Croatian tourism has been challenged by global tourism trends and Croatian accession to the EU. Cultural heritage is widely recognized as strength in all Croatian tourism and strategic development documents, however, multisectoral cooperation for its commercialization and development of continental (inland) tourism is still lacking. The question is why numerous features of Croatian tourism have not been used for better positioning Croatia as the cradle of European culture.

This paper addresses the need for recognition and acknowledgment of the significant role of archeology in the development of continental tourism. It also points out the need for cooperation between universities, institutions, business and civil society, and knowledge of the cultural and natural environment for the launch of the innovative development of tourist destinations, their commercialization and networking with the compatible regions of Europe.

The starting point for this paper was found in the unique archaeological heritage of Pannonian Croatia and in the work of world known archaeologist Sir Arthur Evans in 1871. In order to develop and utilize this tourist potential, it is necessary to evaluate the key factors that influence the creation of innovative tourism product. Therefore, the PEST analysis was made. In addition to analyzing the existing intersectoral collaboration and analysis of Triple/Quadruple/Quintuple Helix dynamics, this paper offers recommendations for introducing commercial aspect of this particular tourism product and easier access to financial resources for its implementation.

The contribution of this paper is in identifying neglected potential of existing archaeological heritage as advantage for the development of continental tourism, placing the same in the context of crosssectoral cooperation, and pointing towards the need for strengthening cooperation in achieving a common goal.
Keywords: Cultural tourism, Heritage tourism, Continental tourism, Archaeotourism, Triple/Quadruple/Quintuple Helix, PEST analysis

SAŽETAK

Globalni turistički trendovi i ulazak Hrvatske u EU predstavljaju izazov hrvatskom turizmu. Kulturna baština je prepoznata u svim hrvatskim razvojnim turističkim i strateškim dokumentima kao snažan potencijal, no još uvijek izostaje suradnja za njezinu komercijalizaciju u svrhu razvoja kontinentalnog turizma. Postavlja se pitanje zašto brojne značajke hrvatskog turizma nisu iskorištene za kvalitetnije pozicioniranje Hrvatske kao kolijevke europske kulture.

Ovaj rad ukazuje na potrebu prepoznavanja i priznavanja značajne uloge arheologije za razvoj kontinentalnog turizma. Također ukazuje na potrebu suradnje između sveučilišta, institucija, poduzetništva i civilnog sektora, te poznavanja kulturnog i prirodnog okruženja za pokretanje inovativnog razvoja destinacija, njihove komercijalizacije, te umrežavanje Hrvatske sa kompatibilnim regijama Europske unije.

Polazište za ovaj rad je pronađeno u jedinstvenoj arheološkoj baštini Panonske Hrvatske i radu arheologa Sir Arthura Evansa iz 1871. godine. Kako bi se takav turistički potencijal razvio i iskorištio, potrebno je valorizirati ključne faktore koji utječu na stvaranje inovativnog turističkog proizvoda, pa je u tu svrhu napravljena PEST analiza. Uz analizu postojeće međusektorske suradnje i analizu Triple/Quadruple/Quintuple Helix dinamike, predstavljene su preporuke za komercijalizaciju tog turističkog proizvoda i lakši pristup financijskim sredstvima za njegovu realizaciju.

Doprinos ovog rada je u prepoznavanju neiskorištenih potencijala postojeće arheološke baštine kao aduta za razvoj kontinentalnog turizma, te postavljanje iste u kontekst međusektorske suradnje, ukazujući pri tome na potrebu jačanja te suradnje u ostvarenju zajedničkog cilja.

Ključne riječi: kulturni turizam, kontinentalni turizam, arheoturizam, Triple/Quadruple/Quintuple Helix, PEST analiza

1. Introduction

In 1837, for the first time Stendhal used the English word "tourist" instead of the French word "traveler " in his book Memoirs of a Tourist. This is a word indicating that passengers are "on their travels actively involved in life of visited community, discovering the environment, introducing with cultural monuments and traditions of the community" (Richards, 1996). That would fit the description of cultural tourism today, but not completely to the definition of it. Due to the complexity of the term cultural tourism, which incorporates the concept of tourism and the concept of culture, it is difficult to give a simple definition of cultural tourism as well as everything that cultural tourism is (Richards, 1996). For the purposes of this study, descriptive meaning of the term will suffice: "cultural, heritage tourism is travel enriched with the experience that tourists perceive in visited places and events, which allows them to authentically graze the stories, places and events from the past and present and to connect with their environment" (Jelinčić, 2008).

