



# INTANGIBLE CULTURAL HERITAGE AND TOURISM PERSPECTIVES IN CROATIA

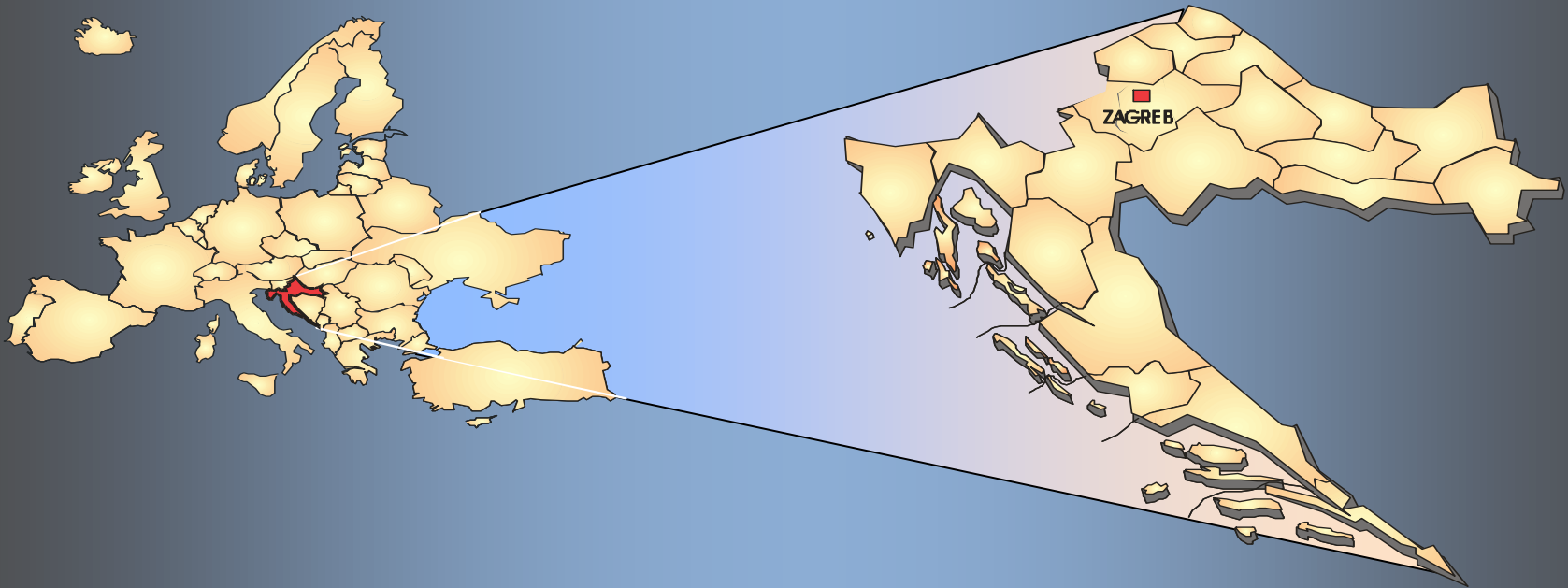
SEKTOR ZA TURIZAM  
TOURISM DEPARTMENT



HRVATSKA GOSPODARSKA KOMORA

# FRAMEWORK

## CROATIA - GEOGRAPHIC PROFILE



Area:	56,538 km <sup>2</sup>
Population:	4.3 mil
Coastline:	1,778km
Islands:	1,185
Capital:	Zagreb

Distance to Vienna:	274km
Distance to Budapest:	302km
Currency:	kuna (HRK)



# CROATIAN TOURISM FRAMEWORK

Pola 1c.  
Vespazian

	2009	2010	2011	2012
Foreign Arrivals (in mn )	8,60	9,10	9,92	10,36
Foreign overnights (in mn)	49	51	54,75	57,52
Revenue €	6,36	6,2	6,6	
Revenue per capita €	1435,5	1410,19	1493,63	
GDP tourism share €	14%	14%	14,40%	
Of total exports €	39,50%	35,20%	35,10%	

