

The Future of Tourism in the Alpine-Adriatic Region

International symposium in memory of Zlatko Pepeonik, 1934-2004

Hermagor, Carinthia, Austria, 22-24 October 2024

Abstracts

(by first authors in alphabetical order)

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expedition.nationalpark.2023 was the second occurrence of a three-day exchange and impulse format, led by CUAS in cooperation with the Hohe Tauern National Park Carinthia (HTNP). The transdisciplinary research format, with a six-member expedition group consisting of three local actors and three scientists, guided by a national park ranger and a research assistant, examines the tension between nature conservation and tourism in the national park community of Heiligenblut am Grossglockner. As the starting point for early mountain tourism around Austria's highest mountain and the founding location for the largest national park in the Alps, the community is also confronted with the major tourism challenges of the future. Significant challenges include regional demographic change, transformation of tourism demand, digitalization and internationalization. Two fundamental research questions guided the project: (1) What will sustainable tourism development in the national park look like in 2033? (2) What challenges exist in tourism cooperation and how can cooperation models be established? The phenomenon of tourism with its different areas of tension, the identification of polarities and the demonstration of possible future paths were discussed during visits to 10 touristic stakeholder locations. The results have been compiled in a series of monographs by means of an accompanying recording and qualitative content analysis. The transdisciplinary citizen science approach confirms that mediation is needed to bring science and practice together in order to jointly create socially robust and sustainable knowledge for the further development of the HTNP, as well as to generate a positive future perspective for the local population.

BANDA, Amra (University of Sarajevo, Faculty of Science, Department of Geography); **PEŠTEK, Almir** (University of Sarajevo, School of Economics and Business); **BEĆIROVIĆ, Dženan** (University of Sarajevo, Faculty of Forestry); **KRAJINOVIĆ, Bakir** (Federal Hydro-Meteorological Institute Sarajevo), all Sarajevo, Bosnia and Herzegovina: ***Snowbound Dilemma: Are ski resorts in Southeast Europe adapting their tourism offerings to climate change?***

Southeast European ski resorts, primarily in the Dinaric Alps, are particularly vulnerable to the effects of climate change, due to the low elevation. Rising temperatures, changing precipitation patterns, and decreasing snowfall pose significant threats to the overall sustainability, while their offerings are predominantly based on winter tourism. These challenges demand innovative and urgent responses from decision makers and management stakeholders to ensure ski centers position on the market and increase profitability in order to leverage investments in infrastructure. This paper analyses snow depth, air temperature, and other climatic parameters to evaluate current and projected climatic trends affecting snow reliability and season length in ski resorts across several Southeast European countries: Bosnia and Herzegovina, Serbia, Montenegro, Albania, Kosovo, and North Macedonia. Additionally,

it examines economic and visitor data related to the ski activities in previous period. Based on the analysis, key adaptation measures that ski resorts can undertake to mitigate the impacts of climate change and maintain competitiveness in the global tourism market will be suggested. These measures are based on the diversification principle and focused on whole-year tourism products. Examples of good regional practices in ski resorts repositioning and all-season tourism offer will also be presented to illustrate successful adaptation strategies and provide valuable insights for industry stakeholders. This paper contributes to the growing discourse on climate change adaptation in the tourism industry. It highlights the urgent need for ski resorts in Southeast Europe to embrace innovation and resilience in the face of an uncertain climate future and to implement strategic reengineering towards sustainable business models for ski resorts. The findings have implications for the climatic research in tourism field and practical implications for the management of ski resorts.

BASSI, Ivana; DEOTTO, Vanessa; ISEPPI, Luca (University of Udine, Department of Agricultural, Food, Environmental and Animal Sciences, Udine, Italy): **Fostering local development on mountain contexts through health and wellbeing tourism systems**

From the 19th century, the socioeconomic changes, the industrialization, and the production scale rise have brought instability to the mountain communities, who started to emigrate towards the urbanized plains. In order to enhance depopulated territories, it is fundamental to develop job opportunities able to attract new residents by taking advantage of local natural, human and economic resources. Tourism is a widely recognized local development engine able to enhance and preserve local resources and, at the same time, create viable job opportunities. One of the emerging tourism is the so called "health and wellbeing tourism", strictly related to natural resources aiming at restoring humans' physical, mental, and social wellbeing. In Italy, on the North-East of the Friuli Venezia Giulia region (Italy), in the mountain territory named Canal del Ferro and Val Canale, tourism is still seasonal and localized in a few areas although the area appears vast and rich on natural, cultural, and social resources. Within the iNEST consortium, financed by PNRR funds, the study aimed, through a participatory approach, to bring out the resources already present in the area in order to develop a health and wellbeing tourism proposal, linked in particular to forests, widely spread throughout the area. At the same time, through the use and the subsequently analysis, of tools such as semi-structured interviews, QGIS mappings and study fields it has been possible to devise an organizational model capable of involving public and private entities in the area, in order to support health and wellbeing tourism and the use of the forest as a natural resource for touristic and recreational purposes.

BELOVARI, Tomislav (University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Spatial infrastructure implications of the EU IPARD programme and projects in the Republic of Croatia: Focus on Istria County**

Tourist infrastructure in the Republic of Croatia encompasses facilities that directly or indirectly influence the development of tourism and enhance the tourist offerings within a destination, thereby adding value to tourist amenities. Prior to its accession to the EU on July 1, 2013, the Republic of Croatia benefited from the EU IPARD programme in the agricultural sector. By the end of 2016, IPARD programme funds had been allocated to 691 projects across various counties in Croatia. The third priority axis, through measure 301 of the IPARD programme, focused on investing in the improvement and development of rural and tourist infrastructure. This paper analyzes the geographical spatial distribution of EU IPARD projects implemented across Croatian counties and examines the specific implications of these infrastructure projects on the enhancement of tourist infrastructure, particularly in the areas of transportation and communal services in Istria County. Preliminary results indicate that the most successful counties, in terms of the number of implemented projects, were the economically advanced Istria County with 114

projects and the agriculturally prominent Osijek-Baranja County with 81 projects. When examining the spatial distribution of IPARD-funded projects in Istria County according to the Development Index for Croatia, it is evident that 14.9% of the projects were financed in municipalities within the third development group, while 85.1% were financed in municipalities classified in the fourth and fifth development categories. The outcomes of the implemented projects in Istria County include improved transportation connections for residents, tourists, and entrepreneurs, as well as enhanced municipal water infrastructure, leading to a better quality of life for the inhabitants of Istrian municipalities and cities.

