

Contents

Preface	711
---------------	-----

— MEDITERRANEAN ISSUES —

ARTS AND LITERATURE, CULTURE AND TRADITION

Ivana Krtinić, Zlata Tomljenović: THE ROLE OF THE MEDITERRANEAN SQUARE IN THE PRODUCTION-RECEPTION PROCESS	17
Vanja Dergić: (SUB)CULTURAL PRACTICES OF YOUNG ISLANDERS	25
Josip Ježovita, Erik Brezovec, Nikša Dubreta: TRUST AND VACCINATION – AN EXAMPLE OF MEDITERRANEAN COUNTRIES	34
Brigita Miloš, Mirela Holy: CLOSE TO NOTHING: GENDER AND UTOPIA IN BARETIĆ'S NOVEL OSMI POVJERENIK (<i>THE EIGHTH COMMISSIONER</i>)	41
Ozana Ramljak, Neven Hitrec: ŠOLJAN'S LITERARY AND FILM MEDITERRANEAN	49
Sanja Stanić, Radmila Jozić: AN INSIGHT INTO CHILDHOOD IN THE PAST – THE EXAMPLE OF THE ISLAND OF VRGADA	57
Ines Sučić, Marina Maglić, Tomislav Pavlović: SOURCES OF POLITICAL TRUST IN MEDITERRANEAN COUNTRIES AT THE NATIONAL AND SUPRANATIONAL (EU) LEVEL	65
Dino Vukušić, Marija Antić, Andrej Ivan Nuredinović: UNIVERSITY OF ZAGREB, FACULTY OF HUMANITIES AND SOCIAL SCIENCES, CROATIA LIFE STORIES OF WOMEN FROM UGLJAN: CONTINUITY AND CHANGE	77
Slaven Zečević: THE VANISHING ISLANDS – ETHNOGRAPHIC DOCUMENTARY FILMS OF MATE BOGDANOVIĆ	87
BUSINESS AND ECONOMICS, SUSTAINABLE DEVELOPMENT	
Predrag Bejaković, Željko Mrnjavac: THE IMPORTANCE OF DIGITAL LITERACY IN ACHIEVING EFFICIENT HEALTH PROTECTION FOR THE POPULATION ON ISLANDS	97

Jeronim Dorotić:	
RELIGIOUS TOURISM AS A DRIVER OF SUSTAINABLE DEVELOPMENT OF THE CROATIAN ISLANDS: ECHOES FROM THE CAMINO PILGRIMAGE ROUTE ON ISLAND KRK	105
Daniela Gračan, Romina Alkier, Kristina Pilko:	
THE RELATIONSHIP BETWEEN THE BLUE ECONOMY AND THE QUALITY OF LIFE OF RESIDENT POPULATION IN MEDITERRANEAN COUNTRIES	113
Peter Gladoić Håkansson, Predrag Bejaković:	
THE DOUBLE-EDGED SWORD OF THE TOURISM ECONOMY – MOBILITY AND THE QUALITY OF LIFE ON THE CROATIAN ISLANDS	123
Linda Martić Kuran:	
TOURIST BEHAVIOUR FROM THE PERSPECTIVE OF BROKEN WINDOWS THEORY (THE CASE OF THE REPUBLIC OF CROATIA)	131
Jasmina Ovčar:	
SUSTAINABLE SPATIAL PLANNING AND INVESTMENT IN TRANSPORT INFRASTRUCTURE WITH THE AIM OF DEVELOPING TRANSPORT CONNECTIONS OF THE SOUTH DALMATIAN ISLANDS	139
Jelena Zlatar Gamberožić, Sara Ursić:	
ASPECTS OF THE ENVIRONMENTAL SUSTAINABILITY FOR TOURISM DEVELOPMENT – WOMEN’S EXPERIENCES FROM THE ISLAND OF BRAČ	153
Jana Vukić, Sanja Klempić Bogadi:	
CULTURAL HERITAGE AND SOCIO-SPATIAL TRANSFORMATIONS: THE EXAMPLE OF RAB	161
DEMOGRAPHY, GEOGRAPHY, HISTORY, MIGRATION	
Mario Bara, Vid Kovačić:	
TRANSNATIONAL PRACTICES AND IDENTITY AMONG THE EMIGRANTS FROM THE ISLAND OF SUSAK	171
Josip Bruno Bilić:	
A PSYCHOSOCIOLOGICAL INSIGHT INTO THE HVARIAN BILINGUAL COMMUNITY IN ARGENTINA	179
Zlatko Đukić:	
THE ISSUE OF THE SHIP’S CREW THROUGHOUT HISTORY WITH REFERENCE TO THE FISHERIES OF THE ISLAND OF VIS	187
Caroline Hornstein Tomić, Maja Kurilić:	
DIGITAL NOMADS IN CROATIA – AN ECOSYSTEM IN THE MAKING?	195
Marko Marinić, Stanko Rihtar:	
IS LIFE WITH A RARE DISEASE BETTER NEAR THE SEA? QUALITY OF LIFE OF PERSONS WITH HAEMOPHILIA LIVING IN CROATIAN COASTAL AND INLAND AREAS	205