Globalization encouraged the opening of many countries to tourism trends and thus intensified the competitive environment. Many countries have reached for all resources to increase their competitiveness. Heritage and culture are among the most favorite resources due to their uniqueness as an inimitable resource and a viable source of revenue and job
creation. However, the increasing demand resulted with market segmentation on specific niches that have the purpose of adding a competitive advantage and focus on the specific interests of certain types of tourists (eco-tourism, rural and agro tourism, cycling, wine tourism, archeology, etc.) Developing niche is a response to the needs of tourists to differentiate from mass tourism and to express their individuality through specific activities and cultural needs that also overlap with their other interests (Novelli, 2005). Quality tourist offer is a result of the merger of most into one niches into one unique product that may be attractive and highly successful in terms of revenue, with the one niche to stands out on a dominant position with a predisposition to create a recognizable brand, as this could be the case with archeology in Pannonian Croatia.

Cultural tourism in general offers a long-term competitive advantage because the merger of culture and tourism enriches the destination image, increase consumption, the length of stay of guests and their satisfaction. At the local level it stimulates enterprise development, employment and new market segments that contribute to the development of the entire region (Demonja, 2011).

2. Tourism in Croatia

Even the Croatian Tourism Development Strategy until 2010 (Ministry of Tourism, 2003), emphasized that tourism contributes significantly to the economic growth of Croatia and prosperity of its citizens, based on the sustainable use of natural, cultural and historical resources, actively participating in their preservation and development, and creating an environment attractive to investors. The same position about the need to accelerate the growth of continental tourism destination is taken in the recent Tourism Development Strategy until 2020. Furthermore, it advocates the need for development of specialized receptive tourism agencies to encourage the development of continental tourism (Ministry of Tourism, 2013).

According to the Institute of Tourism (Croatian Tourism in Figures, Institute of Tourism 1/2012), in 2012 in Croatia were around 62.7 million over night stays, out of which continental Croatia accounts for only 1.9% or 1193000 nights, while the number of Pannonian Croatia was 713000, which amounts to only 1.14%. It is a very small proportion Pannonian Croatia contributes to a total tourist traffic, though has a large number of cultural monuments, rich in archaeological treasure sand all predispositions for development of heritage tourism, which can be the engine of development in the region.

In a study on the impact of various elements of offer on the choice of destinations (Croatian Tourismin Figures1/12), it was noted that culture and heritage are represented by 34.6% (according to TOMAS methodology 14 parameters of offer are observed, and the study took into account only the answers of respondents who indicated that the impact of this element for them is large or very large), which is a good indicator for off-season cultural tourism, which could be the driving force for the development of continental tourism. In this context, archaeological heritage of Pannonian Croatia could have a significant place.

In the summer of 2010, TOMAS research showed that tourists who visited Croatia and were most interested in the culture, aged 50 years and over (43%). These were mainly persons looking for quieter vacations, appropriate to their age. Given that one third of tourists (32%) were inspired by their former visits to revisit Croatia, and nearly a third of tourists were inspired by the word of mouth by friends and family (28 %), it can be concluded that the new facilities in the continental part of the country could significantly contribute to the growth of
tourism. These guests could be a generator that will continue to transmit their experience to
the relatives and friends which would represent a positive force for branding continental
Croatian as tourist destination (TOMAS, 2010). The increasing use of the Internet as a tool for
selection of destinations (27%) indicates the direction in which the promotion of
archaeotourism as a brand and of the Pannonian Croatia as tourist destination should go.
Furthermore, prospects of development of inland tourism increased significantly by passing
road connecting corridor Vc from the Baltic to the Adriatic (Benderly, Coric & Podgorčić,
2006).

