

BOOK AS A SOUVENIR: PARTNERSHIP BETWEEN TOURISM POTENTIALS, CULTURAL IDENTITY PROMOTION AND PUBLISHER'S PROFITS

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Abstract

A souvenir in its most general sense is frequently defined in dictionaries as a small and relatively inexpensive article given, kept, or purchased as a reminder of a place visited, an occasion. Countries of notable tourism potential pay attention to the offer of products that promote their national culture. This follows Huntington's theory (1996) according to which conflicts in the next century will not arise from conflicting ideologies or economic reasons; rather, they will result from (mis)understood cultural identities.

Books as a specific *cultural asset* (Tomašević and Kovač, 2009), particularly translations of texts important for the national culture, have an important role in tourism destinations, and should become a segment of the entire tourism offer. The authors compare several hundred thousand visitors of renowned trade fairs with millions of visitors to a tourist destination (the Republic of Croatia is an example analyzed in this paper; in 2008 it was visited by 9,415,000 foreign tourists¹). The presented data might contribute to the discussion on how to stimulate publishers' interest in books as souvenirs, i.e. in producing translations of key literary texts of the national culture, aimed indirectly at preventing possible *identity conflicts* in the future.

Keywords: *tourism of the Republic of Croatia, understanding cultural identity, fairs, book as a cultural asset, publisher, souvenir*

At times we march with others; mostly we march alone.
Huntington (1996)

1. CULTURE IDENTITY AND TOURISM

Culture is whole complex which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society (Tylor, 1871). Kroeber and Kluckhohn (1952/1963) defined culture as patterns of and for behaviour acquired and transmitted by symbols, constituting the distinct achievements of human groups, including their embodiments in artefacts. Rohner (1984) defined culture as the totality of equivalent and complementary learned meanings

¹ Statistical Yearbook of the Republic of Croatia, 2009 (Statistički ljetopis Republike Hrvatske 2009)

maintained by a human population, or by identifiable segments of a population, and transmitted from one generation to the next.

Geer Hofstede (1983) included individualism and collectivism into the dimensions of culture. Triandis (1999) understands western cultures as individualistic cultures, which put emphasis on personal attributes. On the other hand, collectivistic cultures are eastern cultures which emphasise relationships and links among people, roles, duties and obligations. In this way, the difference between collectivistic and individualistic cultures can be found within the context of the contrast of collectivistic east, where *us* as an identity is emphasised and where the basic social unit is family and individualistic west, where *I* as an identity is emphasised and the basic social unit is – an individual (Jeknić, 2007). The cultural identity answers the questions about one's place in the world (Jelinčić, 2006) and constitutes a vital term of reference to determining an individual's place in a certain cultural milieu, i.e. one's culture, history, heritage, language, religion, customs and values (Huntington, 1996). The cultural identity is an individual category of belonging to a group, with certain predetermined features, as well as the freedom of choice and the freedom to create identity (Mićunović, 1997, 150).

Kissinger (1994) and Huntington (1996) state the same: The *international system of the twenty-first century* the most important groupings of states are at least six major powers (the United States, Europe, China, Japan, Russia, and probably India) which belong to *five very different civilizations*. In this new world, local politics is the politics of ethnicity; global politics is the politics of civilizations. In this new world the most pervasive, important, and dangerous conflicts will not be between social classes, rich and poor, or other economically defined groups, but between peoples belonging to different *cultural entities* (Huntington, 1996). Indeed, it is the case of identity conflict. The grouping of cultures in the world reflects the grouping of power, and central elements of each culture and civilisation are language and religious values, the elements that today also determine the major differences between the Western world and Islam². Huntington (1996, 318-319) also explains several statements about *multicivilisation peace*: 1. The security of the world requires acceptance of global multiculturalism; 2. In a multicivilizational world, the constructive course is to renounce universalism, accept diversity, and seek commonalities; 3. People in all civilizations should search for and attempt to expand the values, institutions, and practices they have in common with peoples of other civilizations. Huntington's theory has been criticised. Seizaburo Sato (1997, 2) thinks that Huntington's statements are not only incorrect, but also completely wrong in some historical facts that he discusses in his analyses, emphasizing Huntington's ignoring the possibility that the contact among civilizations can lead to adjustment and acceptance, depending on the level of cultures' maturity and the intensity of contact. According to Castells (1992), *strong collective identities* that dispute globalisation and cosmopolitanism in the name of cultural uniqueness and an individual's wish to maintain control over their lives and surroundings are formed by transforming capitalism, abandoning etatism and the rise of the network society and technological revolution. Some authors (Jeknić, 2007) place this and similar discussions on the issues and possibilities of establishing equal *cultural dialogues* into the context of power relations, the acceptance of differences among cultures as equals, as well as the differences among market economies and the differences among political regimes.

