



SOCIOLOGY AT SEA.
Culture, Economy and Society
in a Maritime Perspective

Department of Sociology
University of Zadar, Croatia
27 – 29 September 2013

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CALL FOR PROPOSALS

Sociology is generally perceived as a “terrestrial” science. Even when they speak of de-territorialization, cyber-space or even liquid society, sociologists tend to refer to the absence of solid “ground”, assuming somehow that social relations dwell naturally on the land and not on the sea. A number of metaphors, used and abused in sociological theory describes the dynamic, mobile and ever changing nature of contemporary society *vis-à-vis* some traditional fixed and solid pre-modern world. The well known dichotomies of classical sociology such as individual – collective, urban -rural, action-structure, association-community, usually do not bring about a discussion of the distinction between land and sea, notwithstanding the theory of K. Schmitt.

From this standpoint, it is quite striking to recognize the lack of systematic sociological reflection on the theoretical and empirical implications of the sea, the ocean and the maritime realm for the development and the understanding of society. Such a gap is particularly relevant when one thinks of the economic, cultural and social relevance of the sea for the development and functioning of society, both in a historical and contemporary perspective. This conference is the first attempt to fill this gap, by bringing together scholars and researchers from sociology and related fields, to start up a comparative and inter-disciplinary discussion on the different scientifically productive interrelations between society and the sea. The aim is on the one hand to explore the way that sociology and social science more generally can think of the sea as a significant object of study from different points of view. On the other, to reflect on the theoretical, methodological and empirical implications of a maritime perspective for sociological thought. That is to say, to leave some old paradigms “ashore” and stay temporarily away from “safe harbors” by putting sociology “at sea”.

Conference programme

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Sociology at Sea.

Friday 27 September

Culture, Economy and Society In a Maritime Perspective

14,00 – 16,00

REGISTRATION

16,00 – 18,00

OPENING AND KEYNOTE LECTURE
(ROOM 143)

INTRODUCTORY WORDS
AND WELCOME

EMILIO COCCO

Conference organiser, University of Zadar

ANTE UGLEŠIĆ

Rector of the University of Zadar

SAŠA BOŽIĆ

President of the Croatian Sociological
Association and Head of the Department of
Sociology, University of Zadar

KEYNOTE LECTURE

LUIGI PELLIZZONI

University of Trieste

***A critical view of environmental
commons***

19,00 – 20,00

WELCOME DRINKS

Saturday 28 September

9,30 – 11,00

PLENARY SESSSION (ROOM 143)

Chair: **EMILIO COCCO**

University of Zadar

ASTERIO SAVELLI

University of Bologna

Tourism between the land and the sea. Social and cultural changes of meaning

MICHAL VAŠEČKA

Masaryk University Brno

How can you live so far away from the sea? Implications of the non-existence of sea for Slovakia and Slovaks

ARKADIUSZ KOLODZIEJ

University of Szczecin

Sailors in a multicultural environment

11,00 – 11,30

COFFEE BREAK

11,30 – 13,00

PARALLEL SESSIONS

SESSION 2 (ROOM 143):

Cities and the sea

Chair: **SAŠA BOŽIĆ**

University of Zadar

GILDA CATALANO

University of Calabria

The sea language. Horizons and waves shaping the cities at sea

JAN ASMUSSEN

Christian-Albrechts-University Kiel

Maritime identities in Western Baltic and Eastern Mediterranean port cities

ROBERT BARTLOMIEJSKI

University of Szczecin

Fisheries local action groups as key for the spatial change and revitalization of small port cities in Poland

SESSION 3 (ROOM 121):

Sustainable tourism

Chair: **ASTERIO SAVELLI**

University of Bologna

HRVOJE CARIĆ

Institute for Tourism, Zagreb

Tourism at sea – the new frontier of (un)sustainability

GABRIELE MANELLA

University of Bologna

Exchange and competition: coastal and inter-coastal dimension in the Adriatic region

SHIN-OCK CHANG

Jeju National University

A touristic transformation of a fishing community in Jeju Island (South Korea): a preliminary analysis

13,00 – 15,00

LUNCH BREAK

15,00 – 16,30

PARALLEL SESSIONS

SESSION 4 (ROOM 143):

Fisheries and shipping

Chair: **MYKHAYLO DUBROVSKYY**

National Maritime University of Odessa

MANASI DUTT

Cardiff University

Characteristics of the shipping industry that influence seafarers' responses to ill-treatment onboard ships

SANJA BAUK

University of Montenegro

Working on maritime education contemporariness: some experiences from Montenegro

SARAH AGNELA SIMONS

Cardiff University

Seafarers fear of maritime piracy. Repeat victimization in the global political economy

GIACOMO ORSINI

University of Essex

European fisheries at the edge. The cases of the two small-scale artisanal fishing communities of the islands of Lampedusa and Fuerteventura

15,00 – 16,30

SESSION 5 (ROOM 121):

Culture, society and the sea

Chair: **MICHAL VAŠEČKA**

University of Bratislava

JESSIKA STRACK

Kassel University

Man & Sea: Classical metaphors of exclusion as well as inexplicability – a relation including charismatic potential

ŽELJKO HEIMER

Croatian Heraldic and Vexillological Association

Maritime flags – convention, identity, vanity

BORUT KLABJAN

University of Primorska

"Adriatic solidarity" – pan-slavism and slavic solidarity on the shores of the Adriatic sea in the first half of the 20th century

VESNA IVEZIĆ

University of Zagreb

Social and historical significance of the salt in the Mediterranean

16,30 – 17,30

POSTER PRESENTATIONS
AND COFFEE BREAK

ENI BULJUBAŠIĆ

University of Split

Mediterranean, women and their representation in modern klapa discourse

KRISTINA MIOČIĆ

University of Zadar

Nostromisms in Croatian maritime terminology

ŽELJKA TONKOVIĆ

University of Zadar

JELENA ZLATAR

Institute for Social Research, Zagreb

Sustainable development in island communities: the example of Postira

17,30 – 19,00

KEYNOTE LECTURE (ROOM 143)

PAMELA BALLINGER

University of Michigan

Adrift on the sea of theory? Anchoring sociology in the lived seascape

Sunday 29 September

09,30 – 11,00

SESSION 6 (ROOM 143)

Ecology and maritime environment

Chair: **ŽELJKA TONKOVIĆ**
University of Zadar

TAIDA GARIBOVIĆ

Eko-Zadar, nongovernmental ecological organization

Effects of coastal development on habitat structure, biodiversity and water quality in the Novigrad Sea, Croatia

JADRANKA PELIKAN

University of Zadar

Under the blue carpet

MILI RAZOVIĆ

University of Zadar

The ecology and beach management in a tourist destination

11,00 – 11,30

COFFEE BREAK

11,30 – 13,00

SESSION 7 (ROOM 143)

Island communities

Chair: **SANJA BAUK**
University of Montenegro

**SANJA KLEMPIĆ BOGADI,
SONJA PODGORELEC**

Institute for Migration and Ethnic Studies,
Zagreb

"We are all immigrants from somewhere..." – openness of the island communities to outsiders

NIKICA GARDIJAN

University of Zadar

Some sociological aspects of the digital divide in the Zadar County (island inhabitants and civil society)

VESNA KRPINA

Hrvatske šume

Nature and tourism in the Zadar County area

13,00 – 15,00

LUNCH BREAK

15,00 – 16,30

CLOSING SESSION (ROOM 143)

Moderator: **EMILIO COCCO**
Conference organiser

Rapporteurs: **SAŠA BOŽIĆ, ASTERIO SAVELLI, MYKHAYLO DUBROVSKYY, MICHAL VAŠEČKA, ŽELJKA TONKOVIĆ, SANJA BAUK**

session chairs

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Keynote lectures

Culture, Economy and Society In a Maritime Perspective

PAMELA BALLINGER

University of Michigan

Adrift on the sea of theory? Anchoring sociology in the lived seascape

In the past decade, several disciplines – including literature, history, and anthropology – have experienced what some commentators have deemed an “oceanic” or “watery” turn. In my talk, I examine and evaluate a series of concepts and metaphors derived from this oceanic imaginary: tidemarks, archipelagoes, and waves. What does such a watery approach offer for the rethinking of the social sciences like sociology, which remain grounded in terrestrialized logics? What are the limits of such a watery approach? What are the critical stakes of taking sociology “offshore” and “alongshore” (to use language drawn from John Gillis)?

In addressing these questions, I inquire into the limits of metaphorical understandings of the watery that neglect the ethnographic realities of lived seaspace. In doing so, I draw upon nearly two decades of field research in and on the Adriatic and the wider Mediterranean Sea. Attending to actual seaspaces not only opens up areas of study that have been (relatively) underexamined within sociology but also serves to refine and sharpen our theoretical concepts.

Pamela Ballinger is Fred Cuny Professor of the History of Human Rights and Associate Professor of History at the University of Michigan. She holds degrees from Stanford University (B.A. Anthropology), Cambridge University (M.Phil, Social Anthropology), and Johns Hopkins University (M.A. Anthropology, Ph.D. Anthropology and History). She is the author of *History in Exile* (Princeton University Press, 2003). Her research focuses on refugees, displacement, repatriation, memory, and seascapes in the Mediterranean and Balkans and has appeared in journals such as *Comparative Studies in Society and History*, *Current Anthropology*, *History and Memory*, *Journal of Modern Italian Studies*, *Journal of Refugee Studies*, and *Past and Present*.

LUIGI PELLIZZONI

University of Trieste

A critical view of environmental commons

Environmental commons have come to the forefront since the seminal (and controversial) article of Garrett Hardin. In a sense they synthesize the ecological problem, in that they provide invaluable “gifts” to humans, they are often fragile and, equally often, they can be hardly transformed into private goods. The sea represents in this sense a paradigmatic case. Elinor Ostrom and her school have offered important elaborations – both empirical and theoretical – of the concept, and further advancements have come from discussions about the so-called “anti-commons” effect of privatization. Yet many issues remain open. One regards the relationship between local commons and global (or unbounded) commons, like the sea. A second one concerns the emergence of a generation of policy instruments, loosely referable to neoliberal approaches, which point to transforming commons into club goods, rather than private goods, simultaneously promoting actors’ responsabilization. Thirdly, technoscience advancement incessantly produces new commons, which are subsequently captured by this governmental logic. The question, then, is whether and how can environmental commons be reinstated in their condition of non-appropriable and non-commodity entities.