BLAĆE, Ante (University of Zadar, Department of Geography, Zadar, Croatia); **BRKIĆ-VEJMEĹKA, Jadranka** (University of Zadar, Department of Teacher Education Studies in Gospić, Gospić, Croatia); **PEJDO, Ana** (University of Zadar, Department of Geography, Zadar, Croatia): **Factors influencing the development of rural tourism: Littoral Croatia case study**

While tourism in the littoral Croatia has a tradition spanning over a century and a half, its more intensive development commenced during the latter half of the 20th century, characterized by a notable dominance of seaside tourism. From 1996 to 2019, and again since 2022, the number of tourist arrivals and overnight stays witnessed nearly constant growth, but it was spatially and temporally limited to a narrow coastal strip during several summer months. Conversely, proper rural areas, encompassing over half of littoral Croatia's territory, harbor significant potential, yet only account for a small percentage of tourist activity. The aim of this research is to examine factors influencing the development of rural tourism in littoral Croatia on a municipality level. Littoral Croatia in this sense corresponds to Adriatic Croatia, NUTS 2 region, and encompasses seven Croatian coastal counties. The tourist traffic figures (arrivals, overnights) for selected years were computed, and the influence of socio-economic variables on the tourism development index in municipalities was analyzed. In addition, qualitative research was undertaken. Semi-structured interviews were conducted with various stakeholders involved in the tourism development process in Ravni Kotari, aimed at discerning their perceptions regarding different aspects of tourism development. Ravni Kotari is a rural region located in the central part of littoral Croatia. The findings highlight the expansion of accommodation capacities alongside a deficiency in diversifying other tourism offerings. Despite an initiative to establish family-run agricultural enterprises, their integration with tourism remains relatively limited.

BRKIĆ-VEJMEĹKA, Jadranka (University of Zadar, Department of Teacher Education Studies in Gospić, Croatia); **BLAĆE, Ante**; **PEJDO, Ana** (both University of Zadar, Department of Geography, Zadar, Croatia): **Reading old travelogues for better understanding the tourism development in the littoral Croatia today**

From travelogues and itineraries, starting from the second half of the 18th century to the first half of 20th century, there is significant base of written materials describing littoral Croatia. These materials cover not only the seaside but also the hidden corners of hinterland and depict first traces of tourism development, including data on the number of overnight stays and the first tourist visitors in littoral Croatia. Travelogues significantly influenced the appearance of the first written travel guides as well as the first tourist arrivals. After reading detailed descriptions in travelogues reader could almost feel, touch and experience unknown parts of littoral Croatia. During the second half of the 18th century, the development of natural sciences and new knowledge on different parts of the world gave additional impulse to the human curiosity on number of topics on nature but also cultural heritage of regions. Travelogues were very detailed in description of settlements, their historical development, population, their traditions, cultural heritage but also contained descriptions of places where a traveler could stay and travel routes as well. Very often travelogue writers were the first ones reporting on specific

places. Consequently, travelogues regularly contained maps, sketches of inhabitants and landscapes and later on photographs. The aim of this research is to explore travelogues writers' (domestic and foreign) perceptions on littoral Croatia at the beginning of tourism development. Additionally, it aims to define certain determinants and the course of tourism development in the context of new interpretations by contemporary readers.

DOLENEC, Sanja (Juraj Dobrila University of Pula, Pula, Croatia): **Collective memory as a resource for developing dark tourism: The anti-fascist heritage in Istria County**

The literature review on the relationship between collective memory, stakeholder theory, and dark tourism development showed that it is reasonable to consider the collective memories of the local community and its tragic past as a resource for developing dark tourism. It also showed that the local community was very sensitive to dark tourism development and that dark tourism development possibilities, according to the local stakeholders' will, were unexplored in the specific context of the heritage of anti-fascism in the multiethnic and border community of Istria County. Thus, understanding these development possibilities represents the literature gap that this study strived to fill. By carefully developing an interview protocol, conducting interviews with 25 heterogeneous local stakeholders, and analyzing the interviews using inductive thematic analysis (assisted by MAXQDA 2022 software), we showed that the tragic anti-fascism of the past has been imprinted on the memories of Istrians in the county. These memories (dark tourism resources) are (1) unified but also partially divided, (2) intended to remind future generations in the county of the historical events and contemporary values of anti-fascism (such as the peaceful coexistence of the different community members), (3) related to the identity of the county, and (4) testified to by many forms of material heritage, the tourist valorization of which should also promote anti-fascism values to the local community. These insights (1) fill the literature gap on understanding the possibilities of dark tourism development of this regional context, and (2) add to the dark tourism literature, in which the heterogeneous views of the actors/stakeholders are somewhat overlooked.

GABROVEC, Matej (Research Center of the Slovenian Academy of Sciences and Arts, Ljubljana, Slovenia); **MRAK, Irena** (Faculty of Environmental Protection, Velenje, Slovenia); **TIRAN, Jernej** (Research Center of the Slovenian Academy of Sciences and Arts, Ljubljana, Slovenia): **Reuse of mountain paths from alpine valleys to summits**

Traditional paths in the Alps were built during the search for natural sources (e.g. minerals, ores, medicinal plants...) and were later also used for grazing, today mainly for recreation. With the increasing interest in the mountain regions in the second half of the 19th century, mountain huts and hiking trails began to be built in the Slovenian mountain regions, some of which were based on historical trails, but more and more new trails were also created. Today, the network of mountain hiking trails under the care of the Slovenian Alpine Association comprises over 10,000 km. With the predominant use of private transport and the relatively good accessibility of the road network, which also includes the right to use forest roads, the Slovenian Alpine regions are confronted with increasing traffic congestion. In the proposed paper we will present alternative options to reach not only the mountain areas but also the summits. The different measures will be presented taking into account the use of public transportation to the starting points of the hikes as well as the use of hiking trails from the entry points. The possible low impact on the environment as well as the impact of overtourism on local communities will be discussed.

GAŠPAROVIĆ, Slaven (University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Transport disadvantage and tourism: the example of the mountainous region of Croatia**

Transport is one of the most important factors influencing the development of tourism, as it enables travelers to reach their desired destinations. As tourism is based on the mobility of people, functional transport system that facilitates travelling to destinations and promotes their accessibility is essential. Mobility and accessibility play a decisive role in shaping the tourism. Lack of or limited accessibility to destinations and mobility of tourists leads to transport disadvantage. Based on the assumption that public transport is a service that should be available to everyone, and that transport disadvantaged spaces could be defined as areas where public transport is very limited or not available, the simplest approach to assess transport disadvantaged spaces is the relationship between the space and the public transport system. Public transport can be a problem in remote areas, such as mountainous regions, due to physical heterogeneity and dispersed settlements. Transport disadvantage is particularly pronounced in the mountainous region of Croatia. In this paper, the characteristics of public transport for the main tourist destinations in the mountainous region of Croatia were analyzed by examining the development of the public transport network, its timetables and connectivity. The study has shown that the mountainous region of Croatia is characterized by a spatially poorly developed public transport network and its low and inadequate frequency at all spatial levels throughout the year. Public transport connections between destinations are limited or non-existent. Tourists mainly rely on the use of private cars to get to their destinations and to travel between them. Investment in public transport could limit the negative impact on the environment and reduce inequities by improving access for tourists and residents.