On the other hand, tourism is a phenomenon of unavoidable cultural contact with both positive and negative consequences (Jelinčić, 2006). Negative consequences often presuppose various types of conflict, which can be typologically determined and expected in the manner tourist – host, international tourism operators – receptive country; different sectors of the receptive country, or as a result of bad advertising. The same author states that it is to be expected that a tourist will behave in a different way than usual while on holidays, and that they will more or less identify with the local culture of their destination country. On the other hand, local inhabitants feel threatened in their own identity due to acclimatising to the needs and wants of tourists and their foreign culture. In this sense, tourism is a component of cultural contact and a source of conflict, as well as a *culture shock*. Despite this, these same contacts create tourism culture and they incorporate the behaviour of all participants of tourism process (Jelinčić, 2006).

Along with all negative effects (conflicts), tourism will stimulate positive effects of tourism communication. Cultural contact promotes self-confidence, the feeling of pride, the need to preserve

² Under the term Islam, the author understands *collectivism (us identity)*. For the Western world he singles out *individualism*.

own identity, tradition, forgotten customs and heritage in local community. Moreover, it can be a mass media for promoting the cultural identity of the host (Jelinčić, 2006). Ascher (1985) claims that international tourism produces two-way illusions: tourists get a wrong picture of local community, and local population of visitors from wealthy countries. MacCanell (1984) argues that the relationship between a tourist and a local inhabitant leads to creating stereotypes before and during their contact, and Evans-Pritchard (1989) understands stereotypical assumptions of each other as an integral part of cultural contact where these stereotypes functions as a sort of cultural translation.

In order to diminish stereotypes and to emphasise the authenticity of a cultural space, the cultural tourism offer presupposes the acquaintance of foreign visitors with the culture of the chosen destination. Since this acquaintance usually occurs after the arrival of tourists at the chosen destination, the authors of this paper think that *a book as a cultural product* is an adequate means of cultural communication intended for the acquaintance with new or less known cultures. The authors also think that the offer of translated books written by domestic authors would enable foreign tourists to get to know the cultural landscape of the country they visit. In other words, taking into account targeted production of translations and the possibility to purchase them in frequently visited places, the creation of perception of cultural identity could be influenced.

2. BOOK – THE PRODUCT OF CULTURAL IDENTITY

Book production today is very developed, but the infrastructure is underdeveloped: there is no education toward publishing as a profession, and no research (Jelušić, 2004, 94). According to UNSECO, a book is a non-periodic printed publication of at least 49 pages, published in a particular country and made available to the public. The total publishing and cultural opus is influenced by the imploded classic publishing network in Croatia, high publishing margins and other high expenses that place a burden on publishers, a small number of sold books and the inability to invest substantial funds in suitable marketing (Gavranović, Naprta 2008). As with all market products, books also demand certain marketing efforts in order to ensure a better market placement. International fairs are but one instrument of sales technique. Fairs are held in almost every country in the world; they constitute an important part of the publishing scene and measure in a certain way, like tourism industry, a related (in)efficiency – by collecting the data on the number of visitors. The number of visitors is extremely important since an intensive offer/demand for certain books is noticeable at international fairs, i.e. copyrights (Tomašević, 2008). One of the biggest international book fairs (among others such as: The London Book Fair, BookExpo America, Beijing International Book Fair and Guadalajara International Book Fair) is a well-known Frankfurt Book Fair³ that is held each autumn in Frankfurt on Main (Germany). It is important to mention that almost 300,000 visitors visited the Frankfurt Book Fair in 2008, and there were 7,448 exhibitors from 108 countries⁴.

According to the Statistical Yearbook of the Republic of Croatia (2009, 504), 8,155 books and brochures were printed in the Republic of Croatia in 2007, which included 7,203 published works/titles, 6,501 of which are the first edition. According to this number of published works/titles, 6,670 were in Croatian, whereas 553 titles were not included into a Croatian-speaking area.