# CROATIAN TOURISM FRAMEWORK

## International Tourism receipts 2011

Source: UNWTO Highlights 2012



## CROATIA IN EUROPE

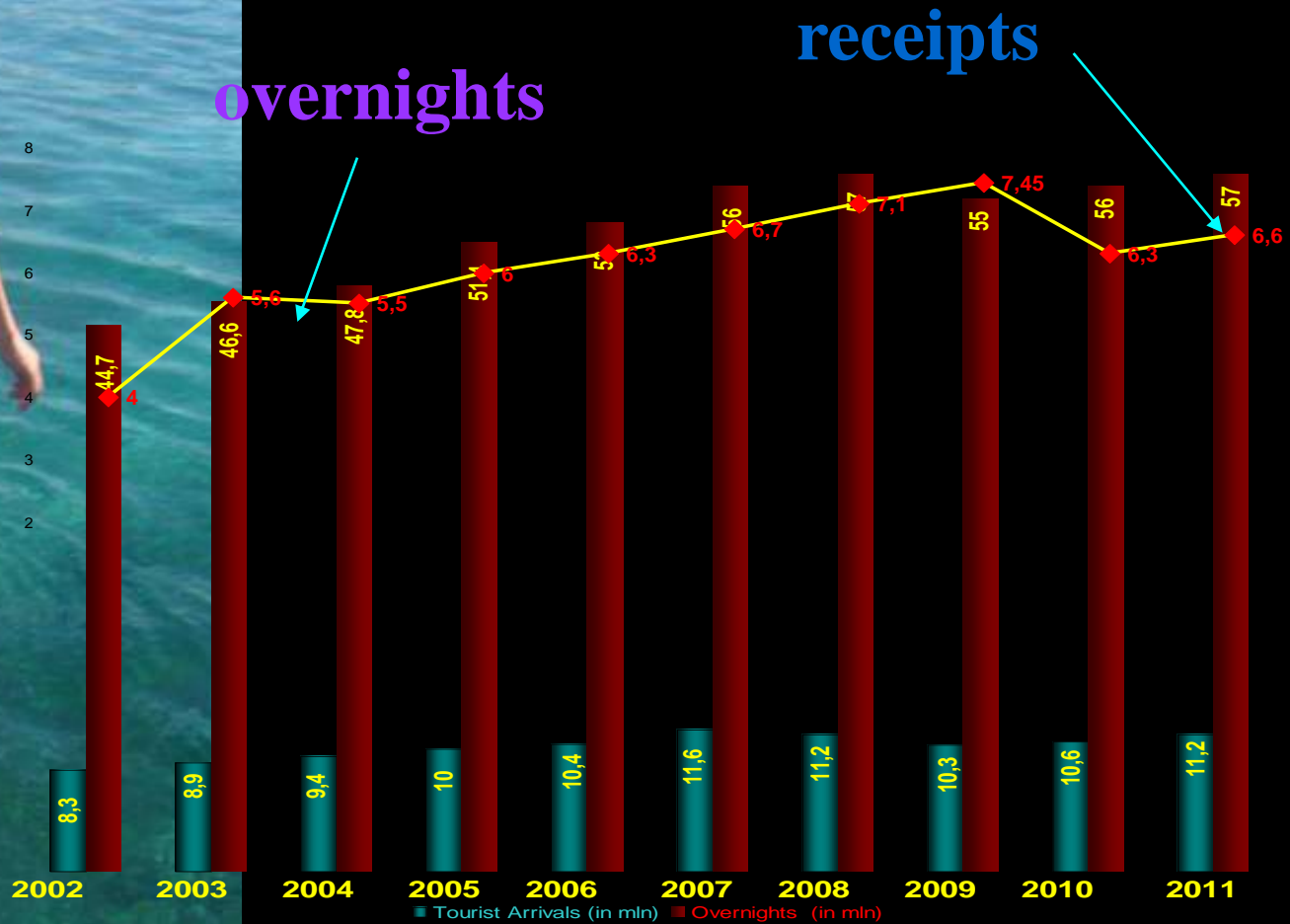
20th by  
population

14th by touri  
arrivals

16th by  
tourism  
receipts



# CROATIAN TOURISM GROWTH



**Arrivals 2012: 11,8 mil**  
**Overnights 2012: 62,7 mil**  
**Receipts I – IX 2012: 6,27 bn €**

# COMMUNICATING VALUES



Destinations? Memorizing? ICH



# COMMUNICATING VALUES



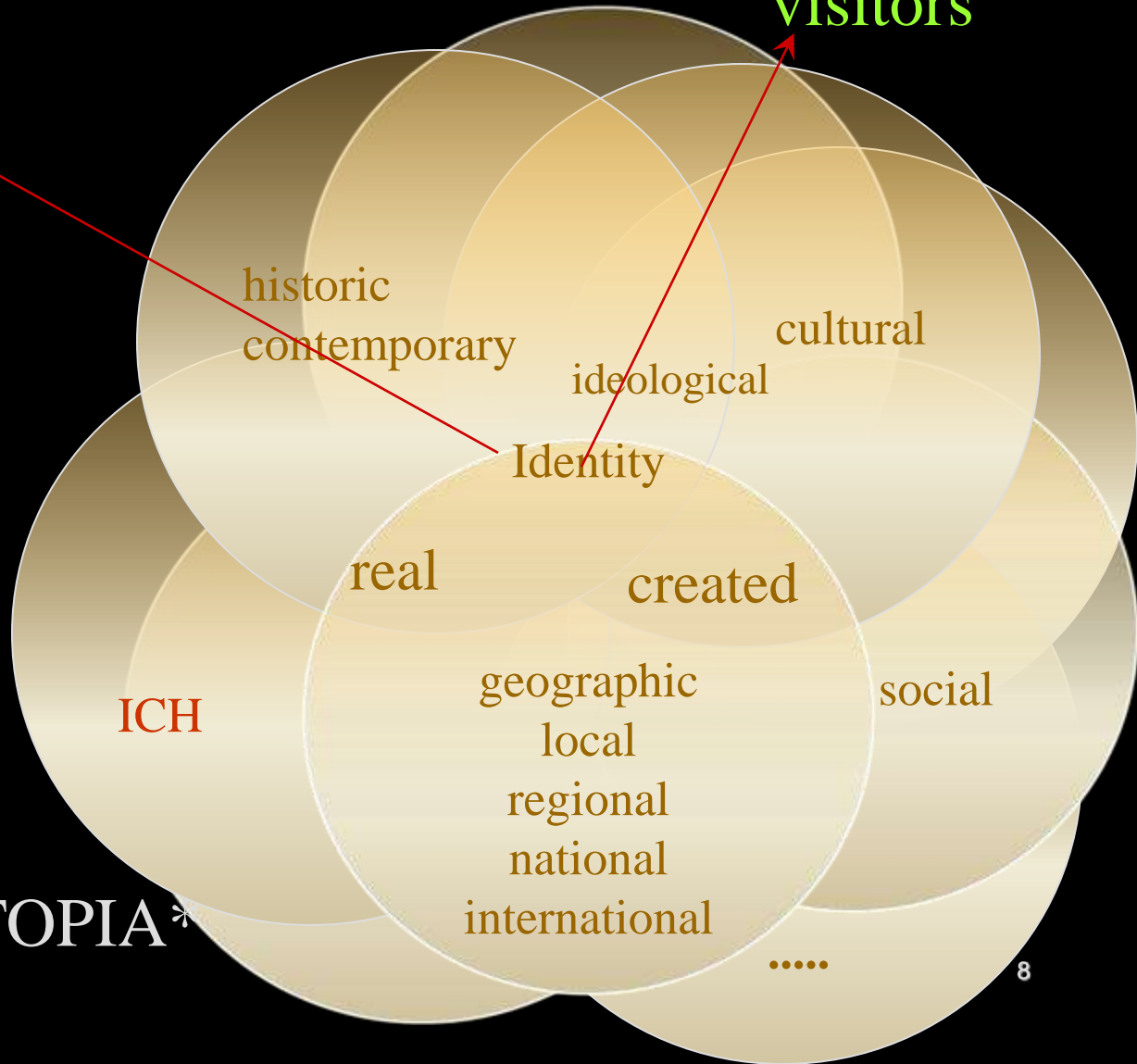
**Tourism**  
– space of cultural encounters

# COMMUNICATING VALUES

# Destinations/Tourism – area of interactions

# community

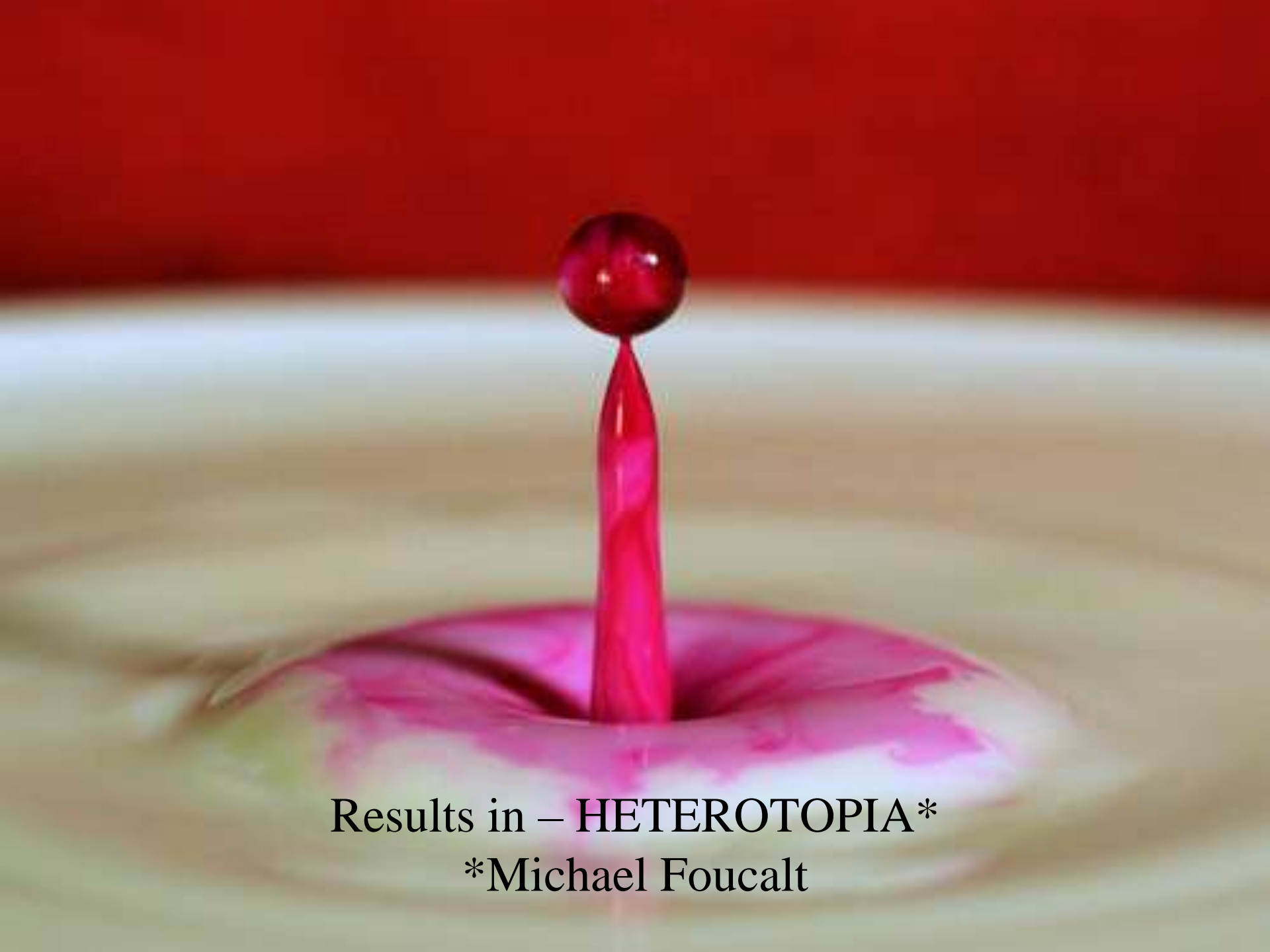
Area of recognitions,  
overlapping,  
interfering,  
layering of  
**identities**



