INTANGIBLE CULTURAL HERITAGE AND TOURISM PERSPECTIVES IN CROATIA

SEKTOR ZA TURIZAM
TOURISM DEPARTMENT
Area: 56,538 km²
Population: 4.3 mil
Coastline: 1,778km
Islands: 1,185
Capital: Zagreb

Distance to Vienna: 274km
Distance to Budapest: 302km
Currency: kuna (HRK)
<table>
<thead>
<tr>
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<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>Foreign Arrivals (in mn)</td>
<td>8,60</td>
<td>9,10</td>
<td>9,92</td>
<td>10,36</td>
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<tr>
<td>Foreign overnights (in mn)</td>
<td>49</td>
<td>51</td>
<td>54,75</td>
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<td>Revenue €</td>
<td>6,36</td>
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<td>Revenue per capita €</td>
<td>1435,5</td>
<td>1410,19</td>
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<td>GDP tourism share €</td>
<td>14%</td>
<td>14%</td>
<td>14,40%</td>
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<td>Of total exports €</td>
<td>39,50%</td>
<td>35,20%</td>
<td>35,10%</td>
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</table>
International Tourism receipts 2011
Source: UNWTO Highlights 2012

CROATIA
- 20th by population
- 14th by tourist 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

Area of recognitions, overlapping, interfering, layering of identities

Cultural encounters

Result in – HETEROTOPIA*

*Michael Foucalt
Results in – HETEROTOPIA*

*Michael Foucalt
COMMUNICATING VALUES

Tourism – Economy of identities
COMMUNICATING VALUES
Well known resources: UNESCO
Competitiveness?
### Table 2: The Travel & Tourism Competitiveness Index: Europe

<table>
<thead>
<tr>
<th>Country/Economy</th>
<th>Overall rank</th>
<th>Regional rank</th>
<th>Score</th>
<th>T&amp;T regulatory framework</th>
<th>Rank</th>
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<th>T&amp;T business environment and infrastructure</th>
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<th>T&amp;T human, cultural, and natural resources</th>
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</table>
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
CONSUMERSPHERE

New healthy destinations

Inspiration

Creativity

Harmony

Green consumerism

Symbolic spaces

Authenticity

Identity and transformation

Myth of the location

Value for money

Communication

Cultural concentrations

BACKGROUND
HAVE WE GOT THE MYTH
Mythic landscapes
Symbolic values preserved in ICH

- emotional shopping
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
Creating visibility through heritage?
HERITAGE
Tangible and intangible

DESTINATION

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

RESOURCES: CULTURAL HERITAGE
Tangible and intangible

National: Ministries, NTOs, **CCE**, Local gov, Ethnic groups, other...

Heritage institutions
Museums, galleries
Protected sites, conservation
heritage associations
Other...

Tourism ind.
touroperators, DMC, PCO,…
hospitality guides
DMOs

Institutes,
Education, consultancies…

Private owners

**CCE**
### FACILITATING AND FORMING PARTNERSHIPS

**CCE ACT**

**CHALLENGES – INTANGIBLE HERITAGE**

<table>
<thead>
<tr>
<th>Regulatory framework</th>
<th>Multidisciplinarity Research</th>
<th>Sustaining identities</th>
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<td>Govrn. Incentives</td>
<td>Consumers</td>
<td>Human resources development (trainings)</td>
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<td>MINT</td>
<td>Visiblity</td>
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</table>
Sustainable cultural tourism

UNWTO Framework for Quality in Tourism

UNWTO Sustainable Tourism Charter

EU Quality 1998-2001

UNWTO Global Code of Ethics for Tourism

1976 ICOMOS International Charter on Cultural Tourism

ICOM/UNESCO Charter of Principles for Museums and Cultural Tourism, 1999

An Ethics Charter for Cultural Tourism, April 2000

UNESCO Istanbul Declaration September 2002

UNESCO Heritage at Risk from Tourism 2002

IQM for Coastal Tourism

IQM for Urban Tourism

IQM for Rural Tourism

UNESCO Declaration on Cultural Diversities 2001
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 from 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