Luigi Pellizzoni is associate professor in environmental sociology at the University of Trieste. His interests focus on ecological issues, with special reference to risk, uncertainty, technoscience and the evolution of environmental policies and politics. Among his recent publications: *Neoliberalism and Technoscience: Critical Assessments* (Ashgate, 2012).

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JAN ASMUSSEN

Christian-Albrechts-University Kiel

Maritime identities in Western Baltic and Eastern Mediterranean port cities

The cities of Kiel and Lübeck in the Western Baltic have envisaged different experiences of wealth, grandeur and decline during medieval and modern periods. Lübeck, once the epicenter of Hanse, has shaped the perspective of that trade conglomeration for centuries. Its impressive architecture is an expression of dominance and pride. The emergence of Atlantic trade put a final end to Lübeck's superiority and the city became a provincial back yard. Still its people maintained a special Hanseatic dignity.

In Lübeck the idea of "Hanse" shifted from a mere economic scheme to a naval identity mixed with behavioural and social codes of conduct based on a perceived maritime past. A new myth was created that depicted the Hanse as an idealist bound of free traders. This led to considerable irritation as the Lübek-born Prime minister of Schleswig-Holstein tried during the 1980s to sell the idea of a new Baltic Hanse partnership to the Scandinavian neighbours.

Kiel remained in Lübeck's shadow for much of the mediaeval and early modern history. While being the capital of the duchy of Holstein, it didn't play a significant commercial role. This changed dramatically with the foundation of the second German Empire in 1871. Kiel became a main base of the German Navy, an important ship building location and the capital of Schleswig-Holstein. While its population rose, Lübeck declined. Identity patterns in Kiel differed significantly, as many of its inhabitants were immigrants from other parts of Germany.

Shipbuilders and naval personal and officers dominated the city's culture and 1918 saw the German revolution originating here (*Matrosenaufstand*). A Workers and Sailors Council was formed that preceded others throughout the declining Empire. The city remained a main ship building and naval center throughout the Weimar Republic and became a main submarine base during the Second World War. Kiel was subjected to heavy air raids during that war and houses and infrastructure were heavily destroyed. After the war the city had to accommodate thousands of refugees from East-Germany who altered the city's cultural identity. As the ship building industry started to regain momentum during the 1950es the vicinity of the sea remained a constituting factor. The uniting element to the day is the importance of the vicinity of the sea for the shaping of identities.

The once Venetian City of Famagusta (Cyprus) had a fate very similar to Lübeck as it once was the center of medieval trade in the Eastern Mediterranean, before falling into the shadow of diverted trade routes within the Ottoman Empire. A short resurgent period under British rule and the early Cyprus Republic was followed by war, population exchange and renewed marginalization after 1974. Still, the Levantine Sea shapes Famagustian identities in a way that may well be compared to those in the Western Baltics.

Famagusta has seen many shifts in population. The Latin population in Lusignan and Venetian time gave way to a mainly Muslim (Turkish) population settling in the old town, while Greeks would live in the outer town Varosha. Harbour labourers would be Greek and Turkish, while most of the sailors would be in Ottoman times Christians from various ethnicities. The cosmopolitan character of the city has vanished in the turmoil of 1963 and 1963, as Turkish and Greek communities first separated and Greek Cypriots finally became refugees, leaving behind a ghost town in Varosha. The harbour today, the biggest one in northern Cyprus, still dominates the town. And Famagustian identity is based on the connection of a town hidden in the sands at the shore (*Ammochostos*).

ROBERT BARTŁOMIEJSKI

University of Szczecin

Fisheries local action groups as key for the spatial change and revitalization of small port cities in Poland

Technological advances and increasing global demand for fish determine further development of the fishing industry, especially concerning fish processing industry. Nevertheless, at the same time there is no lack of evidences indicating, that global fisheries are dumping to deepen crisis induced by overfishing, significant reduction in fishing fleets, increased fuel prices and decreasing employment in fisheries sector. The above-mentioned cognitive dualism is an effect of Common Fisheries Policy' (CFP) implementation in EU. The aim of CFP is to make EU fishing grounds a common resource by giving equal access to all Member States. However, this principle has been modified by introduction of allowable catch quotas and legalization of ambiguous quota hopping practice. Poland as a member of the EU does not remain indifferent to those market and law regulations.

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The aim of the paper is to outline consequences of Fisheries Local Action Groups (FLAGs) in forming and implementing of Common Fisheries Policy by financial support of axis 4 European Fisheries Fund. Central point of the article refers to characteristic of FLAGs in Poland. On this basis, Author indicates two opposite processes in fishing industry: 1) intensive development and rising importance of inland fishing; 2) limitation of maritime fishing. In spite of limitation of maritime fishing, coastal fishing communities in Poland have been adapted to changing conditions of global fishing industry by Fisheries Local Action Groups. It has its connotation with transition of maritime local community identity, vision of its development and spatial change of small port cities.

Fisheries Local Action Groups are partnerships between fisheries actors and other local private and public stakeholders. Together, they design and implement a bottom – up strategy that fits and addresses their area needs to increase economic, social and environmental welfare. Close cooperation between the economic, public and social sectors as well as joint identification of development priorities create an opportunity for the development of new social identity with the maritime and fishery industry.

Poland has approximately 550 000 hectares of inland waters and its Baltic coastline stretches for almost 500 km between Russian exclave of Kalinin-

grad to the east and Germany to the west. However, fish production in Poland is low in terms of overall GDP as well as the tonnage of its production which accounted for less than 3% of EU production. Poland's fleet of some 800 vessels is among smallest in the EU. Curiously, Fisheries Local Action Groups have been created throughout the whole territory of Poland. However, this situation results from the fact, that entire Poland belongs to the priority of "convergence", in accordance with the provisions of Council Regulation (EC) No 1083/2006 of 11th July 2006. Up to the present, there are 48 FLAGs located in 16 Polish provinces (see figure 2), that is majority in EU. Other EU countries created from 1 to 28 FLAGs. To tell more, Poland has received the highest average amount of subsidy per one FLAG (€ 7.8 million) in European Union. What characteristic in most of EU Member States a relatively large number of inland FLAGs was formed for commercial inland fisheries. In Poland, only 9 out of 48 groups is located in coastal maritime communities. The majority of FLAGs is located in the hinterland. On the basis of desk research on FLAGs Local Strategies of Development, author will try to find common parts and differences in maritime and in-land local fishing in the perception of strategic goals and objectives of fisheries in the life of the local community. It is also a substance question, if the local fishing and maritime communities have unique research aspects for maritime sociology, or it should rather be discussed on the basis of classic sociology sub-disciplines.

Working on maritime education contemporariness: some experiences from Montenegro

This paper considers beginning steps in introducing e-learning into seafarers' education, as an additional mode of acquiring knowledge, at the Faculty of Maritime Studies in Kotor, which is a part of the University of Montenegro. Related activities are the result of the enthusiasm of few professors, being partly supported by two small, initial projects of bilateral scientific and technological cooperation between Austria and Montenegro, as well as by the Tempus project at which the University of Montenegro has been one of the partners. The article is conceived in a way that it considers the following issues: (a) The first part contains a brief description of important moments of the maritime history (with a focus on education) in the areas of today's Montenegro littoral zone; (b) The second part concerns contemporary issues in maritime education including possibilities of getting advantages through introducing blended/e-learning into this respectable field of education; (c) Within the third part projects are described which supported conceiving and implementing blended learning at the Faculty of Maritime Studies; (d) The fourth segment of the article deals with measuring users', i.e. students' and instructors', level of satisfaction with the implementation of a web based Moodle management learning system along with the following discussion; (e) The conclusion part recommends better promotion and valorization of cultural-historical heritage which has Montenegro in the field of maritime affairs, including maritime education as it inseparable constituent, as well as optimal combining maritime traditional and virtual educational concepts.

Within this context it should be emphasized that even though education and training of seafarers represent very responsible posts, it becomes evident that in the world, at the level of national legislation, there are large differences in the interpretation of the STCW (Standards of Training, Certification and Watchkeeping) Convention and its realization through teaching programs at maritime education and training institutions. This results in issuing a large number of certificates, which do not correspond to objectively sufficient knowledge, skills and competencies of future seamen, that is, of those who may in the perspective educate the next generations of seafarers. This is, of course, a serious problem that could be overcome only by a serious top-down approach, far greater investment in education and training (i.e. wages and mobility of teachers/trainers; simulators and other supporting equipment;

literature; providing training onboard ships, etc). It is necessary to engage and motivate competent teachers in the field of theoretical teaching (education) of seafarers (people with academic titles and corresponding references), as well as experienced (active) captains and officers in the field of practical teaching (training); to establish active cooperation with referential maritime educational and training institutions in EU and worldwide, and also with successful shipping companies that should provide students with the appropriate training. All of this mentioned above, is far beyond the scope of this paper in which the author is focused on highlighting the needs: (i) for better evaluation and presentation of tradition in maritime education that exists in Montenegro, and (ii) for improving education of (future) seafarers based on the implementation of web based blended/e-learning.

Mediterranean, women and their representation in modern klapa discourse

'The Southern Adriatic – Dalmatia – seems to be regarded as the most Mediterranean symbol among the Croats' claims Čaleta (1999). Furthermore, regarding music phenomena, klapa singing is 'most representative of the Mediterranean as far as the Croats are concerned'. Klapa, a traditional Croatian *capella* singing, and its many models emerging since the 1960s, has to an extent been dealt with from the perspective of (mostly) ethnomusicology, cultural studies, cultural anthropology etc. The focus of this work is *modern klapa discourse*, here seen in a Foucauldian sense as a transmitter and creator of representations (consisting of texts, images, symbols etc.) that contribute to the construction of the notion of Croatian Mediterranean, or, more precisely, Dalmatia. Čaleta (2003, 2008) distinguishes traditional, festival and modern klapa. Modern klapa incorporates not only musical instruments but also fuses popular music elements from rock to reggae. Biti and Grgurić (2010) state that some instances of the (modern) klapa genre have become too deviant to be considered klapa, and show a parasitic relation to its symbolic capital. Examples of modern klapa discourse examined in this work are seen to be in line with the latter understanding. This work thus analyses representation(s) of the Mediterranean in the klapa discourse, with a special focus on the representation of women within it.