## Result in – HETEROTOPIA\*

\*Michael Foucault





Results in – HETEROTOPIA\*

\*Michael Foucalt

# COMMUNICATING VALUES



Tourism – Economy of identities



# COMMUNICATING VALUES

Well known resources: UNESCO

Competitiveness?

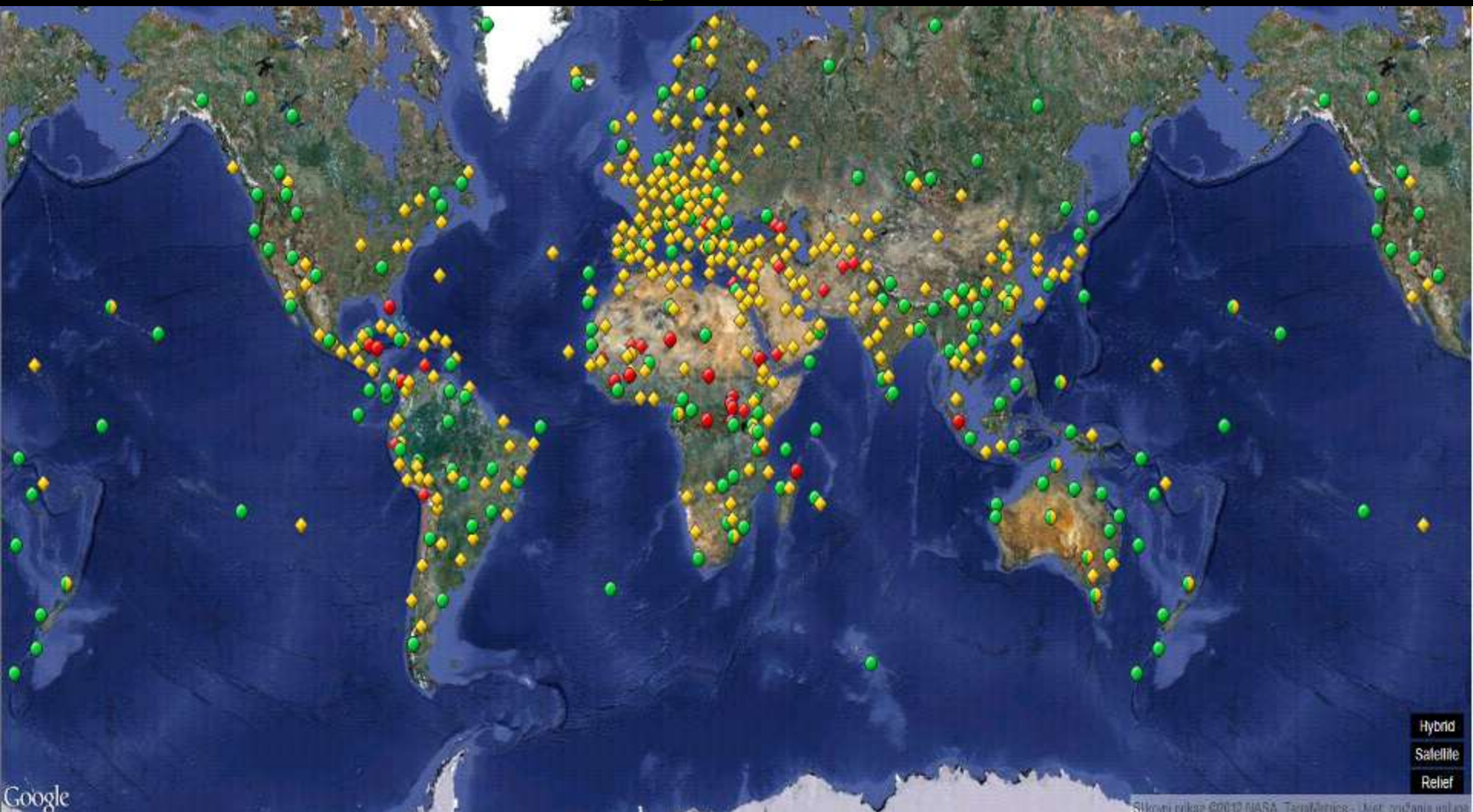




Table 2: The Travel &amp; Tourism Competitiveness Index: Europe

## STATISTICAL BACKGROUND

Country/Economy	SUBINDEXES									
	OVERALL INDEX			T&T regulatory framework		T&T business environment and infrastructure		T&T human, cultural, and natural resources		
	Regional rank	Overall rank	Score	Rank	Score	Rank	Score	Rank	Score	
Switzerland	1	1	5.68	1	6.01	1	5.49	2	5.54	
Austria	2	2	5.46	4	5.91	6	5.22	7	5.24	
Germany	3	3	5.41	13	5.56	3	5.44	9	5.22	
Cyprus	15	21	4.92	25	5.35	13	5.05	37	4.38	
Belgium	16	22	4.92	21	5.45	32	4.56	20	4.73	
Luxembourg	17	23	4.92	20	5.47	16	4.97	42	4.30	
Greece	18	24	4.91	18	5.49	27	4.66	27	4.58	
Czech Republic	19	26	4.86	16	5.50	36	4.41	24	4.67	
Estonia	20	27	4.83	17	5.50	21	4.81	47	4.19	
Italy	21	28	4.78	46	4.96	26	4.68	22	4.71	
Malta	22	29	4.77	11	5.58	31	4.58	52	4.15	
Croatia	23	34	4.54	43	5.02	37	4.32	43	4.28	
Slovenia	24	35	4.53	38	5.13	33	4.53	61	3.94	
Hungary	25	38	4.45	26	5.35	42	4.06	59	3.95	
Slovak Republic	26	46	4.34	34	5.20	54	3.78	55	4.05	
Latvia	27	48	4.31	32	5.22	43	4.04	86	3.68	
Lithuania	28	49	4.30	30	5.27	46	3.98	89	3.65	
Bulgaria	29	50	4.30	56	4.74	48	3.96	46	4.20	
Montenegro	30	52	4.29	50	4.86	66	3.57	35	4.43	
Turkey	31	56	4.20	63	4.60	60	3.73	44	4.28	
Poland	32	58	4.18	72	4.44	68	3.53	29	4.56	
Russian Federation	33	59	4.14	79	4.35	61	3.70	38	4.37	
Romania	34	66	4.04	61	4.68	64	3.61	77	3.83	
Georgia	35	73	3.89	33	5.20	99	2.84	92	3.64	
Ukraine	36	77	3.84	62	4.66	72	3.37	103	3.50	
Macedonia, FYR	37	80	3.81	69	4.46	75	3.29	87	3.67	
Serbia	38	88	3.71	78	4.35	80	3.20	96	3.57	
Albania	39	90	3.68	77	4.38	104	2.76	66	3.89	
Armenia	40	91	3.65	58	4.70	105	2.75	102	3.51	