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

Country of origin
- German
- Italian
- Austrian
- French
- VB, Holland

Consumers
- Women, urbanites, ...
- DINK
- OPAL
- LOHAS

Veterans
- OPAL, power generation
- LOHAS

Baby boomers
- X gen

Y gen

Z gen

Japan
- Russia
- China
- India
- Japan
- Russia
- China
- India
- Japan
- Russia
- India
- China

Cultural Creatives
- LOHAS
- CULTURAL CREATIVES

Cultural Vultures
- VULTURES

Cultural Consumers
- CONSUMERS

29
CCE ACT: CONSUMERS - New behavior models

Consumer&Producer
Co-producer

Trends: INTANGIBILE 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
CULTURAL TOURISM BUSINESS CLUB
Knowledge transfer, partnerships, visibility
35 until today

1. LONJSKO POLJE – sustainability, product
2. ANDAUTONIA SCITARJEVO – partnerships, product, creativity
3. CRAFTATTRACT - MUSEUM OF HRVATSKO ZAGORJE – sustainability and creativity
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
Travel agents
Accessibility And Parking
Thematic walkways

Structural content
ICH exhibitions, events
Sustainability
Dancing, playing

Fishing, riding, bicycling…
ACT 1. LONJSKO POLJE: Sustaining intangible meanings – ICH bonus: Creating Emotional attachment
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
CREATING Theme Oriented Niche Support for ICH

- Culinary tourism
- Educational tourism
- Event tourism
- Contemplative tourism
- Creative tourism
- Literary tourism
- Heritage tourism
- Biking tourism
- Eco tourism
- Walking 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
LIVING HUMAN TREASURES: Pottery: Tomislav Lendrec, Pustodol 113, Donja Stubica
ACT 3. ANDAUTONIA SCITARJEVO

ICH Sustaining creative dynamism
Andautonia– Polisensual project
ACT 3. Mood management in archaeology tourism

ANDAUTONIA DAYS
PRODUCT DVLP.

Combining Experience levels

CONTEMPLATION
CULINARY INSPIRATION
FUN AND EDUCATION
PARTICIPATION
CREATIVITY
LITERARY INSPIRATION
PROVOKING REACTION
FUTURE ACT: CRO UNESCO Intangible Cultural Heritage (12)
FUTURE ACT: SUSTAINABILITY OF ICH
ROMAN EMPERORS ROUTE, DANUBE WINE ROUTE

Symbolic values

POLA

AENONA

BRIONI

IADERA

SPLIT

SALONA

AQUAE IASSE

NARONA

TOURISM DEPARTMENT
## ACT: CHANGING CONTEXT OF TOURISM VALUES

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<th>Activity</th>
<th>Creativity ICH</th>
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<td>Contemplation Medical Health Spiritual needs..</td>
<td>Rest &amp; recreation, wellness Art, Culture religion</td>
<td>Walking, shopping, Medical treatments</td>
<td>Learning songs – singing...</td>
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<td>FAMILIES</td>
<td>Edu/entertainment</td>
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<td>Balooning, bicycling...</td>
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<td>Eno-gastronomy...</td>
<td>Tasting Riding...</td>
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<td>GEN X (often DINK)</td>
<td>Challenges Energizing...</td>
<td>Eco-cultural &amp; volontery..</td>
<td>cleaning swamps, rebuilding...</td>
<td>Pottery workshops...</td>
</tr>
<tr>
<td>GEN Y LOHAS Millenials</td>
<td>Stimulation Wisdom ....</td>
<td>Mindness Comtemlation ...</td>
<td>Participation express oneself</td>
<td>Language learning....</td>
</tr>
</tbody>
</table>
Tourism offer

concentration

Demand individual/organized
act

ICH sustainability

map of knowledge

networking

communication channels
Structuring experience: taste, sound, scent, spirt, rythm&colour
Tourism – A Quest for HAPINESS???

1. Paradise
2. Hedonists garden
3. “Garden of knowledge”

PARADISE LOST

HAPINESS?
Can ICH open a new comfort zone?
Paradise regained?