

<https://doi.org/10.7251/EMC2402437L>

UDK: 338.486.1.02:316.323.7(497.5)

Datum prijema rada: 17. jun 2024.

Časopis za ekonomiju i tržišne komunikacije

Submission Date: June 17, 2024

Economy and Market Communication Review

Datum prihvatanja rada: 15. decembar 2024.

Godina/Vol. XIV • Br./No. II

Acceptance Date: December 15, 2024

str./pp. 437-451

ORIGINALNI NAUČNI RAD / ORIGINAL SCIENTIFIC PAPER

ECONOMIC ASPECTS OF THE CHARACTER AND WORK OF IVANA BRLIĆ MAŽURANIĆ IN THE FUNCTION OF DEVELOPMENT OF COMPETITIVE CULTURAL AND TOURIST PRODUCTS OF THE TOURIST AREA "SLAVONSKI BROD - POSAVINA"

Biljana Lončarić

PhD., Tourist Board of the area "Slavonski Brod-Posavina", Slavonski Brod, Croatia, director of the Tourist Board; info@tzgsb.hr; ORCID ID: 0009-0004-6796-2025

Milan Stanić

PhD, assistant professor, University of Slavonski Brod, Slavonski Brod, Croatia, lecturer; mstanic@unisb.hr; ORCID ID: 0000-0002-6313-7093

Maja Vretenar Cobović

PhD, assistant professor, University of Slavonski Brod, Slavonski Brod, Croatia, lecturer; mvcobovic@unisb.hr; ORCID ID: 0000-0002-7225-147X

Abstract: *Ivana Brlić-Mažuranić is the brand of the tourist area "Slavonski Brod-Posavina", and her name and work are a frequent motive for the arrival of tourists, and the key distinguishing element on the basis of which this destination can differentiate itself from the competition. Analyzing the results of a large number of primary research conducted by the Zagreb Institute for Tourism during the preparation of marketing plans for the tourism development, as well as trends on the global tourism market, it was found out that the name and work of this Croatian writer could be the starting point for more intensive development of various forms of cultural tourism, including heritage, literary tourism, event and creative tourism. The aim of this paper is to determine which of these forms of tourism should the most be invested in, and which of the mentioned tourist products could bring the greatest economic benefits. As part of this, after analyzing the existing situation, the primary research, using the survey method, was carried out, in order to determine the attitudes of tourists and local residents regarding the perspective of particular cultural-tourism products based on Ivana's name and work. The results of the research showed that the views of the respondents regarding the perspective of certain cultural products are fairly evenly distributed, and therefore each of these products is to a lesser or greater extent in the function of the arrival/longer stay of visitors in the destination. The conclusion drawn from there was that cultural tourism needs to be developed in different directions and within each policy area, various activities should be implemented to intensify the arrival of tourists motivated by culture; improve the conditions of their stay, as well as achieve economic benefits on the part of the holders of cultural and tourist activities.*

Keywords: *Ivana Brlić Mažuranić, cultural- tourism product, cultural tourists, Slavonski Brod, Posavina*

JEL classification: *M31, O18, R11*

INTRODUCTION

Cultural tourism can be defined as an activity in which the primary motivation of visitors is to learn, discover, experience and consume tangible and intangible cultural attractions/products in a tourist destination. These attractions/products refer to a set of distinctive material, intellectual, spiritual and emotional features of a society that include art and architecture, history and cultural heritage, culinary heritage, literature, music, creative industries and living cultures with their lifestyles, value systems, beliefs and traditions (WTO, 2017).

In Europe, the double definition of the European Association for Tourist and Leisure Education (ATLAS), which conducts research on cultural tourism in Europe for the needs of the European Union, is most often applied. The conceptual definition includes motivational and experiential elements, thus defining cultural tourism as all trips that include visits to cultural attractions outside the permanent place of residence, with the aim of acquiring new knowledge and experiences that meet the cultural needs of the individual. According to the technical definition, however, cultural tourism trips are all trips that include visits to cultural tourist attractions, from historical sites to artistic and cultural events, to visits to museums and theaters, made outside the place of residence (Richards, Cultural Attractions and European Tourism, 2001).

In any case, today cultural heritage includes both tangible and intangible goods (Timothy, 2020), and cultural tourism are tourist activities that take place in places and destinations with cultural heritage (ICOMOS, 2022). At the same time, it should also be noted that the cultural resources of a destination exist primarily because of its own citizens, because culture enriches their daily life, defines their identity and gives them a sense of continuity between the past, present and future (Tomljenović, Cultural tourism, 2006).

In the 1970s, cultural tourists were considered to be a small number of better-educated and affluent people with a pronounced preference for culture and art, attracted mainly to elite cultural attractions and events (McKercher & Du Cros, 2002), while today the market of cultural tourists is very heterogeneous, and the travel motives of certain market segments of cultural visitors are different (Lončarić, Marketing in tourism of Slavonia and Baranja, 2012). The same in a business sense can represent a big challenge for the cultural sector, because this sector is increasingly faced with a chronic lack of financial resources for the maintenance of cultural heritage and the financing of cultural creativity, so involvement in tourism is becoming an increasingly attractive business option for this sector (Tomljenović, Cultural tourism, 2006). In other words, cultural tourism should be seen as an important potential source of tourist growth (Richards, 2003) at the level of management policy, including the level of management in tourist communities and cultural institutions, because cultural attractions and events in the ever-increasing generate tourist consumption (Richards, 2018), and lead to economic benefits, both in terms of the growth of visitors, and in terms of their longer stay in the destination (du Cros, 2007).