## Development?

Authenticity (ICH role)

Distinctiveness (ICH role)

Sustainability (ICH role)

Quality

Visitors' interests

- *“Do not go where the path may lead, go instead where there is no path and leave a trail.”*
- - Ralph Waldo Emerson



# BACKGROUND CONSUMERSPHERE

Cultural  
concentrations

New healthy  
destinations

Symbolic spaces

Inspiration

Authenticity

Creativity

Harmony

Green  
consumerism

Identity and  
transformation

Communication  
Value for money

**Myth of the location -**

**15/03/2013**

**14**



HAVE WE GOT THE MYTH





# COMMUNICATING VALUES - CONSUMERSPHERE



Mythic landscapes  
Symbolic values preserved in ICH

# HUMANIZATION: For who's eyes/soul only is it?

By 2020  
above 65  
+17 mil

Mobility  
interactivity  
emotions





# COMMUNICATING VALUES

## Challenges

- UNKNOWN (INATNGIBLE) CULTURAL HERITAGE
- Touristically less developed virgin areas
- Demography & depopulation

BUT:

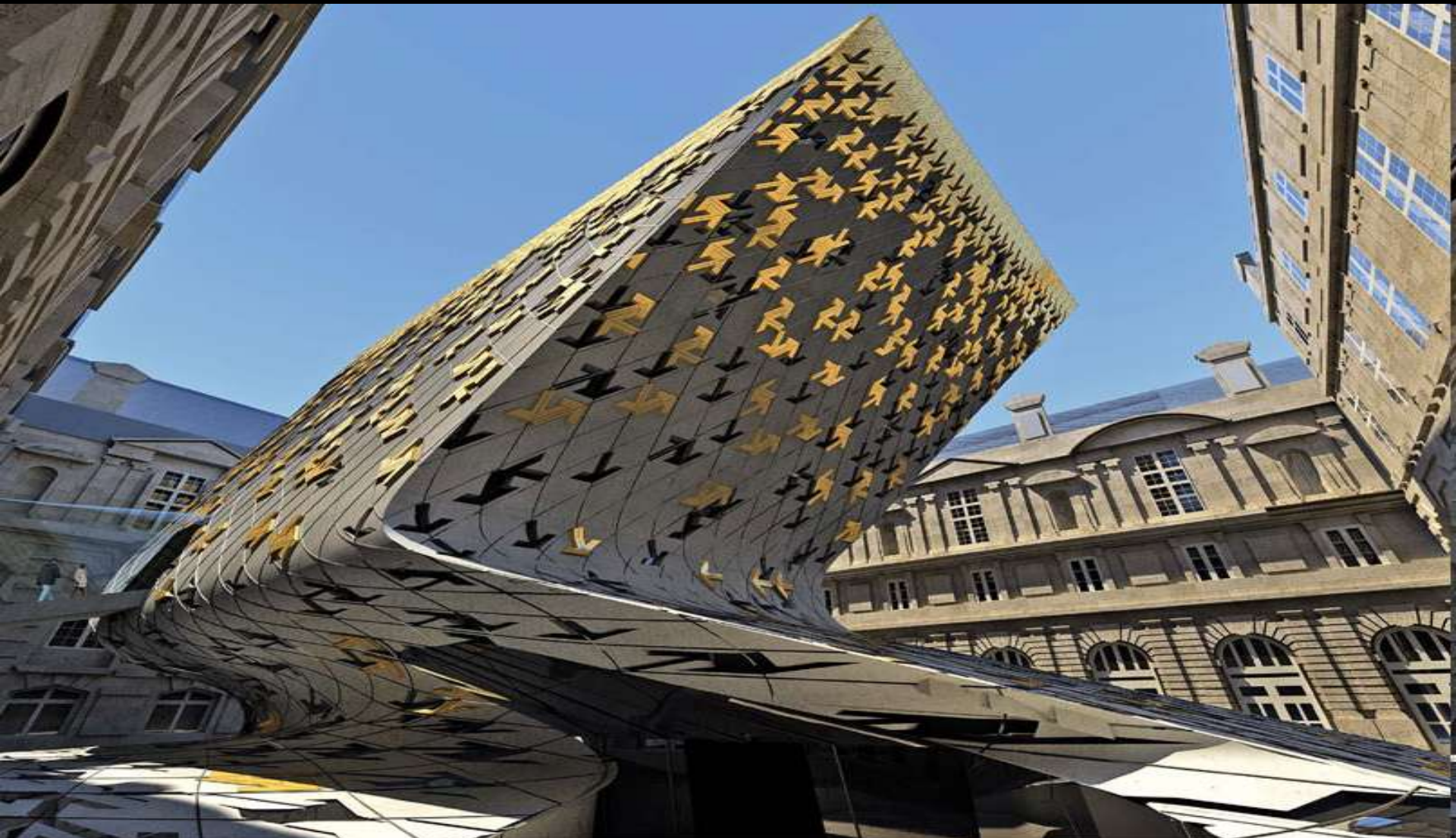
LIFESTYLE OF FORGOTTEN  
TIMES

HUMAN MEASURE



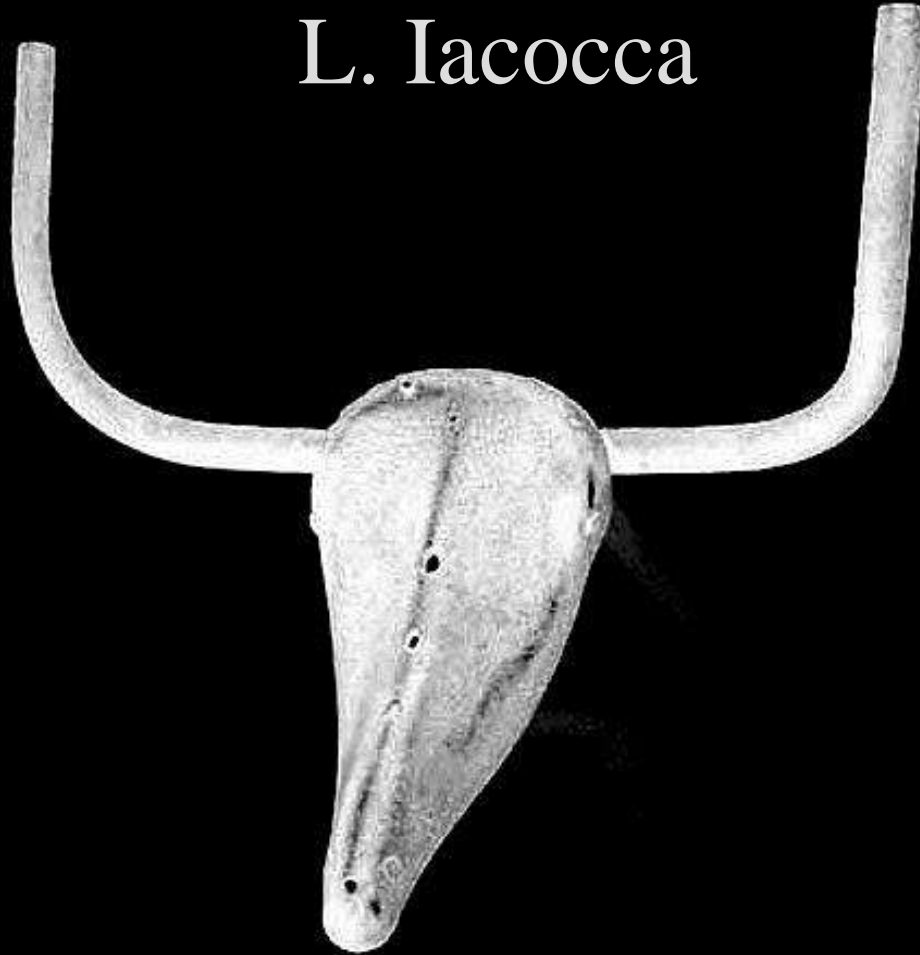
# COMMUNICATING VALUES

## High investments?



“You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.”

