

The most significant events in Croatia in the relations of international tourism and media from 1963 to 1973

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Abstract: The paper focuses on the most significant events in the history of travel journalism in Croatia between 1963 and 1973 in the context of international tourism. Three thematic units emerged from the content analysis: travel journalists in Croatia and their attitudes towards the global international organization of travel journalists; journalists meetings as drivers of tourism development processes; and an international meeting of travel journalists as an opportunity to place Yugoslav tourism in the global market. The digital archive of the Split daily "Slobodna Dalmacija" was used as a data source for a cross-section of a time period, beginning with the organization of travel journalists in the former Yugoslavia, particularly in Croatia. The paper employs a chronological and thematic approach, as well as historical and analytical research methods.

Keywords: Croatia, International tourism, Journalism history, Travel journalism

1. Introduction

Specialized forms of journalism have been profiled as journalism has evolved over time. As a result, travel journalism emerged as a distinct type of journalism that, in its most basic form, delivers information on tourism and travel. Specialized forms of journalism have been profiled as journalism has evolved over time. As a result, travel journalism emerged as a distinct type of journalism that, in its most basic form, delivers information on tourism and travel. In the era of media convergence, travel journalists employ cutting-edge multimedia tools to produce media content that is, in contrast to earlier times, more market oriented and lifestyle-focused.

According to Subic (1996), a travel journalist must get to know the problems of the tourism economy, know people and speak foreign languages, and be a complete person of broad, encyclopedic knowledge. In order to achieve that goal, daily and permanent learning is needed. In modern Croatia, which was once part of Socialist Yugoslavia (1945-1991), travel writing and travel journalism have a long history. Marco Polo, one of the world's most famous travel writers, is thought to have been born on the Croatian island of Korcula. Numerous travel writers have depicted the regions of Croatia throughout history, but possibly the most famous is Alberto Fortis, who produced several important works, including *Viaggio in Dalmazia* (1774), in which he portrays the provinces of Dalmatia and the Littoral to European audiences.

Because tourism in Yugoslavia was primarily focused on the Adriatic Sea's coastline region, the Adriatic media gave special attention to the tourism industry. The Split daily Slobodna Dalmacija, whose digital archive (2022) is today an important source of data, especially in the historical context, was tracking and following news and events in the tourism sector much more than other daily news.

2. Travel journalists in Croatia and FIJET

Following WWII, travel journalists from France, Belgium, and Luxembourg initiated a campaign in 1954 to break down ideological barriers, divisions, and restrictions on mobility, and to promote tourist travel for peace and friendship, as well as the fastest economic recovery for war-torn countries. The World Federation of Tourism Journalists and Writers in Tourism (FIJET) was founded as a result. Journalists across Europe, and later in both Americas, were enthusiastic about FIJET's ideals and aspirations. As a result, journalists encouraged the growth of tourism and tourism journalism as a means of promoting countries and destinations through the media.

Partnership with FIJET began in 1963, at the May Journalists Conference on the Makarska Riviera, when the Journalists Association of Yugoslavia (Section of Tourist Journalists) launched an initiative to join the world association, knowing that international support for tourism could benefit Yugoslavia in a certain way to open the country to the world. Vaso Jaksic, the editor of the Belgrade newspaper "Politika" at the time, led the Yugoslav journalists in joining this association. The FIJET branch for Yugoslavia was established in 1964. The activities of FIJET were aimed at creating awareness of the importance of tourism in the national economy and its significant role in the development of the country. As a result of this collaboration, the Tenth FIJET Congress was held in Opatija in 1965 (Gavranovic, 2019), which drew 155 people from 22 nations, as well as local media. The significance and value of automobiles in tourism were discussed. The increasing motorization of tourists, for instance. the usage of personal automobiles, was attributed for the current shift in tourism trends. The event, according to Gavranovc's book (2015) "Tourism, Media, Public," was a sign of strong support for tourism growth, encouraging state and local governments to transform views of the tourism sector as a serious economic activity.