Marko Mustapić, Vanja Dergić:	
FAMILY MEMORY OF WWII AND DALMATIAN REFUGEES IN EGYPT	213
Anton Petričević:	
EMPLOYMENT AND HUMANIZATION OF WORKING CONDITIONS ON CROATIAN ISLANDS AS FACTORS OF DEMOGRAPHIC RENEWAL	221
Majda Rubić:	
THE SPECIAL PROTECTION IN WHICH CROATIAN SMALL ISLANDS ARE PLACED (FROM INAPPROPRIATE REAL ESTATE SALES)	229
Sanja Špoljar Vržina, Mario Vinković:	
THE ADRIATIC OF SUN, FUN, PLEASURE AND TOURISM IN CONTRAST TO THE UNSAFE SEAS OF PEOPLE SMUGGLING, COVID-19 AND ILLEGAL YACHT ROUTES	237
Michael Ursinus:	
OTTOMAN CUSTOMS OFFICIALS (emins) IN ZADAR, ŠIBENIK, TROGIR AND SPLIT DURING THE 16th CENTURY	245

EDUCATION, MEDIA AND COMMUNICATION

Ivan Dević, Mirta Blažev, Iva Šverko:	
VOCATIONAL AND EDUCATIONAL ASPIRATIONS OF YOUNG ADOLESCENTS IN MEDITERRANEAN CROATIA	253
Marija Geiger Zeman, Mirela Holy, Zdenko Zeman:	
SAFETY, RESPONSIBILITY AND TOURIST ENJOYMENT: DISCOURSE ANALYSIS OF THE SAFE STAY IN CROATIA PROJECT WEBSITE (2021)	263
Mirela Holy, Marija Geiger Zeman, Brigita Miloš:	
EMPOWERING FOR GENDER EQUALITY: ROLE OF DIGITAL COMMUNICATION IN ACTIVISM OF CROATIAN ISLAND FEMINIST GROUPS	271
Marija Nakić, Gordana Lesinger	
THE INFLUENCE OF THE USE OF COMMUNICATION TOOLS IN THE PROMOTION OF TOURIST DESTINATIONS	279
Iva Šverko, Toni Babarović, Maja Milković:	
TRADITIONAL OCCUPATIONS IN THE MEDITERRANEAN: THE CASE OF THE STONEMASONRY SCHOOL ON THE ISLAND OF BRAČ	287

TOURISM, PUBLIC SERVICES

Toni Babarović, Ljiljana Kaliterna Lipovčan, Andreja Brajša-Žganec:	
COVID-19 VACCINATION IN CROATIA AND SOME POSSIBLE CAUSES OF LOW RATES, ESPECIALLY IN DALMATIA	301
Diana Baus, Lidija Nujić:	
CARBON FREE ISLANDS WITH THE USAGE OF ALTERNATIVE TRANSPORTATION	309

Krešimir Dabo, Ivor Gavrilović, Dejan Gluvačević:	
THE ROLE OF COMMUNITY MANAGEMENT IN THE BRADNING OF THE TOURIST DESTINATION RIJEKA AS THE EUROPEAN CAPITAL OF CULTURE 2020	317
Katerina Fotova Čiković, Ivana Martinčević, Joško Lozić:	
SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA: A LAST DECADE PRISMA-COMPLIANT SYSTEMATIC LITERATURE REVIEW	327
Tomislav Klarin, Božena Krce Miočić, Gabrijela Vidić:	
CHALLENGES IN THE APPLICATION OF ECONOMIC INDICATORS IN RURAL DESTINATIONS: EUROPEAN TOURISM INDICATOR SYSTEM IN RAVNI KOTARI (CROATIA)	337
Marko Koščak, Tony O'Rourke:	
THE PANDEMIC AS A REGENERATIVE FORCE IN PROTECTING AND DEVELOPING LOCAL SUSTAINABLE TOURISM – CASE OF PERIPHERAL AND MARGINAL ISLANDS	345
Melis Mladineo Brničević:	
IMPACT OF COASTAL ROWING ON LOCAL COMMUNITIES	355
Zdenko Zeman, Brigita Miloš, Marija Geiger Zeman:	
"...WE WENT TO RELATIVELY SAFE DESTINATIONS": EXPERIENCES OF VACATIONS DURING THE COVID-19 PANDEMIC PERIOD	361
— OTHER ISSUES —	
Ilija Barišić:	
A SEMANTIC/SYNTACTIC APPROACH TO HORROR VIDEO GAMES	371
Beata Barszczowska:	
HYDROGEN VALLEYS AS OPPORTUNITIES FOR SME IN POLAND	379
Nikolina Borčić, Sanda Marjanović, Mara Pekez:	
LANGUAGE ANALYSIS OF GERMAN MEDIA NARRATIVES IN CROATIA WITHIN THE PANDEMIC PERIOD	387
Claude Cellich:	
SUCCESSFUL START-UPS: WHAT ARE THEIR SECRETS?	395
Ivona Čulo, Miljenko Mustapić, Ivan Milas:	
THE ROLE OF PERSONAL BRANDING IN THE CONTEMPORARY HEALTH SECTOR	401
Kardelen Gökçedağ:	
THE ROLE OF LIKE AND SHARE BUTTONS IN SOCIAL MEDIA IN THE CONTEXT OF REGULATING PUBLIC OPINION, SOCIAL INTERACTION AND CONNECTIVITY FROM THE PERSPECTIVE OF ELISABETH NOELLE-NEUMANN'S THE SPIRAL OF SILENCE THEORY	411
Josipa Jutt Ferlan:	
FRANCHISING IN HOSPITALITY – A KEY POINT FOR STRATEGIC DEVELOPMENT	419

