

CULTURE AND TOURISM AS MAJOR CATALYST IN CREATING COMPETITIVE AND MULTICULTURAL CITY IDENTITY

Iva Buljubašić, B.Sc.¹, Marta Borić, B.Sc.², Bojan Bodražić, B.Sc.³

¹ Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies,
Republic of Croatia, iva1988@gmail.com

² Josip Juraj Strossmayer University of Osijek, Department of Cultural Studies,
Republic of Croatia, martic57@gmail.com

³ Zavod za stanovanje Ltd., Osijek, Republic of Croatia, bojanbodrazic@hotmail.com

Abstract

This paper will present an interdisciplinary approach to the study of culture and tourism on the identity of the city. It is based on the thesis, that culture as a process, thanks to the tourism, is constantly transforming into the culture as a product. Interaction of culture and tourism is the key prerequisite for the creation of a competitive and multicultural city identity. Cultural tourism, as a main result of interaction of culture and tourism, through interculturalism and multiculturalism makes the key prerequisite for the development of cultural identity of the city. When it comes to a competitive identity, not only the interaction of culture and tourism must be taken into consideration, but also people who live in the city, as well as investments in culture, politics and the city's brands. The authors carried out a research with the aim of gathering the information and drawing conclusions of identifying elements with multiculturalism and identity of the city Osijek, Croatia. The study was carried with the purpose of improvement cultural tourism in Osijek, and indirectly with the aim of strengthening the culture in general.

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1. Introduction

Talking about culture, tourism mustn't be left out, as there mustn't be culture left out either in the context of a city's tourism. One cannot exist without another and there is a continual mutual interaction between them. In fact, the value of the culture and the cultural heritage of a particular city are the key elements for the creation of its multicultural identity. The main thesis, which is the backbone of this paper is that culture, as a process, thanks to tourism, is transforming into the culture as a product and they, in mutual interaction, are the key prerequisites for the creation of a competitive, and also the cultural identity of the city. The concentration of cultural resources increases the value of the total tourism product, so many destinations or cities in this case, are turning to the culture as a key means of differentiation from competitors.

Therefore, tourism is seen as a complementary activity that helps in transforming cultural resources as a tourism product. The purpose of this paper is to clarify and discuss the role that tourism and culture, as well as cultural tourism, have in creation of a competitive and multicultural identity of the city of Osijek.

2. The impact and importance of culture in creating the identity of the city

One of the commonest definition of culture is that culture represents a group of people's all the social heritage, i.e. learned thinking patterns, feeling and activities of some group, community or society.

For some people, the culture is high art in the galleries around the world, while others consider the culture to be everything that is learned and all the attitudes and customs of a nation. All of these are correct, because the notion of culture is actually multifaceted and specific for certain organizations, societies, nations, cities and states, and on the basis of it, it can be concluded that the culture actually penetrates in all aspects of life.

This paper special emphasizes the thesis, that the culture itself is an indispensable element and that it represents one of the major determinants in creation of a competitive identity of the city. Culture is a mirror of a city, and its importance should be recognized in time, because it is the only possible way of creating the recognizable and competitive identity of a city.

2.1. Characteristics of culture

Each culture has certain characteristic features such as:

- It is based on the symbols.
- People in the same society, by culture, share a common behavior and a way of thinking.
- Culture is learned: as people biologically inherit many physical traits, instincts, behavior, so is the culture inherited by society, i.e. a person must learn the culture from other members of the society.
- Culture is adaptive: people use it for flexible and quick adjustment to the changes in the world around them. (Williams; 1998, 48)

If we try to translate the standard features of the culture into the characteristics of the city, we will get the following:

- Every city has its own coat of arms and a flag i.e. recognizable symbols that have a specific meaning
- Residents of a city usually share common behavior and the way of thinking
- Residents of a city learn the culture of the city from other residents
- The culture of the city is adaptable, primarily because we live in a globalized world which is full of changes to which you must be adapted if the city as it is, wants to (become) remain competitive
- The culture of a city also makes a distinctive identity of the city.

