

Youth Attitudes on Cultural Tourism in the City of Hvar

Sanda Stančić and Vesna Barbarić, teachers

Secondary School of Hvar

Departments: Gymnasium, Hotel and Tourism School

Author Note

Data collection and preliminary analysis were made by students of Secondary School of Hvar (2nd and 3rd graders, age: 16/17): Matilda Bortolotti, Anastazia Kalaš, Karmen Poparić, Nikol Marušić, Mia Čubre, Gabrijela Jurić, Martina Škarpa, Stella Miliša, Roberta Tudor, Tara Schwarz. Portions of these findings were presented as a presentation at the **INTERNATIONAL SYMPOSIUM: TOURISM & CULTURE IN PHILOSOPHICAL PERSPECTIVE, 10/16/2019, Arsenal, Hvar.**

Correspondence concerning this article should be addressed to Sanda Stančić, Srednja škola Hvar, Kroz Burak 81, 21 450 Hvar. Email: sanda.stancic1@gmail.com

Abstract

Tourism and culture are so connected that they depend on each other. Thus, the term inculturation means the impact of tourism on the growth and enrichment of cultural awareness in each individual, while the term acculturation presupposes the touch of different cultures in the tourism process. The tourist is therefore a user of the culture of the country he comes from, but at the same time he is also a representative of his own culture from which he comes.

Globalization processes and increasing guest standards have influenced the international tourism market. Destinations must constantly raise and enrich the level of quality of their tourist offer to be interesting and competitive. The city of Hvar is a famous tourist destination with a 152 years long tourism tradition, but the primary focus is on young tourists and entertainment. Specific spatial-geographic and cultural-historical features represent excellent predispositions for the development of tourist activities, unfortunately cultural and natural potentials are largely unused. A key step in their development would be to improve the old and create new cultural products that would be adapted to current trends in the world and to improve the accompanying infrastructure. There are a total of 90 cultural assets registered in the area of the city of Hvar. Cultural and natural potentials exist, but it is necessary to make attractive and interesting tourist offers. One important step in achieving it is strengthening the cooperation between the city and other local units on the island of Hvar, as well as the young people of the City of Hvar. Because of all this, the city of Hvar can be called the real treasury of cultural and historical heritage which makes an excellent base for the development of a long-term sustainable type of tourism. The question is: Are the local people, especially, young people of Hvar, aware of the benefits of cultural tourism?

Keywords: cultural tourism, youth attitudes, cultural heritage, the City of Hvar

Research methods: Descriptive Statistics, graphics analysis

Research objectives: To examine the attitudes of young people in Hvar town on the concept of cultural tourism, as well as their satisfaction with cultural tourist offer of the city.

Survey instrument: structured questionnaire, 25 (closed) questions

Data collection method: google forms (link sent to emails, message, via social networks)

Sample: random sample; sample size: 178; population: youth of Hvar (local population) aged 15 to 30 years

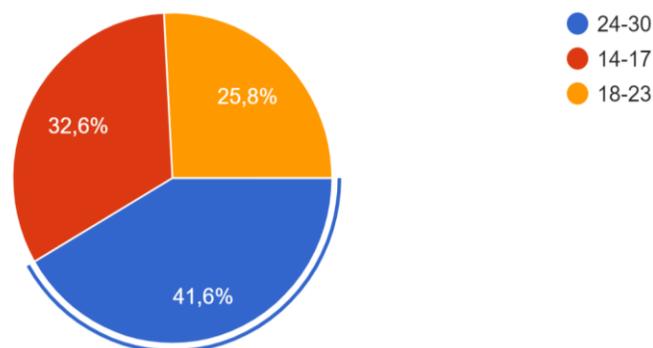
Interview time: beginning of October 2019.; The results are presented in chart form, graphics analysis

Results

Figure 1

Question 1: How old are you?

