks to attract future visits (table 1).

Table 1. Sublimated presentation of influences, topics and activities

Project impacts	**Key topics**	**Activities**
Social, Political, Historical, Cultural, Tourist	Water, Work, Migrations	Development of innovative and creative potentials and sustainable forms of tourism

Source: Author according to *Program Rijeka EcoC 2020*

With the title of European Capital of Culture, Rijeka overcame the poor equipment of historical sites, neglect and inaccessibility (especially by reaching them by larger means of transport such as buses), which caused dissatisfaction among tourists. This situation is still present in the city of Pula (the largest city in Istria) which has an exceptional cultural fortification treasure (Austro-Hungarian heritage) together with villas where officers lived, a cemetery, the remains of an airfield and other artifacts that are not touristized.

One example of good practice in revitalizing the surroundings of the city of Rijeka (rural part) as well as encouraging cross-border cooperation is the European project intended to finance the restoration of cultural heritage which,

along with natural attractions, contributes to the development of Mošćenička Draga (2020).

Croatian government wants to overcome the unpreparedness of destinations for the reception of a large number of tourists, where the arrival of tourists is massive (e.g. the city of Dubrovnik). Another problem is the loss of value of the intangible cultural property (e.g. festivals) which is sold and presented inappropriately. In some cases, tourists' experiences are concentrated on different elements and the authenticity of their experiences is substantially different (Polish castles, Žemla, Siwek, 2018). Feigned authenticity leads to the process of rethinking authenticity in tourism experience (Wang, 1999). In order to solve these problems, it is necessary to implement better tourism and cultural policies, better cooperation between tourism and cultural sectors, as well as the participation of all other tourism stakeholders, i.e. bidders, in order to meet the demands.[10] For example, project behind the acronym MADE IN-LAND funded by EU funds through the Interreg Italy-Croatia program has a clear message: "The hinterland of Italy and Croatia - hidden treasures that need to be protected and unexplored resources that need to be strengthened". Full name of the project is "MAnagment and DEvelopment of INLANDs" with the aim of developing cross-border opportunities and connecting the coast and hinterland of both countries. In addition to the name "Sensory Routes", new symbols have been designed that tell guests what can be seen and experienced at a particular

[10] Tomljenović, R, Boranić Živoder, S. (2015), *Akcijski plan razvoja kulturnog turizma* (Action plan of cultural tourism), Ministarstvo turizma Republike Hrvatske (Ministry of Tourism of Croatia), Zagreb, year, p. 4, available at:
https://mint.gov.hr/UserDocsImages//arhiva//001_160128-AP_kulturni.pdf (18.12.2019.)

location they want to visit. In this project itinerary, Istrian town Buzet is presented through the Trail of Seven Waterfalls (as a natural resource/attraction), and Roč and Hum (as a cultural resource/attraction). There are also places where you can taste indigenous products and two important events in the area - Subotina in the old style and the Truffle Festival.[11] The experiential economy requires precise measurement of the experience with the 4E models (*Entertainment, Education, Esthetic, Escapist*) to ensure that the focus remains on the needs and desires of tourists individually (Pine, Gilmore, 1999).

An extremely important goal is to involve all local stakeholders in the story, tourist boards, restaurants, agrotourisms, tasting rooms with local products, souvenir shops and museums. The focus is on local residents and economy, agriculture and green politics and integration of selective tourism forms.[12]

Described events and spaces have become a channel for the transfer of living culture to emitting markets.

CONCLUSION

Attractions are a major part of each tourist destination, not only helping with branding and marketing promotion, but attracting people to experience unique feelings and look at something new and innovative. In order for a destination to be successful, it is necessary to determine a good price ratio and

[11] Tourism news portal, Croatia, 2021, https://turizam24.com.
[12] More about potentials tourism in Jugović, A. (2022), "Perspectives of cruise tourism in the City of Rijeka", *Multidisciplinary Scientific Journal of Maritime Research*, 34 (252-260)

a new product that will attract people. Istria can still do more. Described examples show that Istria is taking small steps towards sustainable development in the future. It is easier for destination regions that have such attractions, to develop the relationship between rural and urban because tourism helps to eliminate difficulties. Numerous examples of good practices in Istria, such as Istria Inspirit, Eco Museum Batana, showing the identity of the village through accommodation, black tourism, and the city of Rijeka, are proofs that the economy of experience requires innovation, investment and creativity to continuously operate and thrive by attracting tourists to some new, highly competitive or existing but repositioned tourism markets.

Tourist attractions are strongly spatially marked on coastal territory, regardless of whether they are part of the space or their appearance is strictly spatially determined. In other words, they have the same mission. Originality is drawn from what gives natural, human effort, the way of life, creativity. At the same time, the existing (mostly uniformed) offer, oriented to the sun and the sea is being expanded. Stakeholders have become optimistic, new jobs have been created and new urban environment has been built. The advantage is that all the described locations are authentic and are still "Mediterranean as it once were". The story also includes gastronomic experiences which are another additional motive for coming to Istria.

COMMUNITY TRANSFORMATION

Cultural change and creativity, cultural conservation

Target audience

***Case study recommendation*: Cities of culture are leaders in the creative development of destinations.**

3. BORDER AREAS AND CULTURAL UNDERSTANDING IN TOURISM – Case study of the city of Buzet

1. INTRODUCTION

Croatia has established itself on the world tourist map as one of the most desirable tourist destination. Numerous reputable magazines, such as the New York travel magazine *Condé Nast Traveler* and *National Geographic Traveler* rank this country in the top 20 destinations in the world. In 2018, Croatia was chosen by almost 20 million tourists; the number will be even higher in 2019. But a key question arises: how long can this country expect a double-digit growth? How realistic is it in the years to come? How can Croatia be competitive? In addition to social benefits, the transfer of knowledge makes the destination diversified and the product competitive. Certain tourist places have a special transformational power and the power to change people's orientation. Tangible elements of a place (e.g. buildings, landscapes, routes, artifacts, food) and intangible elements (e.g. values, rituals, festivals, colors, morals) give meaning, value and emotion, and a sense of security and belonging. Consequently, a person engages in self-assessment, often accompanied by unpleasant or undesirable emotions, which lead to a critical appraisal of previous assumptions and frameworks and efforts to interpret and give meaning to that experience. The migrant crisis is a global problem with an impact at the local level, so the microlocality is indirectly discussed at the global level.

2. Migrations in global tourism – community trasformations

Malcom Waters views globalization as “a social process during which the influence of geographical location (boundaries) on social and cultural

engagement falls away, and people become aware of the weakening of that influence. Globalization does not imply homogenization". At the same time, Johannes Varwick cites globalization as a term that is very often used in political, journalistic and economic debates, meaning "threat" on the one hand, and "chance" on the other.[13] The case study of the city of Buzet is the description and overview of international project "One by One" constructed by Italian artist Filippo Berta that sublimates multiple effects of globalization as:[14]

a) the driving force of tourism development,
b) a communication dialogue which may result in the co-creation of cultures of two or more nations,
c) guardian role in the protection of local identity (spatial, linguistic, cultural, etc.),
d) breaking stereotypes and prejudices,
e) highlighting social instability vs. promoting social welfare,
f) political integration,
g) increase of freedoms and mobility,
h) environmental awareness.

In response to the migrant crisis that began in 2015, the UN launched an initiative on a global agreement on migration called the "Marrakesh Convention". The agreement was supported in December 2018 in Marrakesh. Opponents of the Global Migration Agreement cite "encroachment on state sovereignty, equalization of legal and illegal migration and fear of an uncontrolled influx of migrants" as the biggest objections, while advocates call for "the need for joint migration management and better protection of human rights".

[13] Veselica, V. (2003) "Globalizacija i nova ekonomija" (*Globalisation and New economy*), Zagreb, Ekonomski fakultet (Faculty of Economics), p. 7
[14] https://nomasfoundation.com/en/mostre/filippo-berta-one-by-one

The case of razor wires that appear in the migrant crisis around the world (Croatia, Slovenia, Hungary, Serbia, Macedonia, Greece, Turkey, Korea, Mexico and the United States) is a problem on international scale and a topic of discussion for world organizations, institutions, politicians, scientists.

This project offers an opportunity of transformative life with the constant presence of international barriers. Thus, the encounter with the "other" or "otherness" initiates the transformation process."[15] Its mission is to warn on potential effects/risks on/for local regions, institutions, residents, cultural operators and other stakeholders.

3. City of Buzet and the migrant crisis

This part of the book discusses the example of the city of Buzet (in Croatian Istria, the border area of Ćićarija, located near Slovenian and Italian boarders) and its position in the migration crisis. Buzet, together with its surroundings, known as Buzet, covers an area of 165 square kilometers of northern Istria. The population rate in Ćićarija was rapidly declining after the Second World War. With 3,968 inhabitants in 1945, today's Municipality of Lanišće had 57% less inhabitants (1,715) in 1961, and today there are only about 300 of them. If we observe the changes in the number of inhabitants in certain intervals, we notice the largest decline of as much as -8.1 in the period 1945 - 1948, while in the last three decades the number decreased to -2.3 in the period 1981 - 1991 and -2.1 in the period 1991-2001. It follows from the numbers above that the area lacks population, but the total number becomes constant and these

[15] Reisinger, I. (2013), *Transformational Tourism – Tourist Perspectives*, Gulf University of Science and Technology, Kuwait, p. 28

oscillations are significantly smaller compared to previous decades, where security and peace was development potential of the area.

The safety of the area in terms of tourism has been reduced due the first migrant period. The migrant crisis shaking Europe shook Ćićarija in December 2015. Tourists are coming back in this rural city (after Covid era, and attractivness of Croatian entry into Schengen area and Euro zone), while migrants are passing this area, with the help of the media, international projects, humanitarian organizations and raising awareness of the importance of cultural competences.[16] With the popularization of peace policy and new selective tourism forms, future development potentials occur.

4. Development potentials and migration impacts

In the case of the border area of Ćićarija, the "threat" of globalization is the migrant crisis, which ironically brings a global "chance" for economic development of the area. The installation of razor wire in the area of local self-government of the city of Buzet at the border crossing Slum - Rakitovec, and later on the territory of the Municipality of Lanišće at the border crossing Jelovice - Podgorje in Ćićarija, Slovenia argued for fear of exacerbation of the refugee crisis.

The statement of the mayor of the city of Buzet, Siniša Žulić, which generalizes the perception of the wire of the local population, is significant: "I am sad primarily because I thought that barbed wire was a thing of the past. As for Buzet, and the whole of Istria, I think that this move by the Slovenian

[16] Zaokret zbog Schengena (Change due to Schengen), *Jutarnji list*, daily media, RH (CRO), 05.11.2022 www.jutarnji list.hr

government will cause great economic and tourist damage, but what is most important for us who live here is that the wire fence will definitely bring additional discomfort among friends and family living on both sides of the border". At the very beginning of the quote, the mayor points out the "thing of the past" which causes a larger gap among the local population than the fact that the migrant crisis affects the north of Istria.

"In Europe, barbed wire symbolizes camps, genocide and war"[17] so the domicile population of Ćićarija problematizes its installation, allocating it to the past and fearing for their own future, because the wire models space, culture and socio-economic standard. The fears are confirmed by Slum resident Ivica Posedel. He says the following about setting up a razor wire: "It's like we're in a concentration camp".[18] Fearing the devaluation of space, culture and society, and even the loss of local identity, a native of Rovinj, a native of Slum, emphasizes the war and the suffering they bring, and questions the purpose of the fight during and after World War II: "My soul cries because if my dad knew, who died, that it happened (…) it would be better not to have him here (…)."[19] Journalist and writer Milan Rakovac calls the wire-laying "the European Union's collective suicide" and "an insulting and stupid obstacle".[20]

[17] Razac, O. (2009), "Politička povijest bodljikave žice (Histoire politique du barbelé)", Champs Essais, Paris, https://lemondediplomatique.hr/politicka-povijest-bodljikave-zice/ [Accessed: 15 December 2019]

[18] Istra(žitelj), TV Istra, 2015 min. 12:12, https://vimeo.com/148930029, [Accessed: 15 December 2019], local news

[19] Istra(žitelj), TV Istra, 2015 min. 46:50, https://vimeo.com/148930029, [Accessed: 15 December 2019], local news

[20] Dizdarević, E. (2015), "Rakovac: Žilet-žica u Istri je uvredljiva i glupa zapreka" (Rakovac: Razor-wire in Istria is an offensive and stupid obstacle), 2015 https://www.hrt.hr/312708/vijesti/rakovac-zilet-zica-u-istri-je-uvredljiva-i-glupa-zapreka [Accessed: 15 December 2019.], local news

Numerous reactions of the local population, politicians, local governments, historians, analysts, members of tourism sector, ecologists and the media "mark" the border area of Ćićarija with a visual razor wire. Less than a year later, in the area at the border crossing Slum - Rakitovec, the Government of the Republic of Slovenia "implements" two iron doors on the road next to the stretched wire (picture 1).