2.2. Culture as a basis for urban development

As mentioned above, the culture actually penetrates all aspects of life, but today the emphasis is more placed on the economic context of the cultural industry, and it is of great economic importance especially at the local level ie at the city level. The notion of cultural industries usually involves the production and consumption of cultural goods. The process of constructing urban landscape does not result exclusively in physical and economic changes, but necessarily entails social, cultural and political changes, which further confirms the permeation of cultural and economic development. In order to improve conditions at the local level, the strengthening of regional cultural economy, and regional and urban development, the cultural sector is becoming an attractive and important locational factor. (Goodwin; 1993, 145-162)

One of the best indicators of successful interaction of culture and economics is the initiative of “creative economy”, which was launched in New England. UNC-

TAD's definition of creative economy defines that "creative economy is a development concept based on creative assets, while also potentially generate growth and development of an area."¹ Exactly this initiative should predict or devise mark and the identity of a given area, to attract visitors and to improve, first of all the quality of life in the city through various cultural - creative events and projects. If a location is desirable, known, or branded, it is logical to conclude that it will attract more visitors, indigenous and foreign, and this will also lead to increased cultural consumption. Precisely mentioned increased cultural consumption will be the lever of urban regeneration and the basis of cultural production, which assume the conditions of creative exchange, attracting more people with available income, creating the image and identity of the regional areas. (Katavić, et al.; 2005., 25)

3. From culture and tourism to cultural tourism

Tourism numbered as one of the younger socio-economic phenomenon. It started to be more seriously explored only at the half of the 20th century, when it also began its extremely dynamic growth and development. As late as the meaning of tourism in the economic development of many countries was comprehended, the interest of scientists from field of economy and other social sciences for the tourism began to grow swiftly. Then also was developing a multidisciplinary approach that explains and provides guidance for planning and development at all stages and at all levels: local, regional, national and international.

Culture, as the highest expression of human creation implies a set of material and spiritual values, which arose as the consequence of the material and spiritual human intervention in nature, society and thought. (Mohorovičić; 1997., 38) The culture first of all represents: objects, places, people, activities that have properties to enrich the human personality, widen horizons, raise the general cultural level and develop communication.

Tourism is a set of phenomena which arise from people staying in places outside of their actual residence. These relationships and phenomena are the result of human activities related to observing, experiencing and communicating in natural and socio-cultural areas.

Cultural tourism is primarily considered as tourism of specialized interests, and is defined as a visit of people outside of their permanent residence, motivated,

¹ http://unctad.org/fr/Docs/ditc20082cer_en.pdf (15-01-2013.)

in whole or in part, by the interest in history, art, heritage and lifestyle localities, regions, groups, or institutions. With this definition culture includes the so-called tangible culture such as museums, galleries, concerts, theaters, monuments and historic sites, as well as intangible culture such as customs and traditions, in accordance with the Law on the Protection and Preservation of Cultural Property (Official Gazette no. 69/1999.), which puts under the protection immovable, movable and intangible cultural assets. (Croatian Tourism Development Strategy; 2005., 5) Also, if the tourists want to be regarded as cultural tourists, they must at least partly be motivated to participate in cultural activities or they must be interested in cultural heritage and cultural asset.

3.1. Competitive identity of the city

The term of competitive identity primarily means "national, regional and local identities and their strength, experiencing them as added value to states and nations on the global market. (Anholt; 2009., 6) For competitive identity, the most important is the treatment of the identity of the city, country or region, lives in them as well as their behavior on the global market. Competitive identity represents primarily a prerequisite of success on the global market and the main movers of change. Speaking about the competitive identity of a city, it refers primarily to its tradition, natural sights, culture and way of life and this presents a unique comparative advantage under which the city is recognized in the world.

Development of a competitive identity primarily requires a clearly defined and in a certain way set purposes. Competitive identity generally brings multiple benefits. Competitive identity, as well as a magnet, has three characteristics: attracts (consumers, tourists, investors, respect, attention), transfers the magnetism to the other things (so for example, a small part of the magnetic attraction of the Italian brand is transferred to the Italian products and the Italians, and they become equally attractive even when they are not in this context), and it can turn chaos into order. (Anholt; 2009., 27)

There are six key elements; the competitive identity of a city is based on: tourism, people, culture, brands, investment, and policies.