L. Iacocca



Picasso: Bull, 1943.



# Creating visibility through heritage?





DESTINATION

HERITAGE

Tangible and  
intangible

INTEGRATED  
APPROACH

**FACILITATING AND FORMING PARTNERSHIPS**



# FACILITATING AND FORMING PARTNERSHIPS

## AFFILIATION OF CULTURAL TOURISM



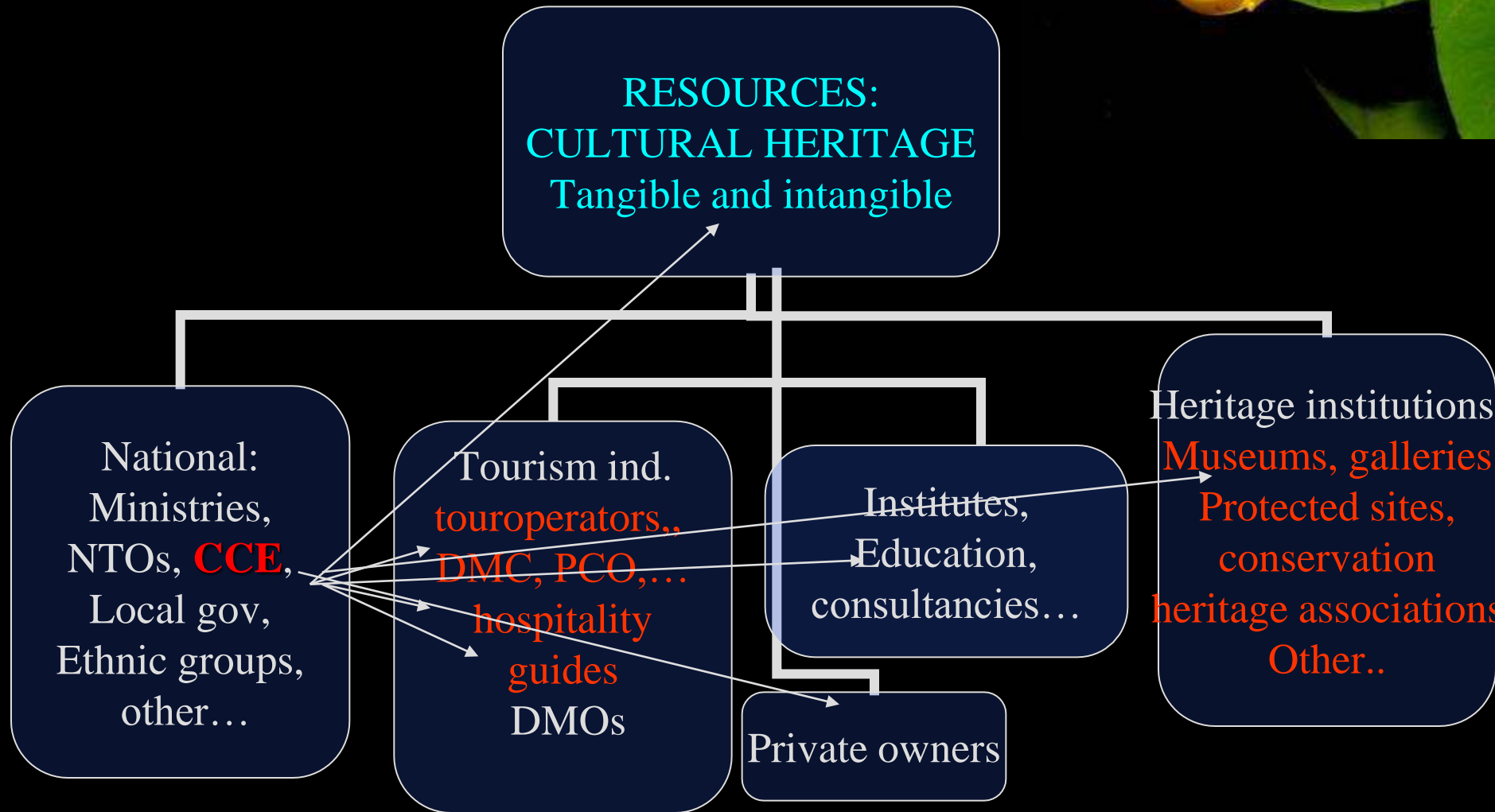
*integrated approach to sustainability*



# DESTINATION CROATIA

Involving all stakeholders

## FACILITATING AND FORMING PARTNERSHIPS



# FACILITATING AND FORMING PARTNERSHIPS

## CCE ACT

### CHALLENGES – INTANGIBLE HERITAGE

Regulatory  
framework

Multidisciplinarity  
Research

Sustaining  
identities

Gvrnm. Incentives  
MINT

Consumers

Human resources  
development  
(trainings)

