

4TH ENCUENTROS

RESPONSIBLE TOURISM

PORTOROŽ, 27 - 29 SEPTEMBER 2012





4TH ENCUESTROS

RESPONSIBLE TOURISM

PORTOROŽ, 27 - 29 SEPTEMBER 2012

BOOK OF ABSTRACTS

INTERNATIONAL BOARD

Irena Ateljević *Institute for tourism, Croatia*
Rodolfo Baggio *University of Bocconi, Italy*
Richard Butler *University of Strathclyde, Great Britain*
Frédéric Dimanche *SKEMA Business School, France*
Sara Dolnicar *University of Wollongong, Australia*
Anton Gosar *University of Primorska, Slovenia*
Darko Prebežac *University of Zagreb, Croatia*
Annette Pritchard *Cardiff Metropolitan University, Great Britain*
Tom Selwyn *University of London, Great Britain*
Eija Ventola *Aalto University, Finland*
John K. Walton *Basque Foundation for Science, Spain*

ORGANIZING COMMITTEE

Aleksandra Brezovec
Tomi Brezovec
Šarolta Godnič Vičič
Tadeja Jere Lazanski
Igor Jurinčič
Helena Nemec Rudež
Gorazd Sedmak
Milka Sinkovič
Ksenija Vodeb
Irena Weber
Petra Zabukovec Baruca

4th ENCIENTROS
Responsible Tourism

UP FTŠ TURISTICA, 27–29 September 2012

Book of Abstracts

Uredili: Irena Weber, Šarolta Godnič Vičič

Prelom: Aleksi Vičič

Naklada: 80 izvodov

Založnik: Univerza na Primorskem, Fakulteta za turistične študije - Turistica

Za založnika: Anton Gosar

Sedež: Obala 11a, 6320 Portorož

tel.: +386 5 61 770 00, fax: +386 5 61 770 20

e-mail: info@turistica.si

www.turistica.si

www.encuentros.si

CIP - Kataložni zapis o publikaciji
Narodna in univerzitetna knjižnica, Ljubljana

338.48(082)

ENCIENTROS (4 ; 2012 ; Portorož)

Responsible tourism : book of abstracts / 4th Encuentros, Portorož, 27.-
29. september 2012 ; [uredili Irena Weber, Šarolta Godnič Vičič]. - Portorož :
Fakulteta za turistične študije - Turistica, 2012

ISBN 978-961-6469-60-9

1. Gl. stv. nasl. 2. Weber, Irena

263437568

TABLE OF CONTENTS

Encuentros - The story of encounters	1
Program	2
Keynote lectures	9
Academic workshops	17
Applied workshops	49
Student workshops	53

ENCUESTROS - THE STORY OF ENCOUNTERS

We exchange our worlds, languages, habits, experiences, and feelings through tourism. We share our stories, thoughts and ideas with the people we meet on our way. Tourism is therefore a continuum of encounters of people with diverse cultural and social backgrounds.

In 2003, the Faculty of Tourism Studies - Turistica (University of Primorska) started the Encuentros project with the intent to turn tourism conferences into such encounters. Tourism conferences should not only be a series of presentations and exchanges of professional experiences and scientific research, but most of all a multidisciplinary, multicultural and multi-rhythmic encounter of tourism researchers. Therefore, we did not envisage a conference or a meeting but rather *encuentros*.

The Spanish word *encuentros* was chosen for the conference because the World Tourism Organisation (UN WTO) is based in Spain and we also wanted to stress the Mediterranean character of tourism and that of the Adriatic resort in Slovenia where the event takes place. In Slovene, the word *encuentros* (*srečanja*) is similar to the word happiness (*sreča*), but that is another story.

Aleksandra Brezovec

PROGRAM

THURSDAY - 27th, September 2012

8.00

Registration (Ground Floor)

9.00

Opening addresses (Lecture Hall 001)

Anton Gosar, Dean, UP FTŠ - Turistica, Dragan Marušič, Rector of the University of Primorska, Irena Weber UP FTŠ - Turistica

KEYNOTES AND DISCUSSION (Lecture Hall 001)

Chair: *Tomí Brezovec*

9.30 - 11.30

John K. Walton: Responsible Tourism before 'Responsible Tourism'? Some Historical Antecedents of Current Concerns and Conflicts

Coffee / Tea Break

11.30 – 13.00

Anton Gosar: Tourism between Vienna and Venice – The Attractive Variety of Small

Lunch Break

15.00 – 17.00

PARALLEL WORKSHOPS (2nd floor)

TOURISM IN THE MEDITERRANEAN

Chair: *Igor Jurinčič*

Zoran Klarić: The Physical Pressure on the Coastal Area as a Factor of Sustainability of Croatian Tourism

Miha Kozorog, Saša Poljak Istenič: Adventurers in the Triglav National Park: Contradictions of Outdoor Recreation in the Protected Area

Helena Nemeč Rudež, Petra Zabukovec Baruca: An Empirical Research on the Ecological Orientation of Tourists to Portorož

Gorazd Sedmak, Tina Kociper: Competitiveness of Portorož in the Eyes of Visitors

PROGRAM

LANGUAGE AND COMMUNICATION IN TOURISM

Chairs: Eija Ventola, Šarolta Godnič Vičič

Ivan Berazhny: Airlines' Social Responsibility in In-flight Magazines

Miriam Bait: Image Restoration and Disaster Mitigation: Blogs and the 2011 Flooding in Monterosso, Liguria

Irena Weber: Vienna-Ljubljana-Venice: Ethnographic Reading of Tourist Guides for Children

STUDENT WORKSHOP

Chairs: Tanja Planinc, Doris Gomezelj Omerzelj

Sašo Pipan, Žana Čivre: The Responsible Tourist - A myth or reality?

Špela Vavpotič, Maša Možina: Ecological Awareness of Tourism Employees in the Gorenjska Region in Slovenia

Petr Stumpf, Vladimír Dvořák: UNESCO as a Driving Force for Tourism in the Czech Republic

Tina Matanović, Žana Čivre: Environmentally Responsible Consumers: The Case of Tourism Graduate Students

Coffee / Tea Break

17.30 – 19.00

Parallel Workshops (2nd floor)

CORPORATE RESPONSIBILITY IN TOURISM

Chairs: Gorazd Sedmak, Helena Nemeč Rudež

Mara Manente, Valeria Minghetti, Erica Mingotto: Assessment Systems for Responsible Tourism and Corporate Responsibility: How to Improve Their Credibility and Implementation by Tourism Companies

Janja Gabruč: The Tales of Tourism Workers - Starting the First Job

Žana Čivre, Janja Gabruč: Stories of Employees in the Tourism Industry – The Current Employment Situation

PROGRAM

TOURISM AND LOCAL COMMUNITIES

Chairs: *Ksenija Vodeb, Rodolfo Baggio*

Hana Horáková, Dana Fialová: Contested Rural Development in the Czech „Dutch Villages

Bailey Ashton Adie: Urban Renewal, Cultural Tourism, and Community Development: A New Delhi Case Study

Irena Mrak: The Local Communities' Resilience to the Development of High Mountain Tourism: The Case of Central Karakorum, Pakistan

STUDENT WORKSHOP

Chairs: *Tanja Planinc, Doris Gomezelj Omerzelj*

András Vincze: Hungarian Tourism Promotion Publications in English – Tourist Brochures from the Point of View of Publishers' Economic and Social Responsibility

Nina Golob: Residents' Perceptions of the Socio-Cultural Impacts of Tourism in Piran

Lana Švab, Nina Golob: Volunteering and Tourism - The Case of the Society Anbot from Piran

19.10

A guided walk in Piran

FRIDAY - 28th, September 2012

8.30

Registration (Ground Floor)

KEYNOTES AND DISCUSSION (Lecture Hall 001)

Chair: *Igor Jurinčič*

9.00 – 10.30

Stroma Cole: Responsible Tourism: What, Why and How?

Coffee / Tea Break

11.00 – 12.30

Sara Dolnicar: Green Tourists – Do They Exist, Who Are They and Can They Help Destinations Become More Environmentally Sustainable?

PROGRAM

Lunch Break

13.30

Conference Reception at the Barka Restaurant

15.30 – 17.00

PARALLEL WORKSHOPS (2nd floor)

TOURISM IN THE MEDITERRANEAN

Chairs: *Igor Jurinčič, Rodolfo Baggio*

Simon Kerma, Barbara Lampič, Dane Podmenik: Developing Tourism on Organic Farms in the Primorska Region, Slovenia

Christian Stipanović, Nadia Pavia: Introducing Innovation in Contents for Children in Order to Redesign the Development of the Primorsko-Goranska County Tourism

Marinela Krstinić Nizić, Jelena Đurkin: The Need for Development of a Database for the Croatian Adriatic Beaches

CORPORATE RESPONSIBILITY IN TOURISM

Chairs: *Gorazd Sedmak, Helena Nemeč Rudež*

Tanja Planinc, Štefan Bojnec, Gordana Ivankovič: Financial Analysis of the Slovenian Hospitality Sector

Gordana Ivankovič, Mateja Jerman: The Performance of the Slovene Tourism Sector in Times of Financial Crisis

Igor Novel: Developing Responsible Travel Packages through the Target Costing Method

CULTURAL AND NATURAL HERITAGE IN TOURISM

Chairs: *Irena Weber, Milka Sinkovič*

Felicite Ann Fairer-Wessels: Responsible tourism practices through community involvement: a South African case study in a protected area
Jovan Popesku, Marija Maksin: Natural and Cultural Heritage in Sustainable Rural Tourism Development in Serbia

Mateja Šmid Hribar, Špela Ledinek Lozej, David Bole, Primož Pipan: Role of cultural values and local involvement in developing tourism in rural areas

PROGRAM

STUDENT WORKSHOP

Chair: *Ksenija Vodeb*

Jerneja Lešnik, Christos Pantelidis: Quality management system for local communities as a chance for competitive advantage: Case study of Schwäbisch Hall – first “Q-Stadt” (Q-City) in Germany

Alexey Kondrashov: The Analysis of Economic Performance of the Slovak Spa Hotel Facilities

Nikolina Božinović, Joško Sindik: Female Students View the Knowledge of Foreign Languages as More Important for Careers in Tourism than Male Students?

