THE IMPACT OF MIGRATION ON CROATIAN CULTURAL DIVERSITY

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Abstract

Migration represents the movement of people from one place in the world to another. There are several types of migration: intercontinental, intracontinental and interregional. Today, one of the most significant types of migration is rural to urban migration. The most important push and pull factors which may influence people in movements include environmental, political, economic and cultural factors. Culture is a complex system of behavior, traditions, beliefs, values and artifacts, which is transmitted through generations. It represents a group or community who shares common experiences. Cultural diversity involves the cultural differences that exist among people and the way communities organize themselves, their understanding of morality and religion. It is also called multiculturalism.

With the accession to the European Union, Croatia faces an interesting set of migration challenges and opportunities. The increase of migration leads to a greater diversity of the population. As people move, their cultural characteristics and ideas spread along with them, creating and changing cultural diversity.

Area of consideration will be substantiated by survey results, conducted at the College of Slavonski Brod, direction Management. Analysis of the results will show understanding the given terms in relation to students of professional study and students of specialist graduate professional study. The survey aims to answer the question what is the attitude of students towards the existence and preservation of cultural diversity in Croatia because culture is the productive strength of society.

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1. Introduction

A movement, or better say migration of people has a long history. Today there are several types of migration and they will be discussed better in another chapter. It is important to say that possibilities of diversity are at the heart of most migration. Crossing the limits allows easier migration of population but it should be aware that the increased migration leads to higher diversity among the population. Therefore it is also important to explain what the affects of diversity are.

2. Migration

Migration represents the movement of people from one place in the world to another.

„Migration occurs at a variety of scales: intercontinental (between continents), intracontinental (between countries on a given continent), and interregional (within countries). One of the most significant migration patterns has been rural to urban migration — the movement of people from the countryside to cities in search of opportunities." (http://www.nationalgeographic.com/xpeditions/lessons/09/g68/migrationguidestudent.pdf)

Migration could also be internal and external. Internal migration represents the movement of people to other place within a country. External migration represents the movement of people to other place in a different country.

The most important push and pull factors which may influence people in movements include environmental, political, economic and cultural factors.

Choice of destination is influenced by social and economic factors. The most economic factors include large wage, labour demand and low unemployment. The most social factors include work, family and education. Work is the primary reason to migrate. The second most important reason is accompanying family, family formation and family reunification. It is important to say that educational movements are on the increase because of a host of opportunities for study abroad.

Some research showed that some people are more likely to move than others, for example better educated, young people.

„The right to move and live freely within the European Economic Area (EEA) is one of the foundational principles of the European Union. The movement of people for work, study, family purposes, and retirement can yield a variety of ben-

efits to the citizens and countries of Europe. These include more efficient labour markets, increased cultural exchanges, better-trained workers, and the opportunity for citizens to broaden their horizons."

(http://www.emnbelgium.be/sites/default/files/publications/mpieurope-freemovement-drivers.pdf)

According to the Thomas Hylland Eriksen, migration leads to an increase in diversity. Just because of its diversity, migrants are often in disadvantaged position toward the local population. Therefore, the aim of every country should be:

- strengthening unity and citizenship by ensuring that all members of society are treated fairly and justly,

- promote diversity – a national identity not based primarily on ethnic identity, cultural and religious diversity must be seen to bolster as the fundamental values,

- ensure representation of diversity by deemphasizing ethnicity and religion in the public sphere,

- prevent discrimination in the labour market, higher education and unequal outcomes and

- diversity should once and for all replace multiculturalism as a descriptive term because diversity is among all individuals, not just among ethnic or immigrant groups.

Demographic and economic trends will change the geography of migration in the 21st century in ways that will have a profound influence on development. Today's middle- and low-income countries will enjoy higher economic growth in the coming decades, while current high-income countries will grow more slowly than they have in the recent past. (Newland, (2013))

„The free movement of European workers has a long history." (http://www.emnbelgium.be/sites/default/files/publications/mpieurope-freemovement-drivers.pdf)

3. Culture

The different cultures of the world are the essence of various human civilizations. Culture is very important in the life of every individual. Through a culture

we identify with the society in which we live, as well as we find ourselves through culture. Every society has a different culture, which gives it an identity and uniqueness. "Identity indicates how individuals and groups perceive and to determine similarities and differences with other groups and individuals." (Perotti, (1995), p. 22)

Culture refers to a complex system of behavior, values, beliefs, and traditions which is transmitted through generations. It is an integral and strong part of every society and people's lives. There are some definitions of culture: ''Culture is that complex whole which includes knowledge, belief, art, morals, law, customs and other capabilities and habits acquired by man as a member of society. - Edward Tylor '' (http://www.buzzle.com/articles/what-is-culture.html)

"Culture is the general pattern of thought and behavior based on the values and beliefs that develop and become common over time and differ a group (society) than the other groups." (Bahtijarević-Šiber, F. et al (2008), p. 401.)