The assumption of the impact of klapa discourse on the understanding of the Mediterranean from a Croatian perspective is based on the discourse's enormous popularity and media presence (Biti, Grgurić 2010, Čaleta 2008) which recently peaked when the Croatian National Television Committee decided that a klapa should represent Croatia at the Eurosong 2013 competition. The analysis will be based on selected klapa songs (texts and official videos), with the Eurosong candidate, as a purpose-tailored, publicly financed product, posited separately for comparisons.

Since 'nowadays *klapa* singing represents a collective symbol of regional identity (Povržanović 1989; Škrbić Alempijević, Mesarić, Žabčić 2010), the klapa discourse is seen as (re)interpretation of Mediterranean/Dalmatian-ness that circulates back into the community (Duda 2002), having an effect on further identity formations. Its elements are not ideologically neutral 'empty signifiers' that 'just' reign in the market, they shape our understanding of the 'Mediterranean as it once was' and as it is. What is constructed in the process will

be read drawing from the notions of simulacra and kitsch as well as tradition and identity.

In the early 2000s, klapa singing was officially recognized as a 'Croatian cultural product'; UNESCO Intangible Cultural Heritage List inscription ensued in 2012. Therefore, when dealing with klapa, on our hands we have tradition, internationally recognized cultural value; entertainment and market space; official (cultural?) tourism policy...The question is how all the factors interact in the klapa discourse and with what possible consequences, especially for self-representation of the community dubbed Mediterranean? For example, what representational forms and effects come forth from the intersection of discourses of value and tradition *a priori* inherent to klapas indisputable identity marker and its contemporary advertisement-like discursive forms?

This work attempts at determining suitable ways to pose the question of representation of contemporary Mediterranean-ness and Mediterranean femininity. The klapa discourse is seen as a prominent vehicle of such representations. It is thus open-ended, dealing with the matters of context positioning of the discourses in question.

HRVOJE CARIĆ

Institute for Tourism, Zagreb

Tourism at sea – the new frontier of (un)sustainability

Contemporary strategies and development initiatives, such as Adriatic Ionian Blue Growth, rely on tourism as the solution to the never-ending recession*. The anti-recession panacea mix is proclaimed to be: sustainability, tourism and eco image.

Many previous development tourism frameworks have a history of self-proclaimed eco or sustainability that were most of the time opposite to that – thus delivering degradation of environment, society, and local economies. Disclosures of that were initiated by Rosaline Duffy, Martin Mowforth, Ian Munt, and many others followed, discussing issues of neo-colonialism in tourism that take forms of green-washed mass tourism (i.e. fake eco/sustainable tourism). This means that ecological and social pillars of sustainability do not exist and investors' financial turnover is the priority – as ever.

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Subsequent question could be: can tourism become genuine and true to the sustainability meaning? Well, first we have to re-define the political (i.e. Brundtland) definition of sustainability in order to get clarity and direction. One way to achieve this is by indicator approach that leaves much less room for vague, narrow interest, and “policy of growth” exploitation of the sustainability concept.

Sustainability definition could therefore be straight forward and more “positivist”:
SUSTAINABILITY = CONSUMPTION < GROWTH

The equation can be rephrased adjusted for different issues of ecological, economic or social indicators of qualitative and/or quantitative origin. For example:

SUS = HARVESTING < PLANTING; SPENDING < EARNING; IMPORTS < EXPORTS; WASTE < RECYCLE ...

The growth only paradigm of economic development should be understood and disputed by all related sciences and offer true sustainability alternatives (i.e. economic development is too important to be dealt by economics and interested groups only). To illustrate this three cross-disciplinary cases are offered that discuss (un)sustainability “at sea”:

1.The cruise tourism case in east Adriatic. The research presented will include an analysis of hidden environmental costs that local communities and local biodiversity suffers from this type of tourism development.

2. Future Marin research, education, and visitor center in Lošinj, as an example of a correlating scientific research, nature conservation, and learning place for everyone.

3.Diving at the archaeological site as a successful example of public and private benefit – tourist attraction serving local economy.

Recession is the term being used for the economic situation in Croatia for the last 5 years. Considering that the only “growth” period of 2003 – 2008 was fuelled by loans we can claim that we never had classical growth. Ergo we are in continuous stagnation or depression for last 20 years.

GILDA CATALANO

University of Calabria

The sea language. Horizons and waves shaping the cities at sea

Seas have always shaped the mainland and its cities, giving them a form (the position by its ports and shores) and a content (the typology of activities in daily life). Nevertheless, not every city on the sea is a maritime city, that is, a *city at sea*. The main difference in being a city *on the sea* or *at sea* depends on how the salt water is represented. If conceived as a closed place by sharp limits, the relationship between the sea and the cities becomes a problem rather than a way to realise a wider social and territorial world; differently, when it is thought as an open space, the sea becomes an alternative territory or - quoting the geographer Edward Soja - it can be read as a *Third Space*, a geographical space whose horizons and water games represent the quintessence of every journey, making every *utopia* possible.

The article starts from Braudel's perspective: the seas are many as they have been historically shaped by the inhabitants from mainland. In spite of historical events influencing the link between every single city and every sea, it is possible to argue how the cultural framework has also played an important role in moulding it. Living the sea as space of freedom and imagination, it can change not only the history but the use of geography in every urban place, too. Combining Braudel and Soja viewpoints into an unique whole, this work analyses some specific maritime cities from Southern Europe, grouped and classified in relation to their types of sea linkages, whose main selecting criteria concern both geographical aspects (for instance: positions and relationships with other inner places) and planning elements (i.e., maps and urban regeneration processes). Five groups have been found according to sea's *contents and forms*, expressed by different maritime cities.

There are cities literally floating on the sea, such as the cities on lagoons: this is a very high linkage with the sea because the canals represent the principal urban roads for people. In a second group, the cities whose activities orientate to sea as sole converging actor: their central squares and the roads' endings flow together towards the sea. Furthermore, there are cities near the sea but organized as territories by confused connections to the salt water in spite of their important ports and waterfronts; in this third group, the cities seem to look inside the inner town, turning their urban faces away from the maritime horizon. This third list can include all those cities where a certain time occurs to realize

even the presence of a lived shore. The sea link has been weakened or mixed up by shaping, consciously or not, spatial lines of separation (modern ports, sparkling waterfronts, new shores) from the urban cores. In these heterogeneous cases, the process of urban regeneration has criticized the distance between the centre and the maritime horizon rather than make it shorter.

In a fourth group, there are the cities on the gulfs and channels. These cities are between two pieces of mainland, as guardians amid two seas; they sound as metaphysical places because their spatial structures and forms are orientated to look inside and beyond the waters. Finally, in a group apart from historical cities, there are those places which aim at being literally built on the sea, floating far from mainland: these recent projects can be called *Aquapolis* and they can be considered as experiments, led by both aesthetical objectives and technological challenges.

A touristic transformation of a fishing community in Jeju Island (South Korea): a preliminary analysis

The paper examines touristic development by looking into three fishing village cooperatives in Jeju Island and explores the implications of fishing community's touristic transformation highlighting the local context. Fishing community in Jeju Island is a traditional unit for fishing activity that is found along the coastal line of the island and its neighbouring islets. Their activities are organized through a fishing village cooperative (called *eochoongye* in Korean language), this being demarcated by a regional and administrative unit. Fishing village cooperatives were first established nationally in 1962 drawing upon national fishery law; and in Jeju 12 cooperatives were initially established, and these growing into 100. The member of the cooperatives who are fishers (mostly boat owners) and women divers (both who are active and non-active with illness and aging) totals 12,994 individuals as of 2011. While the membership size differs from 640 to 19 among the cooperatives in the island, it accounts for about 8 per cent of the total membership of 167,869 on a national basis. As elsewhere, fishing communities in the island have faced negative marine ecosystem change; and accordingly decrease in turnout for income from fishing activities. Aging trend among members of the community and outmigration are another dimension of difficulty. The government – both central and local, municipal – has brought out rescue measures for addressing the difficult situation; and touristic input to the community is noticeable. Particularly in Jeju Island, the ever increasing flow of tourists' arrivals – this reaching up to about 10 million in 2012– is a stimulating factor for touristic development in the fishing community. However, the touristic turn is not equally made across the 100 cooperatives. Motivations and capabilities for undertaking the government initiated tourism project can differ among cooperatives. For example, some cooperatives practice only one activity such as women divers' singing and diving performance; and a diving performance in an aquatic tank.

Three fishing village cooperatives are chosen for a case study. They are: *Sagye*, *Chungmun*, and *Gueom*. These cooperatives have been selected in Jeju for a government's so called 'fishing village experience program' whose selection was made on a national competition. The program finances selected cooperatives to build a facility for organizing touristic activity. Three aspects of fishing communities' tourism project is documented in the paper: (1) specific activities; (2) the way they are practiced involving members; and (3) the

way the revenues from the activities are distributed. First: Fishing boat trip, turbanshell collection at seashore, seashore angling, and running seafood restaurant are the common activities; additionally sageye cooperative running a diving program with the guides of female livelihood divers; and chungmun a scuba diving program that allows catching two species of fish with a fish spear. Second: There is a gendered division of labour among the members of the cooperatives in undertaking the specific tasks; and overall female members are more mobilized to pursue the project: a restaurant management and seashore turban shell collection is organized by female members. Male members who own a fishing boat are in charge of a boat trip. Of the activities, the fishing boat trip is the most income generating activity. Third: overall, the income from the activities returns to an individual member who is in charge of the activities; not to the cooperative. It indicates that the government initiated tourism project that aims to revitalize the fishing community is rather an individual project in terms of distribution of benefits. This also indicates that members of the fishing community are not too eager to participate in the tourism project. It was said that members consider tourism work not very profitable compared to agricultural work; this equally being expressed by an owner of agricultural land or temporal employees who work during high harvest season.

MANASI DUTT
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Characteristics of the shipping industry that influence seafarers' responses to ill-treatment onboard ships

A merchant navy ship fits into Goffman's idea of a total institution as it constitutes a space in which people live and work together in a formal and ordered manner for a length of time. It embraces a paramilitary hierarchy and functions in an industry which considers there to be a shortage of senior officers and a surplus of ratings and reliefs on short-term contracts. When considering the months spent at sea in such an environment with virtual strangers, it raises questions about the scope for ill-treatment to occur onboard.