Coffee / Tea Break

17.30 – 19.00

PARALLEL WORKSHOPS (2nd floor)

TOURISM IN THE MEDITERRANEAN

Chair: *John Walton*

Ksenija Vodeb, Zorana Medarič: Socio-Cultural Impacts of Tourism on the Slovenian Coast

Mili Razović: The History of the Croatian Tourist Organization and the Development of the Croatian Tourism

Tomí Brezovec: Changing Borders, Changing Identity

CORPORATE RESPONSIBILITY IN TOURISM

Chairs: *Gorazd Sedmak, Helena Nemeč Rudež*

Anton Gosar: Tourism for the Elderly – Are We Ready?

Gordana Ivanković, Tina Kociper, Tina Orel: The EU Measures to Reduce the Unemployment Rate and Their Influence on Employment in the Tourism Sector

Janez Mekinc, Matej Keček: A Security Reference Framework in Gambling – The Slovenian Case

PROGRAM

CULTURAL AND NATURAL HERITAGE IN TOURISM

Chair: *Irena Weber*

Eva Jarošová, Alois Surynek, Ivan Nový: Using Cultural Potential in Tourism for Supporting Small and Medium Entrepreneurship Development in Small Destinations

Gregor Balažič, Žiga Nedižavec: Heritage of socialism in Škofja Loka as an opportunity for tourism development

Milan Culic, Bojan Zecevic: Cultural and Natural Heritage in Tourism: Providing learning sustainability platform in the region of South East Europe for UNESCO heritage sites

APPLIED WORKSHOP / NGO

Chair: *Stroma Cole*

Barbara Vodopivec: A New Destination: Responsible Tourism

Maja Dolinar, Blanka Rihter: »Our Town Has a Green Future«: International Volunteering for Sustainable Development

Maja Ladič: Challenges of Community Tourism in Rwanda

19:30

Responsible tourism: an NGO documentary film

SATURDAY - 29th, September 2012

8.30

Registration (Ground Floor)

KEYNOTES AND DISCUSSION (Lecture Hall 001)

Chair: *Anton Gosar*

9.00 – 10.30

Eija Ventola: Processes of Commodification and Globalization and Localization: Issues Concerning Responsible Tourism

Coffee / Tea Break

11.00 – 12.30

Sotiris Hji-Avgoustis: Cultural Tourism as a Vehicle for Responsible Tourism

PROGRAM

12.45 – 14.00

Round table discussion: REFLEXIONS ON RESPONSIBILITY

Chair: *Rodolfo Baggio*

(Lecture Hall 001)

Conclusion (Main Hall)

Lunch Break

Afternoon

Excursions:

»Sustainable tourism in Slovene Istria«

KEYNOTE LECTURES

Stroma Cole

University of West England, Great Britain

RESPONSIBLE TOURISM: WHAT, WHY AND HOW?

Responsible tourism is not a new term or new type of tourism, a conference was convened on the topic in 1999. Its emergence came about through disappointment with “sustainable tourism” - a term with so many definitions and understandings and considered by many as an oxymoron. Responsible and responsibility are terms that concern human actions, they are relational. Responsible tourism puts human action at the centre and asks who is responsible? In considering responsibility there is a deliberate attempt to highlight ethics and power and not to side step these critical issues in tourism development.

In asking who is responsible, for what, and to whom it is useful to start with a stakeholder model. The tourism stakeholder picture in tourism is of course complex as tourism is an amalgam of industries and services. However, by unpicking the stakeholders, the responsibilities, power differentials, real and potential conflicts and inequities between the stakeholders in tourism can be revealed. The responsibilities of those that make money at the expense of others and the environment and forcing them to address their responsibilities, lies at the heart of responsible tourism.

Tourism is a huge global force with many powerful interests at stake. While generating income, jobs and opportunities on the one hand it also causes harm to environments and people on the other. Since the unanimous endorsement of Ruggies Guiding Principles on Business and Human Rights at the UN in June 2011, corporations can now be bought to account, be forced to take their responsibilities to destination communities seriously. Understanding the stakeholders is an essential step to identifying rights holders and duty bearers.

Following an outline of a stakeholder matrix, used to identify stakeholders, I will provide a worked example of how tourism development is harming the human rights of local inhabitants in Bali. Rapid and unchecked development of tourism has led to the mismanagement of water resources causing social conflict and environmental problems. Those worst affected are the marginal communities at the fringes of social power, with little bargaining strength at the market, and little force in the political process. Furthermore, it is women who usually bear the brunt, as they are responsible for providing their families with water for domestic purposes. Governments are the primary duty bearers to ensure the communities have a clean, safe, accessible and affordable water supply but governments are not the only duty bearers, as economic actors, companies have unique responsibilities to reduce and compensate for governance gaps created by globalization and will also need to comply with the latest international human rights law. All businesses have a responsibility to “protect, respect and remedy” the human right to water.

Tourism companies must take on their duties to ensure that water is regarded as a shared risk that requires mutual concern for the health and wealth of all stakeholders. This paper will outline how taking a human rights approach is the way forward to ensure tourism is responsible. Responsible tourism involves giving power and ethics due consideration to produce an agenda for action to protect lives and environments. No more oxymoron's, guidelines or platitudinal statements but respect and protection for those that need it most.

Sara Dolnicar

University of Wollongong, Australia

GREEN TOURISTS - DO THEY EXIST, WHO ARE THEY AND CAN THEY HELP DESTINATIONS BECOME MORE ENVIRONMENTALLY SUSTAINABLE?

Sustainable tourism can be achieved through two avenues: (1) imposing regulations that force suppliers to adopt environmentally sustainable practises and (2) the use of market mechanisms to identify and attract truly green tourists who are expected to inherently behave in a more environmentally friendly manner. In this presentation evidence for and against the existence of truly green tourists and recommendations for the implementation of sustainable tourism at destinations are discussed.

Anton Gosar

University of Primorska, Slovenia

TOURISM BETWEEN VIENNA AND VENICE - THE ATTRACTIVE VARIETY OF SMALL

Slovenia was in the past century characterized by transitional tourism. Tourism visits have concentrated along the European north-south traffic axis and on the Mediterranean coast. Presently, a variety of tourist areas characterize Slovenian tourism. The 10 most visited municipalities (62% of visits) are distributed in different Slovenian regions – unlike the countries with a strong concentration in just one landscape type (e.g. neighboring Croatia on the Adriatic coast). The reason to visit Slovenia today is linked to

1. outstanding recognition of a specific resort;
2. accessibility of the place;
3. major highway net; and
4. specific touristic product (which is predominantly within the sphere of traditional tourist interest).

In the European context, Slovenia is a moderately developed tourist destination. The country is considered by TPI as a “medium-high penetrated destination” (along with Italy, Portugal, Germany, etc.). As for the trends in the last decade, Slovenia has experienced an above-average tourism growth. According to EUROSTAT data 2001 - 2010 Slovenia ranks 5th in regard to the growth in number of tourist nights (number of tourist nights in 2010 was 22.8% higher than in 2001). Tourists are attracted predominantly by country's natural features. Because of its picturesque, heterogeneous landscape, well-preserved environment and favorable location in relation to its main tourism markets, Slovenia will likely remain a popular tourist destination. Nonetheless, tourism in Slovenia is already facing many challenges (e.g. unreliable snow cover in the winter season, polluted waters, increasing extreme weather conditions, etc.). Due to the growing competition on the global tourism market a continuous adaptation to the changing tourist demand is of crucial importance, taking into account not just short-term gains but especially the tourism sector's long-term viability.

Sotiris Hji-Avgoustis

Indiana University, United States of America

CULTURAL TOURISM AS A VEHICLE FOR RESPONSIBLE TOURISM

Cultural tourism impacts host communities economically and socio-culturally. Any improvements that leverage existing attributes often bring a range of benefits to host communities. Improved infrastructure and new investments serve to enhance a community's quality of life and foster a stronger sense of community as more visitors choose to visit the destination. Indianapolis, as early as 2002, focused on improving its arts and culture scene by launching a cultural tourism initiative to enhance visitors' cultural experiences and improve the quality of life of its residents. To date, Indianapolis is home to the world's largest children's museum, boasts six Cultural Districts which offer public art, galleries, museums, ethnic eateries, uniquely local shops, theatres and performances and is the home of a cultural trail, composed of urban bike and pedestrian paths, that connects neighborhoods, Cultural Districts and entertainment amenities, and serves as the downtown hub for the entire central Indiana greenway system. The Indianapolis example may provide support for Coccossis (2009) remarks that cultural heritage tourism can enhance local values, contribute to positive social attitudes and strengthen sense of local identity. This study attempts to measure public support for the city's cultural tourism strategy by investigating the relationship of Indianapolis residents' awareness, perceived benefits, and enjoyment of cultural tourism, with sense of community and quality of life, via a structural model approach. The overall fit indices for the hypothesized model suggest that the model was a fair fit. Residents who felt greater sense of community and acknowledged greater benefits than their counterparts were more likely to rate their quality of life as better.