GODINIĆ, Marko (Gospodarska škola Varaždin, Varaždin, Croatia): **Changes in travelling patterns of the population of northern Croatia under the influence of the COVID-19 pandemic**

The COVID-19 pandemic has caused major changes in the frequency and other aspects of travelling during the pandemic. While statistical data can be used to identify certain quantitative changes, they do not provide a detailed insight into changes in the population's travelling patterns (destinations, duration, motivation, accommodation, etc.). The main objective of this research was therefore to determine how the usual patterns of tourist (and other types of) trips of domestic tourists from northern Croatia changed during the COVID-19 pandemic, compared to the pre-pandemic period. The research was done using a survey conducted in northern Croatia. A questionnaire for a population sample of N=500 was used, responses were collected on the differences in the number, duration, destinations, motives, types of accommodation, companions, methods, organization and costs of trips between the last pre-pandemic (2019) and the three pandemic years (2020, 2021 and 2022). The survey was conducted between 15 June and 15 November 2023. The descriptive and analytical processing of the collected responses was carried out using Microsoft Excel and IBM SPSS Statistics 29. The results of the research show significant changes in all aspects of travelling, especially in their number. Although the number of trips increased each year during the pandemic compared to the previous year, the number of trips in 2019 was still not reached in 2022. A corresponding typology was also created based on certain recurring behavioral patterns and respondents' reactions to newly created conditions. Three large groups with a total of 12 types of tourists and their travelling patterns were identified, the differentiation among them being based on the frequency, schedule, motive and choice of accommodation when travelling in the period 2019-2022.

GOLUŽA, Maruša; POLAJNAR HORVAT, Katarina; SMREKAR, Aleš; PIPAN, Primož (all Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute, ZRC, Ljubljana, Slovenia): **Challenges to be addressed for a sustainable transition of mountain ski resorts in the Alps: the case of Kranjska Gora**

Climate change presents a considerable threat to the tourism industry, with mountain ski resorts experiencing the most significant impact. In the context of the Interreg Alpine Space TranStat project, participatory methods are being employed to investigate the challenges currently facing Kranjska Gora, with a particular focus on those related to climate change. A total of around twenty key stakeholders, identified through a stakeholder network analysis, participated in a workshop. In collaboration with the aforementioned stakeholders, we identified a number of change factors that have already had and will continue to have a significant impact on the transformation of Kranjska Gora. A PESTLE analysis was conducted during a workshop in order to identify the key challenges within the following five areas: political, economic, social, technological and environmental. Despite significant challenges caused by climate change, other drivers of change were found to be equally important, including overtourism, the local economy, environmental problems and demographic change, among others. These factors affect the real estate market, alter the local economy, cause environmental problems, erode the local identity and influence demographic change. For Kranjska Gora, demographic change is arguably one of the most significant, as the local population, and particularly the younger generation, is essential for the sustainable transition of the Kranjska Gora. With ageing of population and a corresponding decline in the number of young people, the future of tourist center is at risk. The project will further investigate potential avenues for the sustainable transition of mountain resorts and provide recommendations for policy makers to support them in planning a sustainable transition.

GOSAR, Anton (University of Primorska, Faculty of Tourism Studies, Koper/Capodistria, Slovenia): **Overcrowding in the Alpine-Adriatic Region – selected cases**

Numbers of tourists have in 2024 have exceeded pre-pandemic levels. Overtourism is the result of the accumulation of economic, social and environmental factors determining its existence. The majority of destinations in the Alpen-Adriatic region are still reliant to incomes that tourism brings, but the opposition against is growing. In several towns visitors outnumber local residents and exceed the number of rental properties they have. Skyrocketing prices of everyday goods, crowded streets and hiking paths result in the destruction of nature and finally produce a negative impact on the attraction it previously has had. In towns renters are being evicted by landlords in favor of turning properties into holiday lets and house prices are escalating as a result. Examples from selected Adriatic ports, the Triglav National Park, tourist resorts (Kranjska Gora, Piran, Bled) and the Slovenian capital will be presented.

HARTL, Lea; FISCHER, Andrea (both Austrian Academy of Sciences, Institute for Interdisciplinary Mountain Research, Innsbruck, Austria): **Observing deglaciation: Glacier change in the Alps from 1850 to 2050**

The world's mountain glaciers are receding rapidly with wide-ranging impacts on hydrological, ecological, and societal systems. Specific impacts are context dependent and range in spatial scale from single catchments and glaciers to entire mountain regions. In the Alps, glaciers have lost around three quarters of their volume and area since the Little Ice Age glacial maximum in 1850. In recent decades, ice loss rates in the European Alps have reached 1-2 gigatons per year, equivalent to an average annual lowering of ice surfaces of around 1 meter. In the extreme summer of 2022 this value tripled, highlighting the impact of single extreme years on glacier evolution. Future projections for Austrian glaciers indicate that around 25% of current ice volume would remain by mid-century under a warming scenario of +1.5°C above preindustrial levels, with some glaciers at high elevations persisting in much smaller form until 2100. Projections for a +3°C scenario show nearly complete ice loss by around 2060. While the trend to glacier loss in Austria and the Alps is clear, local topographic factors and changing debris cover can lead to considerable variability in the evolution of individual glaciers. Observational data of glacier change over long time periods is key to contextualize current

changes. However, glaciological observing systems need to be adapted to the increasingly rapid rates of change to capture deglaciation processes in the coming years and decades, and to provide data-based support for adaptation measures. To tackle the challenges of a rapidly changing Alpine landscape, interdisciplinary scientific work and active exchange with stakeholders are essential.