Picture 1. Installation of iron doors at Slum – Rakitovec station, 2016, Kučina, V. local resident (Photo archive)

Although no human casualties were recorded, ethics and morality called for reverence in the locality of the disturbed values of society, space and economy. Rebellion and dissatisfaction were expressed by hanging New Year's balls on a razor wire, and by lighting grave lanterns, which are appropriate during Advent, when the wire is stretched.

5. Local population in sustainable international cultural projects

The current project of the Italian National Museum "One by one" by Filippo Berta, in which the author wants to point out the absurdity of placing

it by counting razor blades on a wire around the world, where the razor is placed. Audio and visual material were exhibited and presented in a museum in Rome, so that footage of the "captured" landscape of Ćićarija "can travel around the world". To begin filming, the author chooses the Istrian "fenced" border, in late July 2019. From the domicile population, the project includes: Ruža Božić and grandfather Branko Zlatić from Slum, hunter Damir Blažević from Buzet, the mayor of the city of Buzet, Siniša Žulić, Lorena Žakić from the Municipality of Lanišće.[21] They spoke about their tradition and history events in the area.

5.1. Mediators in tourism through post-reflection

Communication upgrades the culture of the border area, which leads to a new culture in tourism. The residents of border areas have witnessed migration events in the past, and are mediators of "real emotion" and living testimonies. Post reflection opens the ground for the development of dark tourism that has a historical basis (anti-fascism and memorabilia, Bloody Confirmation in Lanišće in 1947).[22] "The people involved in the 'One by one' project are not actors, but locals living near the boundaries defined by barbed wire. One woman could not count because the contact with the razor wire took her back to the past. She said: "With some, we have pondered the paradox of the concept of an open Europe, yet strategically closed in on ourselves. Anecdotes about historical experiences in the Istrian area are different, but one positive thing

[21]Based on the author's personal records and documentation monitoring, GP Slum – Rakitovec, 22.07.2019

[22]The murder of the priest, Pešorda, M., "Uskrs s martirom Bulešićem", 2009, Hrvatsko slovo, p. 23

that I noticed prevails, and that is an open mind in contrast to the violent image of the barbed wire. While filming the video, I simply asked the locals to count the blades slowly, aloud, like a prayer, one by one, so that the numbers were infinite, like blades."[23] By creating close contact and talking about similar experiences in international tourism, the exchange of life stories that pass from one generation to another is achieved (Picture 2).

Picture 2. Filippo Berta with the Slum work team

Source: Filippo Berta, Slum project "One by one" 22.07.2019

Community tourism is not only the conservation of best practice but also the collaboration of stakeholders (Geilfus, 2009, Maldonado-Erazo, 2022, Aas, Ladkin, Fletcher, 2005) and heritage preservation (Hamilton, Alexander, 2013, Sanches, Garcia, 2014).

[23] Berta, F. u Čalić Šverko, G. (2019), "Miljar, Miljar i jedan, miljar i dva...", URL: https://www.glasistre.hr/kultura/miljar-miljar-i-jedan-miljar-i-dva-gradonacelnik-buzeta-sinisa-zulic-i-mjestani-protestirali-protiv-barijera-na-granicama-brojeci-ostrice-na-zici-izmedu-hrvatske-i-slovenije-593600 [Accessed: 17 December 2019]

The new physical barrier has been attracting the attention of the local population and casual passers-by for days: so-called weekenders, outdoor sports fans, hunting tourists.

On the example of the Zlatić family, it is possible to generalize the sociological and economic course of migration in Ćićarija, as a consequence of the Second World War. The Zlatić family left the devastated area in the middle of the last century. Twenty years ago, they returned to their ancestry and started their own family farm for sheep breeding and cheese production, for which Ćićarija was once known in Slovenia, northern Italy and the Rijeka area, where domestic products were transported by train and traded. Family memories make it possible to compare the migrations of that time with the migration crisis and socio-economic consequences. It is a base for tranformations in tourism. It was discussed about tourism perspectives from the aspects of transformational tourism under the title "Security as a comparative advantage".[24] Also, numerous transformations in tourism are linked to digitization. The discussion and proposals in this part of the book indicate socio-cultural transformations in tourism.

5.2. Memorial tourism spots – future proposals

Memorial tourism takes into account the extent of history, alluding to culture and heritage, and affects the success of the tourist destination, trends and society, in the form of transformations. Today's traveller knows what he or she wants and as such should be approached without underestimating his or her

[24] Cf more in Sebastian, Rajagopalan (2009, 59).

abilities and economic capabilities. It should not be subject to commodification. The segment of cultural tourism is dark tourism, and tourism whose main motive for travelling is visiting destinations and localities that are in some way marked by human suffering and tragedy on a larger scale is called memorial tourism. "Furthermore, research has shown (Kesar and Tomac, 2014) that according to the main motives of the trip, memorial tourism belongs to dark tourism, the main motive of which is to visit sites that are associated with death and misfortune, human tragedy and suffering. This form of tourism is also called "morbid tourism", "black spot tourism", "mourning tourism". "Memorial tourism is part of dark tourism whose primary motivation is education, empathy and travel to destinations with remembrance of the mass victims of war conflicts and natural disasters".[25]

Historical events are a "wealth" and a "chance" for the development of dark tourism, but also a "curse". The razor wire and iron gate added value to the site - a prerequisite for a new historical and tourist valorization for the so-called tourist "dark spots - dark tourism".

The analysis of the initial hypothesis "defending wire" becomes "feeding wire" as a constraint for the local population reveals the fear of the past in correlation with the current migrant crisis. The small number of inhabitants and economic activity do not use sufficiently the offer that ultimately generates a selective form of dark tourism, as a basis for the diversification of micro-localities.

The razor wire as a symbol of suffering and human empathy, and whose "stretching" the local population adds to human and material sacrifices during

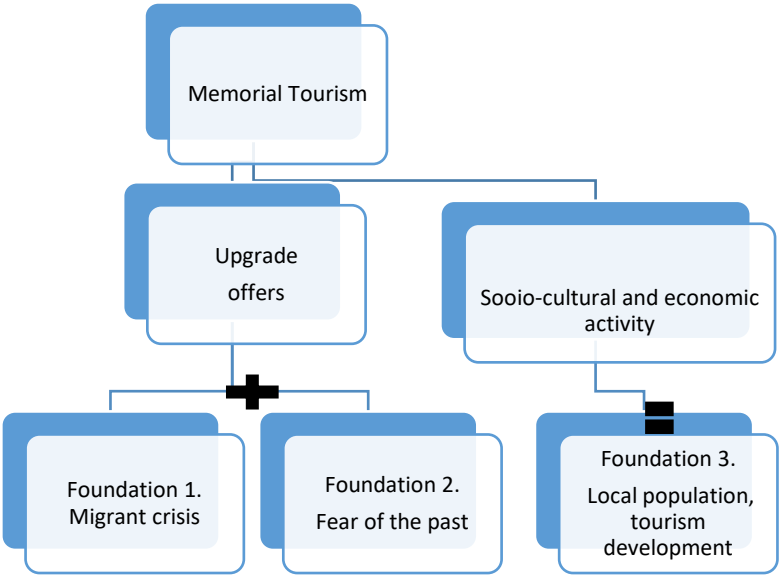
[25] Ibid.

and after the Second World War in Ćićarija, can be a driver of dark tourism today in correlation with the past and anti-fascist movement. Numerous photographs, videos, newspaper articles and people's testimonies about the "wire that cuts" are the basis of the future memorabilia of the postmodern traveller. Therefore, the mentioned material already needs to be archived and inherited; to connect and upgrade the rich monumental legacy of the anti-fascist movement and the Memorial Village in Brgudec, which are still insufficiently valorized. The memorabilia route can cover all settlements of Ćićarija and the area of Buzet in the immediate vicinity of GP Slum and thus give them economic momentum by creating and diversifying the currently missing offer (graph).

The Buzet area is still unexplored, and the "dark spots" are insufficiently promoted. Therefore, the destination must be marked and the offer presented as a whole. In this way, the population will benefit from the past in the present. Furthermore, it is necessary to integrate "black spots" into the tourism development strategy, including the razor wire, of which the population is wary.

Locals need to be educated about the potential and benefits of dark tourism. The Berlin Wall can serve as an example of new urban orientation that connects sourrounding places into the main (core) story and retains the population. Through innovative tourism marketing strategies, local residents are trying to present their image through the memorial tourism brand. This market communication tool can help participants understand how to develop and recover tourism during the period of crises.

Scheme 1. Development of memorial tourism in the region



Source: Author's suggestions

6. Security as a comparative advantage of the region

Today's tourist focuses on the unexplored and safe. The same can mean that if the visitor feels insecure, he will not choose Croatia as a travel destination during his next visit. When choosing a place to stay, a tourist wants an experience, but in a safe environment. It took a long time for Croatia to reach its current level of security, after many saw it as an unsafe country due to the war in the 1990s. That is why it now has an advantage of still being an insufficiently "explored" country. On the other hand, together with the rest of the European countries, Croatia is now facing the most pressing challenges of terrorism, illegal activities, organized crime and migration movements of economic migrants who travel together with asylum seekers. Therefore,

Croatia, like a large number of European countries, decided to implement strict border controls. This further slowed down and made it difficult for certain EU member states to communicate, as well as slowed down the cooperation between national and regional, European and global institutions.

CONCLUSION

Transformation takes place where we can deal with the unknown; in unknown places, with unknown people and their activities. The development of cross-border areas is often conditioned by challenges (migrations) that are not inherent in other areas to such an extent, which should certainly be taken into account in development planning. Given the fact that the neighboring state of Slovenia has made significant progress in the development of black tourism, it is possible to include border areas in wider cultural tourist itineraries and show solidarity with human suffering that goes from "wire to spoon" from "defending to feeding".

COMMUNITY TRANSFORMATION

Memorial tourism potentials

Purpose of space and location to inhabitans

From the stage of vulnerability

Socio-cultural and economic activity

Social trasformations

Building resilience

***Case study recommendation*: Historical events are a prerequisite for the socio-cultural activism of the future.**

4. SMALL DESTINATIONS AND REGIONAL DEVELOPMENT – A case study of responsible tourism projects (Fažana, Vrsar, Bale)

1. INTRODUCTION

In continuation of this subchapter, tourist offer of coastal Istria will be described. The promotion of Istria as "green region" (in a sustainable and secure sense) has enabled the intensification of arrivals in 2021. The destination introduces a slogan to attract tourists during the Covid-19 pandemic: "You were there, remember". Croatia was the first EU country to apply for a Covid passport in order to point out to emitting markets that barriers to crossing the borders are being reduced. This study has its main points in the context of destination and tourism firms and promotion through the development of infra and suprastructure in tourism and tourism events. The case study presents scenario analysis of small Istrian destinations in the form of lessons.

2. Resource potentials of small destinations in Istria – open space events

Numerous outdoor events taking place during global pandemic are becoming a popular place to socialize outdoors while adhering to Covid-19 measures. The destination of Fažana is in the lead due to a large number of outdoor events in pre-season, season and post-season. The manifestations are recognized:[26]

[26] Turistička zajednica općine Fažana (Touristic association of Fažana), https://www.infofazana.hr/e/kultura-i-tradicionalna-dogadanja

• The event “Dishes under čripnja” (Valbandon, Municipality of Fažana) as an authentic dish of the region can be an interesting event by which the destination is recognized in a wider environment (August)

• Traditional evenings (Fažana) presentation of local traditions; Hand Made Fair and Istra Gourmet - fair of Istrian souvenirs and Istrian gastronomic products (June-September)

• “Sea on the table” event; Small fishing academy Sardines, fish dishes (presentation of the way of life of the local population; learning to salt fish and other workshops, June)

• “Cuisine Festival” - Presentation of traditional Istrian dish “maneštra”, presentation of old crafts related to Istrian cuisine (July),

• Summer cultural events “Roman Valbandon” SENATUS POPULUSQUE FASANENSIS; presentation of life during Roman rule of the area; Roman villas and oil mills, amphora factories and gastronomic dishes according to the recipes of “ancient Rome”, (July),

• Fažana regatta of traditional boats (July),

• Stars, candles and lanterns (Festival of lights and night of street musicians, July)

• Manifestation “Rhapsody in Blue” dedicated to the blue of the sea (Fažana waterfront, August).