Over the past two decades, interest has grown in employees' experiences of bullying and harassment in their workplaces. Studies in this field originated in the discipline of psychology, however, sociological theorists have begun to move beyond the interpersonal nature of bullying to consider how institutional factors can shape employees' experiences of ill-treatment in the workplace. Among these factors are the role of human resources (HR) and management practices.

A qualitative approach was adopted to gather data through semi-structured interviews which incorporated a modified negative acts questionnaire. Fieldwork was carried out in one multinational and one Indian company in Mumbai, India, and views were incorporated from all levels of the hierarchy. The results discussed in this paper emerged from thematic analysis of the data. This paper will focus particularly on factors that influence seafarers' responses to ill-treatment onboard ships. Hirschman (1970) spoke of the choices that workers have when considering how to respond to ill-treatment – exit or voice. In the case of the shipping industry, the majority of seafarers who experienced ill-treatment chose a third way, that of remaining silent. Their reasoning for this choice was complex and varied between seafarers, but there emerged several common themes.

The broader influences stem from characteristics of the industry, such as the use of short-term contracts which ensure job insecurity. Frequent talk of the surplus of ratings indicates that they are easily replaceable and must be model employees to hold their positions. The impact of a race to the bottom mentality in the industry also reinforces the tenuous position of the seafarers so they do not prove to be more trouble than they are worth.

The more specific features of shipboard work that influence responses include the strict command hierarchy and the limitations that this imposes on onboard and ship-to-shore communication. This can physically limit seafarers from accessing support systems for help. Another feature is the informal socialisation of seafarers into the shipboard culture. The sharing of stories taught seafarers that if they raised their voice they would not be heard and they would suffer the consequences themselves. The most prominent fear associated with raising their voice was the loss of their job, compounded by the idea of blacklisting which would mean that they would be unable to find future employment as well.

A by-product of formal socialisation (such as management training) was the internalisation, to some extent, of the company's goals and values. The seafarers embrace the professional identity conferred on them and shoulder responsibility for the smooth running of the company. As a result, they either perceive ill-treatment differently or just accept it as part of the job.

There were surprisingly few differences between the experiences of seafarers from both companies. This indicates that while the individual organisation is important, the shipping industry as a whole has specific characteristics that influence seafarers' experiences of ill-treatment. These characteristics, which include the hierarchy onboard ships, short-term contracts, limited means of communication and the purported manning crisis, interact to contribute to a majority of seafarers choosing silence in the face of ill-treatment.

NIKICA GARDIJAN

University of Zadar

Some sociological aspects of the digital divide in the Zadar County (island inhabitants and civil society)

In this paper, we will try to determine the extent to which the lack of high-speed broadband Internet as the largest and the fastest modern information source affects information access of Zadar archipelago inhabitants regarding socio-political events and to what extent this lack influences their engagement in civil society institutions. To determine the depth of the digital divide between the coast and the islands, we will use the methods of analysis of existing relevant data, interviews with island inhabitants and interviews with island inhabitants who do not live on the island, but have residence in Zadar. Furthermore, we will try to determine the depth and consequences of the digital divide between the less developed islands (the islands of the first group) and the developed islands (the islands of the second group). The author believes that during the course of study the hypothesis that the inhabitants of remote islands are also more information isolated will be confirmed. All data, statements and conclusions presented in this paper will be supported by appropriate citations.

TAIDA GARIBOVIĆ*

eko-zadar, nongovernmental ecological organization

Effects of coastal development on habitat structure, biodiversity and water quality in the Novigrad Sea, Croatia

Estuaries and coastal ecosystems worldwide have been affected by human activities since ancient times. As the human population increases so does the pressure on coastal ecosystems, leaving changes and complete losses of both habitats and living organisms. In Croatia, coastal development has become more frequent in recent years. An effective biological and chemical monitoring system of shallow marine habitats and the water column above is important for scientifically informed management of coastal zone development. The objective of this study is a Before/After-Control/Impact (BACI) study of the effects of future tourist resort development and current development on faunal communities, habitat structure and water quality in an estuarine lagoon system in the Croatian Adriatic. Since new development has not occurred yet, the current results are restricted to the Before portion of the study and the Control/Impact portion of the study based on the current state of development of the study site. The research area covered eight locations in the Novigrad Sea, one of four coastal lagoons in Croatia and in the adjacent, southern Velebit Channel. Four sites are natural sites, designated for future development, and four sites are already developed sites, with different type and degree of development. Lure assisted, visual census method was used to estimate species richness and species assemblage and associated habitat structures at natural sites and nearby lightly developed sites. Contents of nutrients (ammonia, inorganic phosphates, total phosphorus and total nitrogen), seston, and chlorophyll a in the water column were measured in regular replicates at all eight sites. All measurements and visual census transects were carried out from April till August 2011, covering two seasons. Our results showed that the water quality in terms of nutrient content and phytoplankton biomass did not significantly differ between natural and developed sites, suggesting that the current degree of development does not affect chemical balances in the sea, and that nutrient inputs come mostly from freshwater systems nearby. Our results also showed that values of nutrients and phytoplankton biomass found in the Novigrad Sea and in the adjacent Velebit Channel categorise these ecosystems into oligotrophic ecosystems. Habitat structure showed significant differences between developed and natural sites, especially on sites with a higher degree of development (in our case small marinas). Species richness was higher on natural sites, and species diversity was significantly higher on developed sites. Species as-

semblage did significantly differ between developed and natural sites, with some species exclusively found on natural sites. However, habitat structure explained fish assemblage structure more than the degree of anthropogenic development, but since habitat structure is directly dependent on the degree of development, species assemblage may have indirectly been affected by development, as well. Within ecological categories of fish and invertebrates half of them showed a significant difference between developed and natural sites (planktivorous, benthivorous, suspension feeders, herbivorous and sparids). We conclude that an effective monitoring system of anthropogenic impacts should be established in the investigated area. This system should include a combination of biological and chemical methods, with monitoring of benthic habitat and cognizant of long-distance dispersion of contaminants. The BACI sampling design is an excellent tool in assessing changes that occurred in the environment, by comparing data before and after the stressor has occurred. The Novigrad Sea is considered as a future Natura 2000 site which demands continued monitoring and which restricts, but does not prevent, further development. Such development, however, should be sustainable; providing economic benefits to the local human population without damaging and depleting natural resources. To evaluate the sustainability of such development one requires detailed knowledge of natural processes in the area as well as an effective monitoring of natural resources.

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Maritime flags – convention, identity, vanity

Vexillology, the study of flags, may be considered in its origin a maritime study, since until the mid-20th century it was almost exclusively dealing with flags that may be observed at seas. Symbolic objects, such as flags, are recognized as a matter of sociological interest very early. Already Durkheim considers them important for social interaction, the idea developed by Mead and Cooley, and especially by Blumer. De Saussure recognized that a symbol is inherently arbitrary, and that only social conventions provide meaning in a group. Sapir noticed differences between referential and condensational symbols, the first trivially linking to the identifying object, while the second, through prolonged social use reference to the ideas and to the actions important for the society and transfer and invoke emotions. Mulago pointed out two roles identity symbols play within a group, calling them *rôleunificateur* and *rôlehiérophantique*. Recognizing that flags have a wider role than just symbols of identity, the pioneer of scholarly vexillology W. Smith, further differentiated the function of their use: decoration, signal, action and symbol (adding an emotional element symbolizing identity, superseding the intrinsic material value). In a maritime context all flags in all these functions are employed.

The life on the sea requires different patterns of social communication than on land. The further visibility enables much longer visual communication. Flags are recorded in use by maritime societies in antiquity. Since the 12th century illustrated manuscripts provide descriptions of their design and use. Since the 14th century the navigation maps (*portolanos*) depict the ports ornamented with their appropriate flags. The first international agreement prescribing the use of flags on ships is the 1297 English-Dutch treaty, and among the oldest legislations regarding the maritime flags is the 1487 *Ordonnance (See-Articel)* of Emperor Maximilian I. However, the statutes of Adriatic ports testify that the use of flags was well established and required even earlier: the 1272 Dubrovnik and the 1388 Senj statutes prescribe penalties for ships entering the port without a flag.

The increase of maritime traffic increased the need for differentiation of symbolism conveyed by flags. Beside national affiliation, they indicate the type of fleet (war, merchant, state service etc.). The invention of the telescope in the 17th century enlarged efficient communication by flags. The maritime flag code was developed and the indication of specific functions, such as the pilot flags by the end of the 18th century. The increase in wealth in the 19th centu-

ry enabled the development of pleasure crafts, with flags devised to declare the owner's social standing. Furthermore they may denote special privileges or meritorious awards. The courtesy flags are hoisted within foreign waters. Flags may indicate distress. The vanity flags include those expressing regional identity or sports supporters, but also to express certain "states" on board, from a simple signal that the meal is being served, to indicating a cocktail party or stating "the wife is not on board".

Three functional areas of flags on ships may be summarized: signal, identity and vanity. In other words, they are used as signals of convention, as symbols of identity and as marks of vanity. The first are today mostly arranged by international agreements and maritime customs, the second are prescribed by the state regulations, while the last are a matter of personal choice or conventions among smaller social groups.

Although modern communications may have rendered flags obsolete, the maritime traditions and aesthetic attraction of these objects make them as actual in use today as ever before. The maritime societies around the world lovingly cherish their traditions including the flag use and their development was not stopped even unto the 21st century.

VESNA IVEZIĆ

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Social and historical significance of the salt in the Mediterranean

Human obsession with salt started a long time ago, and until modern times, +besides its use as a food supplement for humans and animals, and a principle way to preserve food, salt has political, economic and mystical significance for the lives of the people in the Mediterranean.

Almost every part of the human body contains salt, which is, together with water, a necessary component in the functioning cells. Seas of the world have this „salt and water“ quality, so their areas have always been desirable for living. Seas during history meant life-giving people food and salt. Salt was (and still is) important for human and animal nutrition, preserving food, and was an important item of trade. It is equally on the social level, where from the very dawn of humanity, salt was important and affected the functioning of society.