JOVANOVIĆ, Radmila (Institute of Agricultural Economics, Belgrade, Serbia; University of Malaga, Malaga, Spain); **MANIĆ, Emilija** (University of Belgrade, Faculty of Economy and Business, Belgrade, Serbia): **Wine tourism development and vineyard areas transformation: comparative analysis of the former Yugoslav regions Šumadija and Slavonija**

The paper explores the areas of traditional wine production within two regions as well as their wine tourism potential. Two different units of vineyard area in neighboring countries, Serbia and Croatia, had been compared. The aim of the paper was to show the possibilities of tourism in the revitalization process of former agro-industrial areas. Two former agro-industrial regions belonged once to the single market and both economies had passed through hard transitional process. The regional transformation was investigated using different historical data in combination with GIS visualization tool. Some historic and current open internet databases had been used in order to analyze the wine production capacities in both areas. On the other hand, Visible Infrared Imaging Radiometer Suite (VIIRS), Day/Night Band (DNB), and maps of tourist activities (MTA) were used to analyze current tourist activity within these regions. The results showed that the investigated areas still have wine production but based on the different foundations comparing to the previous period. At the same time, in both areas, tourism had been seen as a serious potential for regional development, but with the wine tourism at the beginning of its development and certain differences between compared units.

KERMA, Simon (University of Primorska, Faculty of Tourism Studies – Turistica, Koper/Capodistria, Slovenia); **LAMPIČ, Barbara** (University of Ljubljana, Faculty of Arts, Department of Geography, Ljubljana, Slovenia): **Assessment of the vitality of Slovenian wine tourism routes and their development potential**

Slovenia, with its three wine-growing regions and nine wine-growing districts, is becoming an increasingly well-known wine destination. As wine-growing areas are almost exclusively located in rural areas, wine tourism can be one of the activities that stimulate rural development. Successful wine tourism requires appropriate tourism infrastructure, specific wine tourism products and the expectations and needs of interested tourists. An integrated wine tourism experience is recommended in vineyards and wine cellars and other providers (including or especially) along wine tourism routes (WTRs). The latter were established in Slovenia (as a national project) in the first half of the 1990s, which indicates that wine tourism in Slovenia was recognized as an important factor in rural development at a relatively early stage. The WTR areas included many municipalities in all wine-growing regions/districts, and a total of 20 WTRs were set up. However, the idea of a comprehensive offer in the WTR areas, except in a few cases, has never taken off to the extent and in the manner envisaged. The reasons for this lie in poor coordination between municipalities, lack of state support and inability to cooperate. WTRs have not been the subject of systematic ‘wine tourism’ research since then. We wanted to bridge this gap, and, in our research, we were interested in the real situation, so we carried out a quantitative analysis of the ‘potentials’ of the wider WTR areas, complemented by qualitative data from the field. The appropriate data processing allowed us to synthetically evaluate the development of Slovenian WTRs. In the final part, we provide an assessment of the vitality and potential of Slovenian WTRs, where we have identified and analyzed six key sets of elements. These are: (1) wine cellars, wine shops and wine bars, (2) traditional (wine)

events, (3) typical gastronomic offer, (4) winegrowing (landscape), (5) opportunities for leisure activities in the natural environment, and (6) cultural heritage and cultural attractions.

KLARIĆ, Zoran (Institute for Tourism, Zagreb, Croatia); **OPAČIĆ, Vuk Tvrtko**; **ŠULC, Ivan** (both University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Tourism regions of UNWTO – should they be changed after 50 years?**

Tourism and its impacts are still quite unevenly distributed around the world, leading to a variety of measures to regulate tourism development, from promoting growth in underdeveloped tourism regions to preventing overtourism in some negatively affected regions. The United Nations World Tourism Organization (UNWTO), the leading global organization in the field of tourism, still uses a regionalization of tourism when analyzing tourism statistics and making policy recommendations, which has remained almost unchanged over the last 50 years despite major global geopolitical and economic changes and can hardly correspond to today's global tourism trends. This paper examines the spatial coverage of UNWTO tourism regions and provides suggestions for possible changes given the great importance of data and analysis at the regional level published by the UNWTO. Main goals of the paper are to examine the existing concepts of world tourism regions and to propose a new tourism regionalization for the use of UNWTO. The first part provides an overview of the examples of regionalizations provided by other components of the United Nations and international organizations at the global level (e.g. FAO, ICAO, WTO...) and in selected relevant recent tourism geography textbooks used at universities in different world languages. Special emphasis will be put on diverse regionalizations of the Alpine-Adriatic region. Based on the analysis of these regionalization approaches and a critical review of the current UNWTO spatial organization, the concluding section contains the authors' recommendations for a modification of the UNWTO spatial organization scheme in line with current changes in world politics, economics and the principles of tourism regionalization in the relevant literature.

KODERMAN, Miha (University of Primorska, Faculty of Humanities, Department of Geography, Koper/Capodistria, Slovenia); **DROUET, Quentin Benoît Guillaume** (University of Savoie Mont-Blanc, Research Unit EDYTEM – UMR 5204, Le Bourget-du-Lac Cedex, France): **Spatial analysis of the recent development of second homes in the municipality of Kranjska Gora, Slovenia**

The development and impacts of second-home tourism in the Alpine-Adriatic Region have been in the focus of researchers from different fields for several decades. The Municipality of Kranjska Gora is one of leading second home destinations in Slovenia, as it has a long tradition as a winter ski resort and is located on the edge of the Triglav National Park, thus attracting second-home owners and users to the historical center and the town's neighboring areas, as well as surrounding settlements. Previous research on the spatial development of second homes in the Municipality of Kranjska Gora has identified the main locations of these dwellings. A very dynamic real estate market, particularly since the COVID-19 Pandemic, affected many tourist destinations in the Alpine-Adriatic Region. Property transactions, renovation of the building stock and construction of new second homes have importantly characterized the tourism trajectory of this destination and have had a strong impact on the landscape and changes in the local community. In the paper the authors first present a spatial analysis of the recent development of second homes in the Municipality of Kranjska Gora, which is based on the municipal tax database of second homeowners and users. Special attention was focused on the observation of the spatial patterns in the development of second homes and identification of the extent of urban expansion. The data also exposed trends in the internationalization of the real estate and showed how changes in real estate development affect the tourist area and its permanent population.