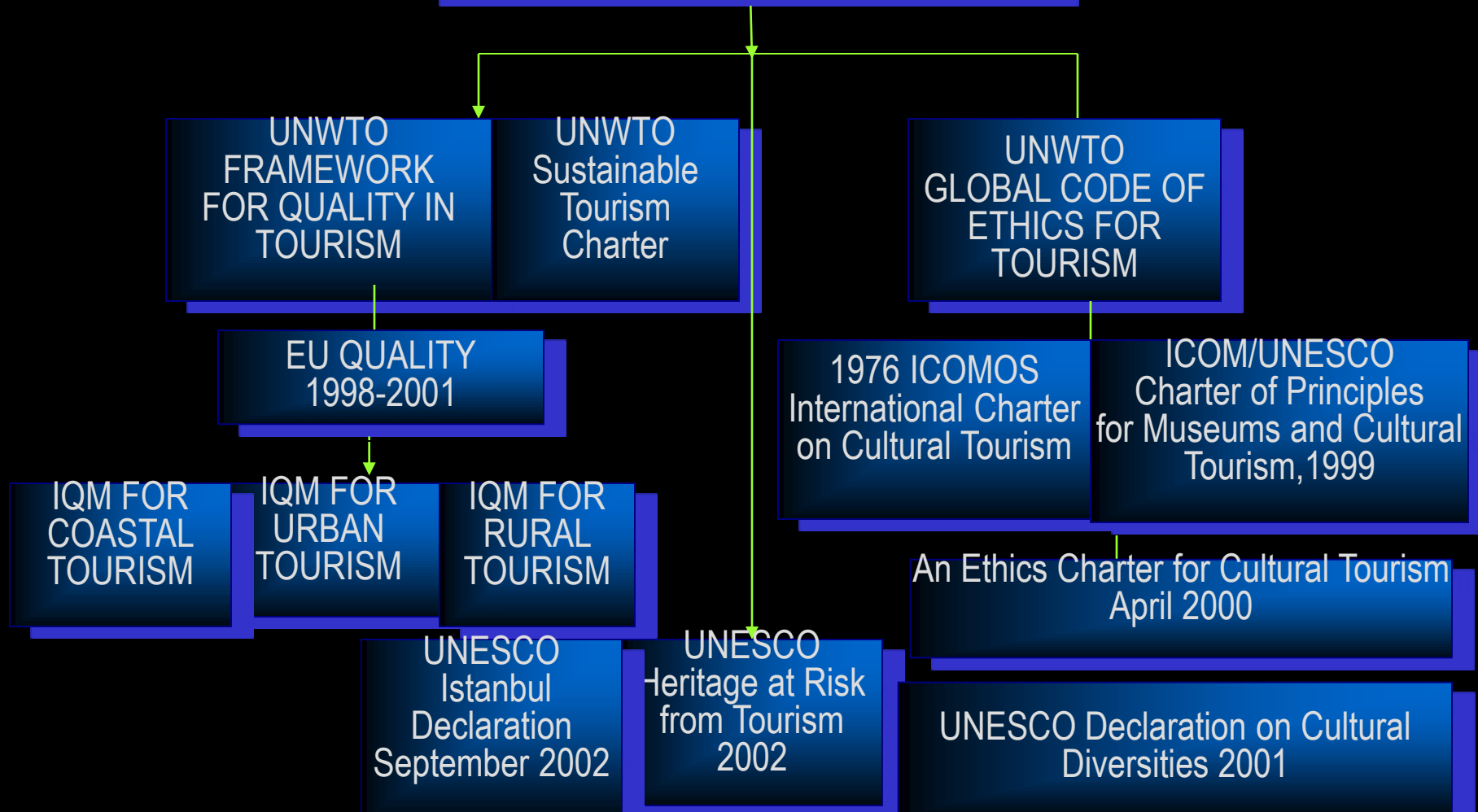
Partnerships  
CT BUSINESS CLUB

Visibility  
CT BUSINESS CLUB

Tourism product  
CT BUSINESS CLUB

# CCE ACT: REGULATORY FRAMEWORK RESEARCH

## Sustainable cultural tourism







# Tourism and Intangible Cultural heritage:

## **INITIATOR OF CT STRATEGY**

### **1. Festive Events**

**Ministry of Tourism has been awarding grants  
for such type of events for over 8 years**

#### **Project aims:**

*To assist local communities maintain traditional  
festivities and create new events that would  
add to the diversity and overall tourist offer in  
Croatia*

*To create interest for new tourist destinations*

*To promote continental and year-around tourism*

**Example: in 2012 some thirty festive events  
received grants form the Ministry of  
Tourism, including old traditions, recreating  
history, gastro and enological events**

### **2. Thematic routes**



# ACT: HUMAN RESOURCE DEVELOPMENT FOR ICH TOURISM TRAININGS AND SEMINARS

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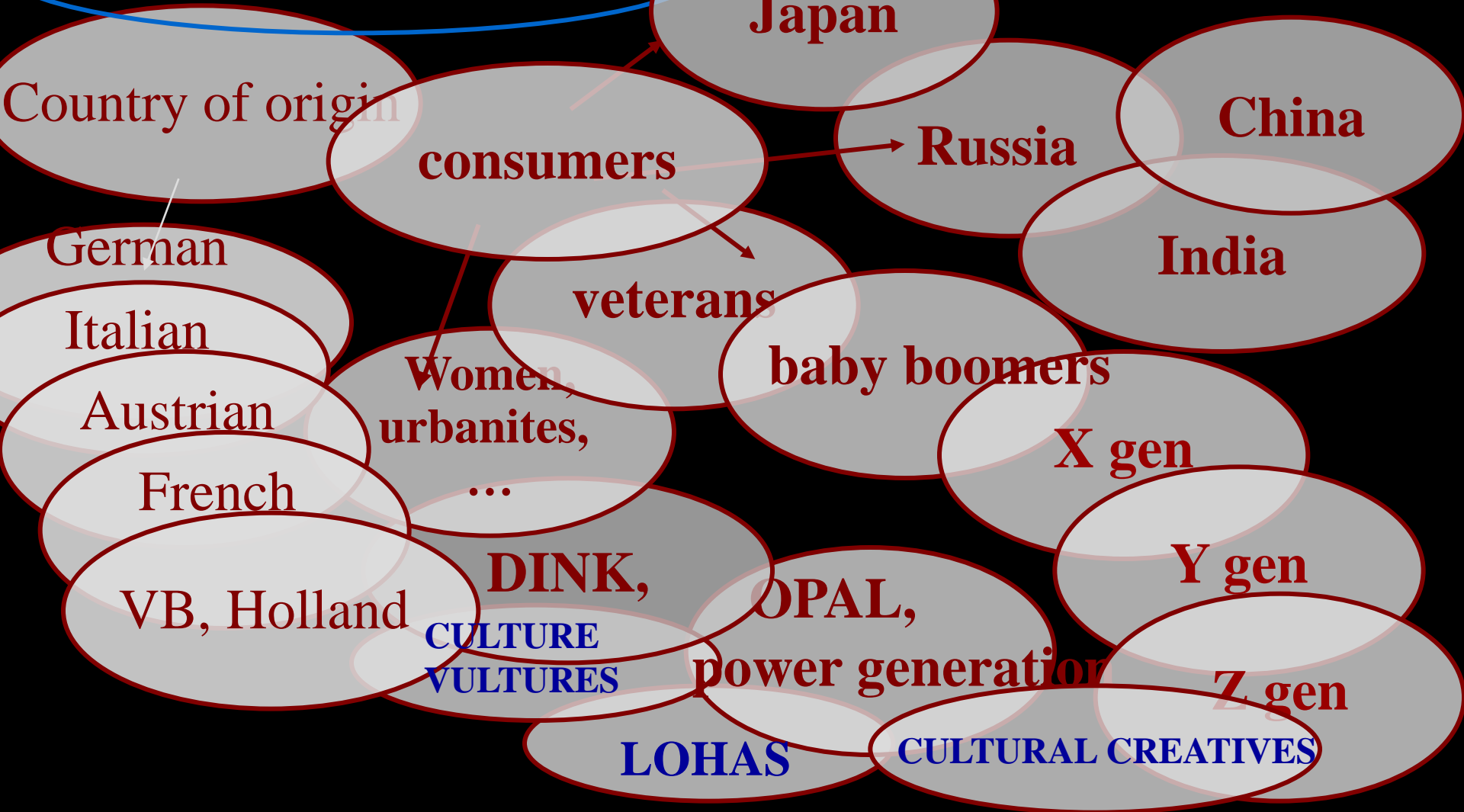
1.st CT strategy bottom up approach -  
CCE initiated workshops 2002/2003  
**ICH introduced as a resource**  
TAIEX seminars for sustainability  
UNDP seminars for event organizers  
ICE seminars for new products ICH