Salt as well as grain, makes the two most important ingredients in the human diet. It can be said that their production and use developed together with man, because in the process of growing and preserving food, man has developed himself. It is believed that preserving food with salt, was crucial for the creation of Neolithic civilization. Because of the need for a more organized production, it was necessary to create new, more complex forms of human society. It was an important evolutionary leap in the history of humanity, where in the idyllic peace of Neolithic settlements, man creates a completely different, far more advanced culture which was not possible during the non-sedentary lifestyle.

For millenia representing wealth, salt has been used as a medium of exchange, and very early was involved in the global system of trade and communication. Salt is a product which the earliest broke the framework of local production. In the Mediterranean, by the media of salt, small Adriatic communes were included in the system of global trade.

It was easiest to change salt for other products. Salt was often used as a mean of payment, as a substitute for money. A term for payment, salary, comes from Roman *salis*.

Salt meant independence, it was traded for and fought over, it meant friendship, wisdom and agreement between God and people, and made Mediter-

anean a „culture of salt“ society, where the history of salt production, salt roads, salt producers, had a very important role. Throughout history, salt had a political meaning as well, as it was a cause of war, it also meant independence. Salt and independence are deeply connected. A town or an island had to have its own salt source, to be independent.

It was of a great importance to control salt sources. Stronger ones held the monopoly on salt, thus showing their dominance. Salt has long been under the protection of rulers, its production has been controlled, the essentiality of salt subjected it to governmental monopoly and special taxes. Things over which the state has no control are always illegal, and opposite –legal is everything that can be controlled, what is making profits through taxes, and that keeps citizens in obedience.

The Adriatic sea, as well as the entire Mediterranean, due to geographical conditions, climate and increasing salinity of the sea, is perfect for salt, that makes it an important salt area, where today, salt production is not getting enough of attention, though ,salt, now recognized as a „phenomenon“, being a part of Mediterranean identity, and revitalized through touristic and artistic programs, is experiencing a transformation towards the presenter of the spirit of life by the sea coast. In geographic names (towns, villages, bays) we can find traces of salt. (Solín!)

Salt is directly linked to the concept of wisdom, wisdom as „a grain of salt“ in the world, *sal sapientia, partem immutabilem*, the foundation of knowledge. The idiom „to have salt in a head“ for example, means „to have brains“, or latin, *cum grano salis*.

Because salt prevents decay, it protects from harm. That’s why salt is a symbol of friendship and blessing. Loyalty is sealed with salt, because its essence doesn’t change. Because symbolizing incorruptible purity, salt had an important, vital part in religion of many cultures.

Salt is adapting to the demands of history: before regarded as an important ingredient of basic life necessities, now, besides its healthy and expensive version related to the contemporary field of organic food, has evolved to a transcendental, symbolic level.

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“Adriatic solidarity” – pan-slavism and slavic solidarity on the shores of the Adriatic sea in the first half of the 20th century

The paper analyzes rhetorics of appropriation of the Adriatic sea by the political, cultural and economic elites in connection with ideas and concepts of Slavism, Pan-Slavism and Slavic solidarity during the first half of the 20th Century.

The extent of the Adriatic space has often depended on perceptions of its territorial links. Therefore mechanisms for appropriating the Adriatic engaged not only the region’s coasts but also its broader hinterlands, through what Baud and Van Schendel call the outer borderland covering the territories “affected by the existence of the border in the same way that land protected by an embankment is affected by the sea”.

The downfall of the Venetian Republic in 1797, which had monopolized the Adriatic space for centuries and Napoleon’s failed attempt to control the eastern Adriatic with his Illyrian Provinces, created a vacuum of power in the Adriatic space. Italy, Germany, and Austria-Hungary competed for control and hegemony over this “no man’s sea.” However the competition was not restricted to State actors. The emergence of the national idea in particular led to an increasingly overt “nationalization of the sea” that began in the second half of the 19th Century and continued in the 20th Century. Emerging Slavic national elites within the Habsburg monarchy developed their own legitimization practices over the Adriatic sea and an “Adriatic consciousness” supported by ideas of Pan-Slavism and Slavic Solidarity.

As a result of the political and social changes during the Revolution of 1848, and the gradual politicization of local society, only a year later a Slovene-language newspaper entitled *Jadranski Slavjan* (Adriatic Slav) began publication in Trieste/Trst. By this point, Trieste/Trst had become the most important Austrian port and the town with the largest population of Slovenes. This newspaper soon ended publication, but similar papers were published in the following decades, for example, *Jadranska zarja* (Adriatic Dawn), *Jadranka* (Adriatic Woman), *Svetilnik* (Lighthouse), *Ilirski Primorjan* (Littoral Man), *Jadranski Almanah* (Adriatic Almanac), whose titles all emphasized their Adriatic character.

Most of these newspapers supported liberal ideas brought into this space by the Young Slovenes, a political movement that followed the ideals of the Young Czech Party in Bohemia. The Young Slovenes demanded rights for the Slovenes and Slavs of the Adriatic, whereas the Italian liberal-national party dictated the political, economic, and general social tempo. Italian nationalism in Austria and irredentism in Italy based their territorial claims to the region on their own alleged Roman origins and on the alleged historical continuity of the Italian character of the Adriatic space. Slovene and Croat nationalists, in turn, stressed their own ethnic continuity with the original Illyrians, arguing for the autochthonous and primordial character of their nations in comparison to the more recently arrived Italians. Thus, since the second half of the nineteenth century, nationalists in nation-states or in multinational empires have politicized borderlands, be they on land or at sea, in order to appropriate these contested areas, to nationalize them, and to subjugate these often multinational (or a-national) peripheries to a nationally homogeneous center.

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“We are all immigrants from somewhere...” – openness of the island communities to outsiders

Croatian islands have been areas of different migration flows from the beginning of their settlement, so despite spatial limitations and specific isolation, the population has always been exposed to various influences from outside the islands. In this paper the authors will present results of research related to changes in the way of life of small island communities, conducted on five islands of the Šibenik archipelago in spring 2011.

Decades of unfavourable socio-economic opportunities on the small Šibenik islands have had a significant effect on their demographical development, marked by many decades of depopulation due to out-migration, which fortified their position as a peripheral and problem-filled area. One of the main characteristics of these communities is their smallness in which old people prevail, limited possibilities of education, employment and social life.

The availability of modern technologies on the islands opens up the possibility of changes in the lifestyle of these communities. They become transnational socio-cultural systems, cultural communities linked in a new way, which change together with shifts in the directions and the types of migration of the islanders, as well as with the arrival of tourists and the (more) permanent settlement of non-islanders and/or outsiders. The changes that individuals, in view of their migration experiences, introduce into island communities, are the result of life in diverse socio-cultural-economic conditions in various *milieux* – differences between an urban and a rural community, various levels of communal and cultural infrastructures, possibilities offered by individual types of society (differences between islands and the mainland) on the level of development of social networks, social capital, emotional ties, modes of housing, etc. Although modernisation brings about certain negative changes in the mentality and in the way of conceiving the community (which are reflected in a reduction of solidarity among its members, in more difficult attainable readiness for joint actions and work for the common good and in an increasingly more expressed materialistic view of the world), there is still a relatively strong feeling of closeness within islander families and communities as a whole. The island is still a fixed point in the lives of its inhabitants, and also among those that live outside the island, since they maintain a strong sense of belonging to a relatively homogeneous and intimate island community, in which there is a strong sense of connection. At the same time due to

awareness of their small size and fragility and a strongly expressed desire for demographic survival, island communities are becoming increasingly open to outsiders/non-islanders – first of all to in-migrants, and then to tourists, in whom they see a hope for demographic and economic survival, and even for revitalisation. Non-islanders live in specific alliance with the islanders and generally feel accepted by the island community, even though they feel a certain distance imposed by islanders.

Sailors in a multicultural environment – research report

Research on ‘people of sea’ comprising professional categories of fishermen, seamen, ports’ and ship yards’ workers have a long and rich tradition in Szczecin sociology. Deep-sea fishing has enjoyed a special interest of researchers in 1970’s and 1980’s. The changes in this sector made it impossible to continue the research in this range. That is why research authors (Arkadiusz Kołodziej and Agnieszka Kołodziej-Durnaś) undertaking the issues of maritime sociology concentrated on the category of merchant seamen.

In the paper a part of the research (which has been conducted for 4 years) will be presented. The study was conducted in two stages:

1. Qualitative stage – constituting the basis for the further structuration of research (20 in-depth interviews)
2. Quantitative stage – directed at the verification of themes constructed on the basis of qualitative research (n=224)

As the result of qualitative research the following themes have been specified:

1. Social-life strategies - „Better say less than more”
2. The importance of cultural differences
3. The importance of new technologies
4. The need of intercultural training
5. The importance of formal structure
6. Reduction of interest in the public sphere
7. Economization of the personal function
8. The ethos of the maritime professions
9. Trust on the ship

In the paper the problem areas (identified in the qualitative stage) number 4 to 9 will be presented along with the verification or falsification of them from the quantitative perspective. The first of the problems (point 4) undertakes the practical problem of human resources management (identification of intercultural training demand in the maritime industry). The research authors made an attempt to specify whether there is a demand for the intercultural training (from the perspective of identification of relations on board – potential of improving interpersonal relations in a ship) as well as what is the distribution of demand for such trainings among seamen themselves. The second problem (point 5) comprises multi-aspect relations between formal structure

(horizontal and vertical) and the informal structure. The formal structure is analysed here from the perspective of the factor isolating an individual – the one reducing the social milieu of seamen. The next area (point 6) is devoted to the phenomenon of leaving the public sphere by seamen (suspension of participation). In point 7 authors point out to the problem of cost reduction of work at sea and the influence of these changes on work and the shape of interpersonal relations on board. The problems of ethos of work at sea (point 8) directs our attention to the subjective reception of specific conditions of work at sea (by seamen themselves). Is work at sea some special work? Is a seaman somebody different (in the seamen's opinion) from an employee of a factory and whether being different means some special duties? The last issue (point 9) is an attempt to capture characteristics of trust at deep-sea vessels. In the paper the proposition of a functional interpretation of a low level of trust is suggested.

VESNA KRPINA

Hrvatske Šume d.o.o.