An eco-patrol for cleaning shores and the sea is being held as part of the “Eco Fažana 2021” project through exhibition of works, promotion of picture

books, co-financed by the European Union from the European Maritime and Fisheries Fund.

Listed and described events are the examples of sustainable valorization of cultural heritage of Fažana. This is confirmed by the Tourist Board of the destination, whose message is transmitted here in its entirety, and is a reflection of the awareness and importance of combining natural and cultural resources in today's offer: “With a heartbeat in a stone nest, he is proud of his fishing traditions, he is proud of the atmosphere in which every guest becomes a neighbor and friend at the first handshake! A place near ancient Pula, the starting port for the Brijuni Islands - a national park with the attributes of Earthly Paradise - Fazana with its beaches, pine forests, lungo mare promenades, restaurants on the coast, the right place for rest and recreation. The magic that was once noticed by the poet and director Pier Paolo Pasolini, is part of the spontaneity of life, hospitality and constant welcome!”

Picture 1. Fažana - coastal Istrian destination

Source: author's archive, 12.08.2021

Other regions of Croatia located at the seaside, such as Kvarner and Dalmatia, have the same kind of tourist adjustment. However, this destination presents its responsible and sustainable tourism with bilingual signs (adapted to emitting markets) as well as panoramic images of the destination. Also, it moves away from the destination of the nucleus (base of visits to the neighboring destinations Poreč and Rovinj) presenting itself as a destination located near an attractive national park that is no longer just a transit zone to the island of Brijuni (attraction for attraction) but also an attraction in itself.

Destination boundaries are determined by its stakeholders (e.g. the European Union is not only political but also a powerful tourist integration), not size, geographical determination (Gržinić, 2014). Stakeholders in tourism represent all partners in the destination whose activities help to promote, innovate and realize tourism products. Very often, in addition to the term stakeholders in tourism, the terms stakeholders or holders of tourism are used.

Systematic and strategic identification of key stakeholders involved in the destination, region or tourism product can ensure the involvement of relevant persons in planning processes and activities. Also, determining the importance of heritage in selected localities ensures that all important topics are taken into account and helps decide which activities are realistic and can meet specific needs.

Tourist attractions can be interpreted as a focus of reaction and educational activities of excursionists and tourists that they often share with the local population. There are three models of attraction management and those are: management functions, leadership styles, attraction management which is an imperative of tourism competitiveness. In order to achieve that, regional

tourism boards should assist in regional planning, destination management[27] and development planning. The destinations that succeeded in that are also the destinations of Vrsar and Tar-Vabriga.

Picture 2. Presentation of Tar-Vabriga area and Vrsar destination

Source: https://infovrsar.com

For trends in the development of international tourism, the recommendations are to monitor the implementation of measures, significantly connect the stakeholders of destinations to achieve interstate (regional) itineraries and thus achieve service quality standards, meet indicators for monitoring sustainable and responsible development, while respecting the value of space and local tourism needs. This will promote destinations and connect them to an attractive mix, which is especially important for small towns and countries, such as Croatia. On its website, the Fažana Tourist Board promotes the destination as a "magical little place". This is exactly the opportunity for tourism in Istria and Croatia.

One example of good tourism practice is **Histria aromatica**, a project conceived as an economic, educational and tourist park. It is located in Istria,

[27] Cf. more in Fyall, Garrod (2020)

in **the town of Bale (near Rovinj),** and has enabled the reconstruction of a neglected area into gardens and plantations of lavender, pyrethrum, mint, chamomile, calendula, sage and many others.

3. Development potentials – improvement of coastal infrastructure (Štinjan)

Štinjan (the last location under Pula authority in the direction to Municipality of Fažana) has undergone a transformation from a village into a dynamic tourist area with a large number of apartments and holiday homes. Its comparative advantage is its proximity to Brijuni National Park and the sea coast, as well as a good starting position towards the inner parts of Istria and the largest town of Pula. The improvement of coastal infrastructure include toilets with showers, cabins for men, women and people with disabilities and for changing children. A ramp with handrails was built around the zone where the toilets are located (Picture 3) to facilitate users' unobstructed and safe access to the facility. *Smart* lighting has also been installed on the beach, which can reduce the intensity of light using wireless internet access with a built-in regulator at night. As a lot of people come to the beach by bikes, they set up bike racks. The beach area is enriched with greenery, mostly trees that form shade, which is about 60 trees and 50 shrubs.[28]

At the time when there is a high tourist demand over a particular destination, it is important to apply Smart tourism concept[29] in order to

[28] https://www.pula.hr/hr/rad-gradske-uprave/projekti/realizirani-projekti/dodatno-uredjena-plaza-za-hidrobazi/ (10.12.2020)
[29] Cf. Gajdošík (2018)

preserve the place and avoid the emergence of mass tourism. Local actions and maintaining the local place become of primary importance, as well as the tourist destination for future visits.

Picture 3. Beach infrastructure – Štinjan (Pula)

Source:
https://lokalni.vecernji.hr/gradovi/uredena-plaza-na-hidrobazi-ima-wi-fi-dio-za-kucne-ljubimce-20351

It is very important to develop partnership with the local population when organizing a certain action so that stakeholders know if they have the support for their actions. In addition, it is desirable to invite the local population to participate in the action because they will feel useful to the community and their city.

In today's international tourism, due to its regional distribution as well as global political inequality, good planning is controlling the crisis with

preventive measures (crises management)[30] and progressive strategy in the form of planning with preventive measures (proactive tourism strategy).[31]

There is a great responsibility of the tourist boards that improve the development of tourist product.

4. Engagement of stakeholders - tourist boards

In table 1. tourist products developed by the tourist board of the municipality of Vrsar are presented. The Vrsar Tourist Board works for the benefit of all stakeholders in tourism, the development of sustainable cultural tourism, the extension of the tourist season, the diversification of the offer, the satisfaction and the improvement of the quality of life of the local population. It is also an example of good practice in encouraging stakeholder partnerships.

The main challenge for further development is the lack of cultural tourism strategy. Tourist offer of the destination is created by a large number of participants who, by providing their tourist product, contribute to the development and diversification of the destination cultural product (this was clearly e.g. pointed out by the destination Kvarner in its slogan). This refers to the importance of perceiving external influences on the tourism industry as well as direct economic crises of tourism industry entities.

[30] cf Martens, Feldesz, Merten (2016)
[31] cf Kuo, Fang, LePage (2021)

Table 1. Regional tourism products

Tourist products	**Cultural resources**	**Projects**	**Levels of cooperation**	**Events**	**Benefits**
Sports and recreation Events Sun-sea Nautics and Gourmet	Mosaics churches Monastery of St. Mihovil in Kloštar Dušan Džamonja Sculpture Park Archaeological sites in the area of the Kontija forest Monte Ricco site, Int. Montraker Summer School	Archaeoco-ultour, Interreg SI-HR "Enjoy Heritage", Interreg SI-HR, Interreg Adrion *ADRILINK*	Community Vrsar Montraker d.d. Maistra d.d. Valamar University Juraj Dobrila (Pula) Public Open University in Poreč Private renters Caterers Local population International projects	*Vrsar-Art* Festival *Sea and guitar* Festival *Faks* Festival Festival *Musica Sacra*, Casanova Tour Vrsar Serenades Old Fair under the castle	Develo-pment of cultural tourism Out of season selective forms of tourism Arrival at any time (regardless of the weather) Increasing experience visitors Growth of quality of life

Source: authors, according to Tourism Bord Vrsar

Destination and knowledge management[32] are becoming the priority of development strategies by local tourism board. Director of the Vrsar tourist board works in practice, but she has also been involved in the work of academic community. The same is necessary in order to reconcile the interests of stakeholders, as well as to promote women in jobs in tourism.

International tourism, thus, becomes resilient to all possible negative impacts on the development of international tourist flows. Therefore, small coastal destinations are small point changes in this global division of the tourism market. Due to its regional distribution, as well as global political inequality, global tourism flows are in the formation of diverse travellers. Destination product created for tourist demand should be attractive, clearly and precisely pointed out through market messages (Picture 4).

Picture 4. New promotional slogan of southern Istria and Kvarner

Source: Regional Tourism Bords

[32] cf. Belbaly, N., Passiante, G., Benbya, H. (2004)

5. Sustainable initiatives in Croatian tourism practice

Sustainable initiatives are oriented towards economy, ecology and socio-cultural aspect of tourism[33] but there is no universal model due to the difference between the development phase of attractiveness and circumstances (companies do not have the same priorities as non-economic, i.e. cultural). Sustainable must be focused on traveller's experiences. Sustainable initiatives in tourism practice are recognised in this Croatian region. In Istria, 40 hosts carry the ECO DOMUS certificate.[34] In Croatia, 10 "Green key" awards were given.[35] In 2018, 11 certificates were awarded, and in 2019, evaluted for 15 partners.[36] In Croatia, only 1 building has a "Gree Globe Standard" certificate and it is Villa Dubrovnik.[37]

Istria is upping its sustainable tourism initiatives in the preservation of biodiversity and natural environment (Putinja, 2022). Table 2. shows the number and type of issued certificates.

Table 2. Number of certificates for sustainable business in Croatia (2020)

Certificate	Number of certificates
Cerificate Eco Domus (is awarded only in Istria)	40
"Green Globe Standard"	1
"Green Key award"	10

Source: authors, according to hrturizam.hr

[33] cf. Zolfani, S.H. et al. (2015)
[34] https://hrturizam.hr/u-istri-preko-40-domacina-nosi-certifikat-eco-domus/ (15.06.2020)
[35] https://www.greenkey.global/green-key-sites (16.06.2020)
[36] http://pulskasvakodnevnica.com/index.php/2019/11/27/provedena-edukacija-privatnih-iznajmljivaca-i-dodijeljeno-15-novih-eco-domus-certifikata/ (15.06.2020)
[37] https://www.villa-dubrovnik.hr/en/villa-dubrovnik/welcome/ (15.06.2020)

There are different ways of managing tourism business (one mission is profit, the other is experiential experience). The awards received through the EDEN project are not mentioned in the table above because they are received by only 1 selected facility or destination and are awarded annually. For 2019, the award went to Terme Sveti Martin na Muri.[38] In the category of sustainable tourism for 2019, the best were "geo stories of the UNESCO Geopark" - Papuk Nature Park, project "eco domus" of the Department of Tourism of the Istrian County and the project "for Zlarin without plastic". In 2018, the best were are Eco-ethno village Stara Kapela, Public Institution Nature - Visitor Center and Recovery Center for Griffon Vultures Beli and Lifeclass Terme Sveti Martin.[39]

The project "E-bicycles in Orahovica" should be mentioned. Six electric bicycles, co-financed by the Fund for Environmental Protection and Energy Efficiency, worth 30,000 HRK, have recently arrived in Orahovica. Citizens, as well as tourists, will have the opportunity to use these bicycles. The City of Orahovica received a grant from the Ministry of Tourism in the amount of 211,000 HRK, intended for the project of a stand for e-Bicycles.[40]

All of the above shows that an increasing number of awards are being given to rural areas of the country, which can also been seen as progress. In Istria, activities have significantly developed within the project INTERREG Mediterranean MITOMED + "Models of Integrated Tourism in the Mediterranean Plus - MITOMED +" (Models of integrated tourism in the

[38]https://www.vecernji.hr/vijesti/sveti-martin-na-muri-dobitnik-jos-jedne-eden-nagrade-1358926 (16.06.2020)
[39]https://htz.hr/hr-HR/projekti-i-potpore/godisnje-hrvatske-turisticke-nagrade/nagrada-za-odrzivi-turizam (15.06.2020)
[40] http://www.odrzivi.turizam.hr/default.aspx?id=7182 (15.06.2020)

Mediterranean plus). The project activity for the implementation of the "Green Beach" model in Istria on the beaches Gradsko kupalište (Poreč), Karpinjan (Novigrad) and Girandella (Rabac) has been completed.