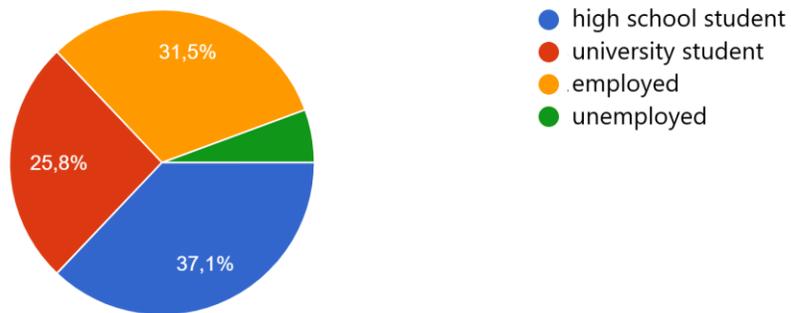
178 responses



Most survey respondents are from 24 to 30 years old.

Figure 2

Question 2: What is your occupation?



178 responses

Figure 3

Question 3: The highest level of your education is:

178 responses

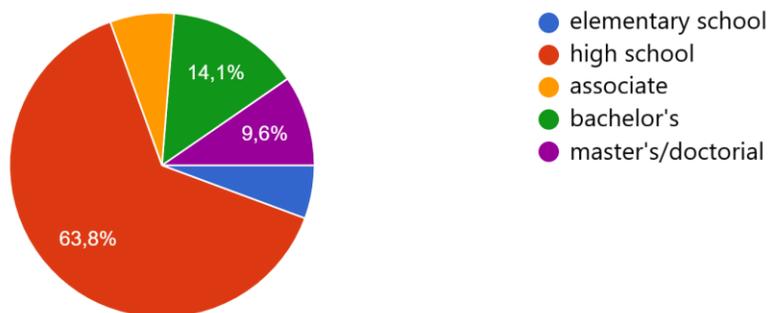


Figure 4

Question 4: In your opinion, what does cultural tourism imply?

177 responses

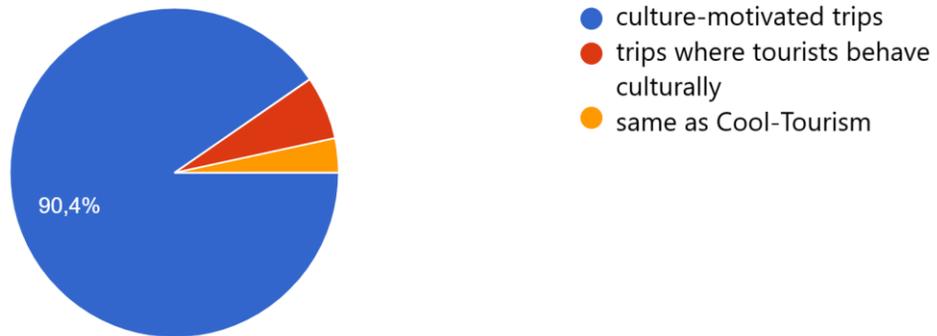


Figure 5

Question 5: Does the city of Hvar have a recognizable cultural heritage?

178 responses

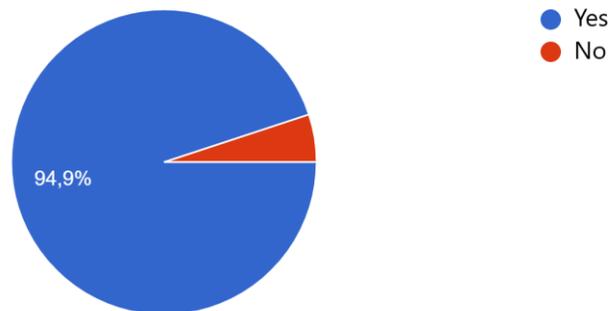


Figure 6

Question 5: Cultural heritage is important for the tourism of our city.