Eija Ventola

Aalto University, Finland

PROCESS OF COMMODIFICATION AND GLOBALIZATION AND LOCALIZATION: ISSUES CONCERNING RESPONSIBLE TOURISM

Today we are more and more used to commodification – that is, that anything can be made a commodity and can be commercialized. Examples of persons as objects of commercialization are Mozart and Handel, whose music has been globalized widely, but the closer we get to their local habitat, we also find various other commercial products and localities, cities and residence museums, all of which try to gain added value with the association of the famous composers. But not only persons, but also fictional and cartoon characters become commercialised globally and locally. A good example of this is a cartoon character like Donald Duck and tourism attractions of Disneyland and Disneyworld. The latest prominent example where commodification and tourism meet is the Angry Birds computer game. The game is now rapidly commodified into a range of commercial products, e.g. stuffed birds, sweets and the newly established tourist destinations of Angry Birds Parks.

Issues of sustainability concern all the companies involved in these processes of commodification and globalization and localization. This paper discusses how the companies present themselves as socially responsible companies. Particular attention is given to localities like Disneyland, Disneyworld and the newly developed Angry Bird Parks that are now developing into remarkable tourist destinations. Particular attention will be given to the nature of the sustainability discourses in this field of tourism. The methods used will be taken from the theories of Systemic Functional Linguistics and Multimodality. The findings will hopefully create further discourse and enhance developments in potential co-operation between corporations, the field of tourism and discourse studies.

John K. Walton

University of the Basque Country, Spain

RESPONSIBLE TOURISM BEFORE 'RESPONSIBLE TOURISM'? SOME HISTORICAL ANTECEDENTS OF CURRENT CONCERNS AND CONFLICTS

'Responsible tourism' as an articulated body of ideas and recommendations is a product of the new millennium, with firmly identifiable roots in the 1990s. It has, however, a much longer prehistory in the practices of destination resorts and National Parks, in urban governance, and in aspects of the development of 'social tourism'. Such antecedents, while invariably embodying their own contradictions and never fully anticipating the agenda set out by the Cape Town Declaration (2002), can be found in the policies and activities of local and national governments, NGOs, voluntary organizations and even private companies. There is considerable overlap between what might be considered 'responsible' and 'sustainable' tourism, but there is an extensive body of past practice which might reasonably be identified with the former label, from the nineteenth century onwards. This paper explores these issues through brief introductory historical case-studies (which can be no more than outline sketches) of the English Lake District, the Basque Country of south-western France and northern Spain, the English coastal resort of Whitby, the Spanish mineral springs resort of Mondariz Balneario, and the development of 'social tourism' in various guises in Argentina and Uruguay. None of these examples is unproblematic, as we might expect when looking for the imagined roots of a current concept, and thereby incurring the risk of falling into anachronism. Each case-study entails the analysis of conflict and compromise between contending interests, which have sometimes involved alternative visions of 'responsibility'; and problems arise from the very limited availability of historical studies of tourism labour forces, not least in the case-study locations. Nevertheless, the opening out of an historical dimension to these questions will shed further comparative light on an important concept.

ACADEMIC WORKSHOPS

Bailey Ashton Adie

IMT Institute for Advanced Studies Lucca, Italy

URBAN RENEWAL, CULTURAL TOURISM AND COMMUNITY DEVELOPMENT: A NEW DELHI CASE STUDY

Urban renewal projects have been shown to aid in the development of both sustainable cultural heritage tourism as well as in strengthening the local population through community enhancement and capacity building. This is even more essential in the context of developing countries where movements towards a more modern urban landscape lead towards population displacement as well as the destruction of valuable cultural heritage items. In India, specifically, this can be seen as a pressing problem, but there are examples of projects, which not only stimulate cultural tourism but also provide a sustainable approach to integrate tourism, heritage conservation, and community development. The best example of this phenomenon is the Hamuyan's Tomb, Nizamuddin Basti, and Sunder Nursery Urban Renewal Initiative undertaken in part by the Aga Khan Foundation as well as the Archaeological Survey of India. This project works to preserve a UNESCO World Heritage Site while simultaneously stimulating the local community, who live in what is considered one of the worst Muslim ghettos in Delhi. Through an analysis of project documents collected by the researcher as well as existing theory, this presentation will illustrate how to integrate community and cultural tourism development as stated in the 2002 Declaration of Cape Town.

Miriam Bait

Università degli Studi di Milano, Italy

IMAGE RESTORATION AND DISASTER MITIGATION: BLOGS AND THE 2011 FLOODING IN MONTEROSSO, LIGURIA

A top international tourist destination of the Italian riviera, Monterosso al Mare, was hit by devastating floods on October 25th 2011. This disaster had a serious impact on travel and tourism in the area. To face the emergency, a plurality of actors, including institutions, tourist operators, the press, and other individuals, communicated with diverse audiences and took action. A range of media were used to support the flow of information, monitor progress, and encourage tourists to come back.

This study aims at investigating the discursive strategies used in blogs to respond to the crisis and restore the image of the area. The investigation focuses on salient linguistic and pragmatic features, including the use of personal pronouns, taking into account the narrative structure of the blogs (Labov/Waletzky 1972)) and whether they were maintained by institutions, tourist boards or private individuals.

Blogs as a response to a crisis in a tourist destination are worthy of attention. They are valuable global communication tools and potentially provide neutral and thus more reliable information, which can be effective in (re)building a destination's image (Horrigan /Morris 2005, Sweester/Metzgar 2007, Johnson/Kaye 2007).

Starting from the assumption that language use is a form of social practice that shapes society (Fairclough 1995; Candlin 1997), this paper presents findings in terms of language and textual functions and their interplay within narratives realized by different actors. It considers the roles of institutions and individuals in making efforts to restore a destination's image.

Gregor Balažič, Žiga Nedižavec
University of Primorska, Slovenia

HERITAGE OF SOCIALISM IN ŠKOFJA LOKA AS AN OPPORTUNITY FOR TOURISM DEVELOPMENT

In recent years the heritage of socialism has found its way into the tourist offer of many Eastern European cities, where it is being successfully marketed through various tourist products. Since this kind of heritage is also present in Slovenia, we consider that by developing this kind of tourist products, together with their appropriate presentation and organization, it could be included in the tourist offer in the municipality of Škofja Loka as well. We have used qualitative semi-structured interview with four selected tourism stakeholders in the region and have gained their position in the integration of this kind of heritage into tourism offer in the municipality of Škofja Loka. We also presented the heritage of socialism and developed proposals for new sustainable tourist products based on the relics of socialism.

Ivan Berazhny

HAAGA-HELIA University of Applied Sciences, Finland

AIRLINES' SOCIAL RESPONSIBILITY IN IN-FLIGHT MAGAZINES

The study seeks to measure to what extent in-flight magazines of Air France and Finnair (respectively Air France Magazine and Blue Wings) are alike and differ in their communication of the airlines' policies of corporate social responsibility (CSR).

Firstly, the study measures how much of the contents within each in-flight magazine is reserved for the coverage of the airline's CSR.

Secondly, the study evaluates how the in-flight magazines use English language and other semiotic resources to construe and convey the airlines' identity of socially responsible stakeholders. To do so, the study relies on a range of methods developed in Systemic Functional Linguistics and Multimodality, including the analysis of lexical chains, clausal grammar, and appraisal in linguistic texts, and the analysis of image clusters, page layouts, and graphics in non-linguistic texts.

Thirdly, the study aligns and contrasts the airlines according to the similarities and distinctions in linguistic and multimodal realizations that the airlines' CSR messages receive in print copies of their in-flight magazines.

The findings show that while the airlines do use in-flight magazines to communicate their CSR policies to passengers, the scope of such communication is somewhat limited and the texts in question lack dialogic engagement with the reader to promote social responsibility more efficiently.

Tomi Brezovec

University of Primorska, Slovenia

CHANGING BORDERS, CHANGING IDENTITY

This paper discusses the impact of change of political borders on identity of a tourist destination. A destination in consideration is Portorož, a seaside resort in northern Adriatic. When first tourist arrived during the second half of the 19th century, Portorož was part of Habsburg Empire. After the WWI the area passed under the Kingdom of Italy. A border line changed again after WWII. First in 1947 when Portorož was included in Free Territory of Trieste, a political entity established to resolve border dispute between Italy and Yugoslavia, and then again in 1954, when the dispute was settled down and Portorož became part of Yugoslavia. Last change happened in 1991 with independence of Slovenia.

The paper shows how each change of political rule over the territory affected tourism. Politically induced transfer of ownership of tourism infrastructure and migration of population, have resulted in diminishing body of knowledge in tourism. New tourism policies that were not necessarily sharing previous ideas have caused changes in direction of tourism product development. Traditional tourist markets have often disappeared and Portorož needed to reposition on the market like a new tourist destination. Although such rejuvenation of tourism could be regarded as an opportunity, it is considered a drawback if it is forced by unwanted factors.

Žana Čivrič, Janja Gabruč
University of Primorska, Slovenia

STORIES OF EMPLOYEES IN THE TOURISM INDUSTRY - THE CURRENT EMPLOYMENT SITUATION

The importance of corporate social responsibility has recently become much greater. Through their actions and examples companies play a key role in developing and creating social responsibility, and this includes producing socially responsible employees. With this in mind, the paper focuses on the stories of employees in the tourism industry. Quantitative research was conducted among different employees from all over the world who were present at the ITB Berlin. Through structured interviews we first determined their professions, positions and the scope of their work. In the paper we also discuss their overall work satisfaction – what the good parts of their jobs are and where they see room for improvement. We were also interested in whether if given the opportunity they would choose the same lines of work, and the reasons for their responses. The answers obtained during the research could provide some explanations of employees' current employment situation with different backgrounds and professions in tourism. Thus, through their different stories, we will try to find whether their current employment situation is reflected in terms of social responsibility.