When it comes to the tourist region of Slavonia, which is located in the territory of the Republic of Croatia, the analysis of physical indicators published by the State Statistical Office of the Republic of Croatia shows that it is the most underdeveloped Croatian region in terms of tourism. Despite this, a certain number of Slavonian tourist attractions, including attractions related to cultural and historical heritage, have international importance (Boranić-Živoder, i dr., 2019 b). Thus, in the Brod-Posavina County, the Brod Fortress with the Tamburitza Museum and the Ružić Gallery (Boranić-Živoder, i dr., 2019 a) has been singled out as a cultural attraction of international importance (Boranić-Živoder, i dr., 2019 a), which has been continuously renovated and new facilities are introduced to it (Boranić Živoder, i dr., 2022).

Although in the area of the tourist area “Slavonski Brod-Posavina”, which territorially occupies the area of the city of Slavonski Brod and the municipalities of Bukovlje, Gornja Vrba and Podcrkavlje, cultural tourism is not represented to the same extent as business, transit and shopping tourism (Tomljenović & Boranić Živoder, 2023), there is an increasing number of tourists, both organized and individual, whose motive for staying in the destination is culture. Therefore, the Action Plan for the development of cultural tourism in the destination for the period 2024 -2030 was drawn up in November 2023., and it promotes a proactive approach through the development of four key products: heritage tourism, literary tourism, event tourism and creative tourism (Tomljenović, Tokić, & Vodanović Lukić, 2023).

For all the mentioned cultural products, one of the key backbones of further development is the character and creativity of the great Croatian writer Ivana Brlić-Mažuranić, who wrote most of her fairytales in Slavonski Brod, which can significantly contribute to better positioning of the destination “Slavonski Brod-Posavina” on the tourist markets. This is also confirmed by the slogan “Sail into a fairy tale” associated with Ivana Brlić Mažuranić, which is a component of the destination’s visual identity and, based on a series of previously conducted primary research, has been implemented since 2011 (Lončarić, 2014).

What is currently insufficiently examined is the extent to which the comparative advantages of the destination “Slavonski Brod-Posavina” resulting from Ivana’s stay and literary creation in Slavonski Brod have been used, or whether the direction in which further investments should go has been defined.

Therefore, the subject of the research carried out within this work are precisely the selective forms of cultural tourism whose development is possible in the destination, and for which the name and work of Ivana Brlić-Mažuranić are the starting point, because these elements are the most important key distinguishing elements of the integral tourist product of the destination. In this sense, the aim of the subject research was to determine which of the possible selective forms of cultural tourism should be invested in the most in the upcoming medium-term period, and, which of the mentioned tourism products in the cultural sector could bring the greatest economic benefits to the local community. When it comes to the motive of the research, the emphasis is on finding out the views of different target segments, including the local population, on this issue.

In this sense, this research aims to prove the scientific basis of the following hypothesis: The motives for visiting cultural attractions and consumption of cultural contents in the destination „Slavonski Brod-Posavina“ by different market segments

are various, and therefore each of the development activities which are being carried out in the segment of heritage tourism, literary tourism, event tourism and creative tourism should be in the function of the arrival/longer stay of visitors in the destination, regardless of the main motive of their current stay. Therefore, cultural tourism in this destination needs to be developed in different segments, including heritage tourism, literary tourism, event tourism and creative tourism, and within each of the mentioned areas different activities should be carried out, all in the function of intensifying the arrival of tourists motivated by culture; improving the conditions of stay of this category of tourists, and also achieving economic benefits on the part of the cultural and tourist activities in the destination.

This paper provides an overview of the relevant literature in the field of cultural tourism, presents the research methodology, explains the documentation base for conducting primary research, establishes limitations, explains the research results, and gives an overview of the possibility of applying the research results in practice.

LITERATURE REVIEW

One of the most cited authors in the field of cultural tourism is certainly Greg Richards, author or co-author of a number of scientific papers on this topic, some of which were also used as sources during the writing of this paper.

More recent research on this topic was conducted by M. Al-Ababneh and M. Masadeh (Creative cultural tourism as a new model for cultural tourism, 2019). These authors introduce the concept of "creative tourism" which is developing in both urban and rural areas and increasingly replaces traditional "cultural tourism", what is especially important for destinations that do not have a rich cultural heritage, and base their cultural-tourism development on "intangible elements". M. Galvagno and S.C. Giaccone (Mapping Creative Tourism Research: Reviewing the Field and Outlining Future Directions, 2019) defines creative tourism as a form of cultural tourism whose development is based on the tradition and customs of the local population and the involvement of tourists in creating experiences; S. M. Cabeça (Post-Pandemic Tourism: Opportunities for Creative Tourism, 2022) points to the desire of cultural tourists to connect with the local community, while B. McKercher and H. du Cros (Cultural Tourism: The partnership between tourism and cultural heritage management, 2002) emphasize the need to actively manage the experiences of tourists motivated to come by culture. While P. Remoaldo et al. (Profiling the participants in creative tourism activities: Case studies from small and medium sized cities and rural areas from Continental Portugal, 2020) emphasize the possibilities of combining the content of creative tourism with the content of other forms of tourism which are the main motive of arrival tourists to the destination, V. Cuffy and B. B. Nair (Events Tourism: A critical debate for the 21st century, 2021) emphasize the importance of "cultural events tourism".