178 responses

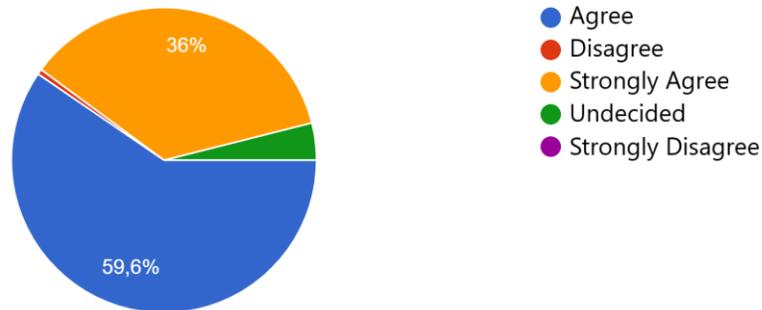


Figure 7

Question 7:

Do you think the number of tourists visiting a place at the same time should be limited?

176 responses

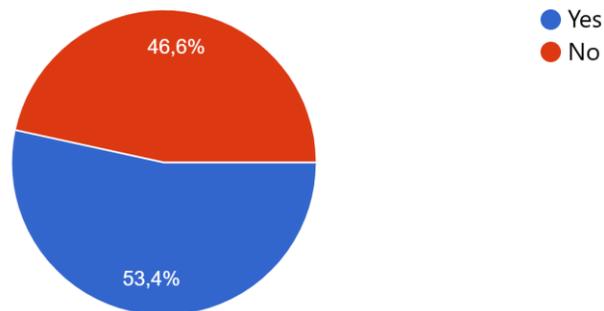


Figure 8

Question 8: Do you mind excessive tourism?

177 responses



Figure 9

Question 9: Working hours of cultural attractions fit the raised number of tourists.

173 responses

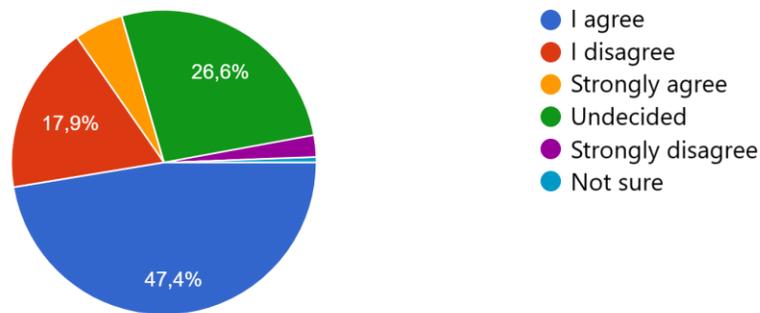


Figure 10

Question 10:

How satisfied are you with the progress of cultural tourism in Hvar in the past 5 years?

(grade)

178 responses

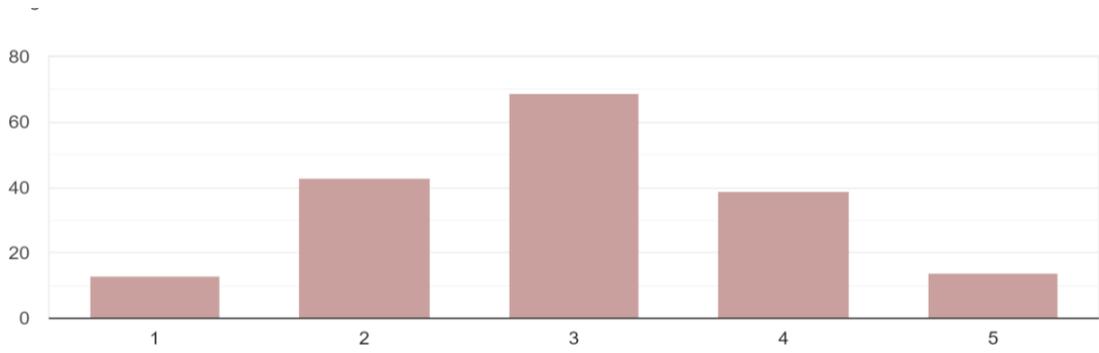


Figure 11

Question 11: Do you mind drunk tourists and their behavior?