Green beach is an ecological beach or sustainable recreational beach, which implements aspects of sustainability in its management framework, enabling not only quality leisure time, but also economic development while preserving natural and cultural heritage.[41] The criteria for obtaining the "green beach" feature are many and some of them are: sampling the quality of the sea, there must not be cigarette butts, deck chairs must be sustainable or environmentally friendly, access for people with disabilities and beach rescue service, there must not be human waste, toilets and showers must be fenced with sustainable ecological material.[42]

The first green restaurant in Croatia is the restaurant "Konavoski dvori" at the source of the river Ljuta. Namely, the restaurant uses a renewable energy source, which is the energy generated by the river. The purpose of the project was to reduce energy consumption by 52.79% compared to the delivered energy before the implementation of the project of the catering facility at restaurant "Konavoski dvori" and to increase the share of renewable energy sources in gross energy consumption.[43]

In Croatian tourism, although there are sustainable initiatives, those are not related like in some other European countries, such as the Netherlands in terms

[41]http://www.iptpo.hr/index.php/vijesti/613-zasto-zelena-plaza-i-kako-plaza-moze-postati-zelena-plaza (17.06.2020)
[42]http://www.iptpo.hr/index.php/vijesti/613-zasto-zelena-plaza-i-kako-plaza-moze-postati-zelena-plaza (15.06.2020)
[43] http://www.odrzivi.turizam.hr/default.aspx?id=7037 (15.06.2020)

of e.g. bio-tours that include bio hotels, organic food, bio transport and other offers. Cultural offers of different regions (attraction basis) can be partners in the same tourism motive. The connection between selective forms of tourism and transformative tourism can result in the development of alternative offers and spiritual dimension in addition to the economic one.

The evidence-based resources of tourism events and sustainable businesses are a way of practical application in tourism researches as a preparation for stakeholders' initiatives and teamwork. This case indicated the strategies that should be established as a response in the time of crises.

CONCLUSION

What determines the tourist destination itself is a feature of tourist mobility and it can exist at different levels, from national, regional to subregional. The attractiveness of a tourist attraction is explained, and is defined as the feature of tourist mobility and it can exist at different levels, from national, regional to subregional.

Sustainable tourism development brings a number of benefits to the destination as it is based on careful planning that results in preserving the environment, protecting socio-cultural heritage and creating economic sustainability which ultimately results in the well-being of those living in the destination. In this way, everyone benefits from sustainable development.

More and more tourists are beginning to understand the importance of sustainable tourism, thus, the habits, desires and needs of tourists are changing

and more and more tourists are choosing to travel sustainably. Along with tourists, also destinations and facilities should be encouraged to operate sustainably and should be informed about the benefits of such business.

In the case of sustainable tourism, some problems may be encountered, such as higher prices, lack of information, destination limits, etc. If sustainable tourism continues to develop and is encouraged and properly managed, some of these problems could be solved by sustainable tourism.

COMMUNITY TRANSFORMATION

Formation of the new projects

Inovations and research through new ideas

Evaluation and team work

Diversification of tourism producs

Sustainable practice and Networking

Mitigation of consequences

***Case study recommendation*: Infrastructure and superstructure for the needs of tourism must not be neglected through international projects.**

5. DEVELOPED DIVING TOURISM LOCATIONS IN ISTRIA – Island of Cres, Lošinj and the Brijuni Islands

1. INTRODUCTION

Many tourists experience a unique tourist experience when visiting tourist attractions, because those need to be reached through diving or in another specific way. For example, spending the night in an underwater hotel, touching an underwater volcano or diving into a former diving mine is a unique feeling. Therefore, underwater attractions are the most interesting offer of a tourist product that attracts brave and specific tourists, as well as provides a unique and specific tourist experience. This flexibile study presents Croatian diving locations and addresses marketing challenges.

2. Potentials of underwater attractions – diving tourism

Diving tourism is a special form of tourist offer for the purpose of organizing tourist sightseeing of the seabed through tourist arrangements, excursion programs, tourist diving and other related services. There are many different interesting and exciting places in our world that can relax destinations of mass tourism (overtourism development concept).[44] One category includes underwater attractions such as shipwrecks or seabed sculptures.

Tourist diving is a service in diving tourism with the purpose of organizing the implementation of active vacation and recreation of tourists as an interesting, voluntary and organized diving.[45] The diving tourism system

[44] Cf. Rozmiarek, Malchrowicz-Mośko, Marek Kazimierczak (2022)

[45] Ergović, Z. (2009): Vodič o načinu i uvjetima pružanja usluga u ronilačkom turizmu (Guide on the manner and conditions of providing services in diving tourism POU), Hrvatska ronilačka škola, Split.

consists of 4 elements, namely: 1. Underwater environment, 2. Divers, 3. Diving industry, 4. Local community. The underwater environment is the basic foundation of such a system because all stakeholders within the system depend on it. Cooperation helps to identify the perspectives of different stakeholders at the local level and helps to understand it better collectively.[46] Each stakeholder within the system has its own responsibilities and roles, but is also forced to cooperate with other stakeholders. Stakeholders are interconnected which requires collaboration and mutual communication about their roles and perspectives.

3. Diving locations in Istria

Professional diving in Croatia has a relatively long tradition. Divers are attracted by rich natural resources that include flora and fauna, underwater walls and reefs, protected reserves, national parks and other protected areas, caves, etc. Furthermore, cultural and historical resources such as shipwrecks and aircraft and archaeological sites, amphorae and the like further enrich the offer for divers. The oldest localities in Istria are Pula, Roman villas on the Brijuni Islands and many other micro-locations used by ancient sailors as shelters and anchorages. There is a total of 117 registered diving sites on the Croatian Adriatic, most of which are in the Central Adriatic, a total of 49, and in the North Adriatic, where there is a total of 31 sites.[47] Diving tourism in Croatia can largely rely on the exceptional natural beauty of the seabed, which

[46] Musa, G., Dimmock, K. (2015), Scuba diving tourism system: a framework for collaborative management and sustainability, Marine Policy, 54: 52-58.
[47] https://adriaticdivingcenter.com/en/places-to-dive

abounds in geological forms such as vertical walls, underwater canyons, caves, etc., which are overgrown with diverse vegetation and many marine organisms.

Also, due to the transparency and good underwater visibility that exceeds 30 m, the Adriatic Sea offers numerous opportunities for diving, underwater photography and exploration. In the North Adriatic, one of the most famous locations for diving tourism is near the island of Krk, where the ship Peltastis sank. The ship sank in 1968 when it crashed into a rock in front of Šilo on the island of Krk during a storm. Today it lies buried in muddy soil at the depth of 32 m.

Picture 1. Sunken ships –
close to the island of Krk and the town of Rovinj

Source: http://www.dive-side.hr/lokacijeger.html, https://www.diving-shark.hr/ponuda/olupina-sms-szent-istvan, accessed 22.06.2021

The most important social attractions in the implementation of diving tourism in Croatia are the protected cultural monuments, the sunken ship Szent Istvan and the Austro-Hungarian ship in the Adriatic, Baron Gautsch, the sunken ship under the protection of the Ministry of Culture of the Republic of

Croatia. Today, the wreck of the Austro-Hungarian ship Baron Gautscha lies buried in the sedimentary bottom, about 6 nautical miles southwest of the lighthouse of St. Ivana on the open sea (in front of the town of Rovinj), at the depth of 40 m. The upper deck starts at 28 m and the lower deck at 36 m. The wreck is 85 m long and 12 m wide. It is possible to enter the interior of the ship, but only for divers who have the appropriate training and equipment, i.e. who are accompanied. Also, the approval of the national ministry of culture and media is required because the ship is in the register of cultural treasures of the country. Given that these locations are located near important Istrian tourist centers (Rovinj, Pula), the intensification of the offer of this type is a positive example of tourist development in terms of sustainable and balanced development.

Picture 2. The sunken ship Baron Gautsch - near Pula

Source: https://morski.hr/2018/09/01/prica-o-brodu-baron-gautsch-ili-kako-je-potonuo-hrvatski-titanik, accessed 21.04.2021

In 2021, the ship was visited by police officers in order to protect it from devastation. Appropriate leaflets have been prepared for citizens and tourists

in order to protect the seabed under the slogan “let's keep our treasure”. (Glas Istre, local weekly, June 3, 2021).

4. Islands' sustainable initiatives

It is necessary to develop ecotourism, influence the awareness of the local population and tourists and, thus, prevent the negativity of tourism development. Sustainable development is the development that meets current needs without diminishing the ability of future generations to meet their needs.

- **Initiatives oriented towards the sea - the island of Cres, Lošinj and the Brijuni Islands**

Some of the good examples of sustainable island tourism are the Blue World of the bottlenose dolphin, the Blue Flag, Diving tourism connected to Croatian Islands, Chain underwater trail (The islands of Brijuni).
Some of them are described in the text below:

- ✓ **The Blue World** of the bottlenose dolphin is the institute for research and protection of the sea from Veli Lošinj. The Institute is a non-profit organization that deals with projects on research and protection of marine organisms. The endangered species of bottlenose dolphins serve as the environmental promoter. This type of protection can achieve economic benefits for a particular area in a sustainable and acceptable way. The friendship between dolphins and the island of Lošinj has lasted for thirty years, and the island celebrated July 1 as their day. The Blue World was also established for the purpose of exploring and protecting the sea. In order to help the Blue World

continue to carry out research and protection activities for bottlenose dolphins, as well as for all other species of dolphins and whales in the Adriatic, you can also adopt there beautiful sea creatures - dolphins.

Visitors return to the time of the golden age of seafaring. The festival includes various sports, cultural, entertainment and educational events; regattas, international swimming marathon, stage farewell "Greetings to the Captain". Thematic kitchen "Dishes of Lošinj captains", 7th Lošinj regatta of rowing boats, 2nd night regatta of traditional sailing boats, 37th Lošinj regatta - regatta of Lošinj Olympians, International swimming marathon "Lošinj Open water swim challenge" and Sea race of wooden fantasies, and after the Nerezine regatta of traditional sailing boats (picture 4).

- ✓ **The goal of the Blue Flag** is to direct visitors to the cleanliness of the sea and the coastal area. The association "Lijepa naša" is in charge of the implementation of the program of sustainable development in tourism. In order for beaches to meet the requirements, four main categories need to be met: environmental education and public information, beach quality, environmental management, and safety and services.
- ✓ **Diving tourism - Croatian islands -** The realization of diving tourism in Croatia requires the support of the government, the ministry and local self-government, better quality of services and expertise, year-round business, awareness that tourists are the ones who spend in the destination. Current rends are described in chapter 3.
- ✓ **The Brijuni Islands** (Fažana municipality) are known for the 1,600-year-old olive tree, celebrities (Paul Kupelwieser, Austrian

industrialist, Robert Koch, malaria doctor on the island, Yugoslav President Tito, Italian actress Sofia Loren who lived there). Nowadays, the archipelago is promoted by specialized, and at the same time sustainable, natural and cultural offers. There, it is possible to enjoy the visit to the rate of Dionysus with expert guidance, explore Roman remains while diving (underwater archeology and getting to know the animal world), visit the Mediterranean garden and more.

The sustainable initiatives mentioned above have the purpose of improving the competences of tourism analysis from the aspect of prefessional practice and skills. Picture 3. shows underwater trail formed with the purpose of education on rich and preserved seabed.

Picture 3. Chain Underwater Trail

Source: https://www.np-brijuni.hr/hr/istrazi-brijune/staze/podvodna-staza-verige

- ✓ **Maritime initiatives - the island of Cres, Lošinj and the Brijuni Islands**

Sustainable offers are developing on the **island of Cres**. In the past, wool created an aesthetic and ecological problem for the inhabitants of Cres. **The project, initiated by the Ruta association**, used wool to produce clothes and shoes, toys and various fashion accessories. In this way, sustainable management in tourism is promoted and tradition is nurtured in a creative way.