If Huntigton's theory (1998) that the division of cultures in the world reflects the grouping of power and that language and religious values are the core elements of each culture and that future wars will break out due to cultural misunderstanding, the question that the authors of this paper raise is: is tourism not, with substantially powerful migrations, an excellent lever for voluntary acquaintance with the culture of the destination by consuming a book as a product of the cultural identity? This issue becomes even more attractive if the fact from the Central Bureau of Statistics (CBS) (2009) is cited that almost 9.5 million visitors visited the Republic of Croatia in 2008 (as a reminder, the Frankfurt Book Fair recorded the number of 300,000 visitors, and 500,000 visitors came to Guadalajara). The authors of this paper do not know of any strategically developed activity that targets foreign tourists by preparing and offering the translations of Croatian literary and historic titles.

³ <http://www.buchmesse.de/en/>

⁴ <http://www.goethe.de/ins/hr/zag/kue/lit/hr4628794.htm>

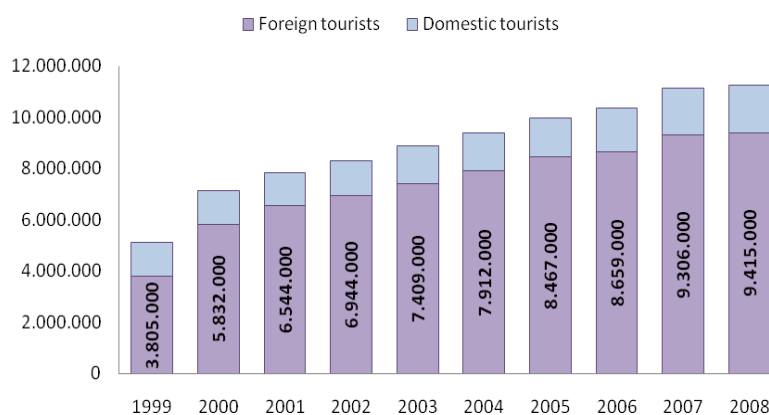
3. TOURISM OFFER OF THE REPUBLIC OF CROATIA

Tourism is one of the initiators of the market development in the Republic of Croatia, one of the key components of the national economy and foreign exchange. According to Lipovetsky (2008, 39), “under the wing of the third phase of the development of humankind, the civilization of things has been replaced by the experience economy (leisure and spectacle, games, tourism and entertainment). Hyperconsumers do not insist so much on owning things for their own sake as much as they insist on multiplying experience for experience itself. Organized tourism, constructed climbing paths, discovery routes among trees, plant labyrinths and amusement parks are numerous constitutive elements of the experience industry. Historic towns become theme towns in order to meet the demand for authenticity placed by tourists willing to experience a different surroundings, atmosphere and exotic folklore. Some team parks virtually or physically revive ancient towns, Indian reservations, extinct animals, the moments from our past.

The same author (2008, 38) states that “what is consumed the most is – fiction and games, music and travelling”. In 2001, each TV viewer spent 74 hours watching feature films and 262 hours watching TV fiction. Tourism has become number one world industry: in 1998, the number of tourists rose to 625 million, and some forecasts estimate that 1.6 billion people should travel abroad at least once a year in 2020. This dominance of free time has led some analysts to discuss a new form of capitalism that concentrates on entertainment and cultural products, and not on material products.”

In the Republic of Croatia, forecasts for 2010 (World Travel and Tourism Council, 2010) predict that tourism will directly and indirectly generate more than 35% of total GDP and more than 48% of total export. Croatia has an attractive tourism potential, among others a unique natural and cultural-historical heritage (the Ministry of Tourism of the Republic of Croatia, 2003), entirely sufficient to meet the needs for discovery routes, authenticity, exotic folklore. According to data (DZS, 2009), a continuous rise in the number of tourists has been recorded since 1999, leading to almost 9.5 million foreign visits in 2008 (Graph 1).

Graph 1: The number of foreign and domestic tourists in the Republic of Croatia in the 1999-2008 period



Source: The graph was made by the authors according to the data published in the Statistical Yearbook of the Republic of Croatia in 2009

TOMAS researches⁵ have been carried out periodically since 1987 by the Institute for Tourism with the aim of gathering relevant market data on tourism demand. *The attitudes and expenditures of tourists in Croatia – TOMAS* is the only continuous research of various signage systems and tourist stays at coastal destinations in the Republic of Croatia. According to TOMAS results (Marušić et al., 2008), the main socio-demographic profile of tourists that visited Croatia in the summer of 2007 is shown in Table 1.