178 responses

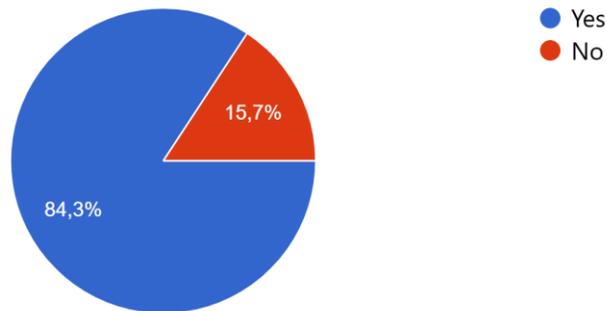


Figure 12

Question 12: Do you think Hvar should ban pub crawls like some other tourist destinations?

177 responses

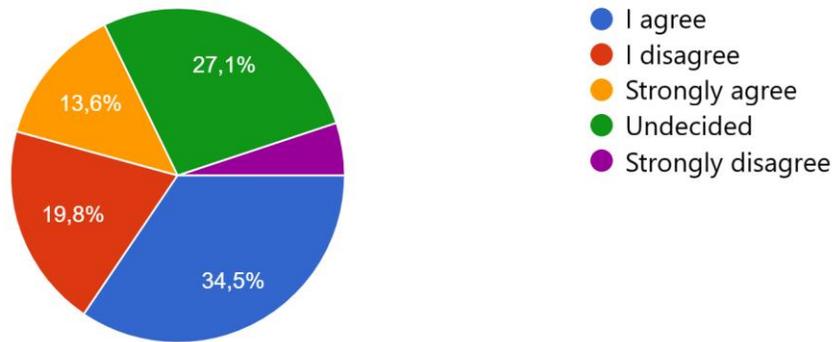


Figure 13

Question 13:

Do you think that Hvar has untapped potential for the development of cultural tourism?

177 responses

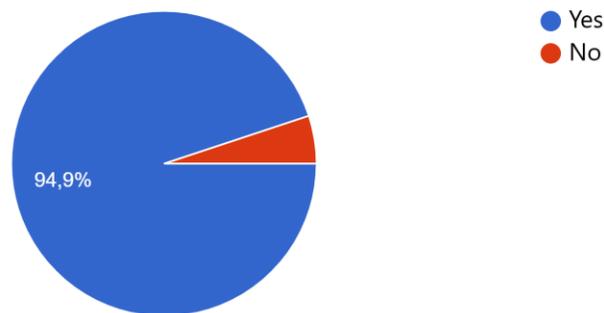


Figure 14

Question 14: How satisfied are you with the marking of cultural facilities in Hvar (grade)?

177 responses

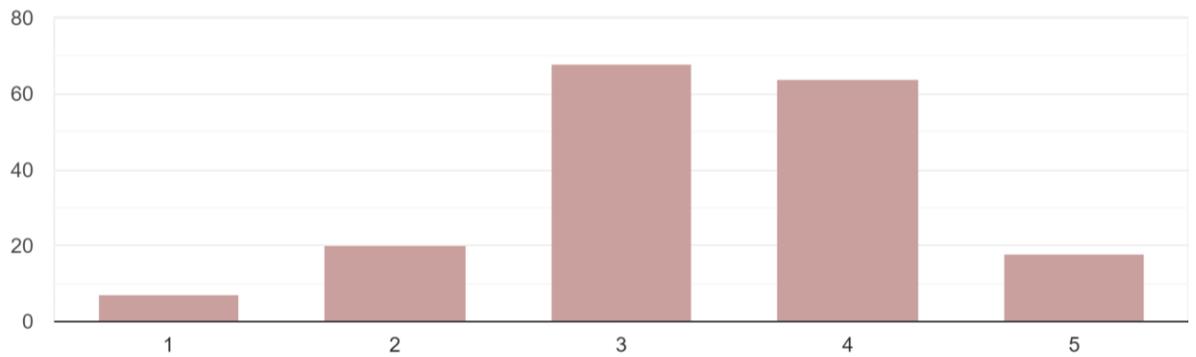


Figure 15

Question 15: Are there accessibility restrictions at some attractions for people with disabilities?