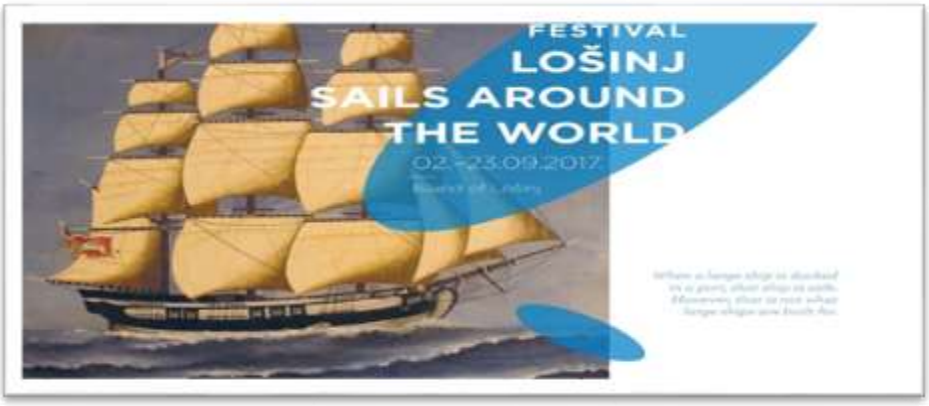
A well-known British daily, the Guardian, singled out **Lošinj** as one of the five Croatian islands which are ideal for rest and relaxation. The beaches in Lošinj are tailored for even the most demanding tourists. Traditional Lošinj cuisine, full of flavors and aromas of the Mediterranean, offers Kvarner shrimp in its offer. Indispensable delicacies are fish, island lamb, homemade pasta and olive oil and aromas of herbs.

The events nad places that popularize the sustainability of natural and cultural resources are: (*Tourism Board Mali Lošinj*, https://www.visitlosinj.hr)

- Museums and reading rooms,
- Lošinj Museum and Museum of Apoxyomenos,
- City Library and Reading Room Mali Lošinj where numerous exhibitions and presentations of literature are exhibited,
- Maritime evenings,
- an event in which the maritime tradition is shown at Malološinj Square and the Waterfront of the Lošinj Captains,
- gastronomy on excursion boats,
- performances by folklore, local klapas and Croatian performers,
- Maritime Festival.

The Brijuni islands with “A story about heaven” attract specialised cultural visitors who are interested in the offers connected to old mediterranean, people from the island's history, sites and trails (educational and recreational tourism).

Picture 4. Promotion of the Maritime Festival – the island of Lošinj



Source: https://www.novilist.hr/regija/festival-losinjskim-jedrima-oko-svijeta-rujan-ce-na-losinju-biti-u-znaku-tradicije-pomorstva-i-sporta

According to presented case studies focused on Croatian Islands, we can conclude that the key problem of sustainable development is not only how to ensure the continuous introduction of small-scale tourism and ecologically and culturally acceptable forms of tourism, but also in the development of the circumstances of mass tourism. New tourism forms can overcome the dissatisfaction of the “new” and loyal customers (e.g. project “Island recovery process” as a unique experience).

In the future, the islands will consist of multidisciplinary teams which will be engaged in searching for new development solutions because of their sensitivity.

The role of the Mediterranean island is in the change of perception connected to resouces, climate and people. The academic society can be crucial as the supporting partner in sustainable tourism trends.[48] Social and cultural dimensions of sustainability should be in the focus of regenerative sustainability programmes.

CONCLUSION

Sustainable development presents a framework for shaping policies and strategies for continuous economic and social progress, without harming the environment and natural resources relevant to human activities in the future. It relies on the ambitious idea that development must not jeopardize the future of next generations by consuming non-renewable resources and long-term devastation and environmental pollution. Croatia is a country rich in natural resources, so it is necessary to implement sustainability policies. Costal influences (nautical tourism) have a huge influence on local residents. Smart policies are not only connected to technology but also to local areas. Safe and responsibile relationship pressures holistic tourism initiatives. Rural parts of the Islands should not be isolated but there should be a strong connection between the authorities and local residents. Transformations in tourism can be visible after a long-term period, avoiding the consequences of disadvantages and taking into account development possibilities. Public island companies can be liders in island sustainability. It is important that, in the time of crises, the

[48] e.g. with organizing conferences MIC-VIS, year 2022 and before, so we can monitor the resulting changes or with co-author articles in tourism professional publications for wider audience, e.g. https://fet.unipu.hr/fet/novosti?@=2fbta#news_79728.

Island offers alternative solutions, in a good manner. Energy-efficient and firm-effective approach is the future, which will be globally recognized. The identity of the island can focus on multicultural community that is not oriented only towards sea, sun and pleasure but also towards deeper tourism experiences. Transnational projects between emigrants and residents (e.g. Croatian Island of Susak) involve "new" trevellers in island stories. This can be closely connected to cultural heritage, without specific socio-spacial transformations (as it is e.g. Croatian Island of Rab). Religious tourism can also represent the potential for sustainable development (as it is e.g. Croatian Island of Krk). Digitalization and softwer tools are then only technical, economic and business support in the process.

COMMUNITY TRANSFORMATION

Process of Island´s integration

Responsible practice and sustainable use of land

Dialogue of stakeholders about coastal and maritime life

Underwater routes

Occupation about alternative development solutions

***Case study recommendation*: Islands and the undersea are particularly sensitive areas that require the protection of stakeholders at all levels.**

6. CASE STUDY OF HOTEL RESPONSIBLE TRANSFORMATIONS AND AGENCY INNOVATIONS – Valamar, Arena Hospitality Group, Kuoni Tumlare

1. INTRODUCTION

The aim of this study is to present business tools in Croatian tourism that should improve hard and soft techniques in order to prepare business reports and improve destination competitiveness in the period of crises. Hotel and destination projects and promotion actions in Croatia during the period of Corona-19 could be a useful tool in encouraging future services as a part of proactive tourism management. Taking into account tourism impacts (economy, ethics, technology, ecology, socio-cultural changes), the barriers in international tourism are not an obstacle but a challenge. This study presents Croatian government and business accomodation, distibution policy (hotel chains, touroperators and small independent market subjects) and the importance of crisis communication during the pandemic period, as well as the relationship of stakeholders.

2. Croatian hotel accomodation potentials – case studies

By introducing visa for digital nomads, during the pandemic, Croatia recognized the potential for developing digital nomad tourism[49] and thus filled smaller (more intimate) accommodation capacities along the coast. As more people work online due to the pandemic and in the postpandemic period, the potential arrivals should have been somehow encouraged. According to the official definition, a digital nomad is a third-country national who is employed or performs jobs through communication technology for a company or owns company that is not registered in the Republic of Croatia and does not perform

[49] Cf. Vagena (2021)

jobs nor provide services to employers in the Republic of Croatia. Croatia introduced visas for digital nomads and shortly after that the first digital nomads came to Croatia. On November 25, 2020, Croatian Parliament passed the Aliens Act, which regulates visas for digital nomads. Many organizations have already made good progress in their digital journey, but this needs to be accelerated to enable the "new normal", that is, to help companies adapt to changing consumer behavior and to restore trust.

- ✓ **Valamar Riviera d.d. (Poreč)**

Integrated digital identity solutions, which would allow organizations to take multi-point data and thus effectively assess a person's risk profile, would be key to realizing touch-free travel, enabling them to manage risks in real time. [50]

The first good example in Croatia is the example of business adjustment of Valamar Riviera d.d. at the time of the Covid-19 pandemic. Namely, Valamar Riviera d.d. adapted its business to the pandemic era by offering the opportunity to work from a hotel. The offer "Work from hotel" in Valamar's hotel Diamant in Poreč includes a 15% discount on accommodation for a minimum of 3 nights, and is valid for the period from November 1, 2020 to March 20, 2021. As part of Valamar's new offer, the hotel room is becoming an ideal place to work because it offers comfort, high-speed internet, a direct telephone line, a coffee machine and the possibility of room service. Also, as part of the "Work from hotel" offer, guests are given the opportunity to book a meeting room equipped with conference call system, printer, projectors, etc.

[50] World Economic Forum (https://www.weforum.org/agenda/2020/05/this-is-what-travelling-will-be-like-after-covid-19/) 10.12.2020

This is a good example of how supply is diversifying in relation to current challenges and current trends in demand.[51] Valamar points out and notes that for the youngest guests, there is an animation center, Maro Club. Also, after a hard day's work, guests can relax in the hotel's Lobby Bar, Lounge & Library Corner, Balance Mediterranean Spa - signed wellness program, and the hotel's indoor pool and gym, while show-cooking restaurant Mediterraneo offers a varied breakfast and dinner for guests every day.

- ✓ **Hotel Kazbek (Dubrovnik) – responsible business**

Hotel Kazbek is the first Croatian hotel to join the global cage-free initiative by removing eggs from cage, farming entirely from its supply chain. Hotel Kazbek confirms ethics in its business, and thus stands by the world's leading hotel names, such as Marriott and Hilton. Raising animal protection standards is certainly becoming an increasingly present and visible component of socially responsible business in the 21st century. Included in Croatian association for the protection and promotion of animal rights, which, with the aim of making this way of doing business part of the socially responsible practices of Croatian companies, the hotel is actively working on informing public audience about the issue. This is also one of the good examples of how attention is paid to a sustainable way of doing business and thus conducting socially responsible business.[52] This paradigm proves that marketing mix consists not only of the product and price but also of processes and people. Sustainable hotel product approach can encourege participants to explore some new tactics in their market approach.

[51] Valamar Riviera d.d., https://valamar-riviera.com/, preuzeto 28.12.2020
[52] Hr Turizam, https://hrturizam.hr/, 28.12.2020

- ✓ **Arena Hospitality Group (Pula) – digital transformation**

Trends in modern hospitality are increasing competitiveness on the international market. Innovations lead to a better quality of the tourist product and here the application of new technologies is almost most pronounced. Brand perception and branding are becoming important as ways to raise the quality of service. The emphasis is especially on sustainable development (green hospitality), internet technologies and mobile applications. Globally recognizable brands are the advantages of hotel companies in international tourism. Branding of hotel companies ensures better positioning on the tourism market. Therefore, it is necessary to create global recognition through competitive forces. By visiting one of the hotels within the city of Pula and owned by Arena Hospitality Group d.d., the application of technological innovations in business will be recognized. The "handy" service includes free calls and internet access during the guest's stay, at no additional cost. It represents a modern digital and mobile service for the hotel industry. This increases the guest experience through satisfaction and experience that the service provides.

Picture 1. Adaptation to guests with modern technologies – Arena Hospitality Group

Source:Tportal.hr,https://www.tportal.hr/tehno/clanak/svakom-hotelskom-gostu-mobitel-s-besplatnim-pozivima-i-internetom-20170711

Digital marketing initiatives help search engine advertising, optimization and better content management. Nowadays, social networks and the need to meet customer requirements with promotional campaigns use a strong distribution network and ensure presence on the site for booking the accommodation.

A mobile phone is available in the rooms of the previously described group. Guests receive it during check-in at the reception. The same offers:[53]

• Unlimited local and international calls,

• Free internet access,

• Monitoring the latest trends in hotel industry,

• Statistical monitoring based on guest feedback,

• Adaptation of marketing to current situation (language representation, interests, demand for events, interventions related to accommodation, etc.),

• Intensification and continuity of development (service improvement),

• Achieving market competitiveness and marketing promotion,

• Exclusive brand promotion (hotels, services, facilities, destinations, excursions),

• Quick selection of hotel services (departments).

• Quality descriptions of destinations, hotels and hotel services (quality of content).

In such systems, the quality of devices and content offered is extremely important, namely the destination content (truthfulness of information, prompt

[53] According to Zenzerović Milovan, J. (2019), *Trendovi u suvremenom hotelijerstvu – osvrt na Arena Hospitality Group d.d.*, (Trends in the hospitality, seminar paper, Tourism course "International tourism").

changes in content, compliance with the criteria). The company has adopted a corporate social responsibility strategy highlighting plans through 4 elements of business: to develop people (educate and retain talent), inspire guests (health, safety, experience, future), create centers of excellence (reduce environmental damage and increase diversity), belong to the community (involvement in local, humanitarian and volunteer activities). Some innovations introduced by Arena Hospitality Group hotel company during the period 2015-2020 are:

- mobile applications "PPHE Croatia" (2015), and "Arenaturist" (2015)
- digital card (key) for opening hotel rooms via mobile device (2016)
- charging station for electric cars (2017)
- Handy device (2017)
- mobile application "AHG Hotels" (2018)
- application and website "Arena Campsites" (2018)
- self-service device (2019)
- web application for self-registration (2019)
- use of the hotel as an office for business users (2020).[54]

Through future trends, hoteliers will have to look at the economic and environmental aspects of their operations compared to those in the environment. It is necessary to monitor changes in supply and demand market

[54] Strategija *Arena Hospitality Group* (strategy *Arena Hospitality Group*) - https://www.arenahospitalitygroup.com/hr/o-nama/strategija in Štaba, L. (2021), p. 47, Juraj Dobrila University of Pula.

and target segments and positioning levels. Current business will be enriched with central reservation systems, websites, mobile applications. Everything is undertaken for the purpose of recognition, competitiveness in the field of digital and mobile technology, branding, product formation for the purpose of contributing to the identity of the destination, developing new programs and tourist facilities. Croatia is a well-known destination on the tourist map of Europe and the Mediterranean. Year after year, better tourist results are recorded. During 2019, Croatia realized 19.6 million tourist arrivals and 91.2 million overnight stays. Tourism forms the backbone of the country's economy. However, despite relatively good statistics and a positive impact on the economy, Croatian tourism suffers from many barriers. Some of the most significant are low average consumption of tourists, high dependence on imports of goods, unfavorable accommodation structure, administrative barriers, corruption, health threats (COVID-19), etc. The biggest problem of Croatian tourism that represents a significant barrier to further development is high seasonality.[55] The increase in the number of city-break offers in Istria as well as low-cost transport will increase the criticality of the tourist market towards the development of destinations. Considering that today's, modern travellers are looking for new and unconventional destinations where they can explore local culture and indigenous products and customs, Istria is an interesting market.