Some functions of culture are: a source of social identity, provide a sense of belonging, gives the uniqueness and distinctiveness in relation to other, provide standards and standards of behavior…etc.

4. Cultural diversity

With the new forms of mobility and migration which have arisen with the rapid processes of globalization, new ways of interconnection, exchange and cooperation, and new ways of intercultural communication have emerged. Globalization provides both positive and negative influences on cultural diversity which can have far reaching impacts. ''Diversity refers to the individual characteristics that shape its identity and experience in society." (Certo, S. C. & Certo, S. T. (2008), p. 80.) Diversity is related to many characteristics that exist between people, such as age, gender, ethnic heritage, race, religion, education, language…

Cultural diversity is becoming the principal challenge of our times. It is a source of innovation and creativity for development. ''Cultural diversity widens the range of options open to everyone; it is one of the roots of development, understood not simply in terms of economic growth, but also as a means to achieve a more satisfactory intellectual, emotional, moral and spiritual existence." (http://unesdoc.unesco.org/images/0012/001271/127160m.pdf) Today, cultural diversity is understood not only as the common heritage of mankind, which needs to be pro-

tected and promoted, but also as a resource, which needs to be managed in the interest of peace building and development, conflict prevention, democracy and human rights.

Cultural diversity is a dynamic process which promotes the exchange and interaction among communities, organizations and institutions, whose fundamental values and objectives are insufficiently recognized in their environment with the aim of strengthening mutual respect and a better understanding.

In order to successfully communicate in a multicultural environment required is to separate from all prejudices and stereotypes, to respect other cultures and become intercultural sensitive. Confirmation of rights and values of different cultures requires recognition of differences and their appreciation for the purpose of the welfare of society and global communities. One of the European Union elements of the common foreign and security policy concerns about human rights.

5. European Union and cultural diversity

Considering the increasing mobility of people due to the expansion of the EU, people are becoming more international, and all of them are characterized by large differences regarding the religion, ethnicity, cultural heritage....

United in diversity is the motto of the European Union. "It signifies how Europeans have come together, in the form of the EU, to work for peace and prosperity, while at the same time being enriched by the continents many different cultures, traditions and languages." (http://europa.eu/about-eu/basic-information/symbols/index_en.htm)

Furthermore, EU has adopted European Agenda for Culture. Under this initiative, the EU Commission and institutions jointly promote: "cultural diversity and dialogue, culture as a catalyst for creativity and innovation, culture as part of the EU's international relations." (http://ec.europa.eu/culture/our-policy-development/european-agenda_en.htm)

Membership in the EU means that Croatia with its unique national identity will also enrich European diversity, and that Croatian citizens in the Union will acquire the identity of EU citizens. Integration into the EU will Croatia actually helps to preserve its identity and cultural diversity. Croatian citizens have the same rights as other EU citizens, such as freedom to live, work and educate in other EU countries.

6. Analysis of the attitudes of students towards the existence and preservation of cultural diversity in Croatia

Survey was conducted at the College of Slavonski Brod, direction Management. Analyzed results show understanding of terms of cultural diversity in Croatia in relation to 60 students of professional study and 27 students of specialist graduate professional study. 22% male and 78% female student, mostly (more than 90%) at the age of 18-30 years belong in interval between 18-30 years old. More than 85% is unemployed and students high school background is in 25% gymnasium, 56% economy school and 19% other schools. Place of the completion of secondary education in 52% cases is Slavonski Brod.

6.1. Motives for migration

Migration is integral part of living and almost everyone have experienced some form of migration (some types are known and familiar, but about some people still do not know absolutely nothing). Migrations at some points were crucial for positive development. Certain forms of migration are positive for migrants and their environment, but also there are those kinds of negative migration that nobody made good. Migration is constant, independent of all regulation, laws and standards that will prevent the movement of people, and to stop any form of migration. In the following Chart 1. below are shown forms and determinations that can be very important motives for migration.