KUPREŠAK, Elena; LUKIĆ, Aleksandar; RADELJAK KAUFMANN, PETRA (all University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Oleotourism development in Istria County (Croatia) and its spatial variations**

The European Mediterranean is the most visited tourist area in the world. Its geographical boundaries are often demarcated by the inclusion of coastal olive-growing areas. It is therefore interesting to research how this emblematic relationship is reflected in the development of oleotourism. Andalusia in Spain, Tuscany and Umbria in Italy and Crete in Greece are already well-established and researched regions for olive oil tourism. The aim of this paper is to determine the degree of oleotourism development and its spatial differences in Istria County. It was chosen for the study due to the importance of olive growing in agriculture (37% of agricultural entities) and the internationally recognized quality of olive oil. Furthermore, it is the area with the highest number of tourists in Croatia and the most developed offer of various selective forms of rural tourism. A two-stage methodology was used. In the first step, the degree of development of oleotourism in 34 LAU2 units with olive oil production was determined by calculating a composite index. Initially, 53 quantitative and measurable variables available for all LAU2 were used, collected through statistical sources and a questionnaire survey of 413 olive oil producers identified as those involved in oil tourism activities (85% response rate). Correlation analysis resulted in 19 variables used in composite index calculation using ArcGIS Pro, e.g. family farms offering tours of olive mills (%), museums and interpretation centers of olive oil and olive cultivation (%), family farms on the EVOO World Ranking list for Croatia (%), olive-growing family farms with accommodation facilities (%), etc. Then, the composite index of oil tourism development was used in a cluster analysis (Ward method, squared Euclidean distances) as 1 of the 7 variables, others representing the demographic, transport and tourism development. Ultimately, 5 different clusters (types) of oleotourism areas in Istria County were identified.

LONČAR, Jelena; STIPERSKI, Zoran (both University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Geopolitics and tourism – Is Kosovo a safe tourist destination?**

Kosovo is the only country in Europe whose statehood is not fully recognized by the international community, which, considering a certain tourist attraction base, and on the other hand the unstable political circumstances in the wider region of Southeast Europe, can significantly affect the development of tourism. Tourism in Kosovo is planned to become a stable branch of the economy, attract additional investments and stimulate economic growth. Given the geopolitical situation, this will be challenging to achieve. There are numerous works that deal with the interrelation between geopolitics and tourism, especially in areas characterized by (potential) conflicts, poor political relations between neighbors and the development of tourism in politically disputed and crisis areas. Theoretical approaches within this topic, deal with the interdependence of security and tourist arrivals, impact of domestic and international terrorism on tourism, the recovery of tourist destinations after post-terrorist attacks, the relationship between political instability and international foreign investment in tourism, the role of the rule of law in tourism countries, the prevention of corruption as a phenomenon that does not support tourism development, etc. For the purpose of this research, in order to determine the perception of Kosovo's security as a tourist destination, more recent political-geographical events that could directly affect the stronger development of tourism, were analyzed. At the same time, a survey (N=130) was used as one of the methods, the goal of which was to get an answer to the question, of how much Kosovo is considered a desirable and safe tourist destination. For this purpose, students of undergraduate and graduate studies of geography at the University of Zagreb were surveyed. Also, the following hypotheses were put forward: H1) Kosovo is still not considered a sufficiently attractive and safe tourist destination for now, which is a consequence of political instability in the regional environment. H2) Kosovo

has the opportunity and wants to develop tourism as one of the economic branches that would be a factor of political and economic stability. H3) In relation to neighboring countries, Kosovo lags far behind in the development of tourism capacities, and the number, especially of foreign tourists, is relatively small.

MACAN, Teodor; PRELOGOVIĆ, Vedran (both University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **First signs of tourism gentrification in the urban region of Pula**

Numerous studies have shown that the conversion of housing stock into tourist accommodation for short-term rental can have various negative consequences for the local community. This is particularly evident in the process of tourism gentrification, which is exacerbated by the pressure that the demand for tourist accommodation exerts on the real estate market. This often leads directly or indirectly to the emigration of the local population and to changes in the demographic structure. Signs of tourism gentrification can also be seen in the urban region of Pula. In the last two decades, the number and proportion of residential units used as second homes rather than for residential purposes has increased significantly. Between 2001 and 2021, the total number of second homes tripled (2001, 5,015; 2021, 15,071), while their share of the total housing stock increased from 27.8% (2001) to 40.8% (2021). In addition, the process of spatial expansion of tourism activities from the narrow coastal strip towards the rural settlements in the interior has been observed, where the supply of tourist accommodation is dominated by second homes. Until recently, tourism was not developed there or was only a marginal activity. In the period between the censuses (2011-2021), a deterioration in demographic trends and structures was observed in the urban region compared to the previous periods (1991-2001, 2001-2011). The total number of inhabitants in the urban region decreased for the first time since the late 1940s. The negative demographic trends affected the majority of settlements. Therefore, the main objective is to determine the presence and mechanisms of the effects of tourism gentrification on the changes in the settlements of the urban region and to explain whether and to what extent the mentioned processes are interconnected and the result of tourism gentrification.

MARADIN, Mladen; FABER, Fran; BANDOVIĆ, Petra; TOPALUŠIĆ, Fran (all University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **The impact of high temperatures on the development of summer tourism on the Croatian coast**

Climate change scenarios indicate an increase in summer air temperature on the Adriatic coast of Croatia, especially in its southern part, by the end of the 21st century. Since climatic features are an important factor in the development of summer tourism in Croatia, a further increase in air temperature may have an unfavorable impact on tourism development. To analyze this impact, the change in mean, mean absolute and absolute air temperatures for seven meteorological stations located on the Croatian coast in the 1961-2020 period was analyzed. The results revealed that the monthly trends of the mentioned parameters increased in most months and stations. Furthermore, an online survey to examine how high temperatures affect the behavior of tourists during their activity at beaches in tourist destinations on the coast was conducted. The results of the survey indicate the sensitivity of tourists to high temperatures, as well as the greater sensitivity of older age groups to high temperatures compared to younger age groups. The majority of respondents in their answers avoid going to the beach between 12 and 3 p.m., due to high temperatures, but also due to the UV radiation, and they consider September and June to be their preferable months for the vacation, rather than July and August. The survey results and observed trends in air temperature changes indicate the unfavorable future impact of high temperatures on tourists during the peak tourist season in July and August.

MARKOVIĆ VUKADIN, Izidora; ZOVKO, Mira; BORANIĆ ŽIVODER, Snježana; KREŠIĆ, Damir (all Institute for Tourism, Zagreb, Croatia): **Interconnection of hazards, vulnerability, and impacts of climate change in coastal destinations, an Adriatic Croatia case study**