Milan Culic, Bojan Zecevic
Center for Tourism Research and Studies, Serbia

CULTURAL AND NATURAL HERITAGE IN TOURISM: PROVIDING A LEARNING SUSTAINABILITY PLATFORM IN THE REGION OF SOUTH EAST EUROPE FOR UNESCO HERITAGE SITES

The main objective of the paper is to explore already given solutions of learning platform development on tourism and visitor management for South-Eastern Europe UNESCO Designated Sites. Taken into consideration sustainable development and institutional cooperation improvement as well as structural change in improving position of South East Europe by establishing and strengthening public and private partnership in this field, this paper argues that idea of creating learning platform in visitor management and sustainable tourism is needed if progress is to be made. Moreover, the idea is to improve the capacities and institutional setting for developing academic curricula in the above mentioned field. This topic was the case in exploring countries of the region of South East Europe aiming at investigating needs as well as platform for supply. Knowledge share as well as cooperation concept is about to be explored on the foundations of UNESCO designated sites. There is a need for practical working principles and new approaches to management that will help guide decision making on tourism and public use. A key part of the initiative is capacity building. Cultural and historical tourism management takes place in an increasingly complex, changing and contentious environment. Donor agencies as well as governments ask for partners with enough skills and knowledge to manage and monitor the process and still there is space for improvements. This paper aims to help develop academic curricula which will give direction to the development of various initiatives in working on sustainability of cultural and historical aspect of tourism.

Felicite Ann Fairer-Wessels
University of Pretoria, South Africa

RESPONSIBLE TOURISM PRACTICES THROUGH COMMUNITY INVOLVEMENT: A SOUTH AFRICAN CASE STUDY IN A PROTECTED AREA

Historically rural communities in South Africa have not been active stakeholders in tourism development. Community awareness of, and involvement in the preservation of natural and cultural heritage in protected areas through responsible tourism is investigated at a selected protected site.

The purpose of the research paper is to determine the level of community involvement at a selected UNESCO World Heritage site (i.e. iSimangaliso Wetland Park World Heritage Site, in Natal-KwaZulu Province). Community members are interviewed to assess their perceived ownership of the site; their awareness and protection of the natural resource base, as well as how and from whom they obtain information to assist them in decision making regarding community and environmental issues.

The findings will endeavor to clarify issues such as the protection of the cultural and natural resource base, site management, accessibility of the site, available funding (on local, provincial and national level; private funders), availability of jobs for the local community, the level of tourist impact and the managing of tourist experiences.

The results aim to address the above issues through the proposal of possible guidelines or (emergent) strategies for responsible and sustainable tourism development in terms of the selected community and the protected site where the research was conducted.

In conclusion, the long term success for responsible tourism practices in any area, especially protected areas, depends largely on the level of involvement of local communities, and their buy-in in the development and implementation of strategies for responsible and sustainable tourism.

Janja Gabruč

University of Primorska, Slovenia

THE TALES OF TOURISM WORKERS - STARTING THE FIRST JOB

This paper presents the position of employees at the time of their (first) entry and integration into the labor market through stories, as told by workers in the tourism and hospitality industry. Their experience of applying and starting their first job have been highlighted. This paper presents issues such as whether the employees were determined what they wish to pursue a profession, how they choose their potential employers, how long they were looking for their first job and what difficulties or fears have struggled in finding a job and who has helped them in this situation and how. The study is qualitative. Using a structured interview, the author obtained over a hundred stories of workers in the hospitality and tourism sector. The sample of interviewees is random but demographically diverse and varied, so the position of workers in connection with their employment situation is relatively very diverse and, consequently, gives very good insight into tourism employees' difficulties in finding work. Support to employees in entering the labor market and addressing the problems related to this is certainly the responsibility of multiple entities. Educational institutions, employers and other tourism operators on the destination should in this area play an important role.

Anton Gosar

University of Primorska, Slovenia

TOURISM FOR THE ELDERLY - ARE WE READY?

Europe's population gets increasingly older and the natural increase is far from being leveled out. Elderly make in Europe (65+) above one third of the population in many countries of the region. Urban population is leading. Elderly urban citizens of Slovenia have often resources to, in part, subsidize the younger generation, but also to finance own priorities which are specific for the seniors - like investing into hobbies, socializing and recreation and tourism. Elderly have an abundance of time (despite own neglect) and an outspoken motivation to dismiss loneliness, recuperate history, seek pleasure in socializing, and enrich own spirit of experience. When traveling, the safety perception, accessibility and physical strength limits are observed. Tourism product models designed for the elderly should therefore match the motivation and observe the specific tourism preference. Casino visits, health spa experience, cruise comfort, shorter bus excursions and similar products are within the range of the tourism oriented elderly consumer.

National and EU tourism strategies and the tourism industry are only slowly adapting to the trend of the aging urban residents and respond with specific programs to the leisure expectations of the elderly. On January 28, 2009 the Council of Europe has made a motion for a resolution to boost touristic programs for elderly people. The UN – ESCAP report on Barrier Free Tourism in 2010 identified 3 major issues for making tourism for elderly accessible: specific travel planning information, accessible transportation and accommodation and to the motivation adequate destination experience. Slovenia and its neighbors Croatia, Italy, Austria and Hungary as well as 14 other EU members have prepared legislation regarding accessibility of the tourism infrastructure, but just Belgium, the Czech Republic and France have produced a specific accessibility label. The EU research project “Calypso” noted in 2011 the missing orientation of the tourism industry products devoted to the disabled and the elderly. In the study, among 9 analyzed products on tourism for the seniors, the Spanish was named best.

Among the Slovenian elderly in particular religious travels, health related holidays and visits to (traditional) events are to be named. But, increasingly have, since the 1990's, other programs in tourism caught interest of the aging. The cruise ship and gambling/gaming (lotto, sport bets) is high among the leisure time-priorities of the elderly Slovenian, affecting the tourism sector, as well. Is this sector of the economy ready for new challenges, similar to the Spanish? At present, the wellness euphoria of the European urban population moved in Slovenia to the “watering places”, to the re-juvenated mineral and thermal water resorts. In our paper we will, in addition to the discussion of the spectrum of elderly leisure travels and their specific needs, focus on elderly and their visit to spas.

Hana Horáková, Dana Fialová
Metropolitan University Prague, Czech Republic

CONTESTED RURAL DEVELOPMENT IN THE CZECH “DUTCH VILLAGES”

Recent major changes in rural development in Europe instigated by the decline in farming have brought about new demands made on rural space. A shift from production to consumption known as the ‘post-productivist transition’ (Ilbery 1998) has produced a type of modern rurality characterized by the alternative use of rural space. One of the most typical expressions of the diversifying rural economy is the development of rural tourism that has initiated novel forms of social organisations within rural communities. The most illustrative example is the phenomenon of so-called Dutch villages that represent a specific form of international rural tourism recently emerging in Czechia. The aim of the paper is to investigate the impacts of this rural tourism on the local development processes, focusing on the changes in the environment and demography, effects on the social fabric and economic well-being, as well as on the creation of identity. We seek to examine what kind of tensions and dilemmas the process produces, how is rural space reconceptualized, and how are locals and tourists involved in constructing a new locality: who is its active agent, and who, on the contrary, challenges and opposes the development. As this rural tourism uses local resources and involves local community, the question is to what extent it meets the requirements of responsible tourism. The paper is based on the qualitative data gained from the anthropological fieldwork held between 2009 and 2012 in three different rural areas.

Gordana Ivankovič, Mateja Jerman

University of Primorska, Slovenia

THE PERFORMANCE OF THE SLOVENE TOURISM SECTOR IN TIMES OF FINANCIAL CRISIS

The paper aims to analyze the performance of Slovene tourism sector in times of financial crisis. The analysis was performed for the period 2006–2010, focusing on results before the crisis and in times of the crisis. Tourism sector has evidenced positive trends of non-financial indicators in the period 2006–2010. Following the recognized growth of non-financial indicators (number of tourist arrivals, overnight stays, and accommodation facilities) we expected no influence of financial crisis. A further analysis of financial indicators provided surprising results. Despite the fact that non-financial indicators performed even better than prognosis forecasted, the financial results were very poor. The latter demonstrate that the financial performance of the Slovene tourism sector is alarming. Return on equity ratio is low, even negative. Financial results indicate that the principal reasons for stated results lies in excessive cost of operations and increasing cost of financing. A low profit margin and value added per employee in the tourism sector confirm that we have to introduce radical changes.

Gordana Ivankovič, Tina Kociper, Tina Orel
University of Primorska, Slovenia

THE EU MEASURES TO REDUCE THE UNEMPLOYMENT RATE AND THEIR INFLUENCE ON EMPLOYMENT IN THE TOURISM SECTOR

Unemployment is one of the core macroeconomic problems of every society and most of the countries strive to achieve full employability of people capable of working. Employment is significant from the point of view of individuals as well as from the point of view of the society. The European Union has acknowledged strategic documents which defined the development and long-term direction on the field of employment and human resources development. In order to reach the goals structural funds, that allow drawing sources and shaping different forms of help in order to reach a higher employment rate, have been developed. One of the established programmes is Active employment policy (AEP) that brings a wide range of positive effects. We put the stress on The measurement of promoting self-employment. In the paper we check the movement of unemployment and the characteristics of employment in tourism sector especially on the level of education. We have carried out a qualitative research with the method of an in-depth interview to check the relevance of AEP. We have performed in-depth interviews with 10 individuals self-employed by AEP, chosen randomly by Employment service of Slovenia from their database of all AEP grant receivers. The in-depth interview method has been chosen because it allows the investigation of the interviewees' views, experiences and expectations in detail and it provides detailed data in comparison to other methods of data collection. In the conclusion we present the findings and suggestions for AEP improvement.