2.1. Archeaology of Pannonian Croatia

Archaeologists argue that almost everything through the prehistory and history of Europe
happened on its territory and the material traces remained in the area. When the various
people began to move from the Anatolian plateau, Scandinavia or even Korea, their
movement is stopped at the edge of the hills and mountains of Bosnia, Lika and Banovina.
Carthaginian military commander Hannibal was never in the Balkans, but in his attempt to
conquer Rome he bought the iron from the upper stream Une, which was evidenced by large
hoard of his money. The ancient Greeks, the Romans, the Franks, and in the recent past the
Austrians and the Turks, the ultimate reach was river Danube, while for those from the far
East Asia (Huns, Avars, Hungarians, Tatars and others) it was river Sava, while their ultimate
destination was the western Una. All of these are stories that archeology has discovered and
proved, the history recounted, but still have not been used for the development of inland
tourism. Exciting to think about bringing more than a million tourists a year, mostly
Europeans, to the Pannonian Croatia, to worship beginnings of Western civilization (Durman
2006a, 2006b, 2007).

Vinkovci, the city in the Pannonian Croatia with the oldest record of continuous living in
Europe, is in the 9th millennium of its existence. The concept of continuous inhabitation at
certain space implies the summation of archaeological findings with intervals not longer than
100 years. However, these intervals in Vinkovci excavation area amounted less than 50 years.
In addition, the oldest European calendar was found there, which is in the same time the
oldest Indo-European calendar. Therefore, Vinkovci sets very high in the world in
archaeological contexts. In Vinkovci there is an evidence of the first serial production of
metal objects, the first produced bronze was found, so as the one of the largest hoard of
Roman silver and gilt bowl. In addition, it has been proven more than 8,000 years of
continuous ceramic production, and the most complex of the early Christian church in the
continental Croatia was discovered as well (Kish, 2012) and it is only a fraction of what
Pannonian Croatia possesses. In the nearby archaeological park in Sopot there is the
reconstructed part of the settlement, old over seven millennia. Since prehistoric times, there
are Sarvas (with seven meters layers) and Bapska (dating between 6000 and 3500th BC). It is
important to point out other important sites including Vucedol with its plateaus, the remains
of the fortifications, Megaron and museum at 1500 m2, which will soon be opened.

Thus, there is a foundation to build great cultural destination and brand of the region in both
European and global context. This is supported by the world-renowned archaeologist Sir
Arthur Evans in his travelogue of 1871 "Walk through Bosnia and Herzegovina during the
uprising of August and September 1875", where the values mentioned in this space in terms
of cultural and heritage speaking of Sisak as "one of the most powerful cities in the world."
3. Methodology
Creation of a new destination, the Pannonian Croatia, and branding the same archaeotourism requires research of all relevant factors of its development and environmental impacts. By scanning the environment one can observe trends and events, compare and create relationships between them thus bring strategy (Beech et al, 2006). In preparing this paper field visits were used, so as study of secondary resources, PESTEL analysis, and Triple/Quadruple Helix Model.

The best way to scan and analyze the environment is to apply PESTEL analysis. It provides an overview of the impact of external factors on the project: political, economic, social, technological, legal, natural and ecological (Ten Have et al, 2003). This analysis is used in strategic planning because it provides a very useful macro-framework which establishes the pressures from the external environment, and how to observe them as opportunities and/or threats.

3.1. Political factors
Political and legal environment has a major impact on businesses in the tourism industry and in creation of conditions for achieving the goal: Pannonian Croatia becoming a new unique destination. The Strategic Plan of the Ministry of Tourism for the period 2012-2014 sets the development criteria that will take special attention to the creation of new tourism/catering facilities, native Croatian tourism products that are based on the inclusion of the total natural, historical, cultural and architectural heritage, particularly in creating a different and attractive tourist new products, development of special forms of tourism (rural, cultural, health, eno-gastronomic tourism, ecotourism, fishing, hunting, adventure, religious, youth, etc.) which will all contribute to the increase of continental tourism.