The intricate relationship between hazards, vulnerability, and climate change impacts in coastal destinations forms a critical nexus necessitating comprehensive understanding, strategic interventions including suitable adaptation measures. This paper elucidates the complex interplay among these elements, emphasizing their pivotal role in shaping the resilience of coastal communities. Coastal hazards, ranging from rising sea levels to intensified extreme weather events, exacerbate the vulnerability of these regions characterized by socio-economic disparities, inadequate infrastructure, and resource constraints. Vulnerability amplifies the adverse effects of climate-related hazards on vulnerable populations, magnifying their susceptibility to environmental stressors. The manifold and far-reaching impacts of climate change on coastal destinations encompass loss of livelihoods, displacement of communities, ecosystem degradation, and infrastructural damage. Compounding effects of hazards and vulnerability trigger cascading impacts, perpetuating socio-economic challenges and environmental degradation. Recognizing this relationship is paramount for effective climate change adaptation and mitigation strategies. A holistic approach integrating scientific knowledge, community participation, and policy coherence is imperative to enhance adaptive capacity and build resilience. Anchored in an analysis of existing documents within the seven coastal Adriatic counties, this research aims to understand current strategies addressing the hazards, vulnerability, and impacts of climate change. Follow-up interviews with regional Destination Management Organizations (DMOs) will contribute to the evaluation of planned measures and delve into their perspectives on the connections between tourism, climate change, and mitigation policies. This engagement seeks to gauge the level of understanding and involvement of DMOs in formulating and implementing action plans. By assessing knowledge, awareness, and engagement among decision-makers, this research endeavors to inform interventions promoting sustainable tourism development and resilience-building in coastal destinations. In conclusion, acknowledging the interconnected dynamics of hazards, vulnerability, and climate change impacts underscores the urgency of concerted action. Implementing targeted interventions informed by this research can empower coastal communities to navigate the challenges posed by climate change and foster sustainable development pathways.

MENEGHELLO, Sabrina; TRICHES, Massimo; FREGOLENT, Laura (IUAV University Venice, Venice, Italy): **Defining mountain living ‘from below’. Two case studies from the Italian Dolomites**

The research addresses the theme of living in the mountains ranging from stable residency to the different tourism forms of temporary living. The objective is to understand which adaptative actions can face the criticalities of these marginal areas, from the effects of climate change to the progressive depopulation and to verify the effectiveness of new cultural projects in orienting sustainable development taking into account the needs of the territories and the communities first. The analysis zooms in on Cadore, a specific mountain area in the eastern Italian Alps where some municipalities have had access to NRRP (National Recovery and Resilience Plan) funds (Italian PNRR), i.e. the public incentives for the territorial development based on the new ecological and digital transitions supported by physical measures of renewal. The two municipalities under analysis are Cibiana and Selva di Cadore. Although they are located in the same Dolomites’ context, they present very different historical and socio-economic aspects, from the demographic data to the tourism dynamics. The research activity focuses on the organization of local thematic workshops on the topics of mountain depopulation, sustainable tourism, mountain fragility and resilience. It started in January 2024 with the quantitative analysis of socio-economic data and will be completed in summer 2024

with the organization of a two-week summer school for a group of young architectural students. The class will be guided to carry out a series of semi-structured, in-field interviews to collect the viewpoints of residents, operators and visitors about living the mountain and its transformations. In the framework of regenerative systems, which many scholars advocate for the post-crisis relaunch, the implementation of a shared reflection and the future creation of a digital documentation center for the promotion of local heritage are ways to support resilient processes of co-construction and renewal of territorial values 'from below'.

PERKON, Adrijana (University of Primorska, Faculty of Humanities, Department of Geography, Koper/Capodistria): **Valentin Stanič in spatial and temporal aspects**

The poster showcases one of the important Slovenian figures, Valentin Stanič (1774-1847), recognized as a priest, enlightener, scientist, educator, innovator, pioneer of alpinism, a dedicated cultural and social worker. Stanič was born in Bodrež near Kanal, Slovenia, and completed his theology studies in Salzburg (1802). He served in Banjšice (1802-1809), Ročinj (1809-1819), and Gorizia (1819-1847), leaving a lasting impact on these areas through his multifaceted contributions. The primary aim of the poster is to provide a brief presentation of Stanič's key works and his legacy in space, focusing on its impact on tourism. The poster includes a map illustrating the route to Triglav, as described in Stanič's essay from September 1808. He measured Triglav's altitude using a barometer. The map highlights some significant places and mountains Stanič achieved and left an enduring legacy. For example, he was the first to reach the summit of Watzmann (2,713 m) and Hoher Göll (2,522 m), along with numerous other mountains, and he was among the first climbers on Grossglockner (3,798 m). Stanič is recognized as one of the earliest tourists in the Eastern Alps whose climbing motivations encompassed not only scientific research purposes, including measurements during his climbs, but also tourism, aesthetics, curiosity, and appreciation for scenic views. Beyond his mountaineering achievements, Stanič played a crucial role as a priest, cultural, and social worker, significantly impacting the everyday lives of the people. His life and work are presented through pictures and brief descriptions in chronological order. The presentation emphasizes the significance of his legacy for tourism in Kanal by the Soča River and the broader region. This year marks the 250th anniversary of his birth, and in commemoration, local communities are preparing various events aimed at enhancing the tourism reputation of the region.

PIZZERA, Judith (University of Graz, Department of Geography, Graz, Austria); **OSEBIK, David**; **TERLER, Johannes** (both Pilum, Graz, Austria). **Co-operative tourism development in destinations with large protected areas balancing protection and economic valorization**

Austria's natural heritage is smaller than you might think. Only around 3% of the Alpine republic is under strict nature conservation (at IUCN I & II level). In addition to agriculture, settlement pressure and general economic interests, it is above all tourism that often comes into conflict with nature conservation concerns. Ironically, however, it is precisely the tourism and leisure sector that demands nature to be as intact as possible and also advertises this excessively. It is precisely the current social megatrend of physical and mental health that is causing an unprecedented demand for 'unspoilt' or 'real' nature, which is also increasingly putting nature reserves under pressure. On behalf of the umbrella organization of Austrian national parks (Nationalparks Austria) the authors of this article have addressed this issue by using a scientifically backed-up public format. The specific aim of this initiative is the integrative development of a cooperative memorandum, the "Nature Conservation/Tourism Manifesto." This includes the ultimate objective is to establish a framework that will facilitate a productive and mutually beneficial relationship between these two interest groups by serving as a catalyst for the development of long-term collaborations and initiatives between these two sectors. The overarching goal is to delineate a practical and collaborative approach to the interaction between nature conservation and tourism in Austria and beyond. This article illustrates the

participatory process of the ‘Nature Conservation/Tourism’ forum, which was set in motion over two days in the Hohe Tauern National Park in March 2024, in its methodological structure by means of permanent multimedia interaction (audience engagement) as well as participatory moderation approaches and expert approaches (Delphi method, etc.), in which representatives from nature conservation, tourism and science, among others, participated. In addition, the content-related areas of tension, mutual mistrust and communication barriers, but also the common understanding of the stakeholders and those responsible in this area are addressed. Ultimately, this manifesto is intended to provide a common basis for successful nature tourism in the area of conflict between economic valorization and consistent nature conservation, in order to breathe life into this value in the Alpine destination of Austria.