- RESOURCES EVALUATION
- DESTINATIONS
- PRODUCTS & CONSUMERS



# CCE ACT: RESEARCH - CONSUMERS

## Supersegmentation



# CCE ACT: CONSUMERS - *New behavior models*

Consumer & Producer

Co-producer

**Trends: INTANGIBLE QUALITY  
OF SYMBOLIC SPACES**

New markets BRIC, MIST, TIMBI..  
OPAL

LOHAS, Cultural Creatives

HOMO SPIRITUS

HOMO AESTETICUS

HOMO MEDICUS

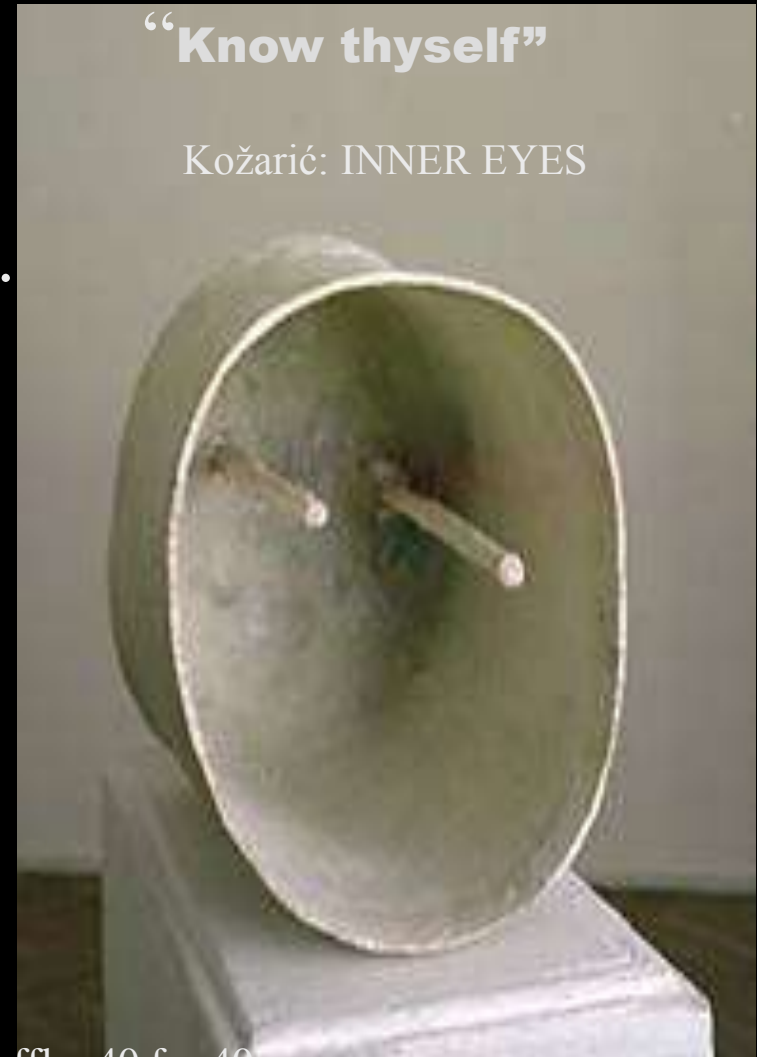
Femigration

Ecolectualism

Philantruism

Nano -Tourism

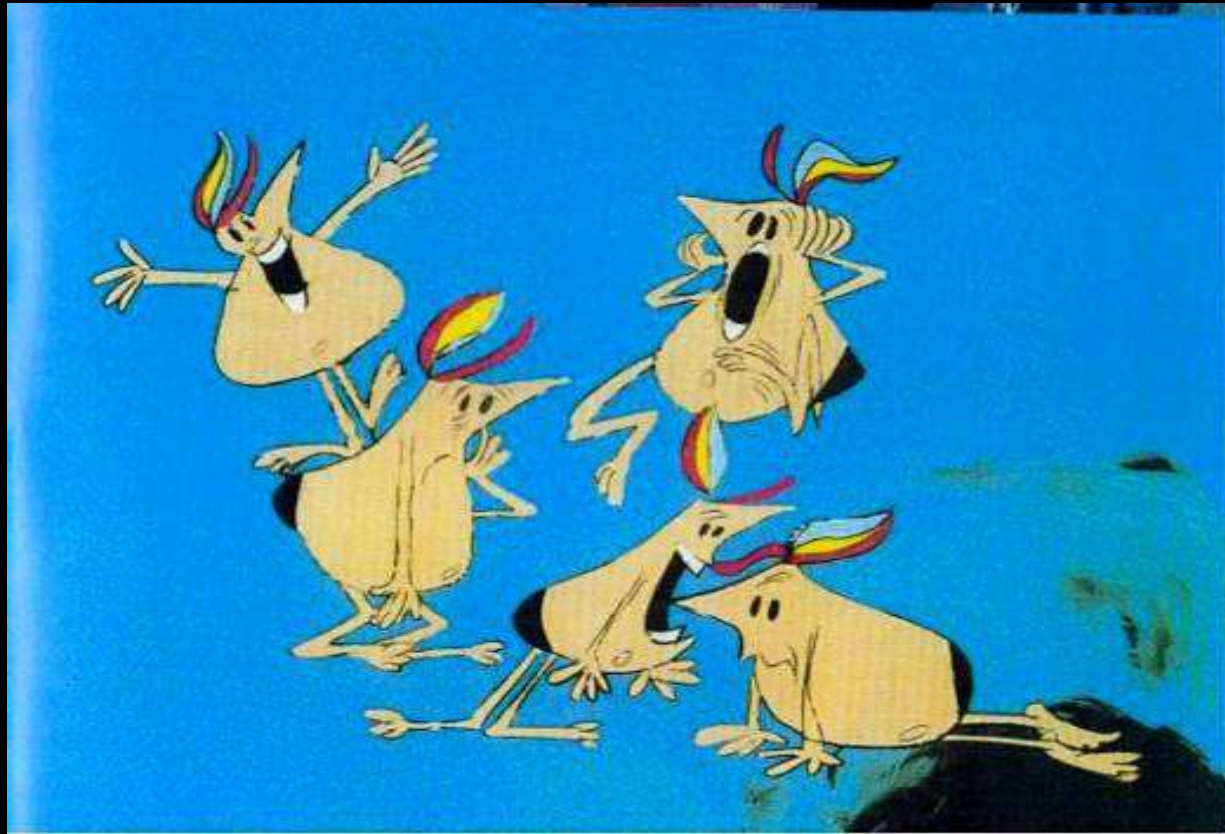
Humanization



Source: Lipovetsky, Travel Trends Report 2010/2011, Alvin Toffler 40 for 40....



## HUMAN MISSION *“Emo-tainment”*



*Personalized approach: experiences, emotions , VALUES*

# FACILITATING AND FORMING PARTNERSHIPS

## CCE ACT

### CULTURAL TOURISM BUSINESS CLUB

Knowledge transfer , partnerships, visibility

35 untill today

1. LONJSKO POLJE – sustainability, product
2. ANDAUTONIA SCITARJEVO – partnerships, product, creativity
3. CRAFTATTRACT - MUSEUM OF HRVATSKO ZAGORJE – sustainability and creativity



# ACT: FACILITATING AND FORMING PARTNERSHIPS...

## 1. LONJSKO POLJE: SUSTAINING DYNAMIC MEANINGS

LONJSKO POLJE

Dances

Songs

Costume production

Weaving

Traditional

Fishing techniques

Educational and

Creative tourism





# ACT: 1. LONJSKO POLJE

## Integrated approach development

:

ICH, traditions

ICH:Eno-gastronomy  
Culinary delight

Accommodation

Signalisation  
and information

Structural content  
ICH  
exhibitions,  
events

Sustainability

Dancing, playing



Travel agents

Accessibility  
And Parking

Fishing, riding, bicycling...

Thematic  
walkways

# ACT 1. LONJSKO POLJE: Sustaining intangible meanings – ICH bonus: Creating Emotional attachment

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# ACT – Sustaining powerful identities

## STRUCTURAL CONTENT – PRODUCT DEVELOPMENT

### use of identity levels NICHE DEVELOPMENT



#### Intangible heritage

Eno-Gastronomy  
heritage

Human treasures

Handicraft

Traditional crafts

(ethno workshops

Traditions ...