178 responses

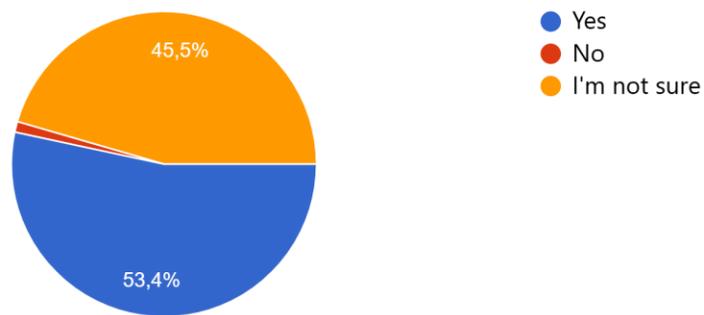


Figure 16

Question 16: Does Hvar have enough to offer to guests out of season?

177 responses

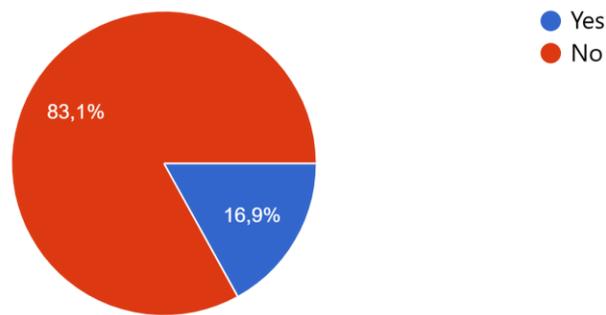


Figure 17

Question 17: Are there enough souvenirs and souvenir shops in Hvar?

178 responses

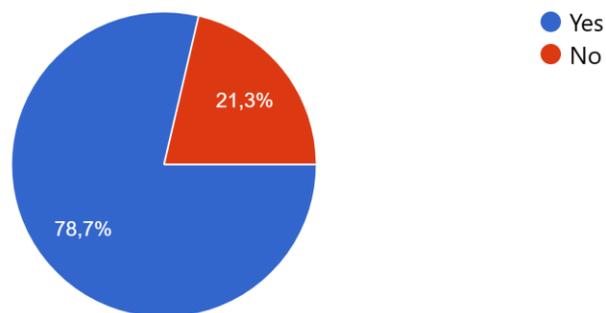


Figure 18

Question 18: Does the cultural tourism of Hvar affect the quality of life of the locals?

175 responses

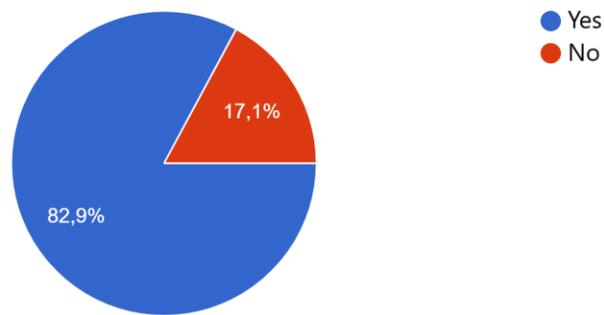


Figure 19

Question 19:

Is it necessary to have management skills when connecting tourism and culture (heritage)?

177 responses

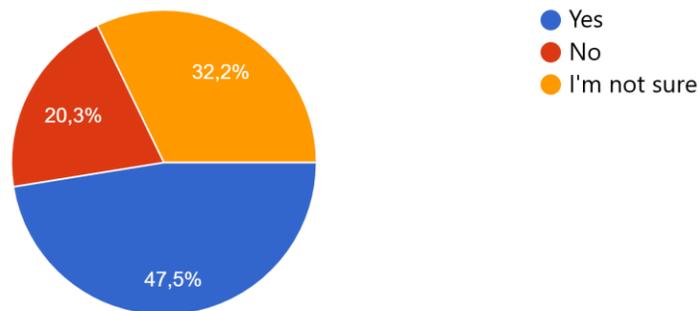


Figure 20

Question 20: Cultural tourism could extend the tourism season in Hvar.