Nature and tourism in the Zadar County area

At times when the uncontrolled overuse of natural resources results in a deteriorating environment, trends in the world tourist market show that intact nature attracts more and more tourists every year. The basic aim of the implemented research was to determine the role of nature in tourism in the Zadar County area. Zadar county is situated in the central part of the Croatian Adriatic coast and has a surface of 3.641,91 km². It abounds with diverse geomorphological entireties, in geo-pedologic structure terra rosa predominates on limestone and dolomite, brown soil on limestone and rendzine (Vranković 1985). According to the Köppen climate classification, it is located in the Csa climate zone marked as the “climate of olive”, characterized by mild winters and hot summers. According to the date of the Hydrometeorological Institute of Republic of Croatia for the period of 1971 – 2000 the average annual temperature was 14,9 °C. The annual precipitation was 879,2 mm/ m.²

In the phytogeographic aspect, the area inheres to the mediterranean-littoral and the mediterranean-mountain vegetation zone (Trinajstić et al. 1992). Zadar County has an abundance of protected natural areas. According to the Nature Protection Legislation (NN 70/05) the highest level of protection applies to the following: Paklenica National Park, Telašćica Nature Reserve, Lake Vransko Nature Reserve and Velebit Nature Reserve (partly located in Zadar County).

The field research was implemented during the summer 2006 in four chosen tourist accommodation destinations - Hotel Alan, Starigrad-Paklenica: Tourist village Zaton, Zaton; Tourist village Crvena Luka, Biograd n/m and Hotel Kolo-vare, Zadar - with the representative tourist traffic for Zadar County and being in the near from a national park or park of nature. Tourists independently filled in the questionnaire. The filled in number of surveys in the chosen accommodation objects and language groups was 260. The questionnaire is composed into four theme units: socio-demographic profile, attitude towards nature, motivation for visit and satisfaction with the tourist offer of the Zadar County. What do people want to get acquainted with in a tourist destination? Frequency of arrivals in Zadar county? Accommodation object? Information source? The importance of nature during vacation in Zadar County? The attractiveness of nature? The validity of the sample was tested by the amount (1% of the average annual number of tourist arrivals) and the structure of the sample. Data were processed according to theme units and considering the country of

permanent residency, age and occupation. The analysis was implemented by the method of descriptive statistics and the help of the programme package Statistica 7,0 for Windows. The intervals of reliability were calculated to 95% for all proportion evaluations.

Research results indicated that the largest number of tourists were from Italy; 44 % women and 56 % men; age between 36 and 45; domination of family visits (63 %). Natural beauty is what attracts the majority of those who visit Zadar County (68%) and 53% of tourists come to visit protected natural objects. Of all the tourist attractions most of the tourists value natural beauty along with environmental preservation (marked 4.14 on the scale from 1 to 5, 1-worst, 5-best). Tourists return to destinations offering a complete adventure. The largest number of visits: Paklenica National Park.

This research compares with similar research in Zadar County (Weber, Marušić et al. 2002, Čorak, Marušić et al. 2005) which was implemented in the period between 1987 and 2004 as part of the programme "Tomas-attitudes and the expenditures of tourists in Croatia".

Also this research is the basis for the exploration of preserving protected natural areas by creating a long-term development strategy and regulating measures within a well-balanced development of the tourist industry.

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Exchange and competition: coastal and inter-coastal dimension in the Adriatic region

In my contribution I will consider some aspects of the coastal and inter-coastal tourist offer in the Adriatic region. My starting point is the new tourist market; as we know, such a market is characterized by a global dimension. Competition is stronger and stronger, and new locations are continuously emerging even in well-established tourist regions. For all these reasons, being more visible is fundamental in order to capture the increasing international flows.

If we consider the Adriatic region, maybe those specific locations are not strong enough to “survive” alone, and a wider promotion strategy could be recommendable. In other words, a region-based promotion could be tried instead of insisting on many locality-based ones. That is the reason why I pay particular attention to some indicators connected to the inter-coastal dimension. My aim, indeed, is not only to give a general impression of tourist offer in the eastern and the western coast, but also see the “state of the art” in the Adriatic inter-coastal collaboration.

I will show some data about ferry passenger flows between the eastern and western coast, as well as the flow of cruise passengers who transit, embark or disembark in the Adriatic ports. I will also show some data on moorings and pleasure crafts, as well as data on the tourist offer, arrival and stays in the Adriatic coastal resorts.

A real comparative analysis is very complicated, but I think that a general idea of the tourist offer and differences is possible. If we consider the Italian coast, we can see that Veneto and Emilia-Romagna have a very high tourist density and they are almost saturated, while Friuli-Venezia Giulia seems to have a good potential to further emerge. Abruzzo, Molise and Puglia have definitely less density and they are also weaker in their appeal. Such weakness is particularly clear as regards the attraction of international tourists, even if their presence on our coast has slightly increased over the past years. The Italian coast, however, still attracts more people than the eastern one, and there are also more moorings in absolute terms.

As regards the eastern coast, it seems stronger in attracting international flows. Slovenia and Croatia are the most striking examples; these flows are

the most important ones in their tourist demand. With regard to Albania and Montenegro, their tourist development is not so advanced, but very important growth trends are emerging as well as very important potentialities. In other words, the eastern coast seems “destined” to improve.

As regards to inter-coastal programs and collaborations, they have increased a lot over the past years, thanks also to some European Union policies which are favouring international cooperation in the Adriatic and Ionian region. Very frequently, however, these programs and collaborations are limited in their length and their activities. In other words, we still cannot see a real tourist connection between the eastern and the western coast, if we exclude some transport options (like the fast lines and the cruises) or a few tourist packages. More in general, regattas and nautical events seem the only ones with a real inter-coastal vocation.

My final impression is that the Adriatic region is still strong; tourist flows are persisting and they have not been severely affected by the economic recession. The gap between western and eastern coast persists, but it is decreasing in many aspects. On the other side, the promotion of an integrated Adriatic region is still relatively weak, as well as the inter-coastal tourist investments.

KRISTINA MIOČIĆ

University of Zadar

Nostromisms in Croatian maritime terminology

Long-lasting historical, cultural, artistic and linguistic contacts between Croatia and the Venetian Republic in the past have left a significant trace in Croatian maritime terminology. The elements of Venetian or Italian origin in Croatian maritime terminology are named nostromisms. The history of their gathering started in the 16th and 17th century, with the first multilingual dictionaries, but serious work in this area started in the last decades of the 19th century. In those times Croatian national awareness awakened. Despite the uprising linguistic purism, nostromisms are gradually accepted as a part of Croatian maritime terminology. These intense episodes of Croatian lexicology show to what degree the politics and social movements influence the language, whether it is changing in accordance with social progress or regress, or is being violently altered by wars or political interventions. The first part of the presentation will deal with a historical overview of the role of nostromisms in the last two centuries, and the second part will demonstrate the history of individual nostromisms in historical and social circumstances through an etymological analysis of each particular lexical item.

Even today there are some disagreements as far as nostromisms are concerned. Despite the awareness of globalization which is taking place in all aspects of life, not everybody is inclined to the influence of foreign elements in their own language. In Croatia this is strengthened by the fact that Croats were trying to fight for their own independent state (in the full sense of those words) for almost 900 years. Therefore, in the 1920s there were some attempts to exclude completely any sign of foreign lexical items in Croatian maritime terminology. However, the sailors themselves as well as some teachers in nautical schools who knew the situation better managed to convince the majority of people that such an approach was impossible because nostromisms and the suggested Croatian replacements could have very easily resulted in misunderstandings which could have led to serious accidents. That is particularly evident in maritime commands which need to be exact and precise, two conditions which Croatian terms sometimes cannot meet in such a way that the corresponding nostromisms can. There is, however, one thing that helped nostromisms to take over even today when both Italy and Croatia are independent countries: many Italian lexical items are a result of either composition (blending two or more words into one that covers their meanings and sometimes even more) or derivation (creating new words from one already existing item). This way only one word has several different uses and

meanings without causing a confusion which is very important in everyday communication at sea.

Finally, it is very important to preserve the nostromisms in Croatian maritime terminology since they are an important part of Croatian linguistic heritage. They are also a reflection of everything that has been happening in Croatian language, history and society. The nostromisms enrich the Croatian language and its dialects and also fill those voids that Croatian terms cannot fill in such a precise manner. One day that may change, but it does not mean that their role in Croatian language is to be forgotten.

GIACOMO ORSINI
University of Essex

European fisheries at the edge. The cases of the two small-scale artisanal fishing communities of the islands of Lampedusa and Fuerteventura

When sociologically involving individuals, European studies somehow left aside European society: a ground-level sociological study of how European citizens experience the EU is missing. However, even though the EU can be still seen as an ongoing process of institutional construction, nowadays as never before we can also speak of Europe as an established polity producing real effects in people's daily lives. In other words, the time has come to start looking to the outcomes that such an institution has on citizens, rather than focusing exclusively on what this institution is and how it does work.

Thus, moving from this critical stand, this study analyses whether and how the EU affects the daily life dimension of European citizens: to do so, well established European policies need to be taken into account. Moving from this perspective then, this investigation focuses on the cases of two small-scale fishing communities living along the European external border, in the Sicilian island of Lampedusa - Italy - and in the one of Fuerteventura, part of the Canary Islands archipelago -Spain. Local fishermen activities as well as their lives in the islands are indeed mainly impacted by two well established - and only apparently disjointed - EU policies: the Common Fishery Policy - CFP - on the one side, and the European external border management on the other. Fishery, a marginal European economic sector, is indeed one of the areas more strictly regulated and largely subsidised by the EU. On the other hand, due to the geographical location of the islands - closer to Africa than to Europe - these two territories work as isolated offshoot of the widening Schengen area of free movement of people. Due to this geopolitical location, since the end of the 1990s thousands of boat-migrants coming from the coasts of Africa begun to reach the two islands. A phenomena to which the EU locally responded opening migrants detention centres while militarizing the sea-border, generating a permanent state of emergency in the islands and in their surrounding sea waters. In other words, in light of their marginal locations, both islands became central within the framework of the management of the European external border and, more broadly, of EU migration policies. A centrality however not corresponded in terms of fishing policies, especially considering the local implementation of EU harmonizing norms and regulation in such peripheral territories.