Tourism and touristic promotion of a city, as well as personal experience of people during touristic and business visit, are the keys for creating brand of the city and competitive identity of the city. Brand names include those products which are branded and characteristic for particular city or country, and also world fa-

mous as Mercedes – Germany, pizza – Italy, Moscow – vodka, etc. Policy implies political decisions of the government related to foreign and domestic policy which directly and indirectly influence the international and local population. Investment involves the way the country attracts foreign investors in, employee's foreigners in a city or encourages exchange students. Culture includes cultural exchange and cultural activities through recognizable manifestation or long – term projects which are characteristic for some city – for example Đakovo – Đakovački vezovi, Vinkovci – Vinkovačke jeseni, Valpovo – Ljeto Valpovačko, etc. People are residents of a city and they also represent the way they are related to visitors, tourists and not only in their own country but also abroad. All in all, a competitive identity of a city is a kind of optimal interaction of the six key elements: tourism, brand of a city, policy, investment, culture and people.

4. The role of culture and tourism in creating competitive identity of the city

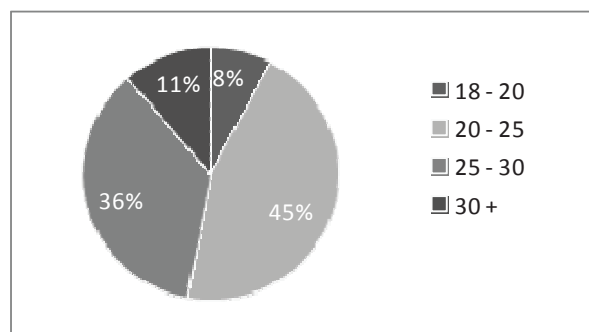
Culture has actually a key role in improving the reputation of a city, state or region because it encourages the public for longer and more complete understanding of their unique identities. Culture provides, in a unique way the added dimension because consumers are suspicious of commercial messages, and culture is not obviously “for sale. Although culture seems slower, it is much more eloquent in conveying the image of a national commercial brands. (Anholt; 2009., 92). This means, that the mark of a city will always put on the first place commercial imperatives. In the context of a competitive identity, the culture of each country, city, or region, as well as their geographical characteristics, truly represent their unique characteristics. Culture can play a key role in the transformation of the current image of a city into something more interesting. In fact, culture is essential for the image of any place to become recognizable. Culture is actually very close to tourism and cultural tourism is in fact often considered the most profitable and fastest growing segment of tourism and this is the area where there could be established links among the professions of people for a specific place. (Anholt; 2009., 96). For example, if a city has a rich cultural life and cultural heritage, then it is not seen just as a tourist destination, but also as a place that can be visited throughout the whole year. What is crucial for the creation of a competitive identity of a city is no longer just a cultural event, but a specific and unique kind of event for which people will always want to come to this city. The creativity is what makes the difference between entertaining events that improve the quality of places and events that create their own markets, which are magnetically attractive and thanks to that particular

place become a destination. (Anholt; 2009., 97) What a city or region needs are primarily people with imagination, ambition, creativity and energy, the people who make the existing cultural resources transformed into something attractive, appealing and very interesting.

5. Description of examinee in the sample and survey

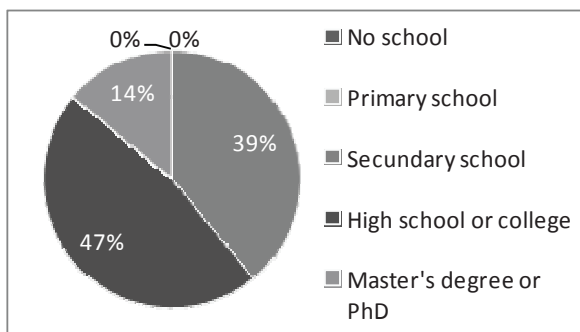
Research was carried out in eastern Croatia, in Osijek, on a sample of 115 various respondents. Data was collected by contacting respondents via e-mail so as their responses. Examinees were mostly the students of Department of Culturology, Osijek, employees and unemployed and others. Structured questionnaire was divided into two parts. The first part of the questionnaire contained four general questions like gender, age, years of working experience etc. The second part of the survey contained couple of questions about culture, tourism and cultural tourism in Osijek related to competitive and multicultural city identity of Osijek.