[55]https://www.tportal.hr/biznis/clanak/svakodnevno-slusamo-hvalospjeve-o-turizmu-no-stvari-bas-i-nisu-tako-bajne-foto-20180405/print

3. Floating accommodations – sustainable practice

Floating hotels are shyly included in the accommodation offer of Istria. These are floating cottages moored to the mainland. They are positioned in Pula's Marina Veruda – a very attractive marina for boats and yachts. The cottages have a paved part of the yard overlooking the garden, 2 bedrooms, living room, flat screen satellite TV, equipped kitchen and bathroom with whirlpool tub and shower, as well as all technological accessories for modern tourism. They are decorated with a terrace and secured parking. The advantage of such facilities is that they are positioned close to all the necessary facilities for a comfortable stay, as well as close to the airport. On the one hand, this type of accommodation provides a peaceful and safe oasis, and on the other hand, they are close to many attractions (Pula Arena, wineries, promenades, etc.).

Picture 2. Floating house Astrid – Pula (Istria)

Source: https://www.booking.com

The marina is owned by Tehnomont shipyard Pula, oriented towards the development of nautical tourism. The offer of floating boats is the result of the synergy of Istrian industry and tourism. Marina Veruda also takes special care of environmental protection, and in addition to the satisfaction of guests, the Blue Flag, which has been flying since 1999, is the proof of that.[56] In addition, in the marina there are two restaurants where you can enjoy local specialties.

4. Tour operator specialisations and development potentials of the regions

Tour operators make adjustments using virtual content, online lectures on an agreed topic from the desired industry, a combination of virtual tourist visits to destinations, exclusive entrances to special micro-locations, interactive content. Tour operator policies become reactions and activities in response to the situation through:

a) Organizational changes

Hibernation (where possible)

Restructuring and reorganization

Cost optimization

b) Strategic decisions

Simplification of operational processes

Withdrawal from less profitable markets

Withdrawal of less profitable products

[56] http://www.tehnomont.hr/index/hr/cms_staticke_list/174/nauticki_turizam

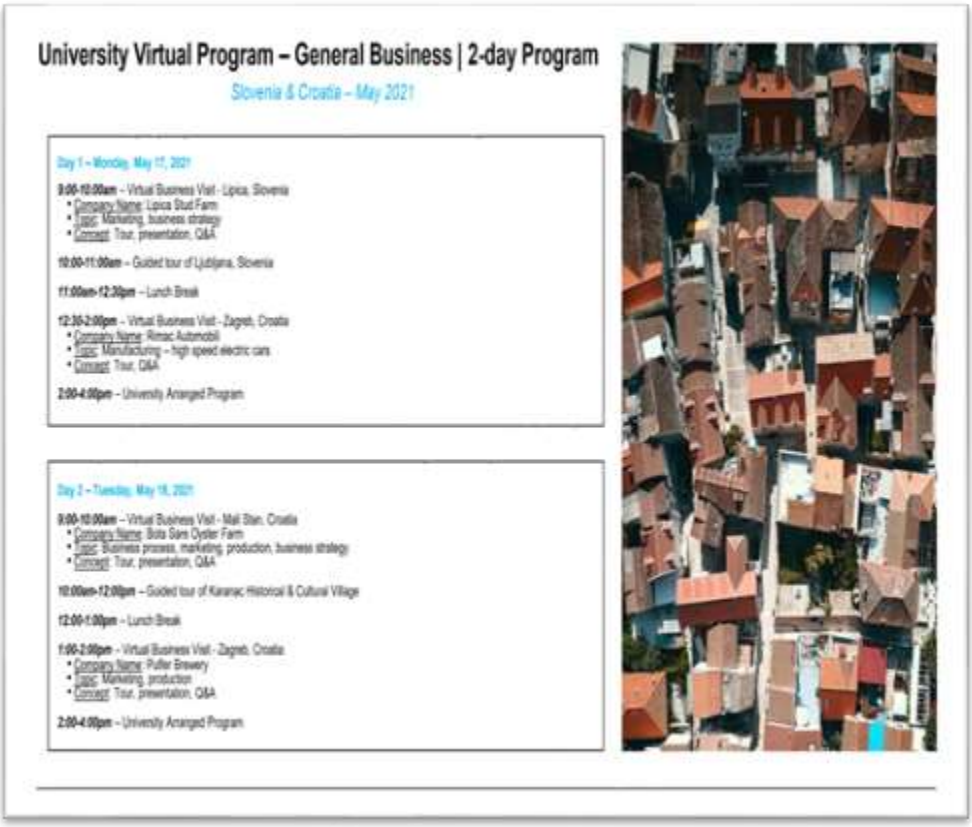
c) Impact analysis

Reviewing the impact of the pandemic on development projections

Analysis of their own position

More than ever, tour operators analyze the impact of the environment in order to optimize business, to withdraw from the market which does not bring benefits and orientation to profitable products (e.g. greater concentration on the US and EU markets than in India, or specialization in certain market segments; MICE, FIT, etc.).

Picture 3. Educational events - catalog example (Kuoni Tumlare)



Source: KuoniTumlare, https://www.kuonitumlare.com (presentation material from Mirela Sučić Čevra, PhD, Director for Eastern Europe, guest speaker, University of Pula, June 2021)

Kuoni Tumlare highlights security, portfolio breadth, technical solutions and exclusive products as its comparative advantages. On the other hand, the largest Istrian tour operator UNILINE attracts visitors with regional offers by connecting the service and transport component of the offer (Rent-a-car) and highlighting entrepreneurial hubs for sustainable initiatives (TRAVELIFE certification).

The tourism economy and "balances of power" are in the process of continuous change, as it is recognized in the KUONITUMLARE initiatives.

In addition to Incoming tour operators, the number of specialist tour operators oriented towards the characteristics and requirements of clients is growing.

The vast majority of them are focused on all-inclusive offer and luxury packages. Many, as already mentioned through examples, are developing a business segment of the offer (Club Mediteerane and MedAdria) with a varied, interesting and attractive offers. Thus, they expand the basic offer with various events, attractions, modular packages and satisfy the interests and lifestyle of today's tourism service consumers.

Table 1. Comparison of specialist tour operators

Specialist	Age	Offer
Firms	**Young/middle age**	**Market orientation**
Club Mediteerane Oger Tours		All inclusive, premium offer, city break, exotic destinations, programs for

Misir Reisen MedAdria I.D. Riva Tours	(18-35)	children, active vacations, business tourism, environmental protection policy.
Robinson Club The Club Contiki		Active holidays, nightclubs but also secluded landscapes in exotic destinations, local experience, getting to know new cultures, expert tour guides.
Firms	**Young population**	**Market orientation**
Studiousus	(- 18)	Educational and cultural tours, socially responsible tourism
Imperial Tours Aardvark Safari		Luxury packages, modular package - arrangements, socially responsible tourism. Flexibility of the arrangement, expansion of the offer through the experience of the founder, safari, desirable feedback.
	Older population	
Saga Holidays	(50 +)	All inclusive offer, active holiday, cruises, available worlwide 24/7.

Source: Author

5. Development conditions

Taking into account forecasts predicting the disappearance of travel agencies in near future, presented tour opeator initiatives incidentally provide an insight into the successful adaptation to new changes and trends on the

supply and demand sides, as well as their role in the management of tourism attractions. Agencies fulfill their role in connecting visitors and tourist attractions of a certain locality. The importance of organizing visitors' introduction to attractions before the actual trip is to provide all the necessary information that they will need during sightseeing, their significance and to point out the sensitivity of the destination. On the example of hotel companies in the County of Istria and on the national level, an overview of the measures that hoteliers implement when presenting themselves on the market is given. It focuses on trends in adapting supply to demand requirements, not only innovations through the application of modern technology in business, but also thematic / specialized hotel offers (sustainable hoteliers and tour operators). Furthermore, the digital transformation in Croatian (Istrian) hotel industry is pointed out. The focus of interest are hoteliers, as representatives of the tourist offer, and tour operators, as representatives of the tourist demand. Their relationship and activities aimed at the best possible positioning and business for the purpose of specialization and diversification of supply should be the focus of future development of the peninsula. Traditional positions are changing, tour operators as the dominant intermediary are facing the threat of losing permanent positions from which they have ruled organized tourism for decades, so adjustments are necessary to meet the challenges of today's tourism, not only from the aspect of tour operators but from the aspect of all described stakeholders in Istria. Changing consumer behavior, with improved living standards and habits, individual approach to travel and the awareness of the need for conservation and the responsibility of tourism for society are transforming communities and tourism. At the same time, experience and learning become imperative, which was justified by the previously mentioned

case studies. Specialist tour operators can increase the personalized experience in Croatian tourism as opposed to mass tourism.

CONCLUSION

The research shows that Croatia lacks tourism development strategy which would include sustainable selective forms of tourism for the coming period (after 2020). The new sustainable tourism development strategy announced new paradigms (https://mint.gov.hr/en). Along with the application of information and communication technology and the development of thematic tours, one protection measure is also the reduction of the number of visitors in order to protect the superstructure and to ensure unique experiences.

Sustainable tourism is the focus of a postmodern tourist, who places emphasis on multidiversification, destination mix, ecology, volunteering, on discovering oneself and the unknown. Encounter with new food, accommodation style, traffic system, way of life and thinking (attitudes) develop a feeling of approaching to an unknown zone, a feeling of comfort, instead of shock, and even a crisis that cannot be solved only by applying previous problem-solving skills but there should be a constant research of new ones.

This case study contributed in a form of experience learning strategy. In Croatian tourism, innovative travel agencies can lead a transformative tourism concept that offers a combination of interesting encounters and travel. Agencies play a significant role by providing certain services to visitors, without which attractions cannot do, and attractions need travel agencies to

help them create recognition by visitors. In increased competition and in an increasingly demanding environment, we can expect an increased business concentration and innovation in the area. Global tourism business challenges analysed in this study offer tourism professionals recommendations for future actions.

COMMUNITY TRANSFORMATION

Learning from best practice

Technological innovations and continuity of tourism transformation

Target population

Change through special tourism offer

Financial independence through new ideas

Common vision of global future trends

***Case study recommendation*: Along with sustainability, digital transformation is the most common topic of discussion among experts and scientists in tourism.**

7. CASE STUDY OF TRANSFORMATIVE TOURISM OFFERS – Mediterranean regional tour of the Island of Krk

1. INTRODUCTION

The aim of the case study is to analyse the transformative tourism offers and the ways they affect tourism demand, influenced by technology. This study is a comparison of two online tours (digital religious offers).

The first part of the case tries to identify and explain transformations in tourism, especially spiritual, from a theoretical aspect. In the second part of this case study, a comparative analysis of virtual offers (tours) was performed with the aim of identifying the achieved level of adaptation through transformations. A comparative analysis of online presentations of cultural routes of two Mediterranean countries, Spain and Croatia, placing an accent on travellers' personal experiences.

The achievement of passenger motivation through digital tours is examined in order to determine the level of people's connection to the offer (stakeholders) on an emotional level (passenger experiences/local stories). Before the conclusion, the discussion indicates the stage of development of this process, as well as all the necessary activities for the purpose of the implementation.

For explanations and review of the examples in practice, descriptive, comparative and analytical methods are used (client's review). The case study methodology is the use of *online* tour descriptions in order to optimally convey individual experiences while travelling and to create predispositions for the choice of destination in the future (following the COVID-19 crisis).