The Republic of Croatia is divided into three NUTS statistical regions: (1) Northwest, (2) Central Adriatic, and (3) Eastern (Pannonian) Croatia. Pannonian Croatia covers eight counties. Law on the Croatian Regional Development (2009) determined the basis for strengthening the competitiveness of the region through regional development agencies, who are also planning activities in strengthening the development of tourism. Accordingly, the development of continental tourism was an important strategy for Regional Development 2011-2013, national and regional Tourism Development Strategy and the Strategy of Cultural Development and Cultural Tourism Development Strategy to 2010: From tourism and culture to culture of tourism (2003) as part of the development strategy of Croatia in the 21st century (Démonja, 2011). All these strategies outlined the richness of Croatian culture and historical heritage.

At the state and local level, much has been done for the development of cultural tourism, but it is still too low in relation to cultural heritage resources that are available in Croatia, especially on archaeological resources in the Pannonian Croatia. To activate these resources for tourism due to the size and capabilities arcaeo-tourism, it is necessary to unite all stakeholders and good inter-sectoral collaboration, education and coordination of stakeholders, including the Pannonian Croatia, the Ministry of Culture, Ministry of Tourism, tourist offices and a network of regional development agencies aimed at the implementation of the strategy for development of the region. It forms an institutional framework for connecting a series of activities in order to realize common goals and assists in the utilization of EU funds.
3.2. Economic factors

Pannonian region faces many economic problems: an underdeveloped infrastructure, high unemployment rate, underdeveloped entrepreneurship, high level of gray economy and a high proportion of the population living in poverty, low levels of local governments' revenues, dependence on state aid as well as the insufficient capacity of regional and local governments to plan and implement activities. Pannonian Croatia has a share of 20.6% in the Croatian gross domestic product (GDP), in 2005 there were only 69.1% of the national average, which represents 34.5% of the EU average. It is the region with the least developed road infrastructure, underdeveloped rail structure and underdeveloped inland navigation (Regional Development Strategy of the Republic of Croatia 2011-2013, from 2010).

Pannonian Croatia falls under the so called "assisted areas", entitled to be assisted in the exploitation and use of their development potential. Pannonian region is on average the least competitive and requires the most investment to catch up with the competitive level and socio-economic development of other regions. In particular, it lags in the development of entrepreneurship, business infrastructure and investment promotion (Regional development strategy, 2013). The development index of the first eight counties representing Pannonian region was the lowest in Croatia, because they belong to the group of one of the regional government, whose development index value is less than 75% of Croatia's (Saracevic, Štavlić, Kukec & Cepanec, 2013).

At the same time the Regional Development Strategy of the Republic of Croatian clearly expressed the specifics of each region and its capital, which differentiates it from others and as a trump card in its development and attracting investment. It is curious that the development strategies of tourism, despite the commitment to cultural tourism, did not prioritize the exploiting the huge archaeological treasures of Pannonian Croatia despite already published and publicly known specificities and the uniqueness of this area in the form of archaeological sites.

Of the 140 countries Croatia is on 35 place according to the Index of tourism competitiveness (WEF, 2013), which measures the performance of individual countries, and is divided into three categories (legislative regulations, a favorable environment for business development and quality of human resources and a wealth of cultural and national resources) and consists of 14 columns. In the 12th column, which refers to the propensity to travel and tourism, Croatia is ranked high 29th due to of its protected areas, world heritage sites and natural beauty. Cultural tourism activities and related archaeological tourism certainly represents the future of Croatian continental tourism.

Pannonian Croatia with its existing tourist infrastructure and a capacity of 12,649 beds (on August 31, 2011, as per Tourism in Figures, 2011), could not immediately accomodate a sudden increase in tourist visits. Therefore, for the full exploitation of archeology to develop inland tourism in Pannonia should join forces with other stakeholders and create a foundation for the maximum utilization of this wealth. Joining the European Union is one of the factors that positively influences the growth of archaeotourism, since more than 35% of the EU budget invests in developing regions, in order to increase the competitiveness of the region and living conditions (Tropina Godec, 2009).
3.3. Social and cultural factors

Croatia is a country with diverse natural, cultural, social and territorial characteristics, which can offer tourists the values of the culture, tradition, gastronomy, agro-tourism, to all sorts of niche forms of tourism. Tourists generate demand by the exceptional offer and thanks to the development of tourism and developing the local economy. But it is questionable how much the locals are ready for tourism development in their area because this development will inevitably change the image of the end as we know it, as well as the effect of altering their lifestyle (Benderly, Coric & Podgorčić, 2006).