178 responses

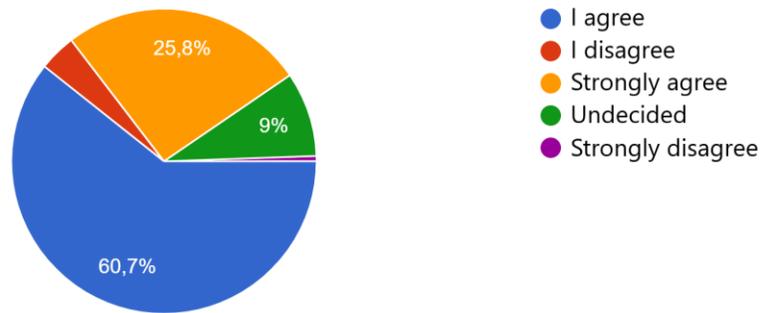


Figure 21

Question 21:

Do you think Hvar is losing its authenticity and traditional values for the purposes of tourism?

176 responses

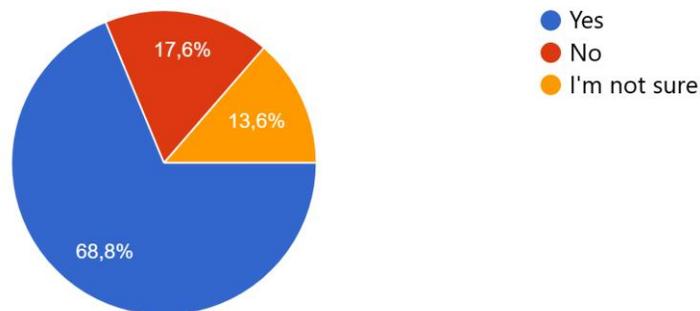


Figure 22

Question 22: Are there tourist arrangements in Hvar with included cultural attractions?

177 responses

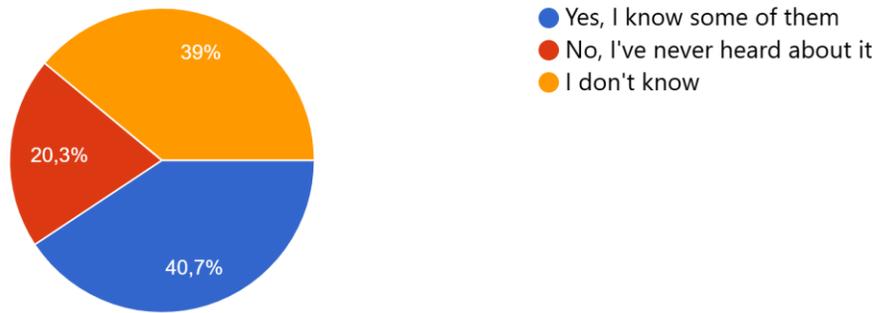


Figure 23

Question 23: Do you mind the cruise ships which bring thousands of guests a day?

178 responses

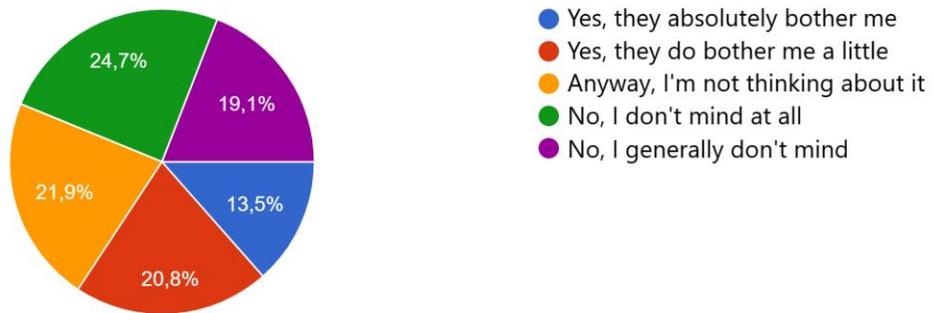


Figure 24

Question 24: Do you think that tourism is harming the destination that tourists visit?