2. Transformations on tourism market – religious travel

Motionality and futuristic attitude towards the established scenario oriented management of the destination, becomes *the conditio sine qua non* of

modern tourism. Transformations in tourism represent a complex concept of traveller motives that can be viewed from several different aspects. They help shift mass tourism towards a more sustainable future and influence stakeholder actions. This affects the minimization of negative externalities. It is often called transformational or transtourism (*TransTourism, Transformational Tourism*, Tomljenović, 2015, https://transtourism.leibniz-zmt.de). Also, marketers and operators should enhance the transformative tourism experience for both women and men (Pung, et Al. 2019).

Transformation is, therefore, considered as "personal growth and developmental changes with potentially wide social implications (Merriam, Caffarella, 1999, Saunders, Laing, Weiler, 2014). Transformative tourism results from selective forms of tourism but with deeper backgrounds for the traveller. It influences changes in behavior, perspectives and activities of stakeholders in tourism (Šergo, Gržinić, 2019). Accordingly, the multidimensional and inductive effect of this form or type of tourism is once again confirmed.

Transformations in tourism generate a number of specific positive effects. The role of religious events as elements of the destination's tourist offer is reflected in its touristic, social and cultural function. Therefore, through the tourist functions of religious events, many destinations expand the tourist market, attract tourists to the destination, build the image of the destination (real/virtual), promote the destination and encourage the creation of economic benefits (Sherwood, Jago, Deery, 2005). A prerequisite for the qualitative development of religious tourism in an area is the establishment of a management organization for religious tourism (Korov, 2009) that would deal with the development of religious tourism. This would avoid high

commercialization of tourism. However, due to a number of political-ideological and non-scientific reasons, there was no scientific and objective analysis of the development of religious tourism in Croatia (Korov, 2014). Religious travel from the point of view of, for example, a travel agency, is organized with the basic goal of achieving tourist traffic and profit. However, the attraction of a religious tourism destination can be the visual identity of a sacred object, a sense of fulfillment, involvement in local spirit, regeneration through rituals, etc. Great importance should be given to cultural and spiritual training of tourist guides (Meštrović, 2011).

The elements through which the value of an event can be measured are the following (Getz, 2008): development opportunities, market share, quality, image, community support, environment, economic benefits, sustainability and suitability. The same is applicable for religious events. Cerović, Zanketić (2013) state that religious events are not enough in themselves and that it is necessary to continuously improve management development, managers' responsibility regarding product requirements and team involvement, recognition of specific traits and skills of personnel. Therefore, an effective manager, i.e. a successful manager in religious tourism, must perform a large number of activities that an effective leader must perform in order to achieve his or her wish, namely: (adapted from Bahtijarević Šiber, 1999) coordinating group activities of all those interested in the success of a religious program or pilgrimage, activation and mediation especially in an unknown and massive shrine or situation and great tensions before and during the holding of large religious events (Pilgrimage to Trsat, Mother of God Bistrica, Rome, Jerusalem, etc.) and religious programs, renewal and development of a group that carries out a religious task, program, pilgrimage. Also, it is necessary to

monitor numerous other elements that will affect the satisfaction of believers from inspiring everyone in the chain of the organization (driver, guide, priest, confessor, food offer, transfer at the airport, local residents, etc.), initiating and accelerating activities (when impatience is greater than reality) to the renewal and development of the group that carries out a religious task, program, pilgrimage. All of the above contributes to the experience and one's own reflection.

3. New travellers

From the point of view of tourism demand, individuals are motivated to change their lives and their habits through travel and are looking for transformations through new intellectual and physical challenges, i.e. spiritual, creative and altruistic activities. A new generation of 21st century travellers is being created, which has a different psychological profile, needs and motivations compared to the travellers who travelled in the last decades. New travellers are marked with "new motives" and the needs that create transformations in global tourism (digital travel), which significantly affect the tourism product market. Travellers still primarily travel stimulated by basic factors, such as social and business reasons, seaside stays, holidays, family visits, etc. However, as soon as the main reason for travel is established, internal psychological motivators surface (Coccosis, Tsartas, Gkrimpa, 2010, Sharpley, Jepson, 2011). Described motives are considered as secondary motivators and complementary to the main ones, following the same pattern of behaviour as in Maslow's hierarchy of needs (Maslow, 1943, 1954 in McLeod 2007). For the purposes of the research, the parameters listed above were

selected with the aim of analysing the online offers of spiritual tourism. They seem to be valid in order to satisfy the motives of transformative travel.

3.1. Online presentation of cultural routes (resources) – case study of Mediterranean countries

Spiritual travel is done with the aim of self-actualisation. In Spain, the pilgrimage to Camino de Santiago is well known for personal reflexion and empowerment of individuals, in different virtual forms.

The Camino de Santiago Virtual Challenge (Spain) will take passengers through 480 miles (772 km) along the pilgrims' ways leading to the shrine of the apostle Saint James the Great in the Cathedral of Santiago de Compostela (https://www.myvirtualmission.com). *Camino for Good* founded in the summer of 2020, is a positive force in a world stricken by pain and grief (https://caminoforgood.com).

Camino Krk (Croatia) is a new virtual product, presented in April 2020 by the marketing agency Smartingo, in cooperation with all tourism offices of the Island of Krk and other tourism offices and places on the island. Inspired by the experience of the St. Jacob's trail, Camino Krk consists of a six-day personal or virtual tour of the trail Krk-Porat-Omišalj-Dobrinj-Baška-Kornić. The initiative to organize the tour started with the Brotherhood of Saint James from Samobor, which in 2017 became part of the "brotherhood tour" of same name as Santiago de Compostela (the central association that gathers associations and brotherhoods that bear the name of Saint James) (Like! putovanja (travels), Camino Krk, No. 126, 2022, p. 45).

The trail is approximately 107 km long and includes a tour of the entire island. It is an ideal setting for spiritual travel with the aim of personal reflection and it passes through natural landscape, forests, hills, the seacoast, old castles and churches, abandoned villages and small Medieval towns and beaches. (Camino Krk, Tourism Office of the Town of Krk, 2020).

Picture 1. Pilgrimage to Camino Krk – digital presentation

Source:https://www.theconqueror.events/camino, https://apsyrtides.info/2020/04/28/posjetili-smo-virtualni-camino-krk-i-bilo-je-impresivno, accessed 28.08.2021

Comparative analysis of spiritual tours according to the same cultural route is conducted from two different aspects of tourism market, demand and supply. In this tourism example, stakeholders have encouraged changes in tourism product, in Spain (a new trend of digital tourism presentation) and in Croatia (a short-term adaptation).

3.2. Comparative analysis of online tour presentations

Two competitive countries of the Mediterranean Basin, Spain and Croatia, are analysed below from the aspect of cultural offers (spiritual travel).

- ✓ **Digital spiritual tour offers – roles of stakeholders**

Table 1. presents a comparison of online presentations of selected cultural routes. The tours were not observed in real time (active participation) due to the difficulty in following their realisation in the times of global pandemic (year 2020) and because the level of the adaptation to new conditions in global tourism were yet to be determined.

Table 1. Comparison of online religious tours

PILGIMAGE TO CAMINO DE SANTIAGO, SPAIN	PILGRIMAGE TO CAMINO KRK, CROATIA
REAL EXPERIENCE OF STAY IN SITES	IMAGINARY STAY ON THE ISLAND (DESCRIPTION OF ROUTES)
REQUIRES MORE FREE TIME FOR SIGHTSEEING AND PREPARATION (FROM DIGITAL MUSEUM TO A 772 KM LONG TOUR)	DOES NOT REQUIRE A LOT OF FREE TIME WITH PROPOSAL OF TOUR DIVISIONS
ENJOYMENT IN LANDSCAPES (INTERACTIVE PROGRESSIVE MAP)	ENJOYMENT IN LANDSCAPES THROUGH MAPPING, PHOTOS, INTERACTIVE DESCRIPTION OF DAILY TOURS, GPS TRACK IN MAPS.ME APPLICATIONS, COLLECTING STAMPS, VIDEOS, VOICE-OVERS, MUSIC AND DESCRIPTION OF CERTAIN SITES (RESOURCES WITH THE TOUR)
REFLECTION (POINTING TO THE MINUTE DETAILS, PRACTICAL EXPERIENCES)	
NUMEROUS ACTIVITIES THROUGH ADDITIONAL OFFERS (HISTORY, SIGHTS,	

PHOTOGRAPHS, NEW FEATURES, SITES ANCILLARY SERVICES)	**REFLECTION (OTHER PEOPLE'S EXPERIENCES, E-STAMPS IN E-PASSPORTS, MESSAGES AND THOUGHTS OF THE DAY OF OTHERS)**
UNIQUE PERSONAL EXPERIENCE ("A WALK, AS THE BEST EXPERIENCE", VIRTUAL POSTCARDS)	**LACK OF ILLUSTRATION OF OTHER OFFER CONTENTS**
OVERCOMING DIFFICULTIES THROUGH CO-TRAVELLERS, MONITORING DISTANCE AND ACTIVE INVOLVEMENT THROUGH SMART WATCH AND MOBILE PHONE, PRIVATE FACEBOOK GROUP.	**EXPERIENCE IS DIMINISHED BY THE PASSAGE THROUGH TOURIST ZONES OF INHABITED AREAS.** **AWARENESS OF THE EXPERIENCE (DESCRIPTION OF ATTRACTIONS)**
VISIT TO URBAN AREAS AND EVOCATION OF ADDITIONAL OFFERS (CHRISTMAS AND EASTER ON THE TOUR, TREE PLANTING)	**ANONIMITY (INDIVIDUALISED APPROACH)** **ONLINE PHOTOGRAPH EXHIBITION FROM CAMINO DE SANTIAGO, WITH DIFFERENT TOPICS.**
	THE TOWN OF KRK (MOTIVATION FOR A FUTURE VISIT, 360 DEGREES OF VR PANORAMA), SPIRITUAL WELLNESS TRAVEL (THE TOWN OF OPATIJA)

Source: according to Pearce (2005) and Camino de Santiago Virtual Challenge, The Conqueror Virtual Challenges, Virtual Camino Krk of 21st to 26th April 2020 (tz-krk.hr).

The Spain cultural route is coupled with a powerful interpretation of cultural attraction (real and digital). Divesifications of tourism product are presented in digital museum, tour, description of locations, unique experiences and numerous activities. In Croatia, this travel was chosen as the spiritual travel. Camino Krk is a new and creative cultural product. According to the presented programmes, the accent was put on spiritual wellness. In luxury destination Opatija a health-related and tourist event took place on the topic of

"spiritual wellness".[57] Spirituality in travel includes stays in hotels and wellness centres, which involve massages, cosmetic treatments and psychosomatic medicine. The service offer is of high quality in wellness and spa environments. However, it is necessary to differentiate relaxation and enjoyment of luxurious services from personal, spiritual needs of individuals to discover themselves and acquire a new perspective. In Croatia, the events in developing concept have not been related to the attractiveness of what is "spiritual" to the transformative client.

- ✓ **Travellers' motivation**

The second part of analysis was conducted using the method of observation of visitors' statements concerning cultural tourism offers throughout these two countries, with a special accent on religious routes. They were observed from the aspect of satisfaction, deep motivational drivers in visitors and diversity in attractiveness of the observed offers through online presentations.

Travellers' testimonials and internal psychological motivators are becoming qualitative criteria of the analysis of their personal experiences. A parallel analysis of travellers' personal experiences on trips illustrates that travels for cultural purposes abroad and in Croatia are relatively similar and that there is a potential for the development of transformative travel within the national frameworks. In Spain, visitors submit themselves to personal transformation through self-exploration, immersion in culture and spirituality, visits to cultural sites and cohabitation with the local community. The

[57] Spiritual wellness as a tourist offer innovation in the Kvarner region (Duhovni wellness kao inovacija turističke ponude u regiji Kvarner), available 28.08.2021 here https://hrturizam.hr/duhovni-wellness-kao-inovacija-turisticke-ponude-u-regiji-kvarner/

awareness of transformations in the way it was achieved in Spain has not yet been developed in Croatia, more declarative (table 2).