However, comparison of regions according to their competitiveness (Strategy for Regional Development, 2011-2013), Pannonian Croatia lags in all parameters for other regions. The worst are rated business infrastructure, entrepreneurial development, demography, health and culture. The region is in the first place by depopulation, has the lowest employment rate and the highest unemployment rate in Croatia. Number of enterprises per 1000 population was 8.5% (Rural Development Strategy, 2011). It is also important to note that the English language as a mandatory minimum for inclusion in tourist flows in the Pannonian Croatia is at the lowest level in Croatia. In fact, on average, when taking into account all the counties that are part of the region, 60.6% of the population does not speak English as a major obstacle to tourism development (UNDP, 2007). In addition, the Pannonian Croatia worn with cultural conflicts and rivalries between cities. Vinkovci and Vukovar, for example, instead of exploiting their own competitive advantages and networking to develop, rather choose a kind of isolation and separation.

Tourism can mobilize and assist farms that their activity may, in addition to agriculture, tourism based on whether it is about providing accommodation or food sales. In the Pannonian Croatia, these trends are still in their infancy and it is necessary to provide new accommodation facilities and supporting facilities as a great opportunity for rural areas. Unfortunately, so far has not used the potential of archeology to develop its tourism. It also failed to include academic sector as partner, which would in this sense be of great benefit.

Networking in international organizations with similar interests, such as the Danube Competence Center (DCC) still expands the possibilities of development in the Pannonian Croatian tourism. The exploitation of the existing potential of tourism on the Danube, which combines all Danube countries in a unique tourist brand is a great opportunity for archaeotourism. DCC operates proactively and is working on organizing a workshop be held to discuss the creation of archaeological tourism product which would include Vucedol, Vinkovci, Vince and Lepenski Vir. In this sense, the DCC has already had discussions with the Ministry of Tourism of Croatia and Serbia and some other museums in the region (Čamernik, 2013).

Besides DCC and there are other organizations that are stakeholders in the development of quality archaeotourism, in which Croatia has already been included. One of these is The Danube Tourist Commission (DTC), which promotes the Danube tourism through the preparation of films, publications, guides and agencies that serve the guests on "cruising" trips, excursions and cultural events along the Danube. DCT is working with relevant EU bodies and regional and national organizations dealing with the Danube. DTC is a member of the UNESCO team based in Vienna. The other association is Working Community of the Danube region, a platform for developing archaeotourism of Pannonian Croatia.
Croatia is since 2012 involved in the projects Route of Roman Emperors, and the Danube Wine route. Vinkovci (Roman Cibalae) gave two Roman emperors Valentinian I and Valens. It was the son Gratian Valentinian I. 379, one of his imperial title Pontifex Maximus gave Pope Damasus I, that the pope still carries (Durman, 2006a, 2006b).

Croatia brings great archaeological treasures of ancestors to the European Union, which proved that there were grounds to be recognized as the cradle of European culture. Using these facts and the launch of key stakeholders in Triple/Quadruple Helix model can put it at the service of tourism.

3.4. Technology factors

Since information technology is the key to planning, marketing, sales and implementation of the tourism sector and these are positive steps towards a stronger continental tourism, the Pannonian Croatia has lots of portals and websites that can be used for branding archaeotourism. The problem is that some of these sites is not translated to either a foreign language or has just been translated into English. Creating quality portal itself archaeotourism with locations in Pannonian Croatia would be very important for the whole project.