Eva Jarošová, Alois Surynek, Ivan Nový
University of Economics, Prague, Czech Republic

USING CULTURAL POTENTIAL IN TOURISM FOR SUPPORTING SMALL AND MEDIUM ENTREPRENEURSHIP DEVELOPMENT IN SMALL DESTINATIONS

This paper and its subject is based on the solution achieved by the “Efficient Methodology for Supporting Small and Medium Subjects in the Cultural Field in National and European Economy Project”, which is an umbrella project being carried out at University of Economics, Prague (in the period between 2011 and 2015). The aim of this umbrella project is to map out specific economic conditions of the Czech Republic in the cultural sector and to draft recommendations concerning the cultural politics of the government, regions, municipalities as well as proposals of specific methodology for small and medium entrepreneurs doing their business in the cultural sector. The project includes many partial projects. One of them is a project focusing on using the cultural potential in accordance with the main characteristics of responsible tourism (Cape Town Declaration, 2002), with the emphasis on supporting small and medium entrepreneurship in small destinations, providing creative opportunities for connections between tourists and local people, building local confidence and preserving natural and cultural heritage. It also includes searching for optimal ways of marketing communication of particular cultural assets or small destinations as a whole. This paper includes first results achieved by this partial project.

The presented partial project is based on several hypotheses:

- Efficiency of marketing activities of cultural facilities is dependent on support received from local and regional authorities.
- On the level of small destinations, the consumer's interest in one cultural event or activity is supported by the existence of other cultural facilities, cultural activities and other services.
- The decisive factor for consuming products of the cultural industry is the way of spending leisure time.

This paper presents results of empiric surveys mapping the ways and structure how cultural property is consumed by: a) Czech citizens and b) specific groups of the population in the Czech Republic. The necessity of stakeholders (local authorities of state administration, employees working for cultural facilities, small and medium entrepreneurs) to collaborate will be illustrated by a case study named “Slavonice”, which is a small town in the border area of the Czech Republic.

Simon Kerma^a, Barbara Lampič^b, Dane Podmenik^c

^aUniversity of Primorska, Slovenia, ^bUniversity of Ljubljana, Slovenia, ^cEko-Humanitatis, Slovenia

DEVELOPING TOURISM ON ORGANIC FARMS IN THE PRIMORSKA REGION, SLOVENIA

Tourism on farms or agritourism in general may have numerous definitions. According to Garrod (2006) it represents a mild form of sustainable tourist development and multi-activity in rural areas through which the visitor has the opportunity to get acquainted with rural areas, local products, traditional cuisine and the daily life of the people, as well as the cultural elements and the authentic features of the area.

However, can we automatically define agritourism as a type of sustainable (and consequently responsible) tourism? If we consider various problematic impacts of (conventional) agriculture, especially on natural resources and human health, the answer to this question is no. According to Lampkin (1994) organic farming owns numerous sustainable potentials such as: ensuring environment protection, better food quality, redirection of farming towards the market demands and others. We could therefore argue that only tourism on organic farms represents truly sustainable practice of agritourism.

The article deals with tourism on organic farms in Slovenia, with special emphasis on Primorska region. While tourism on organic farms in the northern (pre-Alpine) part of the region is relatively well developed, the southern part shows a different picture, with low number of such farms. Apart from general geographical features and regional preconditions for the development of agritourism, the characteristics of organic farms with tourism activity are analysed. In the end, considering the potentials of Primorska region, we list the suggestions for future development of the organic farms tourism activity.

Zoran Klarić

Institute for Tourism, Croatia

THE PHYSICAL PRESSURE ON THE COASTAL AREA AS A FACTOR OF SUSTAINABILITY OF CROATIAN TOURISM

Among many aspects of tourism sustainability in coastal areas the especially alarming area that requires our attention is the physical pressure on the coastal area, i.e. the number of accommodation establishments compared with the length of coastline and total area of the particular geographical units – counties, municipalities, towns or islands. This work elaborates changes in this form of physical pressures on the coastal areas in the last ten years along the whole Croatian coastline in order to show the differences regarding the pressure on the coastal strip and total areas of coastal administrative units. The first part analyses the total number of beds in comparison with the length of coastline by Croatian counties with some approximations for smaller spatial units. The second part analyses the total number of beds in comparison with the total areas of Croatian coastal counties, municipalities and towns. The third part includes data about secondary residences compared with the previous data in order to show that the pressure from this type of accommodation is in many areas much more dangerous than the pressure caused by commercial tourist accommodation. The concluding part is summarizing all the previous results stressing important differences between various forms of pressures on the coastal areas and pointing out the parts of Croatia which are under especially dangerous pressure from tourism and housing development.

Miha Kozorog^a, Saša Poljak Istenič^b

^aUniversity of Ljubljana, Slovenia, ^bResearch Centre of the Slovenian Academy of Sciences and Arts, Slovenia

ADVENTURERS IN THE TRIGLAV NATIONAL PARK: CONTRADICTIONS OF OUTDOOR RECREATION IN THE PROTECTED AREA

The Triglav National Park is the only national park in Slovenia, covering 880 square kilometres or 3% of the state territory. This predominantly uninhabited area is managed by the Triglav National Park Public Institution which aims to protect nature and conserve cultural landscape, ensure sustainable development, promote opportunities for enjoyment, support research issues connected to the park, organize education activities and carry out management tasks. The park is also destined for recreation purposes. However, since it is under protection, certain rules regarding recreation activities need to be followed and fines are set if breaking them. Although outdoor sports are connected to environmentalism discourses, which promote nature-friendly recreation, they also address people to perform “heroic” actions, i.e. daring activities that no one or only a few have done before. Outdoor sports adventurers, especially hikers and mountain bikers, thus often seek unconquered or challenging paths. As it is a problem itself, certain publications also encourage people to do so. The aim of the paper is to analyze such tourism materials and detect possible contradictions between these and the stated policy of Triglav National Park.

Marinela Krstinić Nizić, Jelena Đurkin
University of Rijeka, Croatia

THE NEED FOR DEVELOPMENT OF A DATABASE FOR THE CROATIAN ADRIATIC BEACHES

Since both contemporary tourists and local communities are interested in appearance and quality of beaches and sea bathing water, the need arose for the transparent system of sea bathing water quality evaluation for tourists and the local community. Within the implementation of the Regulation on Bathing Water Quality, the Ministry of Environmental Protection, Physical Planning, and Construction, in cooperation with the Institute of Oceanography and Fisheries of Split and with the Croatian Environment Agency has developed the database on sea bathing water quality, i.e. web application for entry, processing, and valorization of data, along with reporting and public information on seawater bathing quality data for the Croatian Adriatic beaches. This paper also analyses the database developed to support the entry, processing and evaluation of test results, informing the public, along with national reporting on sea bathing water quality and reporting obligations to the European Union. The author suggests the design of the system of parameters interesting for tourists (i.e. capacity of the beach, parking possibility, sports and other facilities on the beach) and their continuous monitoring and entry into the database. Thus the necessary security measures, standards of tidiness, supply contents, and visual constant could be formed in order to make beaches recognizable. To conclude, in addition to further development and improvement, database must be integrated with GIS Browsers applied in the development of the bathing water profile, with the purpose of market valuation of space, environmental protection, and the growth in the quality of tourism offer and supply.

Mara Manente, Valeria Minghetti, Erica Mingotto
CISET - International Centre of Studies on the Tourist Economy

ASSESSMENT SYSTEMS FOR RESPONSIBLE TOURISM AND CORPORATE RESPONSIBILITY: HOW TO IMPROVE THEIR CREDIBILITY AND IMPLEMENTATION BY TOURISM COMPANIES

There is nowadays the growing awareness that responsible tourism and corporate social responsibility (CSR) can represent the best path that tourism companies should follow for contributing to sustainable development.

The paper focuses in particular on the reporting systems addressed to assess and certificate the corporate responsibility of tourism businesses, believing that these tools have a significant role in supporting both tourism companies to adopt more respectful and conscious practices and tourists to do more responsible choices about their holidays.

Starting from the analysis of the best known European assessment programs for the corporate responsibility of tourism companies, the paper first of all discusses the main critical aspects which characterise them. The study has actually underlined some significant problems which limit the adoption and the spread of the reporting programs, as their credibility in the eyes of tourists and public opinion and the difficulty of small and medium enterprises (SMEs) to understand their utility and apply them.

The paper as a consequence aims at proposing a tool to solve these critical aspects and to encourage tourism businesses to seriously implement CSR and follow responsible tourism values. Through the application of a mathematic model (the AHP one), the paper offers a guide which allows companies to distinguish the most suitable assessment systems, according to their own priorities and needs; particularly attention is given to the specific needs of SMEs and to the appropriateness of the reporting programs to really evaluate the impacts produced by tourism companies on destinations, environment and local communities.

Janez Mekinc, Matej Keček
University of Primorska, Slovenia

A SECURITY REFERENCE FRAMEWORK IN GAMBLING - THE SLOVENIAN CASE

Purpose

The paper presents the attitude and disposition of leading personnel from selected casinos in Slovenia towards elements of security (safety of guests and employees, security of money and chips in a casinos), security in regard to cheating by guests and employees, security of the personal data of guests, fire-safety, and the protection of the casino infrastructure. The attitude of the respondents was analyzed in the problem state and goal state segment; both states are mutually compared and evaluated. Responsible term of managers towards elements of security should be important competitive position in casinos. Personal responsibility of managers and corporate responsibility of casinos are equal to ensure security and safety.

Design/methodology/approach

In the survey we used a questionnaire based on the Guttman scale in which ten elements of casino security were defined. Leading managers of six chosen casinos in Slovenia answered the questionnaire.