⁵ The name Tomas comes from the Swiss term Touristisches Marktforschungssystem Schewiz.

Table 1: Main sociodemographic profile of tourists

Age of tourists	%	Education	%
do 25	9.0	Primary school	2.5
26 – 35	31.4	Secondary school	37.3
36 – 45	28.5	2-year college	31.3
46 – 55	17.2	University and higher	28.7
56 and over	13.9	Other	0.4
Total	100	Total	100

Source: The table was made by the authors based on the data published in TOMAS (Marušić et al., 2008, 32 and 33)

It is important to investigate the results of the same research which indicate the grounds that motivate tourists to visit the Republic of Croatia. Passive rest and relaxation (61.6%) are the major motive, as well as entertainment (43.3%) and getting to know natural attractions (26.1%).

Table 2: Motives for coming to the Republic of Croatia (several answers were possible)

Motives	%
Passive rest and relaxation	61.6
Entertainment	43.3
Visiting natural attractions	26.1
New experiences	25.5
Food and beverage, gastronomy	19.6
Attractive prices	11.3
Sports and recreation	10.2
Visiting cultural sights and heritage	9.8
The proximity of this place	9.2
Visiting relatives and friends	8.3
Diving	6.3
Health	5.0
Shopping	2.5
Business	1.2
Other motives	0.9
Religious reasons	0.7

Source: The table was made by the authors based on the data published in TOMAS (Marušić et al., 2008, 38)

When trying to answer the question what kind of tourists visit Croatia, based on TOMAS research, another question would also have to be dealt with, namely are tourist satisfied with the tourism offer (TOMAS recorded the level of satisfaction with 30 elements of tourism offer within their destination, and the answers were graded according to average answers from a range of very high to low degree of satisfaction). According to the results of TOMAS research, the guests named only two elements within the category of high degree of satisfaction: *natural beauty and landscape, and a good place for spending family holidays*. The categories with low degree of satisfaction include the following elements: *the quality of landmark signage, the scope of entertainment possibilities, the presentation of cultural heritage, the quality of local transport system and the diversity of cultural events*. The same tourists singled out *the lack of contents* of tourism offer of the Republic of Croatia when compared to other Mediterranean countries (France, Spain, Italy, Greece and Turkey).

4. CONNECTION BETWEEN BOOKS AND THE EXPERIENCE ECONOMY

Although the above mentioned theses on the lack of tourism offer in the Republic of Croatia are not new, they almost confirm the thesis that “the age of paradoxical happiness looks for solutions that are

themselves paradoxical” (Lipovetsky, 2008, 9). Namely, the tourism offer of the Republic of Croatia does not offer even the most basic preconditions for meeting the needs of the *experience economy* – available and published information on the cultural heritage of the visited destination. Foreign tourists visiting the Republic of Croatia can obtain two types of literature in the language that is not Croatian: daily or weekly press and tourist guidebooks (and possibly their more expensive version – photo monographs). Tourists do not have any sources to acquaint themselves with Croatian history, heritage, culture and ethnics by reading books, nor do they have the pleasure of choosing titles, i.e. selecting and acquainting themselves with authors or topics. This disadvantage may not be overly indicative, if the tourism offer of the Republic of Croatia would abound in other contents. Nevertheless, if TOMAS evaluation that foreign tourists singled out the *lack of contents* of tourism offer in the Republic of Croatia when compared to other Mediterranean countries is correct, and the Ministry of Tourism in their *The Strategy Report: Croatian Tourism Development by 2010* (The Ministry of Tourism, 2003) emphasises the importance of shifting the *sun and sea* image of the Republic of Croatia, it is really unclear how the tourism offer of the Republic of Croatia does not include the translations of recent Croatian literary and cultural works. Moreover, the mentioned Strategy (The Ministry of Tourism of the Republic of Croatia, 2003) puts emphasis on motivating, initiating and supporting the development of the supplementary/additional tourism offer and exploiting the existing potentials (museums, national parks, historical sites...), and on creating new tourism offers (amusement parks, water parks, marines, golf courses...). Even if all of the above mentioned is accepted, there is still the following open issue: Where does this Strategy (The Ministry of Tourism of the Republic of Croatia, 2003) and its demands for moving towards an altered tourism offer foresee/offer/leave a place for a book as a fundament of literacy and communication, as well as meeting the needs of the *experience economy*?