Georges Vecsey, President of FIJET, highlights the increase of quality, the harmony of the architectural past and time, and the coexistence of old and modern in the architectural, ambient, as well as other aspects of Adriatic tourism in a conversation with local journalist, S. Selamov (1972). The professionalism of service in Adriatic hotels, as well as the financial attractiveness of holidays in the former Yugoslavia, were also highlighted by Vecsey, who noted that the former Yugoslavia does not promote its competitive advantage through marketing communication channels. A meeting of the FIJET Board of Directors was held in Zagreb from July 22 to 24, 1973, at the invitation of the Zagreb Tourist Association.

3. The May journalist's conference

The International May Journalists' Conference was founded by the Yugoslav Tourist Journalists (Section of Tourist Journalists) in 1963 and continued until 1989. The Conference was hosted at Makarska Riviera for many years and was internationalized in 1972.

The first gathering, which was arranged by the Tourist Association of the Municipality of Makarska, drew roughly a hundred (domestic) journalists. At the meeting, the relevance and roles of the press, radio, and television in promoting and developing tourism and related activities were underlined. It was also determined that tourism had previously been written about from an informative and peripheral perspective rather than addressing the problem of tourism economy in depth.

A resolution summarizing the two-day discussion was voted at the third May Journalists Conference in 1965, underlining that the dynamic growth of tourism is a priority, national and social interest, and that tourism cannot be a subsidiary sector. The resolution emphasizes the importance of adequate investment in the tourism industry in order to maintain current positions in European and global tourism. It underlines the country's lack of certainty and a clear orientation toward optimal tourism growth, and urges for the inclusion of domestic tourism. Finally, journalism must play an active role in the function of intensive tourist development, particularly in informing the public.

4. The split declaration

An international conference on journalism and tourism was held in Split at the end of March 1967. It brought together participants from 28 different countries across four continents. The Declaration of the Meeting was adopted at the end of the plenary session, in which the participants of the international gathering invite public workers, politicians, writers, journalists, scholars, and artists to use their power and authority to support man's original aspirations to meet other countries and peoples in order to influence the widest possible acceptance and affirmation of the idea of the modern world's uniqueness and indivisibility.

And with this aim to provide comprehensive support for the further development of the international tourism movement, which is increasingly taking on the scale of a specific and mass migration of peoples and represents an extremely significant momentum of the world economy; and recognize the power of world peace; to make special efforts to remove all those still existing barriers and irritating administrative formalities that hinder the freedom of movement of man on our planet; that through modern mass media (press, radio, television, film, various publications and relevant institutions) which they can influence with their knowledge and authority, popularize and present to the world public and the broadest ethnic groups all the benefits (economic, social, cultural, educational) which the peaceful tourism movement contains and thus contribute their significant share in the realization of the great mission of tourism as a special passport of peace; to help in particular to acquaint world public opinion with the relevant parts of the World Declaration of Human

Rights: freedom of movement, the right to rest and leisure, the right to participate in cultural life, etc.; to give initiatives for holding gatherings and activities similar to these in Split and thus stimulate interest in the most comprehensive knowledge of natural beauty, cultural heritage and contemporary cultural and artistic achievements, as well as the riches of civilization of all countries.

5. Conclusion

The paper presents the most significant events that took place in Croatia (as part of socialist Yugoslavia) between 1963 and 1973 in the context of international tourism in Yugoslavia and the media that in a certain way conveyed Yugoslavia's tourist offer to the world. From the analysis of the content of the newspaper articles, we can conclude that three relevant events in particular stood out as key for the merge of international tourism in foreign media: connecting Yugoslav travel journalists with colleagues from around the world (FIJET); The May Journalist's Conference, which problematized the problems and difficulties of contemporary tourism, and The Split Declaration, which support individuals aspirations to meet other countries and peoples in order to influence the widest possible acceptance and affirmation of the idea of the modern world's uniqueness and indivisibility.

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