Chart 1. Migration motives
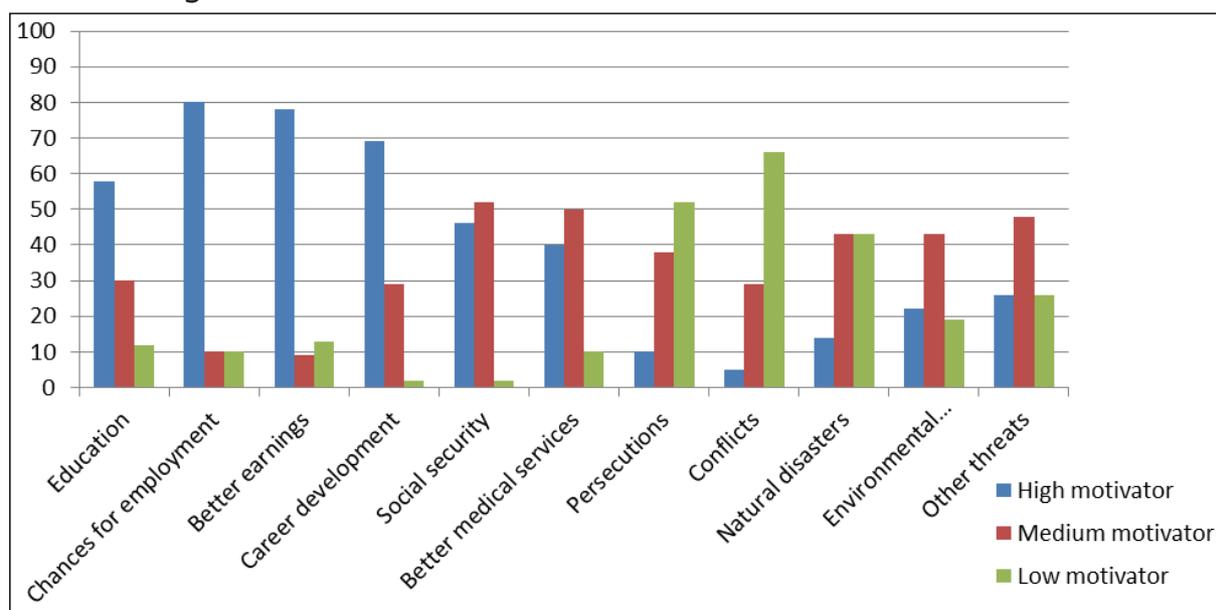
Source: Made by Authors

According the results from Chart 1. 58% thinks that education is very high motivator for migration, 30% that is medium and 11% low. Working migrations such as chances for employment and career development are high motivator for 76% student and more. The reason of this result is that internationalization of European labor markets has led to more than 20 million people in Western, Central and Northern Europe. Connected with education and working migration is phenomenon known as „brain drain" defined as the departure of young people (students) out of the country for better education abroad, but equally applies to highly skilled workforce who have completed the process of education. Social security is characterized as 46% high, 52% medium and 2% low motivator, almost same as motivator of better medical services. On the other hand negative motivators such as persecutions are high motivator in 10%, medium in 38 and low in 52%, but almost same results are for conflicts, natural disasters and environmental contamination. There is hope that positive migrations will overcome negative.

6.2. Migration and cultural diversity

Cultural diversity generally is understood as the quality of diverse or different cultures. This diversity may typically include differences in race, ethics, age, gender, religion, and cultural background though the list of factors reflecting diversity could be wider. Migration have a great role in cultural diversity, it has turned the big cities and some regions in multicultural islands where ethnic networks have created a visible minority. In Chart 2. below are shown opinions on importance of certain claims about cultural diversity.