Findings

The findings of the survey show great differences between the current state of casinos security and goal-states or needed security states. The basic reason for the differences was traced to the inappropriate attitude of casinos managements to the importance of security: as a rule they regard security as a useless cost-factor. The structure and process of delivering security to casinos is not inexpensive as it has to be continuously upgraded.

Research limitations/implications

The research does not include the opinions and points of view of casino visitors which could then be compared to the results of the research. The research will as well be expanded to include a larger sample and all key casinos and gambling-saloons in Slovenia.

Originality/value

The results depict a low level of awareness at the management-level about the importance of security in casinos and the competitive benefits than an effective security-system can provide. Judged on the discrepancies between the actual and intended states of security, the possibilities of further development and improvement of security and corporate responsibility in Slovenian casinos are considerable.

Irena Mrak

University of Ljubljana, Slovenia

THE LOCAL COMMUNITIES' RESILIENCE TO THE DEVELOPMENT OF HIGH MOUNTAIN TOURISM: THE CASE OF CENTRAL KARAKORUM, PAKISTAN

The rapid development of tourism in high mountain areas is causing a variety of environmental, social, cultural and economic impacts, especially in remote mountain areas where local communities are only slowly entering the global flows of intercultural interactions. The development of mountaineering and trekking activities is bringing important financial contribution to the local communities but on the other hand it is also causing social and cultural erosion. The overall resilience of these communities differs among the high mountain areas on the global scale, depending not only on the natural conditions but more importantly on the social characteristics as well as on the historic development of local communities as well as of the high mountain tourism. In this paper the specific conditions in the Central Karakorum are presented in the case of villages of Baltistan which are tightly connected to tourism development under the second highest point of the Earth – K2 (8611 m). The men from the villages for more than a century work as porters, porter sirdars, cooks, high altitude porters, recently also as guides and staff of tourism agencies, bringing an important financial contribution to their families. Women on the other hand due to the religious reasons are not directly included to high mountain tourism but their lives are highly impacted by it.

Helena Nemeč Rudež, Petra Zabukovec Baruca
University of Primorska, Slovenia

AN EMPIRICAL RESEARCH ON THE ECOLOGICAL ORIENTATION OF TOURIST TO PORTOROŽ

Sustainable destination development calls for ecologically oriented destination marketing. It is a selective destination marketing that requires cooperation of all stakeholders in a given destination including selective marketing of tourism suppliers with the goal of implementation of ecological practices within destination. Today more than 92 % of consumers have a positive attitude towards the companies which are sensitive on environmental matters (Papadopoulos et al., 2009). However, tourism strategies can foster environment oriented tourism. In order to fulfill emerging green requirements of customers, business leaders in various fields have been making efforts to change corporate structures or cultures to be more environmentally responsible and to modify their existing products/services to be more environmental friendly (Dief and Font, 2010; D'Souza and Taghian, 2005; Ottman, 1992). Destination marketing issues and guidelines have to be supported with appropriate research focused on specific destination environment and environmental policy. The article investigates environmental awareness of tourists who visit Portorož and their perception of ecological orientation of Portorož. The research, which was undertaken between November 2011 and January 2012 among visitors to Portorož, found that visitors to Portorož evaluate ecological orientation of destination as neither important nor not important in their choice of destination. Further, they perceive ecological orientation of Portorož at an average level. Comparison between hotel and non-hotel guests to Portorož in this regard is also observed.

Igor Novel

University of Primorska, Slovenia

DEVELOPING RESPONSIBLE TRAVEL PACKAGES THROUGH THE TARGET COSTING METHOD

Responsible Tourism is tourism ‘that creates better places for people to live in, and better places to visit’. Travel agencies and their products can have a great impact on tourism and its development. They were constantly playing one of the biggest roles in the development of world tourism in the past and shall continue to be an essential motor in the future as well. Our task will be to explore the methods that enable travel agencies to successfully develop responsible tourism products (travel packages). One of possible steps can be developing travel packages through Target Costing methods.

The mentioned method is among the commonest in the economy field and has been applied in theory and in practice to industries for over thirty years. Some Japanese companies such as Toyota, Cannon, NEC, Nissan, Sharp and some others have been applying the method effectively since it offers competitive advantages contributing to higher growth if compared to companies not using the method at all. Our estimation is that the TC method, properly adjusted, can be successfully implemented in the travel industry, thus giving to travel agencies a valuable tool for the development of responsible travel packages. Thanks to this method, the elaborated travel packages do not include services that the traveller does not need nor expect, this is the reason why negative environmental and social impacts of tourism on destination are thus minimized.

This paper’s goal, as one of the first papers to analyse the implementation of the target costing method in the travel industry, is to present the main specifics of the travel industry as well as the main characteristics of implementing such a method into practice. Further on, our aim is to call attention to and explore real possibilities of implementing the TC method into the travel field. The first part of our analysis is focused on the specifics of travel agency management, which is then followed by an accurate presentation of the TC characteristics, only then to be rounded off by our estimations of implementing the TC method into the travel sector.

Tanja Planinc, Štefan Bojnec, Gordana Ivankovič

University of Primorska, Slovenia

FINANCIAL ANALYSIS OF THE SLOVENIAN HOSPITALITY SECTOR

This paper analyzes the financial performance of the hospitality sector in the Slovenian tourism industry. The analysis was performed for the period 1995-2009. The empirical analysis confirmed that less favourable financial results in the Slovenian hospitality sector were achieved even before the economic crisis in 2008. Low value-added per employee is also a strong indication on a necessity of structural changes in the hospitality sector. Furthermore, the financial results in the hospitality sector were compared with the average of the national economy.

Jovan Popesku, Marija Maksin
Singidunum University, Serbia

NATURAL AND CULTURAL HERITAGE IN SUSTAINABLE RURAL TOURISM DEVELOPMENT IN SERBIA

Rural tourism is one of the key levers of sustainable tourism development in Serbia. The diversification of the rural economy in a socially, economically and environmentally sustainable way are needed for the improvement of quality of life, the reduction of poverty levels, as well as the fight against social and the environmental degradation. The paper indicates the importance of natural and cultural heritage protection and attractiveness for tourism development in rural areas of Serbia. Based on achieved and potential attractiveness and accessibility of natural and cultural heritage the rural tourism clusters have been established. Therefore the aim of rural tourism development is to protect, revitalize and use the natural and cultural assets in sustainable way to benefit the rural communities. The main constraints and opportunities of rural tourism development in achieving sustainable heritage utilization and benefit for development of rural communities are discussed at several cases – protected natural heritage of Mokra Gora and Stara planina, and Viminacium archeological site at Roman Emperors' Cultural Route. Challenges and chances for sustainable heritage protection and utilization and sustainable rural tourism development – heritage protection and presentation, tourism and rural development implementation and governance, as well as human resources development, at rural Serbia are discussed.

Mili Razović

University of Zadar, Croatia

THE HISTORY OF CROATIAN TOURIST ORGANIZATION AND THE DEVELOPMENT OF THE CROATIAN TOURISM

Croatian National Tourist Organization was founded in 1868. on the island Hvar when the “Hygienic Association Hvar” was established. The main task of “Hygienic Association Hvar” was beautification of tourist sites, providing information to tourists, development of hospitality.

The strongest development of Croatian tourism begins with the establishment of Croatian National Tourist Organization in 1953 and lower organizational units of places, municipalities and towns.

The development of the tourist organization of Croatian tourism shows that in 1976 there was 395 active tourism associations that have had a wide network of tourist offices and information centers. In this period 85 000 rooms in hotels was built on Croatian territory.

The tourist organization of the Croatian National Tourist Organization today consists of 303 local tourism boards (municipalities, places and towns) 26 regional tourist boards (county, area and islands) and the national tourist organization, the Croatian Tourist Board.

With the analysis of historical periods, the present work aims to determine the development of tourism organizations and its impact on the development of Croatian tourism.

The basic hypothesis of the research in this paper starts from the basics that the development of the Croatian tourist organization developed from lower-level units of tourism to the highest national level. This had a positive impact on the development of Croatian tourism.

Based on historical analysis of the development of tourist organization, a model of development of Croatian Tourist Organization is proposed, as one of the basics and the initiator of future development of Croatian tourism.

Gorazd Sedmak, Tina Kociper
University of Primorska, Slovenia

COMPETITIVNESS OF PORTOROŽ IN THE EYES OF VISITORS

The paper deals with competitiveness of tourism destination in connection to destination management and corporate responsibility. Namely, in many respects responsible tourism makes destinations more competitive. The results of the study carried out in north Adriatic seaside resort Portorož are presented. The purpose of the study was to identify which destinations are perceived by the visitors as being competitive to Portorož and what its competitive position is - in general and concerning its individual features and attractions. The results show that destination has some unexploited potentials to become more competitive and responsible.

Christian Stipanović, Nadia Pavia
University of Rijeka, Croatia

INTRODUCING INNOVATION OF CONTENTS FOR CHILDREN IN ORDER TO REDESIGN THE DEVELOPMENT OF THE PRIMORSKO-GORANSKA COUNTY TOURISM

The paper defines contemporary and future offer of contents for children in developed receptive destinations. It also analyses whether such contents are competitive in the tourism offer of Primorsko-Goranska County. Surveys of tourists, the local population and managers were conducted to ascertain the quality of offer for children in micro destinations of Primorsko-Goranska County. Furthermore, the paper sets goals and offers strategies for the improvement and enrichment of this segment of offer in the affirmation of responsible tourism in the Primorsko-Goranska County. There is no awareness about the importance of contents for children in the Primorsko-Goranska County tourism, which is supported by the fact that this element of offer was given the lowest value. Animation and fun activities for children are absent or based on individual enterprises and not part of a systematic development.