4.1. BOOK – A SOUVENIR

As it was already mentioned in the first part of this paper, a souvenir is a major segment of tourism offer. A souvenir in its most general sense is frequently defined in dictionaries as a small and relatively inexpensive article given, kept, or purchased as a reminder of a place visited, an occasion. Countries of notable tourism potential pay attention to the offer of products that promote their national culture. Since the tourism offer of the Republic of Croatia is still under the influence of the *sun and sea* image and the more present *experience economy* demands a broader range of tourism offer, the authors of this paper see a book as a potential tourism souvenir, especially since it can be “consumed” on a beach (thus, within the concept of the *sun and sea* destination), as well as within the destination scope that marks the Republic of Croatia and that shows “*the lack of contents* of tourism offer” (Marušić et al, 2008). If one can start perceiving a book as a potential souvenir, it has to be emphasised that a *book-souvenir* has to meet at least several demands:

1. availability (the possibility to purchase it in various places of tourist destinations – hotels, camps, gas stations, as well as tourist agencies, airports, post offices, book stores and souvenir shops),
2. price acceptability (paperback covers, large editions, subsidies from the Ministry of Tourism and the Ministry of Culture),
3. the quality of translations into some world languages,
4. the attractiveness of contents and publication,
5. creating the wish to take a book-souvenir home and show (lend or give as a present) to friends,
6. contents that enable identification with the notion and the meaning of the culture of tourist destination.

It is to be expected that the inclination to read a book-souvenir will depend on the people that accompany the visitors to their destination. Those that come alone or with a partner will probably have more opportunity to read various works, while members of a family could be equally interested in works of Croatian authors, as well as books intended for children and the youth. In order to elaborate on the grounds for this opinion, the proportions of four most common categories are given, and at the same time potentially interesting literary texts of the future books-souvenirs are recommended (Table 3).

Table 3: Travelling company and the recommended literary types of work

Travelling company	%	Literary types of work ⁶
With family members	47.1	Contemporary authors The classics of Croatian literature Children books
Alone	5.3	Contemporary authors The classics of Croatian literature
Only with a partner	32.1	Contemporary authors The classics of Croatian literature
With friends (acquaintances)	15.5	Trivial types of texts
Total	100	

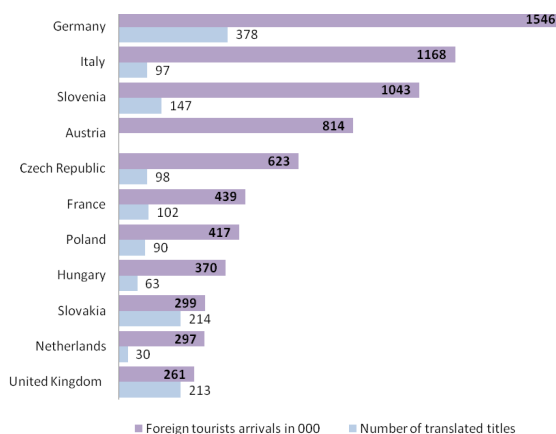
Source: The table was created by the authors according to the data published in Tomas (Marušić et al., 2008, 37)

Although both current ministries (the Ministry of Tourism and the Ministry of Culture of the Republic of Croatia) announce the intensifying of their cooperation (The Ministry of Tourism of the Republic of Croatia, 2003)⁷, Croatian publishers should also be included into the project of making a book a souvenir.

4.2. CURRENT SITUATION

Since 2005, the Ministry of Culture of the Republic of Croatia has been systematically and continuously looking after foreign advertising and adequate book presentations. Within these efforts, the fundamental assumption on how to trigger a book-souvenir has been created: *translation database of Croatian literature*⁸. According to the Ministry of Culture, this database represents the basis for planning concrete advertising actions and a stepping stone for considering future projects⁹. It includes 1,760 translations of 187 Croatian authors into 37 foreign languages for markets of 52 countries. The data on the most frequent foreign visitors, i.e. their native languages are of great importance. Graph 2 presents the number of the existing translations of Croatian titles into 11 languages that are simultaneously the languages of the most common foreign visitors in the Republic of Croatia in 2008.