**Chart 2.** Migration and cultural diversity claims
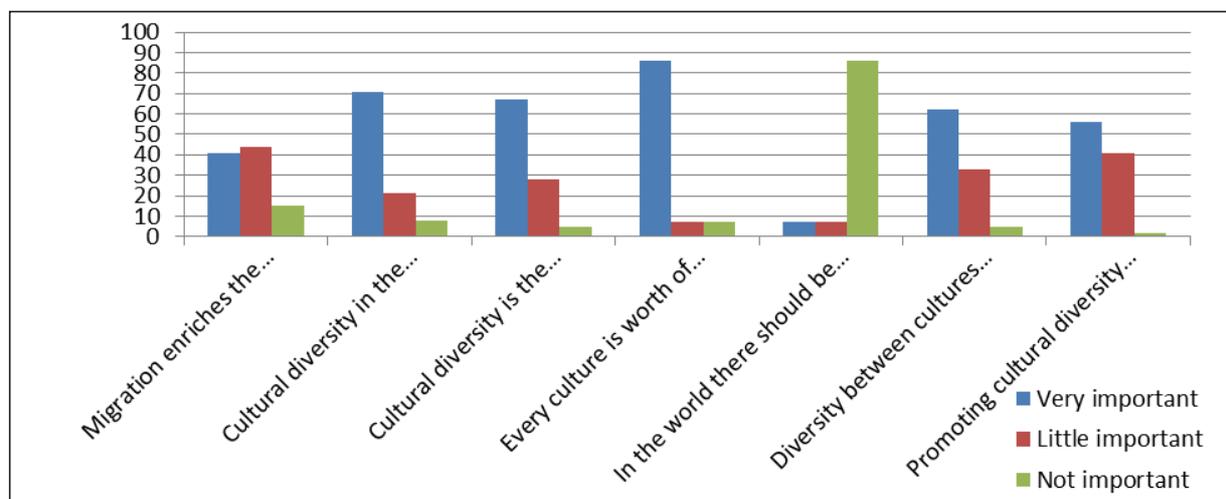
Source: Made by Authors

According Chart 2., 41% of students think that claim that migration enriches the cultural diversity of a given area is very important, 44% little important and 15% not important at all. More than 70 % of students have opinion that is very important that cultural diversity in the world should be preserved, cultural diversity is the wealth of mankind and every culture is worth of respect. In the world there should be only one culture is not important claim for 86% of students. Last two claims, diversity between cultures encourage communication and collaboration and promoting cultural diversity contributes to global economic development is very important for 56%, little important for 40% and not important for less that 4% of respondents.

There are some problems associated with migration and cultural diversity. One of aims of this paper is to explore opinion of importance and impact of following problems such as departure of educated young people, xenophobia, racism and ethnocentrism, on migration and cultural diversity in Chart 3.

Chart 3. Problems associated with migration and cultural diversity
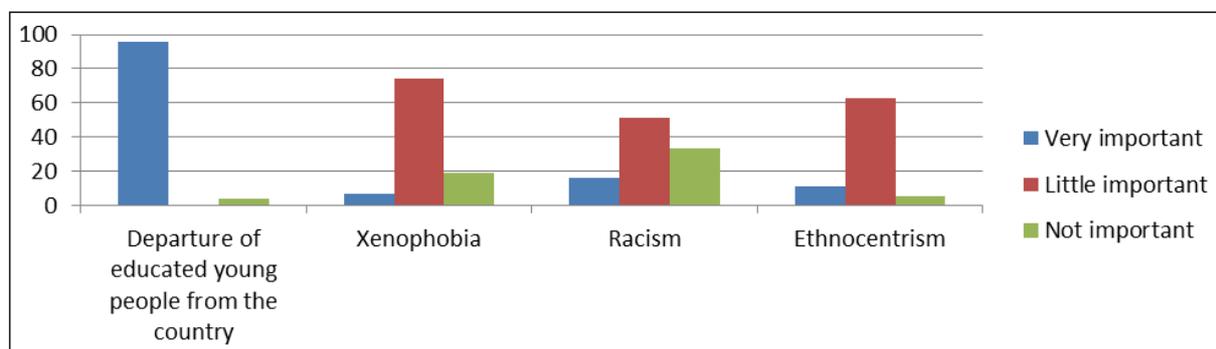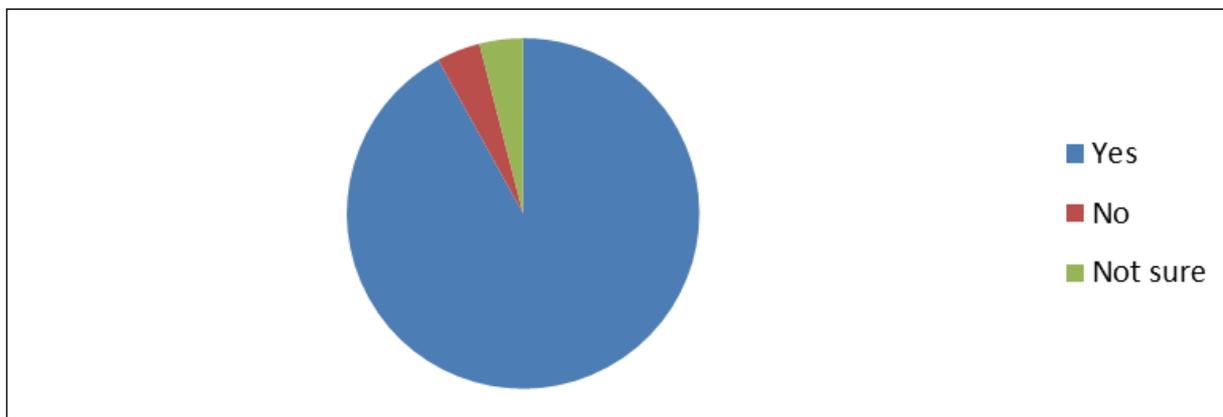