To redesign the tourism development in Primorsko-Goranska County it is essential to enrich contents for children (amusement parks, sports parks, day-care, sports schools, foreign language schools, sports games for children, discos for children, karaoke, theatre performances for children, plays,...), as a segment of responsible tourism (raising children's awareness about environmental protection, mingling of children from various cultures, stimulating children's imagination, creativity and promoting interaction between children and parents). The offer should at the same time be adapted to parents' needs, so they can enjoy the tourist events. Thus, to reposition Primorsko-Goranska County as an attractive destination of responsible tourism suitable for families with children, it is necessary to create a versatile offer for children and to find adequate and efficient means of promotion.

Mateja Šmid Hribar, Špela Ledinek Lozej, David Bole, Primož Pipan
Research Centre of the Slovenian Academy of Sciences and Arts, Slovenia

ROLE OF CULTURAL VALUES AND LOCAL INVOLVEMENT IN DEVELOPING TOURISM IN RURAL AREAS

Recently, heritage tourism has been gaining in attractiveness, because it can bring development to the rural areas besides using its resources. Heritage tourism should be conceived in a way that it supports and even enhance preservation of natural and cultural heritage of the area. It is especially important that local inhabitants are included at the beginning of the process in appropriate manner; otherwise it can happen that heritage is marketed by non-locals and locals are deprived of its benefits and even of its resources. Therefore it is important that local stakeholders manage to recognize cultural values (tangible or intangible existing and potential heritage as well as natural values with cultural significance) which have developmental potential. For that purpose the researchers in the framework of the SY_CULTour project developed the Guidelines for identification of cultural values with developmental potential based on the field work in pilot areas and studying examples of good practises of management of cultural values. Guidelines are intended for local institutions, organizations and managing authorities for them to enable to prepare diverse tourist packages and offers. The article presents the methodical collecting of cultural values with developmental potential in Idrija rural areas and indicates the role of gathered cultural values in forming of the tourist offer. The method for identification of cultural values with developmental potentials has been conducted under the SY_CULTour project and will be tested during July - October 2012 in the project pilot areas.

Ksenija Vodeb, Zorana Medarič
University of Primorska, Slovenia

SOCIO-CULTURAL IMPACTS OF TOURISM ON THE SLOVENIAN COAST

Tourism is an empirical experience of tourists, hosts and destinations. There is a vast body of literature dealing with interrelationship between local perception of impacts and the level of tourism development. Some authors warn about the dual image of tourism especially regarding community benefits and costs; other report about tourism as double-edged sword for host community. However, it is not enough to be familiar with the list of impacts, there should be knowledge: HOW to incorporate this information in the developmental tourism strategies helping managers to predict and plan the future tourism development. A community involved in the planning and implementation of tourism has a more positive attitude, is more supportive and has better chance of active participation than a population passively ruled or overrun by tourism. That is why many scholars propose a detailed consideration of residence opinion and attitudes in the planning process of tourism destination. This paper investigates the perception of socio-cultural impacts of tourism among the local population at the Slovenian coast with the aim to provide guidelines and recommendations for more effective planning of tourist destination. The quantitative survey among 711 local residents shows positive attitudes towards tourism, especially socio-cultural impacts such as general wellbeing, greater offer of cultural events, heritage respect and enrichment of the local community experiences.

Irena Weber

University of Primorska, Slovenia

VIENNA - LJUBLJANA - VENICE: ETHNOGRAPHIC READING OF TOURIST GUIDES FOR CHILDREN

While research on Children and tourism has focused mainly on Children rights and Exploitation of Children in tourism settings, much less attention has been payed to Children as Tourists. To address this gap the paper proposes to tackle the subject of specialized tourist guides for children for three cities: Vienna, Ljubljana and Venice. Based on ethnographic reading and using the narrative and visual analysis the paper looks at the processes of imagery and narrative construction in children tourist guides in order to show in what way Children are »taught« to be or become tourists by using suggested itineraries, stories and images. The particular attention will be paid to establish whether the principals of Responsible tourism have been integrated in the tourist guides at all and in what form.

APPLIED WORKSHOPS / NGOs

Maja Dolinar, Blanka Rihter

VOLUNTARIAT - Organization for international volunteering SCI Slovenia

»OUR TOWN HAS A GREEN FUTURE«: INTERNATIONAL VOLUNTEERING FOR SUSTAINABLE DEVELOPMENT

The purpose of the contribution is to present an innovative project »Our town has a green future«, whose goal is development and encouragement of environmentally friendly international volunteer activities and green tourism as means for establishing sustainable and ecological activities in distant local communities. Within the project a model of good practice for sustainable development of ecological volunteering is being developed, which will be based on intertwined knowledge of different organisations.

During the project 3 pilot green international volunteer camps will be developed, which will bring to the local communities many advantages in material (with voluntary work) and social sense (international cooperation, connection, inclusion of different social groups) and in overall sense of the sustainable and regional development of local communities. Workcamps will contribute to renovation, reconstruction and upgrading of local infrastructure, and at the same time will assure that these activities will take place considering ecological pointers and natural and cultural heritage, with which the town will be more open to potential tourists.

The needs of local people are the development of the town in touristic-ecological sense and an insight into the potentials of the local community. With the project alternative methods for sustainable development and promotion of the town as interesting for tourism will be presented. By carrying out this volunteer project, the volunteers are showing the potential solutions and help local people to create new connections and methods for the development of green tourism.

Maja Ladič

The Peace Institute, Slovenia

CHALLENGES OF COMMUNITY TOURISM IN RWANDA

Rwanda is one of the poorest countries in the world and because of 1994 genocide tourism only recently began to develop. Development is probably the most common word when reading about Rwanda, as the country has the fastest growth of economy among African states. Due to this wish – to make Rwanda a success-story of Africa – authorities decided to focus on high-end tourism. Mountain gorilla trekking is on the top of the list of Rwanda's attractions and also the most common reason for tourists to travel there. Low-budget tourism and backpackers are still quite rare, making the country relatively expensive destination.

We are running development projects in Rwanda, with local partners, for almost 5 years. One of the activities we have undertaken is community tourism – welcoming tourists in women's center, presenting its mission, work and successes, guiding them around the community, explaining about local culture, cuisine, etc. One of the reasons for starting with tourism activities was to provide income for women's association, which was (still is) desperately needed for the group to become self-sustainable; and second reason was actually to provide a kind of an alternative to expensive trekking, safari or other high-end tourism activities.

We would like to present our experience from Rwanda, challenges we, as an NGO involved in development projects, are dealing with when introducing tourism in the local community and training women to gain guiding skills.

Barbara Vodopivec

Society for Human Rights and Supportive Action Humanitas, Slovenia

A NEW DESTINATION: RESPONSIBLE TOURISM

The presentation will focus on grassroots and small scale responsible tourism programme in Burkina Faso, Africa. The programme has been developed by Slovenian NGO Humanitas, Umanotera, Slovenian Foundation for Sustainable Development and Burkinabe organization Kafuli within the project New destination: Responsibility (2010-2011). In the beginning the presentation will very briefly touch upon partners' understanding of responsible tourism and present 10 responsible tourism principles developed by the two organizations. This will place the programme in the broader context of tourism and tourist practice in Burkina Faso. Later on the presentation will focus on the programme that has been developed by the two organizations, its aims, objectives and ideas behind the project. The responsible tourism programme will be placed in the context of international development cooperation. The presentation will also relate responsible tourism practice to fair trade, the programme the two organizations have been working on since 2004. The two programmes in Kafuli are strongly connected and are based on very similar ideas and principles. The presentation will conclude by relating local Burkinabe responsible tourism initiatives to the responsible tourism market in Slovenia (wishes of Slovenian tourists, Slovenian tourist agencies).

STUDENT WORKSHOPS

Nikolina Božinović, Joško Sindik
American College of Management and Technology, Croatia

FEMALE STUDENTS VIEW THE KNOWLEDGE OF FOREIGN LANGUAGES AS MORE IMPORTANT FOR CAREERS IN TOURISM THAN MALE STUDENTS?

The proficiency in multiple foreign languages is a basic assumption for successful communication in tourism. Tourism and mobility have a significant and important role, where intercultural contacts contribute to the development of intercultural dialogue. This paper attempts to explore gender differences in the perceptions of students from the American College of Management and Technology (ACMT) regarding the importance of knowing various foreign languages in tourism. The results obtained could help in raising the awareness of the importance of the role of learning and teaching foreign languages, with potential effects in developing and promoting tourism in Croatia. The key research finding concerning the gender differences in the importance of knowing certain foreign languages is that the female students generally consider knowing foreign languages as more important than male students. This finding could indicate that women are potentially more demanding tourists. However, in most variables the study failed to find any statistically significant differences.

Nina Golob

University of Primorska, Slovenia

RESIDENTS' PERCEPTIONS OF THE SOCIO-CULTURAL IMPACTS OF TOURISM IN PIRAN

The diversity of sociocultural impacts in a tourist destination can have a large effect on both the local community and steady development of tourism in the area. It is thus important to explore the interaction between the local residents and tourist visitors throughout the season and therefore to understand the long term effects tourism will have on the economy and quality of life. Among local residents we will explore topics such as community's basic disposition toward tourists and their opinions of the benefits and faults of a highly desired destination. With careful planning we could help formulate a long term plan for the future development of the tourism and the city itself. In the survey among local residents we will analyse the impact and contribution of tourism on locals, understanding different cultures, cultural identity, tradition and customs of the locals, congestion, noise and other issues.