Renata Tomljenović, author or co-author of a number of scientific papers on this topic, including the chapter "Cultural tourism" in the scientific book "Croatian tourism: blue, white green" from 2006, and a number of strategic and action plans of tourism development of the region of Slavonia and the region of Brod-Posavlje (Tourism master plan for the city of Slavonski Brod, 2010); (Action plan for tourism development in Slavonski Brod., 2011); (Action plan for adapting tourism management in the crisis situation caused by the C19 pandemic, 2020); (Strategic marketing plan for

tourism in Slavonia with a branding plan for the period 2019-2025., 2019 b); (Tourism Marketing Plan of Brod-Posavina County 2019-2025., 2019 a); (Tourism Development Strategy and Marketing Plan for Brod-Posavina County until 2030., 2022); (Destination Slavonski Brod-Posavina: Analysis of the situation with strategic guidelines, 2023); (Destination Slavonski Brod-Posavina: Action Plan for the Development of Cultural Tourism 2024-2030, 2023).

This author has researched that, except in the case of well-known and market-profiled cultural attractions, the most frequent visitors to most cultural and historical sights and events are those who do not choose the destination of their trip based on the cultural offer, but will consume it if it is available in the destination (Tourism master plan for the city of Slavonski Brod, 2010). According to R. Tomljenović, within the tourist product of cultural tourism, it is possible to identify four interdependent groups of products, namely: Cultural heritage, Festivals and events, Literature and Creativity (Tomljenović, Tokić, & Vodanović Lukić, 2023).

Papers published on this topic within the framework of international scientific meetings, i.e. in scientific journals, were also studied. Thus, B. Z. Poljašević and colleagues (Business and digital competencies in creative industries: analysis of study programs in Bosnia and Herzegovina and Slovenia, 2020) single out education as a key factor in creative industries; H. Lajšić (Current situation, chances and challenges for the development of human resources in the field of culture of the Republic of Serbia, 2017) explains the process of globalization in the creative sector; I. Matečić (Specific Characteristics of the Tangible Cultural Heritage Valuation Processing Tourism, 2016) elaborates the process of cultural heritage valuation in tourism, while T. S. Vlahović Mlakar and Đ. Ozretić Došen (Brand Experience Research in Hospitality and Tourism - Review and Future Directions, 2022) emphasize the “experience” in the destination as a crucial success factor in all segments of tourism.

When it comes to authors studying the possible development of cultural tourism in the region of Slavonia, L. Lerga and colleagues (The influence of cultural heritage on the development of Slavonia*s, Baranja*s and Srijem*s tourism, 2021) analyze the possibilities of developing cultural tourism in the entire region of Slavonia, and B. K. Gigić (Population perception of creating the brand of the city of Osijek with an emphasis in the field of culture, 2022) investigates the possibilities of branding the city of Osijek as a tourist destination through cultural heritage.

METHODOLOGY AND EMPIRICAL DATA

On the occasion of conducting research on the topic of the possible development of cultural tourism products in the destination “Slavonski Brod-Posavina”, questionnaires that were used consisted of the questions for which the starting point was the study “Action plan for the development of cultural tourism in the area of the destination “Slavonski Brod-Posavina” from November 2023, made by the Zagreb Institute for Tourism.



Chart 1. Four interdependent groups of cultural products of the destination "Slavonski Brod-Posavina"

Source: (Tomljenović, Tokić, & Vodanović Lukić, Destination Slavonski Brod-Posavina: Action Plan for the Development of Cultural Tourism 2024-2030, 2023)

As can be seen from Chart 1, when it comes to cultural tourism, the author of the study envisages the possibility of developing four interdependent groups of cultural-tourism products whose development is possible in the area of the destination "Slavonski Brod-Posavina", including the following segments: cultural heritage; festivals and events; literature and creativity.

The same concept was applied in the subject primary research conducted by the authors of the paper, with the name and work of Ivana Brlić-Mažuranić as one of the key cultural and touristic attractions of the destination.

In question number 1, the respondents were supposed to rank, according to priorities, using grades from 1 (the most perspective tourist product) to 4 (the least perspective tourist product), the cultural and tourist products in the destination for which the starting point is the creative work of Ivana Brlić Mažuranić, including festivals and events; literature; creativity and cultural heritage. The authors of the research provided the necessary explanations under the first research question regarding the activities involved in each of the mentioned products.

In questions 2 to 4, it was investigated the respondents' attitude towards individual activities in each of the mentioned segments, and these activities had to be ranked from 1 (the most perspective activity) to 4 or 8 (the least perspective activity), depending of the number of offered activities. Thus, respondents within the "festivals and events" segment, considering the priorities, assessed the importance of the following activities: performance of theatrical performances and musical-stage magics on the theme of Ivana Brlić Mažuranić continuously throughout the year; enriching the content of the April cultural event "In the fairy tale world of Ivana Brlić-Mažuranić"; organizing theater meetings and film festivals; organizing costume balls. Within the "literature" segment, they determined the priority of the following activities: creation of digital and creative maps; organizing literary events on the theme of Ivana's works, including promotions and book signings, literary evenings, commemorations and reading of Ivana's fairy tales with the involvement of storytellers; literary tourist tours, including Brlić

House, locations with the sculptures of characters from Ivan's fairy tales, Dragutin Tadijanović's Memorial Home and locations mentioned in Ivan's fairy tales; introduction of special standards for catering establishments. Furthermore, in the "creativity" segment, grades were awarded to activities related to: organizing creative workshops of reading, writing, modeling and making souvenirs; organizing art colonies; participation of visitors in living history programs with costumed characters from Ivan's fairy tales and placing the city of Slavonski Brod to international cultural routes. Finally, in the „cultural heritage“ segment, activities related to the enrichment of the permanent exhibition in the Brlić House; painting the walls of the school of Ivana Brlić Mažuranić with motifs from Ivana's fairy tales; purchase of the summer house of the Brlić family in Brodski Vinogorje by the City of Slavonski Brod; setting up a diorama for taking photos with motives of the writer; setting up a permanent exhibition dedicated to the Brlić family in the Museum of Brodsko Posavlje; further realization of the project of setting up sculptures with characters from the writer's fairy tales to external locations; realization of the project of arranging and marking the hiking trail "fairytale paths" along the slopes of Dilj Gora, as well as the setting up the new equipment to the picnic area „Forest of Stribor“ in the settlement of Podvinje in the city of Slavonski Brod.

