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Territorial marketing's contribution to regional development: a study of the Adriatic Region of Croatia

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Abstract

Croatia is a member of European Union and is classified as an emerging and developing economy by the International Monetary Fund and as a high income economy by the World Bank. Croatia does not have regions as political autonomy and its territory is divided in 20 counties and the City of Zagreb. Historically there are three regions: North West Croatia, Central and East Croatia and Adriatic Region of Croatia. The issue of these regions is getting more importance recently and raising debate not only because of the statistical purposes but for the reason of distribution of structural funds of the EU for member countries. In this paper we are going to present an Adriatic Region of Croatia which is one of the world's famous touristic destinations characterised by well-indented coast. Territorial marketing can be considered as a broader field of commercial marketing where the territories and its resources are the product in exchange between all the socioeconomics actors within that territory and the residents and the non-residents in the territory. All main industries in Adriatic Region are directly connected with the sea – like ship building, fishing, gas production, fish and shellfish farming, tourist trade etc. These main industry sectors are promoting this region and make it well known tourist destination. Territorial marketing actions like innovation or territorial promotion are fundamental for the Adriatic Region of Croatia for two reasons: these actions (1) will help make territories more competitive, and (2) will increase economic standard of living in the region.

Keywords: territorial marketing, regional development, Croatia

INTRODUCTION

Regional development has become one of the main political and economic challenges for the authorities in Croatia, especially after Croatia gained the member status for the European Union. The aim of Regional policy in the context of EU is to harmonize economic development between the regions in the European territory. Therefore, the Croatian Government has a demanding and difficult task to promote regional development of all three regions which is a necessary precondition for joining the European Union.

The marketing orientation of all socioeconomic actors within the territory is a fundamental prerequisite on strategic level for the further development of the regions. On the tactical level, it denotes the ability of the actors to use all disposal marketing tools in the proper way to promote a regional development of their regions. The aim of this paper is to analyse a regional development of the Adriatic Region of Croatia and to recognize which marketing strategy has been used until now. Territorial marketing has become a very popular and useful tool for competitiveness of the regions. Therefore, the purpose of this paper is to give an accent on the importance of territorial marketing in promoting a regional development and to recommend new marketing strategies which will promote the further development of this region.

In the first section, the brief overview of the Croatian and Adriatic region will be presented. Following the marketing strategy analysis of the Adriatic region development, the comparative assessment of the territorial marketing strategies of the three Croatian regions would be given.

THE GENERAL CONTEXT ABOUT CROATIA AND ITS REGIONS

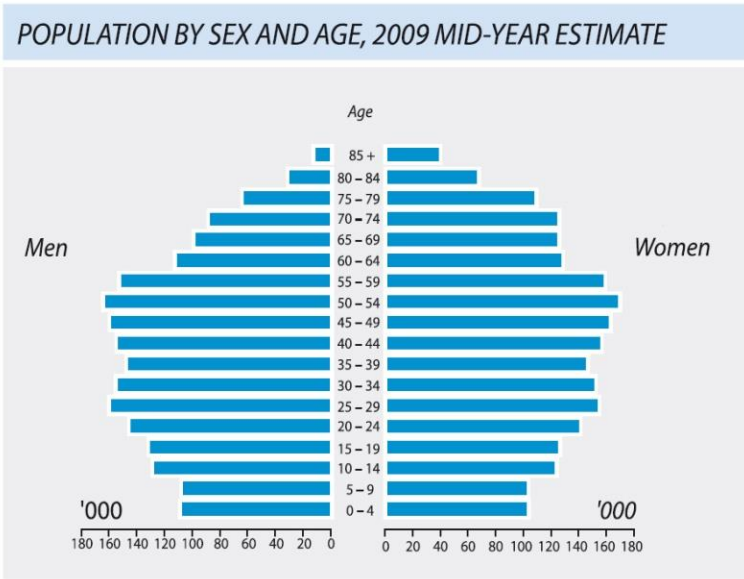
Croatia, officially named the Republic of Croatia (in Croatian: *Republika Hrvatska*), is a country in Central and South Eastern Europe at the crossroads of the Pannonian Plain, the Balkans, and the Adriatic Sea. Its capital and the largest city is Zagreb. Croatia borders Slovenia in the north, Hungary in the northeast, Bosnia and Herzegovina in the southeast, Serbia in the east, Montenegro in the southeast and Italy in the west (maritime border). Insular Croatia consists of over one thousand islands varying in size and its coast is of total length of 5 835 km. Croatia is very famous in sports and is in many disciplines one of the world's top countries.

With the collapse of the ruling communist party in ex-Yugoslavia, Croatia adopted its present constitution in 1990, organised its first multi-party elections and became a democratic parliamentary republic. It declared independence on 8th October 1991 leading to the breakup of Yugoslavia and the country was internationally recognised by the United Nations in 1992. The main institutions of government in Croatia are the President, the Parliament and the Government.