RONZA, Maria (University of Naples “Federico II”, Naples, Italy): **The tourism turn in Trieste. New perspectives of urban growth after the deindustrialization**

The paper aims to analyze the recent tourist development of Trieste. The decline of industrial structures and activities, the growing aging of the urban population and the increase in disused housing has prompted a consideration of new urban redevelopment policies. The cultural heritage of the city center, an attractive waterfront overlooking the Alps and Miramare Castle, a strong literary and historical tradition have led to a new definition of the role of tourism in Trieste. The renovation of decommissioned buildings for hotels, the incredible increase in rooms for short rentals have expanded the offer and accommodation capacity; film productions set in Trieste have promoted the city in Italy and Europe; App mobile and advertising marketing introduce an image of Trieste as a smart tourism destination; a port basin of great relevance, but underused, has allowed the development of cruise tourism. A frontier and multicultural city also today represents an interesting connecting place between different tourist regions. Through statistical data, images and maps, the contribution aims to provide a first assessment of socio-economic dynamics and environmental impacts related to the tourist flows and policies in Trieste.

SINANI, Albina (“Eqrem Çabej” University of Gjirokastra, Faculty of Education & Social Sciences, Department of History, Anthropology and Geography, Gjirokastra, Albania): **Schools and higher education’s curricula design on climate change, environmental protection and sustainable tourism**

Climate change is one of the main topics of school and university curricula, in the programs of the first and second cycle of studies, but not only. Climate change and the methodology of sustainable tourism and environment represent the biggest challenges in the field of education. Equipping students with the knowledge, skills and critical thinking needed to address these global issues requires a comprehensive approach. Climate change increasingly affects geographic regions, ecosystems and communities around the world. Even in Albania, significant impacts are observed such as the increase in the frequency of extreme weather events and challenges to water resources, which imposes the urgent need for educational systems to integrate climate knowledge into their curricula, in function of sustainable tourism and environmental development. This scientific basis will significantly affect the social and environmental structures, economic sectors and especially the tourism sector.

How much do the current curricula in universities help to create efficient policies to face the challenges of climate change and ensure tourism and environmental sustainability? This research reflects critical reflections on the preservation of tourism and environmental sustainability, collecting social knowledge on climate change risks, potential of tourism development and behaviors through online interviews and surveys (including citizens of community). Through surveys and data analysis, results will draw on the quality of the curricula and their future revision.

This paper aims to evaluate tourism and the environment from the perspective of students and professors, to understand to what extent students are considered qualified enough to address the challenges required in the tourism sector in the face of these changes, integrating decision making for tourism sustainability adaptation.

In this paper, there will be a quantitative and qualitative mixed methods approach to comprehensively explore the interaction between human development, climate change, sustainable tourism and environmental development in educational curricula. Through a multidisciplinary approach, education on climate change and sustainable tourism and environmental development will prepare students to critically evaluate information, understand the consequences of inaction, and participate in creating and implementing innovative solutions tailored to unique challenges faced by Albania. Teachers can cultivate informed and proactive citizens who are able to make significant contributions to local, regional, national, and even global efforts on climate change, ensuring through qualitative educational programs a sustainable future in the field of sustainable tourism, environment and of ecosystems.

SINGH, B.V.R. (Mohanlal Sukhadia University Udaipur, Faculty of Earth Sciences, Department of Geography, Udaipur, India): **Impact of climate change on tourism in mountainous regions: A comparative case study of Venice, Italy, and Udaipur City, India**

The impact of climate change is a significant threat to the tourism industry from a global to local scale, particularly in mountainous regions where seasonal activities are highly dependent on climatic conditions. This research examines the impact of climate change on tourism in two distinct mountainous regions: Venice, Italy, and Udaipur City, India. As we know, Venice, prominent for its intricate waterways and historic architecture, faces the challenge of rising sea levels and increased flooding events. The acqua alta ('high water') events, exacerbated by climate change, threaten the city's structural integrity and tourism infrastructure, leading to a potential decline in the tourism sector. On the other hand, Udaipur City, known for its picturesque lakes and palaces ('Venice of the East'), experiences a different set of challenges. The region is witnessing increased temperatures and altered precipitation patterns, leading to water scarcity and reduced water levels in its lakes. These changes impact the natural beauty and recreational value of the city, potentially deterring tourists during the season. Moreover, the socio-economic fabric of Udaipur, heavily reliant on tourism income, is at risk due to these environmental changes gradually. The comparative analysis of Venice and Udaipur City highlights the diverse yet interconnected ways in which climate change affects tourism. While Venice combats aquatic challenges, Udaipur faces terrestrial ones, both resulting in adverse effects on their respective tourism industries. This study underscores the need for region-specific climate adaptation strategies to sustain tourism and protect the livelihoods dependent on it. It also calls for a global response to climate change, emphasizing the shared common responsibility to preserve our natural and cultural heritage for future generations. This paper provides a concise overview of the impacts of climate change on tourism in Venice and Udaipur, drawing attention to the need for targeted adaptation strategies and collective action for local sustainable development.

SOLDIĆ FRLETA, Daniela (University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija, Croatia): **Unlocking Kvarner's tourism potential: embracing diversity and empowering communities for sustainable growth**

The Kvarner region has a promising future in tourism due to its rich history and unique combination of geographical features: coastline, islands, mountains. The presentation will shed light on the past, present and future of Kvarner tourism by focusing on the region's potentials, challenges and stakeholders' attitude towards the future development of tourism. For the period up to 2030, the Kvarner region has set itself five specific goals for tourism development: improving quality and excellence, empowering innovation and sustainability, emphasizing

diversity and uniqueness, implementing the green and digital transitions, and strengthening partnerships and destination management. As it is undeniably necessary to monitor the dynamics of the community, two primary surveys were conducted to gain insight into the attitudes and views of residents and other tourism stakeholders towards Kvarner tourism. For the future sustainable management of tourism, it is important to understand how local stakeholders perceive the impact of tourism and to what extent they support its further development. Given the uneven development of tourism in the Kvarner region, special attention is also paid to the differences in attitudes and perceptions of residents depending on which area of Kvarner they live in. The results show a certain degree of criticism from Kvarner stakeholders, indicating that they are not entirely satisfied with Kvarner tourism as it is. Stakeholders emphasize the need for further advancements, especially in terms of improving the tourism offer with appropriate valorization of the diverse resources, networking and cooperation between stakeholders at all levels, more active participation of the local population in the development processes and improving the quality of tourism management.