The research was conducted on a sample of 563 respondents, including visitors to cultural events (exhibitions, performances, book promotions, poetry evenings, creative workshops, etc.) that took place during March and April 2024 in the Brlić House and in the Slavonski Brod City Library (share 33.39%); individual and organized tourists, i.e. participants of the International Scientific Meeting "Ivana Brlić Mažuranić in the new millennium" and participants of the study trip of the principals of primary and secondary schools from the city of Zagreb (share 9.77%) and students of the University of Slavonski Brod, including those who have a residence outside the tourist destination "Slavonski Brod - Posavina" (share 56.84%).

RESULTS AND DISCUSSION

The results of the research are shown in the charts below, with a note that certain limitations stem from the fact that not all respondents answered all the questions from the questionnaire, and that there were cases of assigning the same grade to more than one activity, regardless of priority, by individual respondents.

In addition, one of the limiting factors was the relatively small sample of 563 respondents and the small number of target segments (three segments), among which there were no target groups motivated to come to the destination by some other incentive, excluding culture.

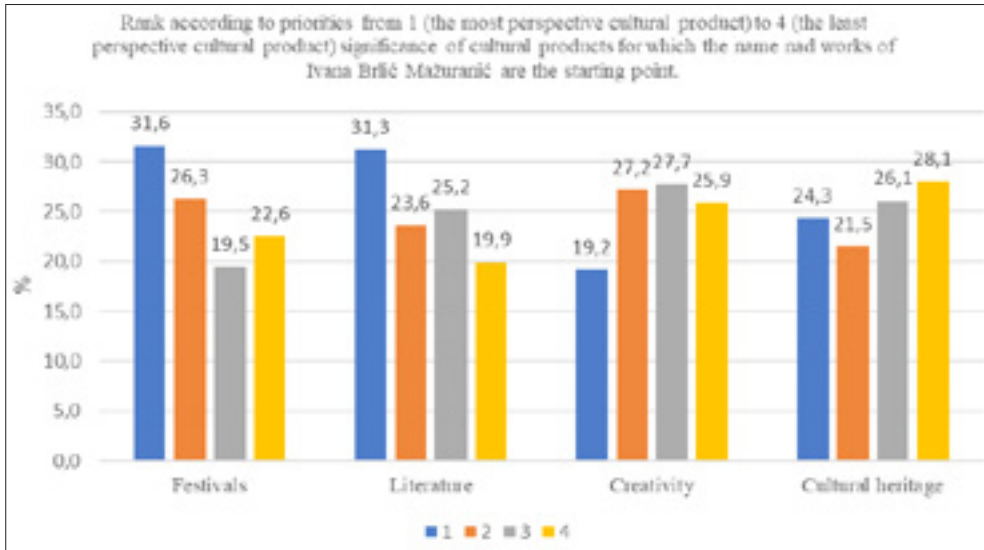


Chart 2. Significance of cultural products for which the name and works of Ivana Brlić Mažuranić are the starting point

Source: Research results, 2024.

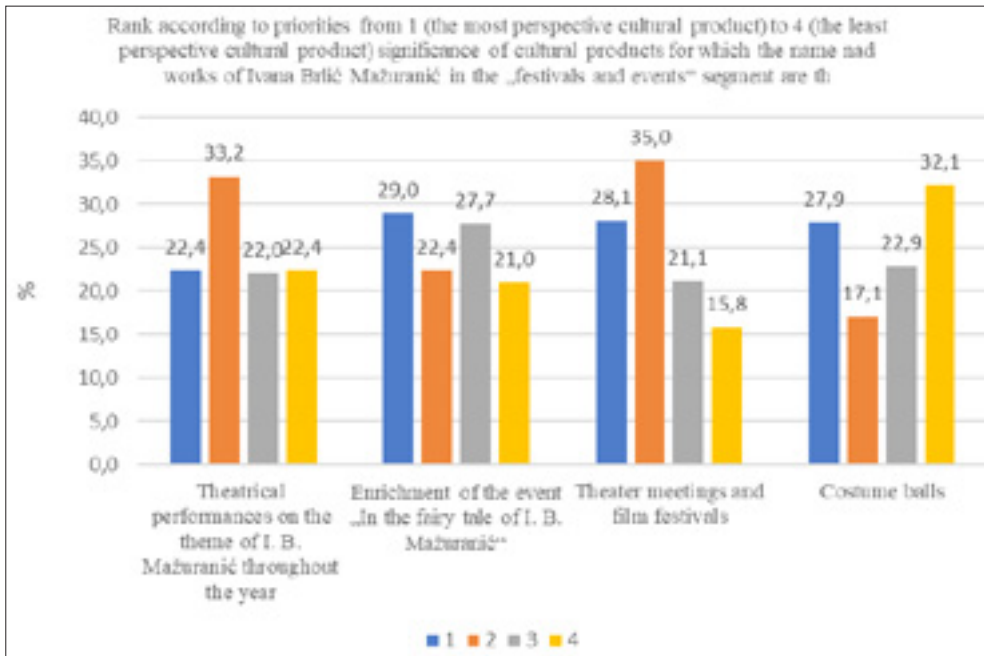


Chart 3. Significance of cultural products for which the name and works of Ivana Brlić Mažuranić in the „festivals and events“ segment are the starting point

Source: Research results, 2024.