Croatia applied to become a member of the European Union (EU) in 2003 and gained candidate status in 2004. Croatia became an EU state in 2013. Its accession was previously blocked by Slovenia due to a maritime dispute. Croatia is a member of the United Nations, the Council of Europe, NATO, the World Trade Organization and CEFTA. The country is a founding member of the Union for the Mediterranean. Croatia is classified as an emerging and

developing economy by the International Monetary Fund and a high income economy by the World Bank.

Figure 1-*Population by sex and age*



Population

Croatia's 2001 census recorded a total population of 4,437,460. This is estimated to have risen to 4,489,409 by 2009. Average life expectancy is 75.1 years, and the literacy rate is 98.1 percent. The main religions of Croatia are Roman Catholic 88%, Orthodox 4.4%, other Christian 0.4%, Muslim 1.3%, other and unspecified 0.9%, none 5.2%.

During the last decade of the 20th century the population of Croatia has been stagnating because of the Croatian War of Independence (1990 - 1995). During the war, large sections of the population were displaced and emigration increased. In 1991, in predominantly Serb areas, more than 400 000 Croats and other non-Serbs were either removed out of their homes by the Croatian Serb forces or fled the violence.

Structure and Economy

Croatia is divided in 21 counties (NUTS 3) and 3 regions (NUTS 2), in which, by large diversity of the country, different industries occupy a certain share from the local and regional GDP. None of the mentioned above is autonomous. As it is shown on the figure 2, there are three regions: the Adriatic Croatia, North Western Croatia and Central and Eastern Croatia.

Figure 2-The regions of Croatia



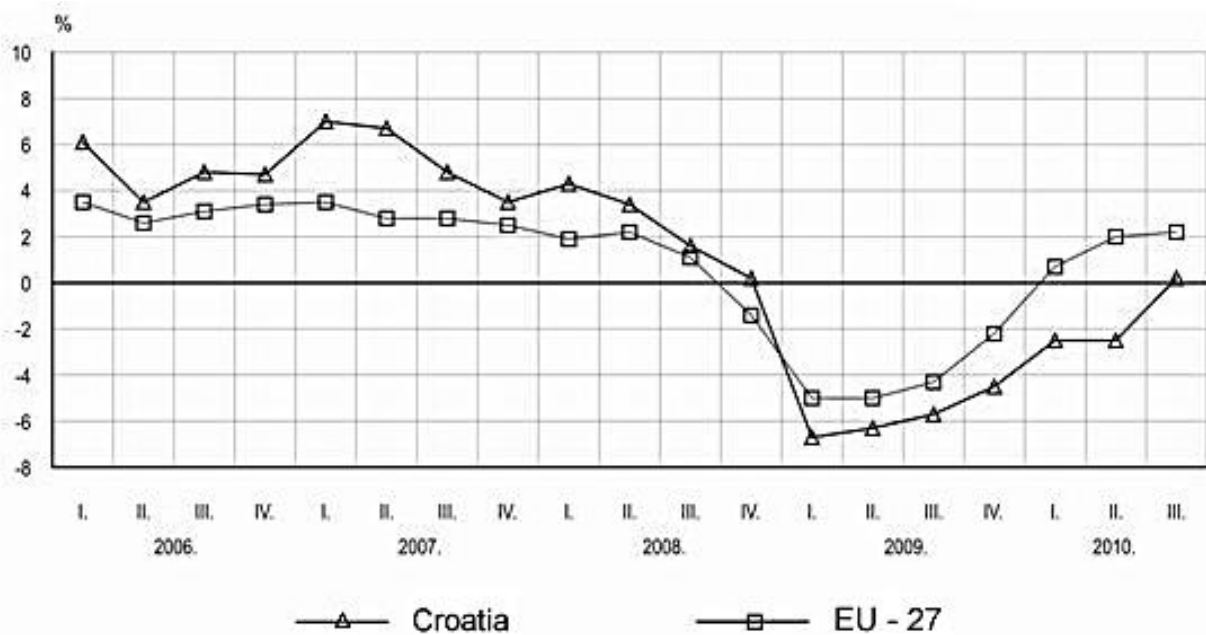
In the Adriatic Croatia the majority of revenues come from tourism, shipbuilding, agriculture, fishing and construction. In North Western Croatia most revenues come from construction, IT sector, communication and all public branches (since the centres of all ministries and public institutions are in Zagreb). In Central and Eastern Croatia most of the revenues comes from agriculture, forestry and food production and processing. The last region was most affected by the Homeland War, and the result is visible in the region's contribution to the country's GDP (see appendix 1).