ŠULC, Ivan; FUERST-BJELIŠ, Borna (both University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **Post-pandemic recovery of tourism in Croatia in the Mediterranean context**

The COVID-19 pandemic caused a sharp decline in global tourism, largely related to travel restrictions, several rounds of lockdowns and fear of the disease, as well as major disruptions in transport (especially air travel). European tourism already started to recover in mid-2022 when most countries lifted most COVID-related restrictions. Two years of travel abstinence led to an immense increase in tourism demand, which sought to make up for lost travel time and in some regions even surpassed pre-pandemic peaks. In some, previously mostly marginal areas, post-pandemic tourism brought to light new travel patterns and types of tourism due to a new form of “pandemic” escapism and slow travel (e.g. rural and nature-based tourism), while most coastal and urban areas experienced the old (or even intensified) problems of overtourism. However, not all European Mediterranean countries have experienced the same development of tourism from the pre-pandemic period to the post-pandemic recovery. This paper analyses the qualitative and quantitative changes in the spatial dynamics of tourism in Croatia in comparison to other European Mediterranean countries, which are mainly focused on coastal tourism. The main objectives of the study are: (1) to examine recent trends in tourism dynamics in Croatia compared to other Euro-Mediterranean countries, (2) to identify qualitative and quantitative changes in the regional structure of tourism demand and supply in Croatia, (3) to identify recent changes in travel behavior in Croatia, (4) how these changes are related to the shifts in demand caused by the pandemic and (5) whether there are still lasting changes in the previously marginalized regions or perhaps in the regions that have already suffered from overtourism. The study analyses the changes in spatial dynamics over three main periods (1) pre-pandemic (2018 and 2019), (2) pandemic (2020 and 2021) and (3) post-pandemic (2022 and 2023). The regional structure of Croatian tourism demand and supply is based on data at the level of counties and higher-level regions. The analysis is based on descriptive statistics using data on tourism from Croatian national statistics and Eurostat for European countries.

TODOROVIĆ, Nikola; ĐURĐIĆ, Snežana; BELIJ RADIN, Marija (all University of Belgrade, Faculty of Geography, Belgrade, Serbia): **Structure of social media content of national parks of Serbia**

Lack of information regarding the tourist offer of protected areas in Serbia is often cited among the main reasons for their insufficient visitation or the tourists’ focus on a small number of sites within them. Communication with potential tourists on social media is recognised as a tool for increasing visitor numbers and positively influencing their behaviour. This research focuses on the social media content of Serbia's national parks. Of the five areas protected by

this status, covering 1.7% of the country's territory, four – Kopaonik, Đerdap, Tara, and Fruška Gora – have Instagram accounts. Kopaonik NP is the most significant skiing tourism destination in Serbia, the majority of tourist activities in Tara NP fall within the ecotourism domain, while in Đerdap and Fruška Gora NP, cultural and ecotourism complement each other. In order to identify the dominant themes shared with the public, a content analysis of posts published on the accounts of Fruška Gora (241), Đerdap (55), Kopaonik (20), and Tara NP (7) during 2023 was conducted. The few posts from Tara NP are focused on education and nature conservation. Attractions and tourist activities are present in eight posts from Kopaonik NP, six posts are related to clean-ups and afforestation, three to the negative impacts of tourism, and two to educational activities. The majority of posts from Đerdap NP are focused on tourism, nine posts are in the educational domain, while ten are related to environmental protection. Tourism-related content, predominantly attractions and events, is present in 69% of posts from Fruška Gora NP, followed by those focused on education (15%) and environmental protection (13%). The results indicate the need for increased activities in promoting tourism, particularly in Tara NP, with a combination of educational, tourist, and nature conservation content highlighted as a priority in these efforts.

VODANOVIĆ LUKIĆ, Ives (Institute of Tourism, Zagreb, Croatia): **Visitor perspective of arts festivals in Croatia**

In recent decades, culture and art became effective means of place-making and socio-economic revitalization. In this context, festivals play an important role and at the same time meet the need of modern individuals to escape the monotony of everyday life and immerse themselves in a festive atmosphere. Given the growing interest of cultural and creative tourists in experiences that are not only entertaining but also contribute directly to personal and collective well-being, it is important to examine the satisfaction and well-being that festivalgoers derive from attending a festival. The aim of this paper is to examine the perspective of visitors to small arts festivals in mostly rural areas of Croatia. It deals with satisfaction with festival service and experience, with a particular focus on place experience, interaction with locals and personal benefits. The research is based on 40 semi-structured interviews with visitors to 5 arts festivals in Croatia. The results of the research have shown that the opportunities for socializing that arise from the intimacy of small festival areas are of great importance to visitors. In addition, a pleasant atmosphere, a feeling of relaxation and freedom, a sense of belonging to the festival venue, entertainment and the educational potential are crucial for visitors to an arts festival. The impact of the festival on the visitors' experience of the place is reflected in the fact that the place is identified with the festival, its reputation is enhanced, and the mental image is positive. The findings confirm the potential of small arts festivals in the context of creating valuable and quality experiences and personal wellbeing from the festivalgoers' perspective. The research aims to fill the gap in the literature on the small arts festival on the one hand and the benefits and satisfaction of visitors on the other.

ŽAFRAN, Ivana (University of Zagreb, Faculty of Science, Department of Geography, Zagreb, Croatia): **The effects of tourism development on local communities – A case study of the Municipality of Rakovica**

Owing to the immediate vicinity of Plitvice Lakes National Park, the Municipality of Rakovica ranks among the more developed tourist destinations in Croatia. Together with the neighboring Plitvice Lakes Municipality, it represents the area with the highest number of visitors and concentration of accommodation capacities in the region, while about a third of the local population is employed in tourism activities and services. Although the entire area can primarily owe its economic development to the outstanding tourist attractiveness of the Plitvice Lakes, the excessive dependence of the local community on tourism and its long-term sustainability are being increasingly questioned. Therefore, the study aims to examine the

locals' attitudes on the current state of tourism in Rakovica and its effects on various aspects of the quality of life and the functioning of the local community in general. The specific objective is to identify how significant certain effects of tourism on the local community are, and whether they are predominantly positive or negative. Given that the tourism offer in Rakovica also consists of various alternative forms of tourism, the study additionally seeks to examine the locals' perception of the environmental, economic, and socio-cultural implications of their recent development in the area. For this purpose, a survey was conducted with the local population, including those not directly involved in tourism activity. The data collected was processed and analyzed in the IBM SPSS software, whereby the statistical analysis examined the correlation between the general characteristics of the respondents and their views on the state and the effects of tourism on the local community. The research results provide a more detailed insight into the current state of tourism in Rakovica, which contributes to better steering its further development and the inclusion of the local community in development processes.