Table 2. Travellers' motivation – cultural (religious) tourism of selected countries

SPIRITUAL TRAVEL TO SPAIN (deep motivational drivers in travelling)*	SPIRITUAL TRAVEL TO CROATIA **(**deep motivational drivers in travelling**)**
SELF-ACTUALISATION	**NO SELF-ACTUALISATION AT SPIRITUAL LEVEL (**STAYS IN THE OPEN AIR AND ENJOYMENT IN THE LANDSCAPE)
ATTITUDE: NO WORRIES, ONLY HAPPINESS	
INTERACTION WITH PEOPLE, KINDNESS OF PEOPLE	**RELAXATION IS ACHIEVED, NOT HAPPINESS**
MIND, BODY AND SPIRIT EQUILIBRIUM **THE PASSAGE THROUGH NO SETTLEMENTS PROVOKE THE NEED FOR OVERCOMING THE DIFFICULTIES BUT REFLECTION IS STILL THERE (FUN, HELP, SHARE)**	**INSUFFICIENT INTERACTION WITH LOCAL POPULATION (THE ISLAND IS INHABITED),** PHYSICAL ACTIVITY AND READINESS
	ACTIVITIES FOR MIND (VISITS TO OLD MONASTERIES, CASTLES AND CHURCHES), BUT WITHOUT ACTIVITIES FOR SPIRIT
FAITH IS LOVE, **A UNIQUE EXPERIENCE OF PILGRIMAGE**	**NO CHANGE IN LIFE PERSPECTIVE OR PHILOSOPHY,** ANONYMITY BECAUSE **THE AREA IS RELATIVELY SMALL** BUT NO REFLEXION AND SOLUTION HOW TO OVERCOME DIFFICULTIES
NEW LIFE PHILOSOPHY	**NO CHANGE IN PERSPECTIVE**
EXPLORATION OF SACRED SITES (LEARNING THROUGH GUIDANCE)	**IT IS DIMINISHED BY THE PASSAGE THROUGH TOURIST ZONES OF INHABITED AREAS. INDEPENDENT LEARNING ABOUT SACRED SITES** (NO EXPLORATION WITH LEARNING, ONLY ABSORBING NATURE AND EXPERIENCING EVERYTHING ALONE)

Source: Own, based on examination of clients' comments on cultural tours websites and other available sources.
*cf in Sherwood, Jago, Deery, 2005

According to passengers' review, travellers need religious travel for the need for something new, to escape, for relaxation, relationship empowerment, personal development related to the local community, stimulation, safety in relationships, romance, personal development related to personal reflexion, acknowledgement, isolation and self-actualisation.

New trends are created through the offer of the analysis of virtual routes. Transformative religious travel enables individuals to enhance their emotional and mental health, to re-evaluate their personal priorities, improve their physical health through active holidays, therapeutical travel, look for new passions, find solutions for their personal problems, distance themselves from bad relationships and regain control.

The combination of basic and deep motivational drivers in individuals is combined with the influence of family and friends, the feeling of loyalty and commitment to the service providers, the inclusion of the ego and search for new developments. Each traveller wishes to have a special experience and to feel special upon their return home. The level of stress and the velocity of urban life are some of the most significant features of today's era.

3.3. Future recommendation

Tourist producers of the Kvarner region, respecting the long tradition of wellness in that region's tourist offer, presented a series of spiritual wellness programmes. Camino Krk is an attempt to develop an offer with the spiritual theme that the neighboring destination is developing. The results present that these Mediterranean destinations did not demonstrate the same degree of online adaptation to users in their presentations of religious tours. In the

Croatian case, it is supposed to become a recognisable transformative travel destination in the future. Although inspired by the Camino de Santiago pilgrimage, the question is asked whether a different, authentic name would be more suitable for the creation of a new product in Croatia. A more recent virtual presentation of this offer would help popularise the tourist tour in the future. The Spanish tour has linked the tourist offer more successfully with the transformative travellers' motivation and has got closer to digital travellers in a better way.

Therefore, the most significant differences have been evidenced in spiritual travel in which, as can be seen from the research, spiritual travel to the Kvarner region should not be classified as spiritual travel, but only as wellness travel. The actual activities concern spa services, and there are no research factors which would lead travellers to self-actualisation. Pilgrimage and nature exploration create similar preconditions for travellers and have almost the same effect. We could say that national travel creates a less intense experience, but it stays in nature, in isolation, and equally creates as favourable preconditions for transformation as does the Spanish tour, which is more intense. What represents a deficiency in the management of the attraction can be traffic isolation, insufficient marking of the locality and branding of the destination, the absence of participation of the local population, as well as the lack of staff to manage the event. One of the development possibilities is that the event becomes a motive for coming to the destination, while one of the biggest threats is the danger of not losing the meaning. Croatian tour has the potential to become a recognisable, transformative travel destination.

The future lies in a higher level of transformative paradigm of tourism. The target markets should be aimed at practical believers (domestic and foreign) without age restrictions, middle to high income levels who are interested in spiritual growth. Based on the tourist offer of a religious event and in accordance with experience systems that contain a number of different proposals for activities and experiences, it is clear that the future tourist potential of religious tourism cannot exist, nor can it be offered on the market independently. It should be managed at the destination level.

CONCLUSION

Throughout this book, we identified Istrian and Croatian resources and opportunities and gave recommendations for cooperations between stakeholders. The professional contribution of all case studies lies in the confirmation of the relationship between transformative tourism offers and motivation in international tourism. On the other side, the future research of this problem area should focus on the interaction between development of regenerative travel by tourism stakeholders (tour operators, tourism offices, IT companies and others) and realisation of visitors' personal transformation, especially during the period of crises. Furthermore, future research should examine the links of online tour experiences (external travel) with those in real space (internal travel) in order to predict some new regenerative tourism forms/trends.

The review of tourism practice may have an impact on Croatian stakeholders as it relates to SIT (Special interest tourism) forms, due to the awareness of an insufficiently researched topic within the Croatian national

framework. Also, to analyse the consequences of transformations in cultural and other tourism forms.

In conclusion, this edition connected science with practice through numeorus case studies. In each of the 7 case studies, there is an introduction about the subject in specific terms, history, development, tourism initiatives, the interest of tourism demand, future development paradigm. What they have in common is that they remind us that we can look for holistic approach in numerous activities. We have often forgotten about due to today's lifestyle.

This edition can be a guide in highlighting the heritage or improving the offer, which we forgot about or did not realize that it could be better. Sustainable tourism development is not the only thing that makes transformations in tourism, but it is an important link in the chain because it also covers other factors (digital presentation, promotion, inclusion, culture).

Combining the micro and macro jobs with sustainable development paradigms, will lead to a more advanced reflection of the future of tourism at the local and regional levels.

COMMUNITY TRANSFORMATION

Continuity of tourism transformation

Target population

Wider regional recognition

Diversification of tourism product and businesses

***Case study recommendation*: Regional routes are possible round trip connection between countries and passengers (physically and digitally).**

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LIST OF ILUSTRATIONS

Chapter 1 WINE, TRUFFLE AND OLIVE OIL TOURISM IN ISTRIAN REGION

Table	**Title**
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2.	Sublimated presentation of influences, topics and activities
Picture	**Title**
1.	Promotion of Istria – eco destination
2.	Bike Tours Istria – "Wine degustation"
3.	Promotion of the city of Vodnjan – town of olives and dry stone huts
4.	The path of olive oil
5.	Truffle Days in Istria – promotion of specialized offer in tourism

Chapter 2. CITIES/PLACES OF CULTURE IN ISTRIAN AND PRIMORSKO-GORANSKA COUNTY

Table	**Title**
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3.	Promotion of "mining story"
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Chapter 1. WINE, TRUFFLE AND OLIVE OIL TOURISM IN ISTRIAN REGION

Question	
1.	Is there a strategic agenda for regional wine tourism in the Republic of Croatia?
2.	How is it possible to connect wine houses and wine museums?
3.	Is this about greater personalization and diversification of tourist experience?
Video link	
1.	**Sustainable Wine Tourism – Findings of a global survey**, https://m.youtube.com/watch?v=lgs6S1Nw1ow

Chapter 2. CITIES OF CULTURE IN ISTRIAN AND PRIMORSKO-GORANSKA COUNTY

Question	
1.	Does urban culture contributes to the presentation of cities in tourism?
2.	How should tourists be introduced to the subculture of a place?
3.	Are strategies and prospects and outcomes sufficient for the development of cultural tourism?
Video link	
1.	**OECD webinar: Heritage, responsible cultural tourism, and sustainable development,** https://m.youtube.com/watch?v=tI1-AyxtmhQ

Chapter 3. BORDER AREAS AND CULTURAL UNDERSTANDING IN TOURISM

Question	
1.	Can the framework of tourist product be developed under conditions of cultural sensitivity?
2.	Are there indigenous communities in your surroundings?
3.	Do you recognize the difference between ethnocentric and ethnorelative orientations? Explain.

Video link	
1.	**European Migration Network - Talk by Dr. Carmen Sammut** https://m.youtube.com/watch?v=Xx6zOI2kJjM&feature=youtu.be

Chapter 4. SMALL DESTINATIONS AND REGIONAL DEVELOPMENT

Question	
1.	Can a small destination be a smart destination?
2.	Think about small tourism destination in the form of destination resilience?
3.	Is there a connection between small tourism destination and overtourism?
Video link	
1.	**Best of Europe – Top 10 Lesser known places in Europe 2022,** https://m.youtube.com/watch?v=szCUWIm_o_0

Chapter 5. DEVELOPED DIVING TOURISM LOCATIONS OF ISTRIA

Question	
1.	Is it possible to form a socio-ecological network by diving tourism?
2.	Compare the Mediterranean diving tourism with some North African destinations?
3.	Explore ICZM (*Integrated coastal zone management*) document for Europe – real fact or only trend?
Video link	
1.	**Diving Croatia,** https://m.youtube.com/watch?v=2hHlcFIk3Bw

Chapter 6. CASE STUDY ON HOTEL RESPONSIBLE TRANSFORMATIONS AND AGENCY INNOVATIONS

Question	
1.	Can specialists for older age groups compete with online agencies?
2.	Compare the product quality of hoteliers and tour operators?
3.	Consider where all hotels are adopting technological innovations?
Video link	
1.	**Agency Best Practice | Creating a culture of innovation,** https://www.youtube.com/watch?v=F3ID7TrO-hM

Chapter 7. CASE STUDY ON TRANSFORMATIVE TOURISM OFFERS

Question	
1.	How did Covid affect religious tourism?
2.	According to the case study, is religious tourism connected to spiritual wealth?
3.	Is there a connection between religious needs and the dissemination of information on spiritual and cultural heritage?
Video link	
1.	**Opportunities in regenerative tourism**, https://www.cbi.eu/market-information/tourism

GLOSSARY

Sustainable tourism	**23,30,48,52,74,81-5,96**
Overtourism	**34,41,87**
Proactive strategy	**78**
Crises management	**67,78,84,96,99,127**
Tourism commodification	**16**
Holistic approach	**15,96**
Destination management	**29,33-4,75**
Smart tourism	**76,96,119**
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Stakeholders	**19,26,31,34,41-55,80,86**
Experience economy	**21-27,30,41,48,53,85-100,108**
Tourism transformations	**20,30,39,41,48-9,55-9,65,69,76,85,96-7,102,111**
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Cultural routes	**16,19,24,29,32,44,53,57,67,97,115**
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Memorial tourism	**16,67-8**
Marketing mix	**30-3,46,75,101**
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Tour operators	**16, 107-110**
Tourism motivation	**14, 66, 115, 118**

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Jasmina Gržinić is a member of numerous organizing Committees (international tourism conferences) and of the editorial board of 5 international journals, as well as contributor to a total of 4 national scientific projects. Likewise, she is the project manager of two university projects. Other activities: active participation in numerous expert projects for the benefit of the community (tour operators, agencies, museums, Istrian tourism board). She was invited as the speaker at several international scientific conferences. Publishing of three scientific books and three university textbooks, more than 100 scientific and professional papers (articles). Her scientific interest is in the field of tourism intermediaries (tour operators and travel agents), management of tourism attractions and international tourism.

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REVIEWERS

“The manuscript is suitable as supplementary literature for courses taught in English, as a complement to basic knowledge about tourism through application examples in the regional sense. Contributions at the level of the County of Istria are the development of the experience in economy, added value in tourism, risk prevention, management of destination attractions, encouragement of related offers”.

Mauro Dujmović, Associate professor

“The book (manuscript) offers theoretical contributions, case studies and scenarios from real life as a unique source of knowledge. The topic is relevant and could stimulate the interest of the scientific community in research of this type (e.g. connections through regional offers and analysis of sustainability indicators). The manuscript corresponds to the handbook for regional and international tourism courses, but also for those who want to learn more about the tourism of the Istrian County.“

Lela Tijanić, Associate professor