Empirically, here the border works as a methodological choice. The goal is in fact the one of bringing the margins at the centre, showing how they are fundamental both in socio, political and economic terms to define the centre itself. It is at the border where policies designed for the flat borderless EU territory are expected to have a major impact, revealing themselves more visibly. Thus, through two periods of study of five to six months in each island, several in-depth interviews have been conducted with local small-scale fishermen, alongside a day to day ethnographic-like observation, a consistent number of semi-structured interviews with local stakeholders - fishery organizations, cooperatives and associations; coast guard; local administration and so like - and policy makers in Brussels, and the shooting of a documentary.

JADRANKA PELIKAN

University of Zadar

Under the blue carpet

The world coastal population is about 3 billion people implementing various social and economic activities with a significant impact on marine environment. The consequences of marine resources endangering and destruction can create a long-term impact on the economy and population of the Adriatic in various ways. By continuation of pollution, catch and production of sea food could become questionable in the future. Consequently, according to the research, there will be a decrease of economic activities, a lack of food supply for the growing population and eventually depopulation will happen - a possible scenario of unwanted events.

The coastal areas growth and development planning conducted by local and/or regional governments are aimed at increasing economic activities, employment and attracting capital. Although the concept of sustainable development imbues many adopted strategic documents, it really has not come to life because it subjugates nature and environment to economic and social benefits of man. Since it does not allow ecosystems an equal status and protection of their interest one cannot say that it is a sustainable way of development. In recent years, an additional danger turns up on the horizon - sea temperature increase. Studies have shown that climate change and global warming have a tendency of sea acidification increase as well as the solubility of deposited metal compounds on the Adriatic seabed.

Therefore, a study was conducted in laboratory conditions on the adverse effects of salts of heavy metals and high temperatures of sea water to mussels exposed as test organisms. The method for monitoring organisms' behaviour was a real-time monitoring of opening and closing valve based on the Hall sensor system. The indicators monitored were tolerance expressed in time, dynamics of opening/closing and the organisms' ability to regenerate.

The results showed that marine organisms exposed to changing environmental conditions have the ability to tolerate the harmful effects to a certain level, after which visible effects appear. The dynamics of the opening and closing valves striving to remove toxins from the immediate environment and body was expressed as number of clicks per hour. Regeneration ability of exposed organisms is a function of the concentration of the toxic substance, exposure time and sea temperature. By increase of the temperature of sea water there is an increased toxicity of pollutants and significantly lower regeneration of tested organisms.

Having in mind the capacity of mussels to react to changed conditions in the environment in real-time response, it is possible to establish a continuous monitoring system which can inform regional and local governments to timely adapt development policies.

The trends of industrialization should cede the trends of knowledge, changing paradigms and raising social responsibility for actions in marine environment. Therefore, new development policies should reduce pressure on marine ecosystems by: (1) creating practical tools to support the development of innovative solutions and new technologies aimed at reduction of emissions of harmful substances into marine environment and harmless clean-up; (2) organising continuous bio-monitoring in marine and freshwater ecosystems; (3) changing the mode and intensity of industrial production, replacing environmentally harmful substances used in industrial processes, with new ones, harmless to marine ecosystems; and introduction of new, environmentally friendly products; (4) including alternative “what-if” scenarios of local and regional development; (5) establishing protected areas of marine biodiversity; (6) taking into consideration the needs of marine ecosystems not just the needs of people; (7) afforestation of coastal areas with species able to absorb pollution from its environment.

The worldwide attention is focused on climate change and global warming but adverse impact of human activities to marine environment have not disappeared.

MILI RAZOVIĆ
University of Zadar

The ecology and beach management in a tourist destination

Tourist offer on the Croatian coast area and on the islands is mainly based on the “sun and sea” product. This product is mainly formed along the line where the sea is connected with the mainland coast, the area which is arranged for the tourists and is usually defined as a sea beach.

However, the sea beach is not only a space where tourists meet their needs for sunbathing and swimming, it is also an area where tourists interact with each other and express their multiculturalism, considering diversity of areas from which they come to a particular destination.

The beach is also a place where tourists show their personality through the use of different equipment - equipment for swimming and sunbathing, water sports.

In many tourist destinations, due to over construction of accommodation, there is a disharmony between the number of tourists and beaches' reception capacity, especially during the peak tourist season.

Apart from the daily activities of swimming and sunbathing, the beach becomes a space of the night life, and all-day events and entertainment. As the main attractive element of the destination's tourist offer, the beach areas are attempted to be commercialized more.

The beach, the space of tranquillity and marine pleasure, recently became the site of a number of new activities and extreme conflict of different interests. On the one side, there are tourists who are increasingly demanding in fulfilment of their needs that they want to meet on the beaches, and on the other side are holders of local tourism and the local people who have completely opposite, certain own interests.

The modern tourist wants to satisfy his needs for sunbathing, swimming and amusement on the beach that is spatially comfortable, equipped and on one that meets high ecologic standards of sea water cleanliness. The important fact for the tourist, is also the overall atmosphere in the tourist destination.

These requirements cause need for certain additional efforts and expenses of the tourist destination. Therefore, the question arises: what is the best

way to meet the needs of tourists and at the same time to achieve certain business interest and maintain the competitiveness of tourist destinations through ecologically protected beaches.

For predicted activities it is necessary to achieve a certain consensus on the level of tourist destination. Things that must be defined are who, how and with which financial sources need to accomplish specific projects or programs that are related to beaches in order to meet tourist needs. For these facilities, that will be in accordance with the standards of sustainable development it is necessary to provide specific funds.

All this requires certain efforts and models for the establishment of a harmonious relationship between holders of the tourist offer, the local population and tourists. In fact, through the modern concept of beach, the overall problems of sustainable development of tourism destinations are reflected. On one side there is the modern tourist, who apart from the sun and sea wants to meet his other needs on the beach. On the other side, there are numerous tourist offer holders and a local population that are in function of meeting tourist needs, but under the imperative of sustainable development of the beach and the entire tourist destination.

It is obvious that there are numerous and complex conflicts between tourists and hosts, holders of tourist offer. These conflicts arise due to reasonable demands of tourists and real possibilities of the host to respond to the demands and to meet the needs of tourists. This is particularly referred to the beach as a fundamental element of the tourist destination offer.

This paper proposes a model of beach management, based on research results and on the principles of ecology, that will meet the needs of many tourists but also give a boost to the hosts to improve the quality of tourist offer and competitiveness of the tourist destination.

SARAH AGNELA SIMONS

Cardiff University

Seafarers fear of maritime piracy. Repeat victimization in the global political economy

This paper will present some results of an empirical study undertaken by the author towards a doctoral thesis as the primary and sole investigator. The thesis entitled *An Analysis of the impact of maritime piracy in Eastern Africa between 2000 and 2010 and its impact on Seafarers* is in its final stages.

Successive human societies have relied on watercraft for passenger and cargo transportation (Johnstone, 1980). With time, simple watercraft were replaced by bigger and more technologically-advanced vessels coupled with a refinement in navigational skills for ease for covering the 139,397,000 mile maritime environment that comprises about 70.8% of the earth's surface (Pidwirny (2006). While sociological studies have focused mainly on land-based social interactions, the social milieu of the seafarers as a professional group whose livelihood thrives in the maritime environment remains a largely-uncharted frontier.

Today about 1.5million seafarers work in the international shipping industry. From the research findings, the researcher has established that the impact of the globalization of the maritime sector has given rise to structural changes (Alderton et al, 2004). The changes include the containerization of ships, mechanization of previously manual tasks leading to a shrinking in crew size, quicker turnaround times with shorter crew rest periods, flagging out of ships, casualisation of labour, outsourcing of ship crew recruitment and a shift towards multi-national composition of crew. These changes have in turn given rise to certain conditions that negatively affect the occupational health and safety of seafarers. Thus, seafarers in the 21st century shipping industry work mainly as contract migrant labourers (Chan, 2006) within a globalized political economy (Gilpin, 2001).

The ship has been described as a "total institution' where seafarers work, eat, sleep and indulge in leisure activities (Sampson & Thomas, 2003. The researcher will present some findings that portray the social interactions of seafarers in a regimented work culture that functions in ways similar to Total Institutions as described in Goffman (1957A, 1961)'s studies that focused on the psychological impact of the social life of these residents as individuals.

Elsewhere at the turn of the century empirical evidence points to seafaring as

a risky occupation (Bloor et al, 2000) and with a high mortality rate (Li & Shipping, 2002) that at one time earned it the reputation as the most hazardous occupation in Britain (Roberts, 1996) and one of 'America's Most Dangerous Jobs' (Kirdahy, 2010). The emergence of maritime piracy in East Africa in the last decade as a kidnap-for-ransom enterprise crime targeting ship crew, adds to an already long list of occupational hazards faced by seafarers working in the international fleet. The paper will also highlight ways in which seafarers negotiate maritime piracy as an occupational risk within the stratified hierarchical maritime work environment.

The paper presents specific research findings from the doctoral research that point to the cumulative impact of structural changes in the global shipping industry, seafaring occupational risks including maritime piracy as multiple circumstances with the potential for physical and emotional harm to seafarers.

ASTERIO SAVELLI

University of Bologna

Tourism between the land and the sea. Social and cultural changes of meaning

With the post-industrial society and the globalization processes a new phase begun; it is characterized by the disintegration of the territorial structures of advanced industrial society. The social system is no more ordered nor readable; the sense of membership of subjects is lost as well as the zoning of territory in different specialized functions, including the tourist ones. That means to say that seaside resort cities and the coast are losing their power as “holy” areas, distinct from all other cities and the remaining territory. It is not so much an objective quality that makes a visitor a tourist, but it’s the kind of relationship he has with the resources of a territory in a new global dimension.

Subjects tend to build up and express themselves in different ways to acquire their own identity; thus, they will no longer be attracted by the coast as a place in contrast with everyday life spaces, or as the highest paradise promised by the social system. Subjects will be rather attracted by a wide range of choice and action opportunities, a place in which information will be at the center of the attraction system. Information will not be just a vehicle of connection between attractions and potential users, but it will be in itself a powerful factor of attraction for an area or region. The image of an area will be more and more “constructed” by information and it will specially involve those land and sea spaces which have been “interstitial” and external to specialized tourist areas so far.