Martina Klanjčić, Nikola Novaković, Sanda Marjanović: EXPERIENCES OF STUDENTS OF HEALTH STUDY PROGRAMMES IN CROATIA WITH THE FORMS AND CONTENT OF FOREIGN LANGUAGE STUDY DURING THE COVID-19 PANDEMIC	427
Mária Kmety Barteková, Daniela Rybárová: RENEWABLE ENERGY PRODUCTION IN EUROPE AND ITS IMPACT ON EMPLOYMENT	435
Maja Kolega, Irena Miljković Krečar: PREDICTORS OF FOREIGN TRAVEL INTENTIONS DURING THE PANDEMIC AMONG CROATIAN TOURISTS	441
Dubravko Kraus, Jadranka Ivanković: IMPACT OF COVID-19 PANDEMIC ON HIGHER EDUCATION INSTITUTIONS AND INTERNATIONAL MOBILITY PROGRAMMES	451
Marko Marelić, Tea Vukušić Rukavina: DOCTOR–PATIENT INTERACTIONS ON SNS AMONG DOCTORS OF MEDICINE AND DENTAL MEDICINE	461
Margarida Medeiros, José Pinto: WAGNER’S TRISTAN AND ISOLDE OR MONTEIRO’S JOÃO DE DEUS AND ROSARINHO: THE SEXUAL CHARACTER OF JOÃO DE DEUS IN THE FILM GOD’S COMEDY DIRECTED BY JOÃO CÉSAR MONTEIRO	471
Evelina Miščin: ERRORS IN COLLOCATIONS IN ORAL MEDICAL ENGLISH	479
Mirela Müller, Maroje Višić: THE CONNECTION BETWEEN PERCEPTION OF FICTION AND BASIC LITERARY COMPETENCE FOR THE SUSTAINABILITY OF READING	491
Diana Plantić Tadić, Nikša Madirazza, Zrinka Mrkonjić: COMPARISON OF SELECTED TELECOM OPERATORS ON THE CROATIAN MARKET – MARKETING AND FINANCIAL ASPECT	501
Diana Plantić Tadić, Jadranka Ivanković, David Novoselec: LIVESTREAMING POTENTIAL IN THE CONTEXT OF MARKETING COMMUNICATION IN THE REGIONAL MARKET	513
Josip Poljak, Marta Takahashi, Jo Kempen: PUBLIC COMPANY EMPLOYEE SATISFACTION – CROATIAN POST CASE STUDY	523
Katarína Remenova, Jakub Kintler: DATA DRIVEN PRICE SETTING OF WINE PRODUCTS TO THE ENSURE LONG TERM SUSTAINABILITY OF WINERIES	535
Natasha Kathleen Ružić: MIGRANT EDUCATION POLICIES, PRACTISES AND EXPERIENCES: MULTI-PERSPECTIVE ANALYSIS OF MIGRANT STUDENTS’ EDUCATION IN SCHOOLS IN CROATIA	545

Dušan Stojaković:	
SIMILARITIES AND DIFFERENCES BETWEEN THE ESG AGENDA AND THE UN SDGS AND THE IMPORTANCE OF COMBINING THESE TWO CONCEPTS FOR FUTURE-PROOF SUSTAINABLE DEVELOPMENT	551
Danijela Unić:	
ASSESSMENT OF USERS' SATISFACTION WITH A UNIVERSITY LIBRARY DURING THE COVID-19 PANDEMIC	567
Ida Valković, Marija Slijepčević, Irena Medvešek:	
THE ROLE OF SOCIAL NETWORKS IN PUBLIC RELATIONS PRACTICES OF ZAGREB THEATERS	579
Maja Vizjak, Marina Perić Kaselj, Katica Jurčević:	
WOMEN AS POTENTIAL MIGRANTS	593
About the Authors	601
Organizers	617
Partners	619