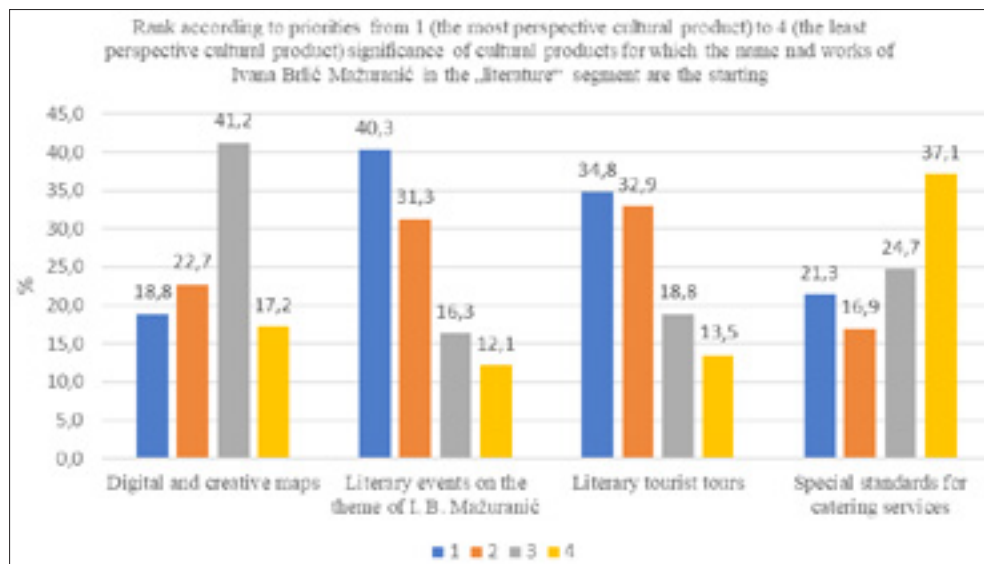


Chart 4. Significance of cultural products for which the name and works of Ivana Brlić Mažuranić in the “literature” segment are the starting point

Source: Research results, 2024.

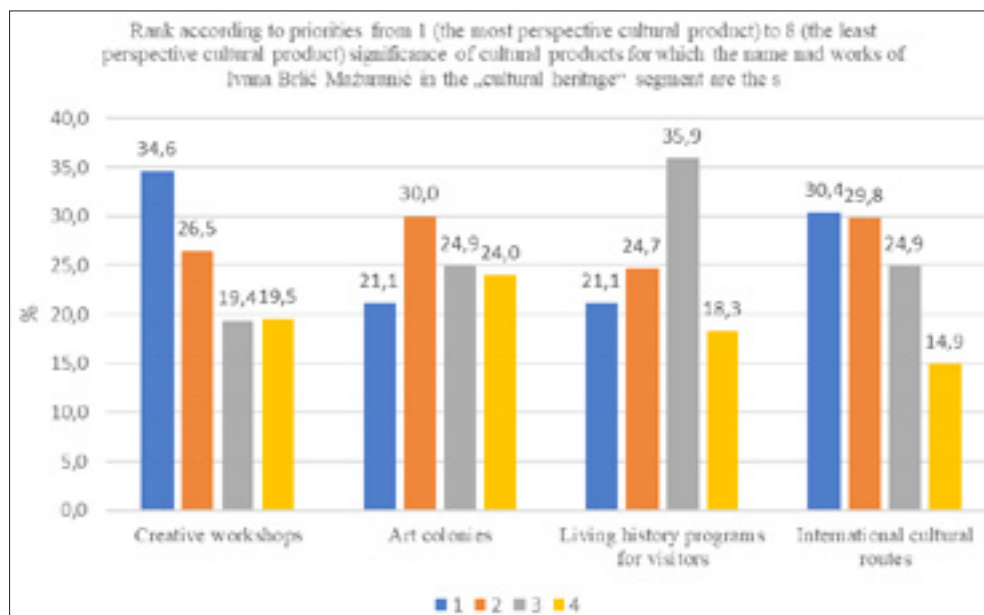


Chart 5. Significance of cultural products for which the the name and works of Ivana Brlić-Mažuranić in the “creativity” segment are the starting point

Source: Research results, 2024.