Alexey Kondrashov

University of Economics in Prague, Czech Republic

THE ANALYSIS OF ECONOMIC PERFORMANCE OF THE SLOVAK SPA HOTEL FACILITIES

Responsible business and sustainable tourism are two main concepts that will determine the development of hospitality industry in upcoming years. According to the World Tourism Organization hospitality industry demonstrate significant improvements in economic performance indicators in most regions of the world. However, positive overall tourist industry statistics cannot ensure economic stability in the accommodation sector or for specific spa hotel operators. The effects of these statistics will be confirmed in this study by using the comprehensive set of financial indicators. Rapidly growing hospitality industry has certain impacts on society and environment. Thus, responsible business practices have recently implemented by certain hotel facilities. Slovak Republic is located in the Central Europe. This country possesses a large number of mineral water sources widely used in many spa facilities. This is particularly appealing for the tourist industry because of the attraction which a large number of mineral water sources. To determine and evaluate a comprehensive set of indicators as corporate profitability, liquidity, debt ratios as well as net working capital values, and Altman's Z score, from the biggest spa hotel operators in the Slovak Republic located in Piešťany, Trenčianske Teplice and Lučky. This article provides results of analysis of economic performance of the spa and wellness hotels in the set of the biggest spa hotel companies from Slovakia. This analysis is important in terms of responsible tourism, meaning that positive developments of economic performances of spa hotels create better employment conditions and provide a stronger base for local economic development.

Jerneja Lešnik, Christos Pantelidis

QUALITY MANAGEMENT SYSTEM FOR LOCAL COMMUNITIES AS A CHANCE FOR COMPETITIVE ADVANTAGE: CASE STUDY OF SCHWÄBISCH HALL - FIRST "Q-STADT" (Q-CITY) IN GERMANY

Destination companies like hotels, cafés, bakeries etc., are offering services to local people and tourists. Therefore, every service company influences the tourist's perception of service quality on the Destination. As a result, the local community (its representative organization) has to make sure that a certain level of service quality is performed. The service quality management model "ServiceQualität Deutschland" is an instrument that can be implemented by any small or big service company in Germany. It can be also implemented by communities that become thereby certified as a "Q-Stadt" (Q-City). The criteria for becoming a "Q-Stadt" is the cluster of at least 20 service companies with implemented Service Quality model. The paper aims to present a case study of Schwäbisch Hall, first "Q-Stadt" (Q-City) in Baden-Württemberg, Germany. The theoretical model is based on Service Quality Management in combination with Destination Management. The first part of the case study presents the concept and implementation of the "ServiceQualität Deutschland" model in Schwäbisch Hall, Germany. The second part of the case study aims to answer the question if the implementation has overall positive effect on local service companies. Primarily and secondarily sources are used to present the case. In-depth interviews with local community authorities and service companies are done to present the motives for implementing the concept and the outcomes of implementation on local service business.

Tina Matanovič, Žana Čivre
University of Primorska, Slovenia

ENVIROMENTALLY RESPONSIBLE CONSUMERS: THE CASE OF TOURISM GRADUATE STUDENTS

This paper focuses on responsible consumerism among students of tourism. Currently, tourism is developing in the direction of sustainability, so environmental concern is a key to a successful future. Environmentally aware students as future tourism employees should behave in accordance with their beliefs – environmental responsibility. We will carry out a quantitative survey on a sample of students of tourism, by using an online questionnaire in April and May 2012. In our research we will use ECOSCALE, which refers to the measurement of consumer responsibility towards the environment and results in seven dimensions: opinions and beliefs, awareness, willingness to act, attitude, action taken, ability to act and knowledge regarding responsible consumerism. We want to determine which dimensions are prominent and whether between them exists statistically significant differences. We are also interested in whether students from cities behave differently from those who come from villages. The research findings will be useful for both educational institutions and providers of employment in the tourism industry. Tourist staff training is of key importance because environmental concern begins with environmental awareness, which future employees should learn during their studies if not sooner.

Sašo Pipan, Žana Čivre
University of Primorska, Slovenia

THE RESPONSIBLE TOURIST - A MYTH OR REALITY?

The importance of social responsibility and consequently of responsible tourism is becoming clearer than ever. The need to be a responsible tourist is becoming real because of the increased amount of the tourists and their strong impact on social and natural environment. To this end, the World Tourism Organization has provided guidance and dimensions of the responsible tourist: opening one's mind, respecting human rights, preserving natural environment, respecting cultural resources, contributing to local economy, informing about health situation, learning something new and knowing the local laws. Following these, a quantitative study was conducted using online questionnaires on a group of tourism graduate students. Based on the research findings it was established that women are more responsible tourists as male respondents in the "preserving of natural environment" dimension. Additionally, the research findings indicate that respondents, who are charity members, are more responsible tourists regarding the "contributing to local economy" than those who are not involved. The research findings show that there are no statistically significant differences in any dimension among students regarding their year of study and whether they are coming from urban or rural areas. However, regarding the overall responsibility level among all dimensions, we determined that responsible tourists do exist. Because the meaning and understanding of responsible tourist behavior is crucial in formulating the strategies of organizations, we can provide further guidance and templates for various tourism industry representatives, following the results of the study.

Petr Stumpf, Vladimír Dvořák
University of South Bohemia, Czech Republic

UNESCO AS A DRIVING FORCE FOR TOURISM IN THE CZECH REPUBLIC

Tourism is, nowadays, one of the most important socio-economic phenomena. Tourism development in UNESCO destinations in the Czech Republic has both positive and negative influences. On the one hand, it generates profits for enterprises, creates jobs, helps to protect cultural heritage and contributes to learning about new cultures. On the other hand, it can disrupt the long-term natural evolution of destinations by pushing away traditional industry, crafts and local culture and environment. The impact of tourism development is dependent on the type and size of the destination and it is generally difficult to characterize the influence of tourism on the destination. This paper is focused on the impact on tourism in Czech destinations that are included in the UNESCO World Heritage List. The essential assumptions are that tourism in these destinations leads to the growth of business activities, but it is also connected with negative social impact on host community in the destinations. The research is based on comparison of indicators (such as number of visitors, share of foreign visitors on total number of visitors, number of collective accommodation establishments, rate of unemployment, Defert's function) of 3 UNESCO destinations in the Czech Republic - Český Krumlov, Prague, Telč in last 10 years perspective. The next part is aimed at a case study that analyzes the impact of tourism on business activities and local development in the Town of Český Krumlov, which in 2012 celebrates, together with other places in the Czech Republic - Prague and Telč, their 20th anniversary of inclusion in the UNESCO World Heritage List.

Špela Vavpotič, Maša Možina
University of Primorska, Slovenia

ECOLOGICAL AWARENESS OF TOURISM EMPLOYEES IN THE GORENJSKA REGION IN SLOVENIA

Sustainable tourism is a developing trend that stresses the importance of employees in tourism to act ecologically. For tourism enterprises it is important to take care of the natural environment, nevertheless they depend on it. This article focuses on ecological awareness and ecological behavior of employees in tourism in the Gorenjska region, Slovenia. A quantitative research was conducted in December 2011 and in January 2012 through questionnaire. The results show that there are no statistically significant differences in the overall ecological awareness among employees in tourism regarding gender, the level of education and the type of organization they work in. The research also showed that respondents separate waste at home more often than at work, as well as their behavior is more ecological at home than at work. The results of the research can be used for further education purposes of employees in tourism and for maximizing their ecological awareness.

András Vincze

University of Pannonia, Hungary

HUNGARIAN TOURISM PROMOTION PUBLICATIONS IN ENGLISH - TOURIST BROCHURES FROM THE POINT OF VIEW OF PUBLISHER'S ECONOMIC AND SOCIAL RESPONSIBILITY

Every year great amounts of money are spent on tourist brochures. The organisations that publish them seem to be convinced that such publications are effective for influencing potential tourists. These publishers have great economic and social responsibility towards local communities, businesses and target customers to ensure that the moneys paid for tourist brochures are spent effectively to attract customers contributing to the economic sustainability of tourism at given destinations. However, it is an important question whether enough attention is paid to how these brochures are rendered into foreign languages and how culture-specific content is presented to them. This empirical study /still in a pilot stage/ looks into a corpus of selected tourist brochures published in English in Hungary. Native speakers of English have been asked to review the texts and to comment on them to provide valuable feedback concerning the language, the information content and the realisation of the marketing communication functions of the publications. As a result, a number of questions are expected to be answered, e.g. how the quality of translation affects potential target customers, to what extent information is lost in this complex communication process, how intercultural differences are dealt with and what areas are especially critical from the aspect of intercultural communication and also the publishers' social and economic responsibility.

Lana Švab, Nina Golob
University of Primorska, Slovenia

VOLUNTEERING AND TOURISM - THE CASE OF THE SOCIETY ANBOT FORM PIRAN

This paper focuses on the influence of volunteering on development of tourism in the area of the Slovene coast and consequently on the means of motivating the local people to co-create a destination's image. While tourism is a rapidly changing industry that emphasizes hospitality of both tourism professionals and local people, volunteering represents an important particle in the chain of stakeholders within a tourist destination. Within the municipality of Piran a local society "Anbot" was created. The society consists of the volunteers that help organize different culture events, among which the most famous is "Solinarski praznik" (Salt Festival). To understand the influence of the local people's volunteering on the development of the destination the semi-structured interview with the president of the local society "Anbot" was conducted. The results of are essential for understanding of the complexity of the whole tourist destination.

DONATIONS & SPONSORSHIPS

The Organizing Committee of 4th Encuentros conference would like to thank for the help and donations of the following organizations:



Hotels Bernardin



AdriaticSlovenica

Zaveznik družba d.o.o. • Članka Skupine IZ Group

Zavarovalnica Adriatic



Poliplet



Banka Koper



Piranske soline