The coastal cities can become the symbol of a new and broader choice (and differentiation) opportunity for users in which internal, background and historic characteristics are included (the recovery of past as a source of identity); all these elements will be made accessible through the sea that is no longer the set of a theatre mise-en-scene, but it represents the new dimension of global relations. Being on the global market and taken into account as tourist destinations by the big international flows; this is the new challenge for the established areas of seaside tourism, if they want avoid the fate of becoming decentralized urban neighbourhoods for a seasonal stay.

JESSIKA STRACK

Kassel University

Man & Sea: Classical metaphors of exclusion as well as inexplicability – a relation including charismatic potential

The focus of my work is the element of the Sea from the perspective of literature – mainly different kinds of classic adventure-novels like *Moby Dick* (Melville), *Twenty Thousand Leagues Under the Sea* (Verne), *Toilers of the Sea* (Hugo), *Treasure Island* (Stevenson), *Typhoon* (Conrad), some later literature like “*The Kraken Wakes*“ (John Wyndham), „*The Swarm: A Novel of the Deep*“ (Frank Schätzing) etc.

The Sea gains different descriptions in literature which seem to repeat themselves and these paint a quite common picture, so the “general person” gets a certain impression of it, which seems to be fairly well known and familiar in universal thinking.

This work shows an illustration of the Sea itself and the individuals connected to it – how are they described and how are they socially categorized? A significant part of this presentation is dedicated to the protagonists who devoted their life to the sea. The Sea gains specific depictions corresponding to the characterizations of its people. They earn certain attributes like “wild”, “rough”, “deep”, “unpredictable”, furthermore „excluded“, „charismatic“, „not-ordinary“ and similar descriptions through this association and devotion (Weber).

I will show that the element Sea is ascribed a specific power – a power that seems to be transferred and sedimented onto a certain kind of people, being part in the construction of their identities. Significant patterns between the individuals on the sea are given special attention in my interpretation, as do their interactions with this element and the conflicting relations between humans on the sea and the ones on the land. We can find different graduations in relation to the room surrounding the people. In this context different categories can be distinguished, which match the individuals according to their locations. A layering of room can be constructed, which already gives certain information about the human beings who live there. We find that the Sea does not stop where the water actually ends – the influence of it is going further onto the dry land and having an effect on the inhabitants. There is a graduation from mainland – seaboard – island – water and in this context there are different roles, which want to be fulfilled as well as certain clichés which connect the people and their clusters in sympathy and antipathy.

This fact refers to a reciprocity in between the room (respectively environment) and its objects to the individuals. In this thesis I try to show that the Sea interacts with the people – so there is a symbiosis between people and their surrounding objects (Dewey, Knorr Cetina). The sea takes the role of an „actant“ (Latour) and interferes in certain effect-relations – in this sense a specific interplay can be detected between the Sea and its environment (including the people being related to it) – according to which subject and object are not divided into separate categories, but are combined in this world with certain possibilities of action (and also of forcing others into action). While reading the literature about the Sea it becomes clear that a significant kind of humans are attracted by this strong element.

I want to demonstrate the relevance of surroundings and objects and how they also play a large part in „forming“ big pieces of society.

This work being merely a literature-research makes it hard to say how far the ideas of the Sea and its people are actually compatible to the real situation, but the written word constructs a specific kind of “truth”, which becomes part of our thinking and in this way also part of anticipating and perceiving environments and their people (even or maybe especially if we haven't been in touch with them before).

ŽELJKA TONKOVIĆ

University of Zadar

JELENA ZLATAR

Institute for Social Research, Zagreb

Sustainable development in island communities: the example of Postira

The paper presents the case study of Postira, a small place on the island of Brač. The reason for choosing this place is its specific development: there, marine fish production, agriculture, fishing and tourism are equally developed, which contributes to the balanced progress of Postira. The main hypothesis of our research is that Postira is a positive example of sustainable development because it combines the key elements of ecological, economic, social and cultural sustainability. The aim of the research was to establish how these elements were present in tourism, economy, agriculture and industry of Postira. In the research we used semi-structured interviews with the key actors responsible for the development of the place (local politicians, tourist board representatives, apartment owners, restaurant and coffee bar owners, the agricultural cooperative farmers, artisans, olive growers, cultural workers, artists). 26 interviews were conducted with special attention paid to the development potential of Postira, its key actors, its positive and negative aspects, possible scenarios for tourism and economy, main goals, communication on the island. The main actors' opinions, their first hand knowledge of the problems as well as their proposals were crucial in determining future development goals. Documentation and statistical data were used in order to explain the demographic framework and tourism carrying capacity of the place. Some general determinants of the Adriatic islands were examined and defined regarding sustainable development. In the research, history, agriculture, economy and tourism of the island of Brač were placed in the context of other Adriatic islands. Research results point to some positive and negative factors of development. The local authorities have considerably improved strategic planning, the infrastructure and the capacity of the place. In Postira there are different resources, that is, simultaneous development of industry, tourism (three hotels and projects for another one) and agriculture. Industry (a sardine factory) appears to be the key factor for development. Preservation of natural resources, cultural heritage and demographic stability are also important dimensions of sustainable development. Our respondents mention some negative aspects which slow down the progress: not all tourist facilities have been fully used; one more hotel might cause the loss of identity of the place; there are difficulties in branding autochthonous island products due to the lack of communication and cooperation on the island; different places on

the island develop disproportionately because there is no adequate strategic vision for the whole island. Defining general goals and strategies for the island of Brač is a top priority in further planning. Also it is vital to enhance the place identity in terms of economy and tourism. Tourism, agriculture and industry need to be in harmony with ecology and the carrying capacity of the place. The right political strategy and responsible collective and individual behaviour of all actors are necessary for achieving these objectives.

MICHAL VAŠEČKA

Masaryk University Brno

How can you live so far away from the sea? Implications of the non-existence of sea for Slovakia and Slovaks

Slovakia is a country positioned in the middle of Central Europe far away from both Adriatic and Baltic seas. Sea and its non-existence, however, influence patterns of behaviour, value orientations, roots of civic and political culture, and - consequently - contributes to a level of inclusiveness toward others. The proposed paper therefore aims to analyse implications of lack of sea for Slovaks, contemporary Slovakia and ways how it is reflected in everyday life.

The paper is divided into two parts – the first one represents a theoretical analysis of interrelations between Slovak society and the non-existing sea. The author shows that Slovakia is the only Central European country where the sea did not play any significant role in national consciences and contributed to autarkical meta-narratives during processes of national building since 19th century.

The second one reflects the importance of sea within everyday life of Slovaks nowadays - diversity in society that changes its social stratification brings importance of a sea for Slovakia in many aspects. The author shows what role the Adriatic Sea plays in this respect and the Croatian shore and how the Adriatic Sea changed in national discourse into “Slovak” sea.

**ANDRIELA VITIĆ
IVONA JOVANOVIĆ**

University of Montenegro

Slow tourism in the Adriatic hinterland: Travel writing and branding the old royal capital Cetinje

Contemporary tourism is in the continuous evolution, while a dynamic of tourism offers new destinations, innovative products and gradually leaving the mass tourism concept. In the era of global competition, time becomes a highly valuable resource. Therefore, in the recent period, the term “slow tourism” has been introduced as a form of offer that may help repositioning the destination towards sustainable development. Slow tourism may be analysed from sustainable development, consumer behaviour or marketing communication aspects, but the focus is on creating an offer based on authentic values in tourism: pleasure, relaxation and traditional hospitality. Slow tourism has some elements of green tourism (Dickinson, 2009; Dickinson and Lumsdon, 2010). The concept of slow tourism was primarily based on the creation of network of the cities (citta slow) in 1999 which tend to involve measures of „urbanism with human face“. The brand “Citta Slow“ has been received by 168 cities in the world which have less than 50,000 inhabitants, while the majority of them is situated in Italy.

Slow tourism opens new possibilities when it comes to city/town branding. One of them is the creation of a brand based on research of travel writing about the town. A demand for holidays in the destinations where tourists stay longer, and during their stay achieve a sense of harmony with the place, the inhabitants and their culture (Yurtseven, H, R, Kaya, O., 2011), is still unrecognizable in Montenegro in terms of valorisation of the Adriatic hinterland. The Montenegrin capital of Cetinje, situated behind the mountain range Lovcen nearby the Adriatic coast, with specific symbiosis of material and spiritual values both in the past and today, deserves the brand „citta slow“. Actually, by researching the travel writings from the 19th and early decades of the 20th century related to Cetinje, we can find many elements for branding Cetinje as a slow tourism destination. For example, the travel writer Vico Mantegazza (Mantegazza, 1896) mentions that one of the first words that one can learn in Montenegro is the word “slowly”. Furthermore, the Russian travel writer Goligin D.M. in 1898 highlights: “I love Montenegro, not only because it is beautiful, but also because of its patriarchal purity returns the original feelings to traveller,” etc.

In the 19th and early decades of 20th century, Montenegro was accessible only by boat from Trieste or Rijeka to Bokakotorska bay where the medieval city of Kotor is situated, nowadays protected as a UNESCO heritage site (from 1979). Then, in order to arrive to the capital Cetinje, it was necessary to go all day, on foot or on horseback, along the slopes of mountain Lovcen, by the narrow winding road that rises up to 1000 m vertically. Numerous observations from traveling this old Montenegrin road that nowadays represents a tourist attraction were described in detail in the many travel writings.

French writer Pierre Loti (Lotti, P, 1912.) called Cetinje, the smallest capital in Europe: “the microscopic imitation of the smallest Kingdom in the Balkans.” The old capital of Montenegro, which today has about 20 000 residents is still living in slow motion. The city is located at 670 m above sea level and is only about 30km away from the Adriatic Sea. Is surrounded by two national parks. Beside the palace of King Nikola and the Blue Palace, there are many museums and former embassies there. Royal Theatre Zetski dom, many libraries, the National Archives, art galleries etc. are also situated in Cetinje. Urban development challenges typical for the transition period in Montenegro that affected the coastal part of the country pass over Cetinje. Its historical core has the status of a cultural monument of the 1st category in Montenegro, while in 2010 it was enrolled in the list of UNESCO’s potential heritage sites. At the end of 2013 the construction of a 15 km long cable railway was planned that should connect the coastal town Kotor with Cetinje, which is one more argument in favour of building the brand of Cetinje as slow tourism destination in the hinterland of the Adriatic.



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