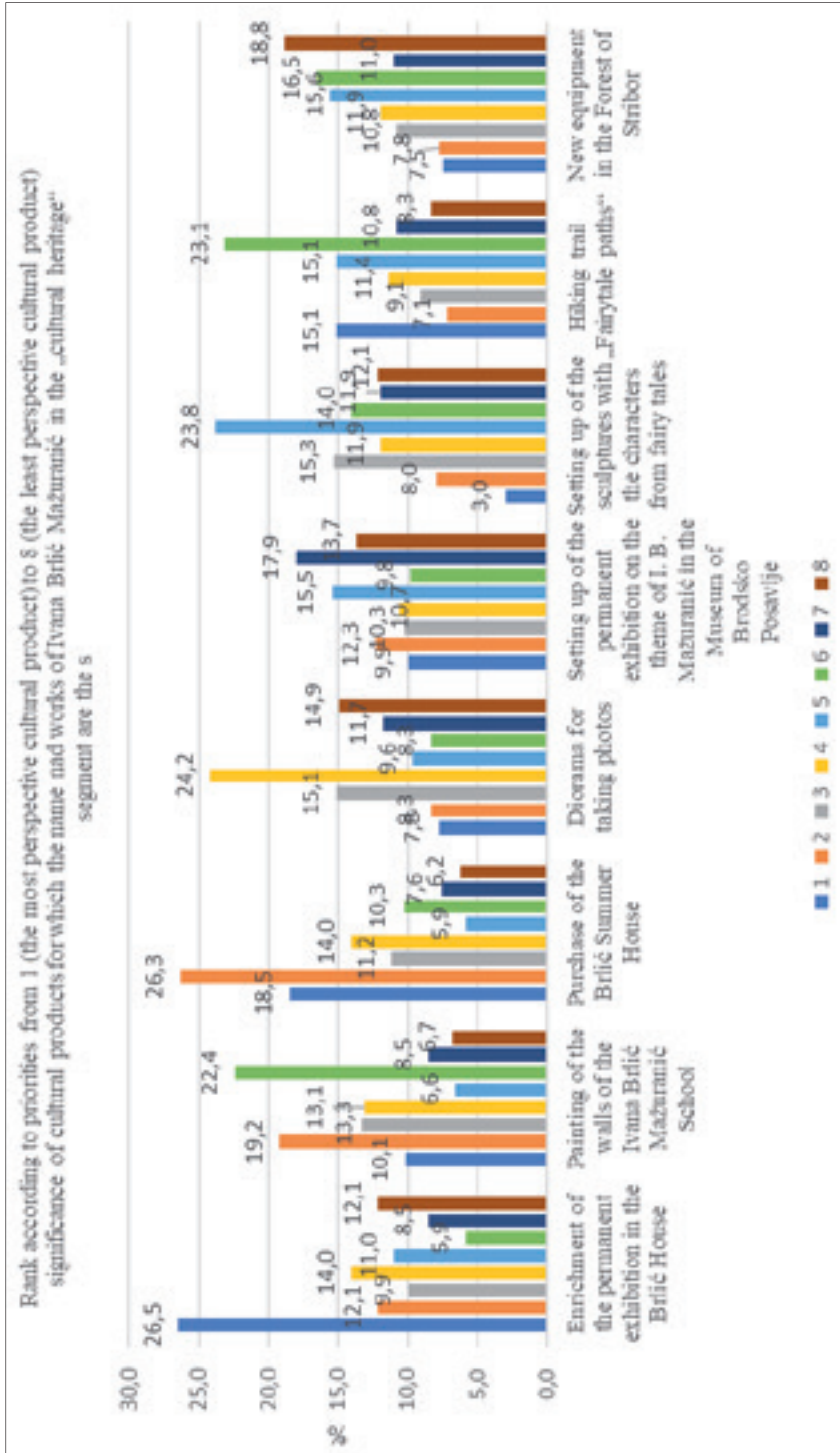


Chart 6. Significance of cultural products for which the name and works of Ivana Brlić Mažuranić in the “cultural heritage” segment are the starting point
Source: Research results, 2024.

From the analysis of the research results shown in Chart 2, it follows that the respondents' opinions regarding the perspective of cultural products were quite evenly dispersed, with the fact that "festivals and events" were rated as the most perspective cultural product, because this product category was given the highest grade by 31.6% of respondents, while "literature" was rated the highest by 31.3% of the respondents. In contrast, the largest number of respondents, 28.1% of them, gave "cultural heritage" the lowest grade in terms of perspective, while 25.9% of them chose "creativity" as the most unperspective cultural product.

Further analysis of the research results, related to the "festivals and events" segment, which is shown in Chart 3, revealed that "enrichment of the content of the cultural event "In the world of fairy tales of Ivana Brlić Mažuranić" is the most perspective area of activities for 29.0% of respondents. Furthermore, it was also found out that almost the same number of respondents, 28.1% of them, decided to give the highest grade in terms of perspective to "organizing theater performances and film festivals", and for almost the same share (27.9%) of respondents the most perspective cultural product in this segment was "organizing costume balls".

Chart 4 shows the results of the research related to the "literature" segment, with the fact that as many as 40.3% of respondents in this segment rated "literary events" as the most perspective cultural product. In contrast, the largest number of respondents, 37.1% of them, gave the lowest grade regarding the perspective to "encouraging the introduction of a special standards for the so-called literary hotels and literary cafes, concerning the decoration elements, availability of Ivana's works for reading etc."

Considering the "creativity" segment, as can be seen from the Chart 5, for the largest number of respondents, 34.6% of them, the most perspective cultural product was "organizing creative workshops", while for 30.4% of them, the product with the highest perspective was „placing the city of Slavonski Brod to international cultural routes“. In this segment, the respondents, 24.0% of them, rated "organizing art colonies" with the lowest grade in terms of perspective.

Chart 6 shows the results of research in the "cultural heritage" segment. As can be seen from it, 26.5% of respondents gave priority to "enriching the permanent exhibition in the Brlić House", and there was a large percentage of those (23.8%) who primarily supported "the continuation of the project of setting up sculptures with characters from fairy tales of Ivana Brlić Mažuranić to outdoor locations in the city of Slavonski Brod". On the other hand, the largest number of respondents, 18.8% of them, gave the lowest grade regarding the perspective of cultural products to the activities on "setting up the new equipment to the picnic area "Forest of Stribor" in the settlement of Podvinje in the city of Slavonski Brod".

By conducting a further analysis of the research results, and that by analysing attitudes of individual target segments, certain exceptions concerning the perspective of cultural products by certain groups were determined. For example, it is interesting to note that as many as 28.7% of visitors to cultural events organized by the Slavonski Brod Art Gallery and the Slavonski Brod City Library rated „creativity“ as the most perspective cultural product, unlike the other two target groups.

When it comes to the "festivals and events" segment, students showed a significantly different attitude from the other two target segments, as even 38.4% of them gave the highest grade in terms of perspective to "organizing costume balls".

Regarding the "literature" segment, a different attitude about the perspective of cultural products among the target groups was noticed by "tourists". In contrast to the other two groups, as many as 41.8% of them considered "literary tourist tours" to be the most perspective cultural product, while as many as 60.0% of them rated "introducing special standards for hospitality establishments" as a completely unerspective cultural product.