Chart 1. Distribution of sample by age



Source: by authors

Chart 2. Distribution of sample by Education degree



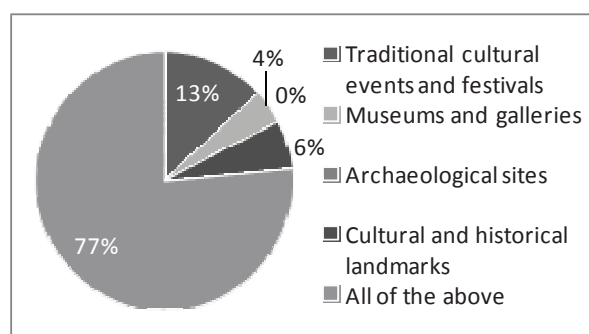
Source: by authors

Chart 1 shows that the most of the examinees were between 20 and 25 years old and least of them were between 18 and 20 years old.

Chart 2 shows that the most of the respondents graduated from the university, school or college (47%) and also large number of examinees have a secondary school or high school (39%). A small number of respondents have a Master's degree or PhD (14%). When it comes to education, authors also made research about the Department of Culturology, in which the 51% of the examinees are choosing and 49% are not choosing Department of Culturology for education.

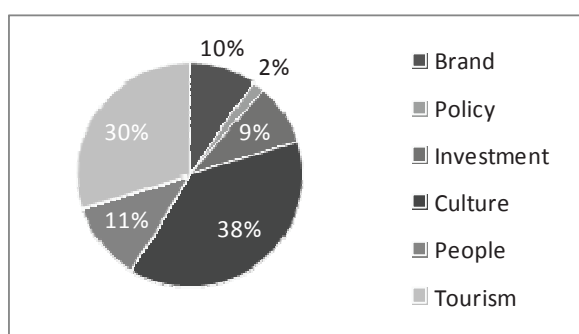
6. Review of the research results

Chart 3. Notions of cultural tourism



Source: by authors

Chart 4. Elements that make up the Competitive identity of the city of Osijek



Source: by authors

Chart 3 shows us that most of the respondents (77%) thought that cultural tourism include all listed segments such as traditional cultural events and festivals, museum and galleries, archeological sites and cultural and historical landmarks. 13% of respondents thought that traditional cultural events and festivals are the most important part of cultural tourism. No less important part of cultural tourism are cultural and historical landmarks (6%) and museum and galleries, too (4%). None of the respondents thought that archeological sites are important for cultural tourism.

Analysis from chart 4 shows that respondents have been choosing culture (38%) and tourism (30%) as key elements that make up competitive identity of the city of Osijek. Culture represent cultural exchange and cultural activities through recognizable manifestation of long-term projects or related to a city, ie Đakovo – Đakovački vezovi. Tourism is a set of phenomenons and relationships arising from the interaction of tourists, service providers, state and local host communities in the process of attracting and hosting tourists and other visitors. No less important elements of competitive identity of the city of Osijek are inhabitants (11%), brand (10%), investment (9%) and policy (2%).

7. Conclusion

For the formation of competitive and cultural identity of a city, there must be the interaction between tourism and culture, and there must be a cultural tourism as a result of their interaction. Tourism is characterized by the mixing of people

and their culture with the culture of a city or region, and together they constitute the preconditions for the formation of a multicultural and competitive identity of a city. Speaking of tourism, there mustn't be left out phenomenon of multiculturalism and interculturalism, keeping in mind that both are extremely important factors in creating multicultural identity of the city. Multiculturalism is the existence of multiple cultures in a particular area and indicates the static and quantitative dimension of multiculturalism, but interculturalism is an interaction among cultures and the recognition of the diversity of those cultures. If a city has a rich cultural heritage it also has increased requirements for a competitive and recognizable identity. Competitive identity of the city is not only the interaction of culture and tourism, but also interaction of people and various investment policies, and interaction of brand and image of the city, too. From the research we can see that the most examinees choose the culture as key elements that make up competitive identity of Osijek, which means that cultural tourism should more explored and developed.

All in all, the culture and tourism are significant (if not the most important remark of authors) catalyst in creating a competitive and multicultural identity of a city.

On the basis of this study, it can be concluded that the relationship between culture and tourism, and their mutual interactions are key prerequisites for the creation of a competitive and multicultural identity of a city and also confirms the thesis of this article, which assumes that the culture as a process, thanks to tourism transformed into culture as a product and in interaction are key prerequisites for the creation of a competitive and multicultural identity if a city. Also, the success of forming a competitive and multicultural identity of the city will depend largely on the development of cooperation between the cultural and tourism sectors of a concerned city. If this cooperation is more intense and stronger, it will also boost the competitive and multicultural identity of a city or region.

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