Protection of intellectual property that is accompanied by the State Intellectual Property Office showed that the Pannonian Croatia in the period from 1997th to 2008 had at least filed patents, the lowest number of registered designs and acknowledged trademarks. Also, measured indicators of innovation capabilities of the region are lower in relation to the other two regions in Croatia. Number of enterprises in the business sector who are engaged in research and development is the lowest compared to the other two regions. Pannonian Croatia has the least favorable educational structure in Croatia with 12.8% of the highly educated, 7.4% of people with higher, 46.1% with medium and 33.59% of those with lower education, and poor investment in research and development of new technologies. Thus Pannonian Croatia becomes a region with the most unfavorable educational structure of employees in relation to the Croatian average.

It is the region with the least developed road infrastructure measured density of the road network and is located at 88% of the Croatian average. The unfavorable situation with the railway network that does not use its regional transport potential (Strategy for Regional Development, 2011). Osijek Airport is another significant infrastructure is a major priority in the region, but so far has not been sufficiently exploited.

However Pannonian Croatia has the most developed infrastructure in the form of free and commercial zones, business centers, business incubators, technology parks and institutions for technology transfer which can be of great help in the development of continental tourism region (Strategy for Regional Development, 2011) and the establishment of the Triple/Quadruple Helix model of cooperation.

The total number of Internet users in the whole of Croatia as well as in the Pannonian Croatia shows a tendency to increase, but the Pannonian Croatia from extremely rural areas must in this area has a lot of progress. In Croatia, the population under 24 years of age used the Internet in a high percentage of 96%, while the population between 25 and 34 years of age 87%, while in the elderly population aged 45-54 years, the percentage falls to 70% (GfK, 2011).
As a positive side to be mentioned very good coverage of the territory of higher education institutions. Pannonian Croatia has one university (J. J. Strossmayer in Osijek) with 16 faculties, four colleges, high schools, etc. (www.azvo.hr).

4. Analysis of results

The environment which is responsible for the development of archaeotourism and continental tourism in the Pannonian Croatia was analyzed by PEST analysis, which processed four parts: the political, economic, socio-cultural, and technological environment. For each of these units the influence of the main factors was evaluated: (a) positive, where the factor acts as an opportunity that enhances the possibilities for realization of the project, or (b) negative factor, when acting as a threat. Assessed importance of factors can scale from 1 to 5 (where 1 is the least important and 5 the highest) and the intensity of their impact on project scores from 1 to 10, where 10 represents the greatest impact. Finally, the weight given opportunities or threats for the project.

The conclusion is that for the realization of archaeotourism in Pannonian Croatia there is still a lot of threats that should be removed since they have a very big impact on the realization of the project. In the first place with the highest threat is the socio-cultural environment, which is represented by the general low competitiveness (unemployment, entrepreneurship, depopulation, etc.), rivalries rather than cooperation, narrow specialization based on agriculture, lack of awareness of the archaeological values in the region by locals and beyond, and very weak inter-sectoral cooperation and coordination. Overall assessment of the five environmental factors is +300, and the achieved score of +55 indicates that the overall effects of the environment is quite low and is only 18.34%. Since the socio-cultural factor proved to be the most vulnerable, clearly demonstrated the need for tight coordination, networking and collaboration of all stakeholders.

4.1. Triple (Quadruple) Helix model

Triple helix (TH) is a spiral process of innovative model characterized with multilateral relationships among the academic, business and public sector. They interact as equal institutional spheres and work towards the process of capitalization of knowledge to increase in global competitiveness of a country or region (H. Etzkowitz, 2002). In order to complete TH model, the fourth actor should be added to form Quadruple Helix (QH) structure. The theory considers that the QH innovation model of cooperation lacks the civil sector which has mostly local character (Ahonen et al, 2010).

The idea of T/QH is associated with the term "knowledge-based economy". Croatian region, due to the inheritance from the past (centralization, lack of coordination activities and projects) does not achieve neither optimal speed and development, nor usage of innovative capacity of the region.