Analyzing the attitudes of individual target groups within the "creativity" segment, it was found that only the target group "tourists" considered „living history programs with costumed characters from Ivana Brlić Mažuranić's fairy tales“ as a highly perspective cultural product (36.4% of respondents gave this activity the highest grade), while the majority of respondents from the other two groups, 39.4% of them from the "group of students", i.e. 35.6% of them from the "group of visitors of cultural events", on their list of priorities ranging from 1 (the most perspective cultural product) to 4 (the least perspective cultural product), assigned to this activity the grade 3.

An additional analysis was also carried out in the "cultural heritage" segment, and it was found that in this case too, the attitudes of the target group "tourists" differ from the attitudes of the other two groups. Along with "enriching the permanent exhibition in the Brlić House" as a priority (which was chosen by 40.0% of the respondents), as many as 34.5% of them considered "setting up the new equipment to the picnic area "Forest of Stribor" as a priority cultural product, which is in contrast to the attitude of the other two target groups (students and visitors to cultural events) who rated this product as unerspective. In contrast, "the continuation of the realization of the project of setting up sculptures with fairy tale characters by Ivana Brlić Mažuranić" was considered a priority cultural product for only 9.1% of respondents from the target group "tourists", while in the case of the other two target groups, this percentage was above 20,0%.

Through further analysis of the research results, it was also realized that among all cultural products, in the „literature“ segment, literary events on the subject of Ivana's works including promotions and book signings, literary evenings, commemorations and readings of Ivan's fairy tales with the involvement of fairy tale tellers, were marked as the most perspective, because 227 of a total of 563 respondents (40.3%) expressed such an opinion. In contrast, the majority of respondents, as many as 37.1% of them, marked „introducing special standards for catering facilities“, also in the "literature" segment, as the least perspective activity.

CONCLUSION

Numerous primary researches and analyzes realized by the Zagreb Institute for Tourism as part of the preparation of strategic marketing documents for the tourism development of the destination "Slavonski Brod-Posavina" have shown that the most developed selective forms of tourism in this destination are business, transit and shopping tourism, although continuously the number of tourists whose motive for coming to the destination is culture also increases, as well as those who come to the destination primarily motivated by other reasons, but stay here longer for the sake of culture, achieving tourism consumption in the cultural sector as well. The results of the research done by numerous scientists dealing with this issue have shown that cultural resources, including material and immaterial goods, are primarily in the function

of meeting the cultural needs of the local population. Nevertheless, including cultural sector in the tourist offer is also of a great importance for the prosperity of this sector, concerning the chronic lack of financial resources intended for the maintenance of cultural heritage and the development of cultural creativity. In this paper, after conducting primary research, the perspective of certain cultural products whose development is possible in the area of the tourist destination “Slavonski Brod-Posavina” was analyzed, including a range of different activities in four segments: heritage tourism, literary tourism, event tourism and creative tourism. The aim was to determine which of possible selective forms of cultural tourism should be invested in the most, during the coming medium-term period, that is, which of the mentioned tourist products in the cultural segment could bring the greatest economic benefits to the local community. For this purpose, the attitudes of different target segments, including the local population, on this issue were investigated. The results of the research showed that the views of the respondents regarding the perspective of cultural products are fairly evenly distributed and that therefore each of these products is to a lesser or greater extent in the function of the arrival/longer stay of visitors in the destination, regardless of the basic motive of their current stay in the destination. In this sense, the scientific hypothesis has been proven that the motives for visiting cultural attractions and consumption of cultural contents in the destination by both local residents and guests with a place of residence outside the destination are different, and therefore each of the development activities carried out in the segment of heritage tourism, literary tourism, event tourism and creative tourism are in the function of arrival/longer stay of visitors in the destination, regardless of the main motive of their current stay in the same. It was also recognized and proved that cultural tourism has to be developed evenly in different directions, including heritage tourism, literary tourism, event tourism and creative tourism, and within each of the mentioned areas, different activities should be implemented, all in the function of intensifying the arrival of tourists motivated by culture; improving the conditions of stay of this category of tourists, but also achieving economic benefits on the part of the holders of cultural and tourist activities in the destination. Despite the limitations resulting from the fact that some respondents failed to answer all the questions from the questionnaire; that there were recorded cases of assigning an identical grade to several or all products, regardless of priority, by individual respondents, and that the research used a relatively small sample of 563 respondents, consisting of only three target segments (excluding the target group whose arrival in the destination is not motivated by culture), the results of this research could be used in practice by stakeholders involved in the cultural and touristic development of the destination. This primarily refers to the City of Slavonski Brod, which owns most of the cultural properties as well as the locations where the activities will be carried out, and which disposes of the big budget, including EU funds, for the financing of significant constructions works. In addition, the research results should be used in practice by all other holders of cultural and tourist activities in the destination area, such as cultural institutions owned by the City and Slavonski Brod and Brod-Posavina County, amateur theaters operating in the destination area, tourist guides, producers of traditional souvenirs and their sections within economic associations that are registered in the county, tourist boards, ecological associations, but also providers of catering services in the destination, including accommodation

and food services, primarily related to the way of decoration of the catering establishments in the spirit of "literary hotels and cafes".