Myths and legends

Events

Personalities

#### Developing Niche Markets:

Eno & gastro-tourism

Culinary tourism

**Creative tourism**

Event tourism

**Science t.**

**Existential t.**

**MICE**

Walking tourism

Literary tourism

Religious tourism

**Contemplative**

.. Memorial tourism

**Eco tourism**



# 1. LONJSKO POLJE: PRODUCT DEVELOPMENT

## CREATING Theme Oriented Niche Support for ICH

Culinary tourism

Event tourism

Creative tourism

Heritage tourism

Eco tourism

Walking  
tourism



Educational  
tourism

Contemplative  
tourism

Literary  
tourism

Biking  
tourism...

# ACT 2. MUSEMS OF HRVATSKO ZAGORJE

Identity

ICH Resources  
management

EVENT  
management

Partnership  
coordination

Visitor  
management

Marketing  
management



HOSPITALITY

HOTELS  
THERMAL  
SPA  
RESTAURANT  
CAFES  
RURAL

Distribution  
channels –  
travel  
industry

EXPERIENCE



# ACT 2. MHZ & ICH

## SUSTAINING POWERFUL IDENTITIES

Access

Cultural  
hubs

Creativity  
hubs



**LIVING HUMAN TREASURES:**  
**Pottery: Tomislav Lendrec, Pustodol**  
**113, Donja Stubica**



# ACT 3. ANDAUTONIA SCITARJEVO

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ICH Sustaining creative dynamism  
Andautonia– Polisensual project



# ACT 3. Mood management in archaeology tourism

## ANDAUTONIA DAYS PRODUCT DVLP.

Combining  
Experience levels



CONTEMPLATION



PARTICIPATION



CULINARY INSPIRATION



CREATIVITY



PROVOKING REACTION



FUN AND  
EDUCATION



LITERARY  
INSPIRATION



# FUTURE ACT: CRO UNESCO Intangible Cultural Heritage (12





# FUTURE ACT: SUSTAINABILITY OF ICH ROMAN EMPERORS ROUTE, DANUBE WINE ROUTE

Symbolic values

POLA



BRIONI

IADERA

AQUAE  
IASSE



AENONA

SPLIT



SALONA

NARONA



# ACT: CHANGING CONTEXT OF TOURISM VALUES



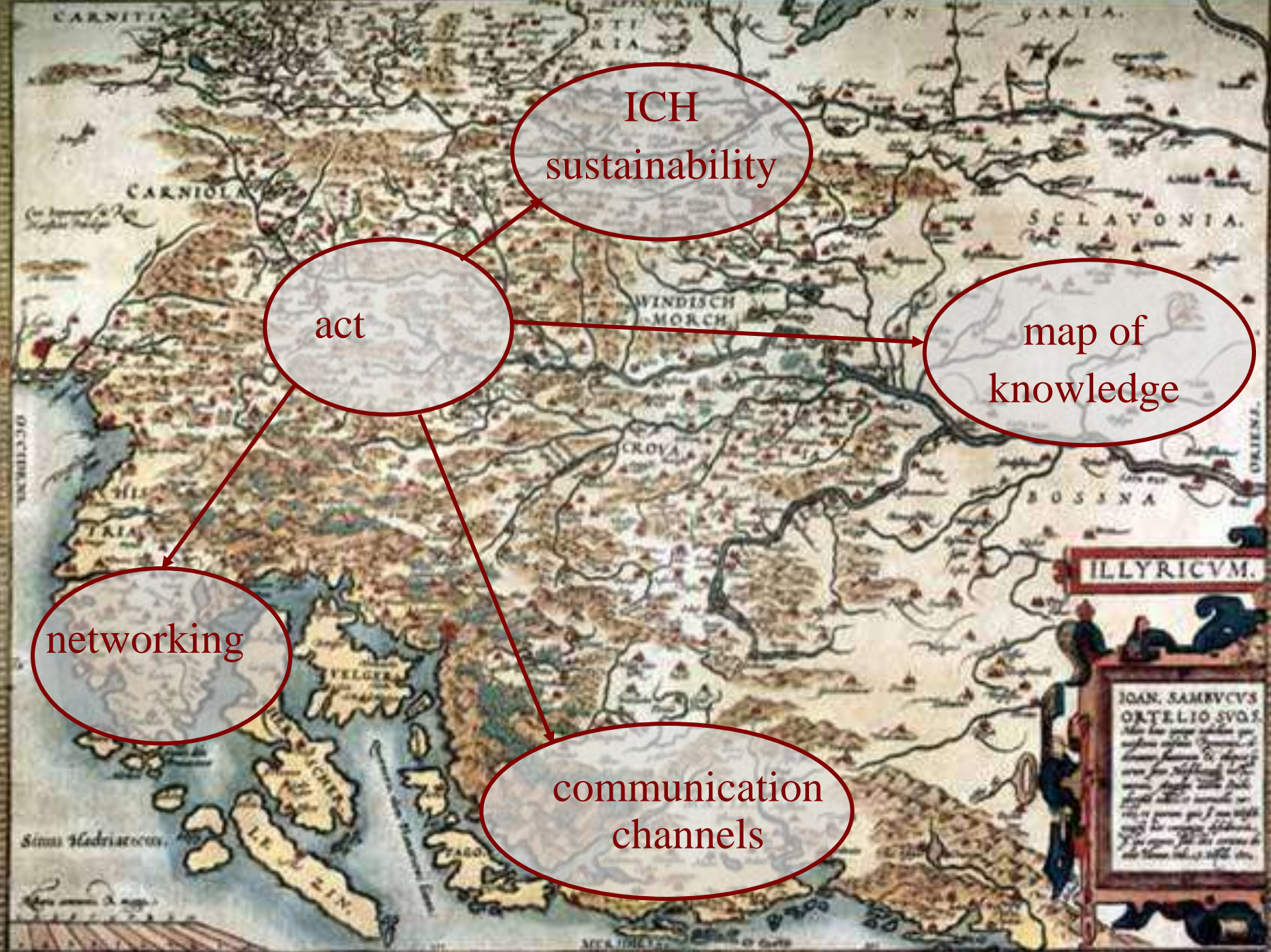
CONSUMERS	Demand	Niche	Activity	Creativity ICH
OPAL (baby boomers/ Grey panthers Silver/golden generation)	Contemplation Medical Health Spiritual needs...	Rest & recreation, wellness ... Art, Culture religion	Walking, shopping,... Medical treatments	Learning songs – singing...
FAMILIES	Edu/emo- tainment ...	History Creative...	Balooning, bicycling...	Painting, Photo safary..
BUSINESS	Inspiration ... Creativity	Enc- gastronomy...	Tasting Riding...	Culinary workshops, olivepicking
GEN X (often DINK)	Challenges Energyzing...	Eco-cultural & cleaning volonter..	swamps, rebuilding...	Pottery workshops...
GEN Y LOHAS Millenials	Stimulation Wisdom ....	Mindness Comtemlation ...	Participation express oneself	Language learning....

Tourism offer

concentration

Demand individual/organized





ICH  
sustainability

act

map of  
knowledge

networking

communication  
channels



# Structuring experience: taste, sound, scent, spirit, rythm&colour



# Tourism – A Quest for HAPINESS???

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HAPINESS?

PARADISE  
LOST



# Can ICH open a new comfort zone

## Paradise regained?



ICH mood  
management

Source: Matthias Horx, ITB 2005

Wellness

selfness

mindness

*ultra  
experience*





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