Good base for connection of these sectors are activities of Bearing Consulting in Croatia (introduction of commercialized archeology project in Solin) with the purpose of prosperity of the region. Bearing consulting idea is based on the idea of "place excellence", based on clear brand development which includes local knowledge, clusters, innovations. Through integrated projects based on archaeology and blending of cultural heritage, the region can establish the strong foundations of sustainable economic development and eco-friendly tourism (www.bearing-consulting.com).
5. Conclusion

Trends in both international tourism, as well as national, indicate continued growth of this sector and position it as a very important economic activity of the country or region. Further growth of cultural tourism in Croatia and specific niches in this field are to be expected. Moreover, the document “Development Strategy for Tourism by 2020” specifically anticipates further growth of creative tourism that enables active participation of tourists in the local culture, which in turn provides an opportunity for positioning archeology as a brand in the Pannonian region.

Although Croatia has significantly developed continental tourism, in its practical implementation there area lot of obstacles. For example, there are a lot of strategies that are aimed at the development of both continental Croatia and Pannonian Croatia as regions, much of which still have not been implemented in practice. Strategy for the development of cultural tourism, which has been made in 2003, launched some processes, but the general impression is that everything is developing far too slow for the speed of changes in economic and other sectors which take place in real time. The existence of "too many" strategies and laws regulating the tourism activity can lead to contradictions, especially because the existing legal framework is quite inappropriate, uncoordinated and incomplete (Development Strategy for Tourism to 2020), as an aggravating circumstance for investing in the tourism sector (in general), and particularly in cultural tourism.

It is also an aggravating circumstance and under-use of strategic plans for tourism as an expert bottom line for the preparation of spatial plans, which significantly influence the investments. Furthermore, the absence of good, cross-sectoral collaboration is the most important negative factor for the development of archeotourism for branding continental Croatia as new destination. This proves the fact that nationally there is a need for an interdepartmental body with a clear mission of conducting tourism strategy and the adoption and implementation of operational measures. In addition, the inefficient destination management model overtly includes a large number of subjects, but without clear rights and responsibilities, there is a need to find new models of cooperation. The Strategy for development of tourism by 2020 states that “there are not created enough reasons (products and services) for the travel and stay of tourists in Croatia off-season" and states that “part of the reason is the lack of entrepreneurial interest and part of the development and business barriers, so as insufficient active public sector”. Therefore, in conditions of low competitiveness of the business operating environment and the lack of regulatory functions between the national, regional and local levels, the contribution of tourism to economic and social development of the country is lower than objectively possible.

This emphasizes the need for Triple/Quadruple Helix cooperation of all stakeholders in the sector to the same goal: the creation and strengthening of continental tourism of Pannonian Croatia, where archeology is of great importance and commercial value. Such cooperation has so far been fragmented, but there is a formula for success that is applied to successful models such as the Croatian competitiveness clusters and "place excellence" model that has been applied and financed from the EU funds for the development of the archaeological park of Salona to develop cultural tourism in the region of the T/QH model.

There are many examples in the world where tourism has been developed on the basis of "historicizing” sites and stories for the purpose of tourist attractions (Richards, 2001), while Croatia has proven that Pannonian Croatia does not have to “reinvent” the history as it has a
real, strong archaeological resources that have both European and global character. These resources have an important role in positioning Croatia not as „small country that has finally joined the big ones“, but as the cradle of that large European civilization.

To activate key resources for tourism purposes, it is necessary to unite all stakeholders and good inter-sectoral collaboration, education and coordination with regard to the size and capabilities of archeotourism for development of continental tourism. Thanks to the generosity of EU structural and cohesion funds, money should not be a problem, so it should run its own forces in the development of continental tourism where archeotourism can be an engine for development, which urgently needs a strong central position that could unite all existing and future local tourism projects.

In addition to the fact that the Internet is increasingly used as a tool to select the destination, it is clear that the promotion of archeotourism as a brand and as the Pannonian Croatian destinations should increase the use of online advertising and the use of social networks. Also, a key factor in the success of this promotion and advocacy of continental tourism development in the Pannonian Croatia, is the mobilization of as large number of stakeholders as possible in creating the destination and brand "archeotourism of Pannonian Croatia", which indicates the need for introduction of cross sectoral collaboration through the Triple and Quadruple Helix model, which could be a driving force behind this project on regional, national, and global level.

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