LITERATURE

- Al-Ababneh, M., & Masadeh, M. (2019). Creative cultural tourism as a new model for cultural tourism. *Journal of Tourism Management Research*, 6(2), str. 109-118.
- Boranić Živoder, S., & Tomljenović, R. (2020). Action plan for adapting tourism management in the crisis situation caused by the C19 pandemic. *Elaborati i studije*. Zagreb, Croatia: Institute for Tourism.
- Boranić Živoder, S., Tomljenović, R., Marković Vukadin, I., Gjurašić, M., Krešić, & Beroš, I. (2022). Tourism Development Strategy and Marketing Plan for Brod-Posavina County until 2030. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Boranić-Živoder, S., Čorak, S., Klarić, Z., Kunst, I., Tomljenović, R., & Marković Vukadin, I. (2019 a). Tourism Marketing Plan of Brod-Posavina County 2019-2025. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Boranić-Živoder, S., Čorak, S., Klarić, Z., Kunst, I., Tomljenović, R., & Marković Vukadin, I. (2019 b). Strategic marketing plan for tourism in Slavonia with a branding plan for the period 2019-2025. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Cabeça, S. I. (2022). Post-Pandemic Tourism: Opportunities for Creative Tourism. *International Journal of Social Sciences*, 8(3), str. 86-106.
- Cuffy, V. V., & Balakrishnan Nair, B. (2021). Events Tourism: A critical debate for the 21st century. U Francis & Taylor, *EVENTS TOURISM: Critical perspectives and issues*. Dohvaćeno iz <https://www.taylorfrancis.com/books/edit/10.4324/9780429344268/events-tourism-violet-cuffy-fiona-bakas-willem-coetzee>
- du Cros, H. (2007). Too much of a Good Thing? Visitor Congestion Management Issues for Popular World Heritage Tourist Attractions. *Journal of Heritage Tourism*, 2(3), str. 225-238.
- Galvagno, M., & Giaccone, S. (2019). Mapping Creative Tourism Research: Reviewing the Field and Outlining Future Directions. *Journal of Hospitality@Tourism Research*, 43(8), str. 1256-1280.
- Gigić Karl, B. (2022). Population perception of creating the brand of the city of Osijek with an emphasis in the field of culture. *Journal of Economics and Market Communication*, 12(1), str. 86-99.
- ICOMOS. (2022). ICOMOS. Dohvaćeno iz Reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management.: https://www.icomos.org/images/DOCUMENTS/Secretariat/2023/CSI/eng-franc_ICHTCharter.pdf
- Lajšić, H. (2017). Current situation, chances and challenges for the development of human resources in the field of culture of the Republic of Serbia. *es for the development of human resources in the field of culture of the Republic of Serbia. Journal of Economics and Market Communication*, 7(1), str. 8-20.
- Lerga, L., Malešević, Z., & Troselj, F. (2021). The influence of cultural heritage on the development of Slavonia*, Baranja*s and Srijem*s tourism. *Region, Entrepreneurship, Development 2021. Symposium Proceedings*, (str. 165-174).
- Lončarić, B. (2012). Marketing in tourism of Slavonia and Baranja. *Doctoral dissertation*. Osijek, Hrvatska: Faculty of Economics.
- Lončarić, B. (2014). Branding cities as tourist destinations; the case of Slavonki Brod, Croatia. *22nd Biennial International Congress Tourism & hospitality industry 2014. : new trends in tourism and hospitality management : proceedings* (str. 8-9). Opatija: The Faculty of Tourism and Hospitality Management, University of Rijeka.

- Matečić, I. (2016). Specific Characteristics of the Tangilbe Cultural Heritage Valuation Processing Tourism. *Acta turistica*, 28(1), str. 73-100.
- McKercher, B., & Du Cros, H. (2002). *Cultural Tourism: The partnership between tourism and cultural heritage management*. New York: The Haworth Hospitality Press.
- Remoaldo, P., Serra, J., Marujo, N., Araújo Alves, J., Gonçalves, A., Cabeça, S. I., & Duxbury, N. (2020). Profiling the participants in creative tourism activities: Case studies from small and medium sized cities and rural areas from Continental Portugal. *Tourism Management Perspectives*. Dohvaćeno iz <http://doi.org/10.1016/j.tmp.2020.100746>
- Richards, G. (2001). *Cultural Attractions and European Tourism*. Wallingford: CAB International.
- Richards, G. (2003). What is Cultural Tourism? U A. van Maaren, *Erfgoed voor Toerisme*. Weesp: National Contact Monumenten.
- Richards, G. (2018). Cultural Tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, str. 12-21.
- Timothy, D. J. (2020). *Cultural Heritage and Tourism*. Bristol: Channel View Publications.
- Tomljenović, R. (2006). Cultural tourism. U S. Marković, S. Čorak, & V. Mikačić, *Croatian tourism, blue, white, green* (str. 119-147). Zagreb: Institute for Tourism.
- Tomljenović, R., & Boranić Živoder, S. (2023). Destination Slavonski Brod-Posavina: Analysis of the situation with strategic guidelines. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Tomljenović, R., & Kunst, I. (2010). Tourism master plan for the city of Slavonski Brod. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Tomljenović, R., & Kunst, I. (2011). Action plan for tourism development in Slavonski Brod. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Tomljenović, R., Tokić, K., & Vodanović Lukić, I. (2023). Destination Slavonski Brod-Posavina: Action Plan for the Development of Cultural Tourism 2024-2030. *Elaborates and studies*. Zagreb, Croatia: Institute for Tourism.
- Vlahović Mlakar, T. S., & Ozretić Došen, Đ. (2022). Brand Experience Research in Hospitality and Tourism - Review and Future Directions. *Tourism*, 70(4), str. 674-693.
- WTO. (2017). *UN Tourism*. Dohvaćeno iz Tourism and Culture: <http://www.unwto.org/tourism-and-culture>
- Zolak Poljašević, B., Šarotar Žižek, S., & Došenović, D. (2020). Business and digital competencies in creative industries: analysis of study programs in Bosnia and Herzegovina and Slovenia. *Tourism@Hospitality industry 2020. Congress Proceedings*, (str. 361-373).