Source: Made by Authors

In Chart 3. it is presented how an important for respondents is problem based on departure of educated young people from the country. Almost everyone, 96% see that problem as very important for cultural diversity. On the other hand respondents see problem of xenophobia, racism and ethnocentrism as a little important.

6.3. Croatian cultural diversity and European Union

Croatian has rich cultural and national identity conditioned by geography and history (crossroads and a meeting place of great culture), good traditions of Central European and Mediterranean circles. On the other hand, there is widespread fear of the negative impact of the EU on Croatian national identity and culture. The

reason is non-settlement, unused and urbanized territory, preservation of nature and environment, quality education for high technology, preserving ancient crafts and traditional values. Opinions of respondents about Croatian diversity and cultural heritage are shown below in Chart 4, and possibilities of loss of national and cultural identity because of joining to European Union is shown in Chart 5.

Chart 4. Croatia is a country of natural diversity and rich cultural and historical heritage

Source: Made by Authors

Chart 5. Croatia will lose cultural and national identity as a member of the EU
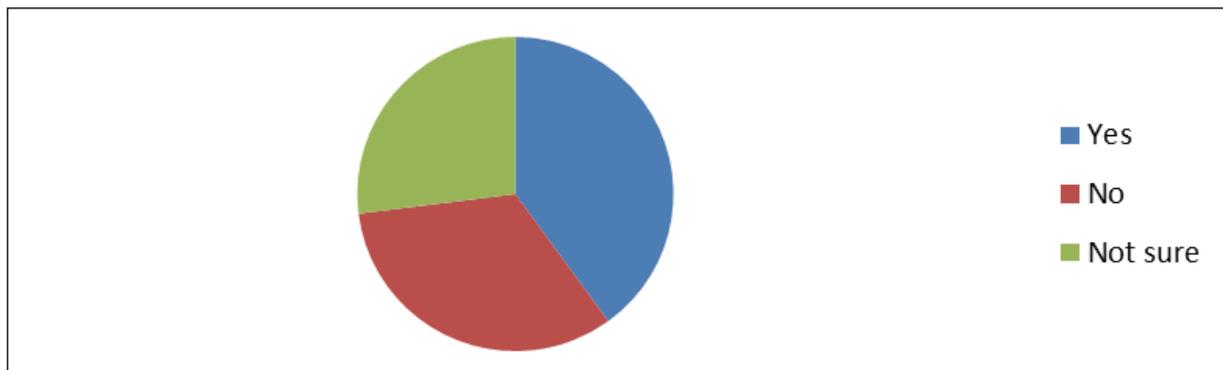
Source: Made by Authors

According to Chart 4. almost all respondents 92% answered that they think that Republic of Croatia has natural diversity, rich cultural and historical heritage. Insignificant is number of those who don't have positive opinion. In Chart 2 it is presented opinion about possibility of losing of Croatian national identity by joining to European Union. Results are equally divided: 40% think that Croatia will

lose national and cultural identity as a member of European Union, 33% think that Croatian membership to the European Union wouldn't cause loss of national identity, because what connects citizens of different European Union countries is more important than what separates them. Other 27% don't have specific opinion about set hypothesis.

7. Conclusion

Process of globalization, facilitated by the rapid development of new information and communication technologies, also representing a challenge for cultural diversity. Cultural diversity is a mainspring for sustainable development for individuals and society. It affects everyone. Creating a community that supports cultural diversity will enrich the whole society with new perspectives. Understanding and valuing cultural diversity makes possible a better knowledge. Active co-existence and knowledge of culture, history, and respect for diversity among cultures will contribute to the preservation of minority cultural autonomy, and the absence of conflict in multicultural society.

The survey found that the majority of respondents largely considered cultural diversity as moving force of development, based on tolerance, mutual respect, understanding and acceptance. As an European Union member, Croatia will with its exceptional diversity, heritage and identity considerably contribute although students have divided opinions about this thesis.

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