176 responses

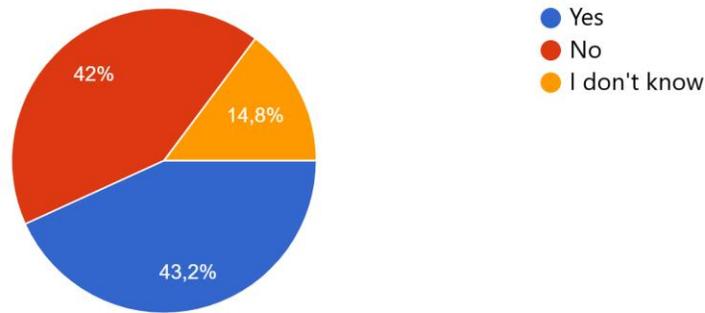
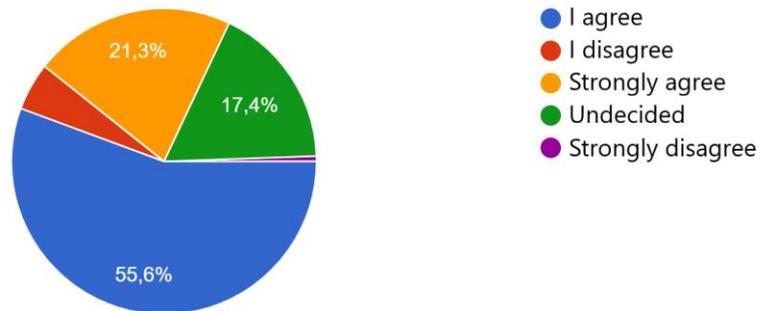


Figure 25

Question 25:

Do you think that a positive attitude of the locals towards tourism affects the tourist satisfaction?

178 responses



Conclusion

Almost all young people in Hvar are familiar with the concept of cultural tourism.

Also, almost everyone is aware that the town of Hvar has a recognizable cultural heritage.

The vast majority know that cultural heritage is important to the city. Almost everyone notes the city's untapped potential for cultural tourism development.

The vast majority are aware that cultural tourism affects the quality and life of the city and believes that the season could be extended with the help of cultural tourism.

69% think Hvar is losing its authenticity and traditional values by adapting for tourism purposes, the rest is not sure or disagree.

There are almost divided opinions as to whether it is necessary to have managerial skills in connecting tourism and culture. Most believe that their positive attitude towards tourism also influences how satisfied the guest will be in Hvar. Opinions were divided as to whether tourism is harming the destination. The answers about cruisers are very scattered.

Most of them have not heard or do not know about cultural tourist arrangements in the city. Most believe that Hvar loses its authenticity by adapting it for tourism purposes.

They think that Hvar does not have enough off-season facilities, they do not know about restrictions for tourists with disabilities. They are divided over the ban on pub crawls, but the vast majority are bothered by drunken tourists around the city. Most people are satisfied with the progress of cultural tourism in the city over the last five years.

Despite the good knowledge and positive attitude of the Hvar young population on the concept of cultural tourism, additional awareness and familiarization with certain terms such as social tourism (accessible tourism), sustainable tourism, long-term negative impacts of tourism on the environment and the local population, are needed. This is supported by divided opinions about the detrimental effects of tourism to the destination and the non / detrimental effects of cruisers. The questions that remain to be considered and which should be made public, are: Does Hvar have more damage or more benefits from party tourism and cruising tourism? Can cultural tourism represent a sustainable alternative to mass and party tourism? How can the local population contribute to the development of the cultural tourism?

A biographical note on the authors

Sanda Stančić is an Economics teacher-mentor at the Department of Hotel and Tourism at Secondary School of Hvar, coordinator and project manager of six school projects in cooperation with Croatian Ministry of Tourism. The last project “Hvar for all” is about the social, accessible tourism and tourism for all and has been rewarded as one of three best in Croatia.

Vesna Barbarić is a teacher of Croatian language and literature at the Department of Gymnasium and Hotel and Tourism at Secondary School of Hvar, also a deputy head-teacher, involved in many school projects like Erasmus projects and Croatian Ministry of Tourism projects.