Graph 2. Number of books by Croatian authors translated into 11 languages



⁶ The mentioned literary types of texts (potential translations of future *books-souvenirs*) have been suggested by the authors of this paper, based on the travelling company of visitors.

⁷ The need to link tourism and culture in the Republic of Croatia can be seen in planned future projects of the competent ministries for the year 2010 in the segment *the improvement of aggregate tourism offer*. There are 21 measures and activities, five of them presuppose the cooperation of the Ministry of Culture and the Ministry of Tourism. (The Ministry of Tourism of the Republic of Croatia, 2003)

⁸ www.culturenet.hr

⁹ <http://www.min-kulture.hr/default.aspx?id=193>

Source: The graph was made according to the data published in the Statistical Yearbook of the Republic of Croatia in 2009 and the Translation Database of Croatian Literature¹⁰

As shown in Graph 2, the largest number of translated titles (378) as well as the largest number of foreign visitors (1,546,000) are from Germany. If Austrian tourist (814,000) are added, which also come from the German-speaking area, then there are 2,360,000 visitors for whom translated titles already exist, which are in a way ready to be published but at the same time unavailable for purchase in the Republic of Croatia. There is also a large number of translated titles for English-speaking tourists (213), Slovaks (214), Slovenian-speaking tourists (147) and the French-speaking (102). It is a paradox that foreign tourists can buy a Croatian book only in their home countries. Moreover, it is difficult to explain that they can/have to intellectually and practically prepare to learn about the culture of the Republic of Croatia outside Croatia itself, i.e. in their home countries.

5. DISCUSSION

By accepting globalisation and integration processes as welcome, positive trends, the further development of tourism of a certain destination has to be observed in the current and forthcoming processes (Koncul, 2004) The authors of this paper begin with Huntigton's theory (1998) that the division of cultures in the world reflects the grouping of power, that central elements of each culture and civilisation are language and religious values, and that future wars will break out due to cultural misunderstanding.

Tourism is seen as an activity that is characterized by strong migrations, culture shocks and culture conflicts, as well as a basis for the development of global tourism culture and global media for understanding the culture of the chosen destination by consuming a book as a product of cultural identity. This statement can be substantiated by the fact that, for example, almost 10 million tourists visit the Republic of Croatia every year (almost 9.5 visitors came to Croatia in 2008) who do not have the opportunity to buy a book by a Croatian author at frequently visited tourist sites and that could be read in their own mother tongue and treated as a souvenir – a small and relatively inexpensive article given, kept or purchased as a remainder of a place visited, an occasion. A book-souvenir would not only be justified by the fact that it promotes national culture. It also means a step away from the bad image of tourism offer of the Republic of Croatia, still under the influence of the epithet *sun and sea*. At the same time, the present *experience economy* demands the widening of tourism offer, especially on the products that can be “consumed” at a beach (thus, within the *sun and sea* destination) due to “*the lack of contents of tourism offer*” (Marušić et al., 2008). If the fact that a book has a potential to become a souvenir is accepted (not only tourist guidebooks and monographs, but also classic and contemporary literature and popular histories), then it would have to become available (availability to be purchased across tourist destinations), its price should be acceptable, the translation of good quality, of attractive contents and design and it should generate a wish to be taken home and shown (lent or given as a present) to acquaintances. The contents of a book should really allow to be identified with the culture of tourist destination.

When transforming a book into a souvenir, the authors suggest a systematic and strategically developed activity by the Ministry of Culture and the Ministry of Tourism, as well as the cooperation with publishers. The establishment of a distribution network and the utilization of the existing resources, in the first place the existing *Translation Database of Croatian Literature* with 1,760 translations by 187 Croatian authors into 37 foreign languages for markets of 52 countries. *A book-a cultural souvenir* can surely contribute to the prevention of conflicts that arise due to differences among national and cultural identities. Moreover, it can improve the (un)complete tourism offer. Finally, if only 1% of tourists in the Republic of Croatia bought a *book-souvenir*, the written piece of information on the culture of the Republic of Croatia would be taken home by 90,000 visitors. If this book offer is made sufficiently attractive, then not only economic interests would be achieved – the needs of cultural communication, advertising and acquaintance would be met.

¹⁰ <http://www.culturenet.hr/default2.aspx?id=23>

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