Figure 3-Croatian GDP in mil. HRK



Trends in Croatian GDP real growth rates in recent years have been largely influenced by the spill over of the global economic crisis and its reflection in the Croatian economic activities. As you can see from the figure 4 below, the Croatian economy has had a fairly continuous increase in GDP rate in the years before the crisis. With the beginning of the crisis, the economy has recorded a sharp drop in real growth rates to a level of 7 percent deficit. In the year 2010, the economy has started slowly to recover and this is expected to be the beginning of a new upward trend in Croatian economic growth. From the graph it is also visible that the members of EU – 27 were more stable through the crisis, even though most of the economies of the EU - 27 zones were quite affected by the crisis.

Figure 4-Real growth rates of GDP



Import/Export

The integration of national economy into the world global community, services and capital flows is in positive correlation with the level of economic growth and development. The Republic of Croatia, as a country with small national market is according to the calculated indicators inadequately included into international flows. This is the result of the inappropriate specialization and export - imports structure namely non-competitive products. In the last decade, commodity export was approximately at the same level with few oscillations. Together with much larger imports, the contribution of foreign trade sector to economic growth was not positive. As it is shown in the figure below, the Croatian foreign trade balance has been slowly recovering.

Figure 5-Balance of foreign trade



The Adriatic Region of Croatia

Adriatic Croatia covers all of Croatian counties which are directly on the Adriatic coast and islands, which have a major impact on the economy of the region. The region covers 24 706 square kilometres and occupies a total area of 43.7 percent of Croatian total area, although the region is home to just 1 427 008 inhabitants, or 32.2 percent of the total population. County of Lika-Senj is an area that contributes to this the most with its 5 352 square kilometres is home to just 53 643 inhabitants (population density of approximately 10 inhabitants per square kilometre), while in Split-Dalmatia County population density is 102 inhabitants per square kilometre (463 676 inhabitants).

The main economic activities in the Adriatic Croatia are primarily tourism (69.7 percent of Croatian tourism revenue comes from this region), the shipbuilding, construction, fishing and agriculture.

The distribution of the main categories of economic activities of the population shows that the largest share of the working age population belong to the North-West Croatia, that is, 1 414 000 of them, or 37.6% of the total number in the Republic of Croatia. It is followed by the Adriatic Croatia, with 1 250 000 persons aged 15 or over, which is 33.3%, while the Central and East (Panonian) Croatia has the remaining 1 093 000, or 29.1%, of the total working age population.

Relations within each of the regions show that the North-West Croatia has the highest share of economically active persons within the working age population, 49.2%, which is higher than the Croatian average (46.3%). It is followed by the East (Panonian) Croatia with 45.3% and Adriatic Croatia with 44.0% of active population. The employment rate is the highest in the North-West Croatia (45.3%), while it is significantly lower in the remaining two regions (39.5% in the Adriatic Croatia and 37.1% in the Central and East (Panonian) Croatia).

Accordingly, the unemployment rate of 7.9% in the North-West region is significantly lower than the average, while it amounted to 10.1% in the Adriatic Croatia and to as much as 18.2% in the Central and East (Panonian) Croatia. The poll was made by Eurostat and conducted last year from July to September.

Figure 6: Persons in employment

PERSONS IN EMPLOYMENT, BY NKD 2007. ACTIVITY SECTORS,
IN THREE STATISTICAL REGIONS AND REPUBLIC OF CROATIA,
THIRD QUARTER OF 2010

	<i>Adriatic Croatia</i>	<i>Republic of Croatia – total</i>
<i>Total</i>	494	1 540
<i>Agriculture</i>	35	225
<i>Industry</i>	122	423
<i>Services</i>	337	892
		%
<i>Total</i>	100	100
<i>Agriculture</i>	7,1	14,6
<i>Industry</i>	24,7	27,5
<i>Services</i>	68,2	57,9

Capital of the Region

Split is the largest city of the Adriatic Region, the second-largest urban centre in Croatia, and the centre of Split-Dalmatia County. It has 221 456 inhabitants, with density of 3 515 inhabitants per square kilometre and also has one of the largest demographic growths in Croatia. Split is also one of the oldest cities in the area, and is traditionally considered just over 1 700 years old, while archaeological research relating to the ancient Greek colony of Aspalathos (6th century BC) establishes the city as being several hundred years older.

Brodosplit shipyard is the largest one in Croatia. It employs almost 4,000 people, and has made over 350 vessels, including many tankers, both panamax and non-panamax. 80 percent of the ships built in this shipyard are exported to foreign contractors.

The new A1 motorway, integrating Split and whole county with the rest of the Croatian freeway network, has helped stimulate economic production and investment, with new businesses being started in the city centre and its wildly sprawling suburbs. Today, the city's economy relies mostly on trade and tourism with some old industries undergoing partial revival.

THE TERRITORIAL MARKETING FOR THE REGIONAL PROMOTION OF THE ADRIATIC REGION OF CROATIA

Although all main industries in the Adriatic Region of Croatia – like ship building, sea business, fishing, gas production, fish and shellfish farming etc., are related with the sea, tourism is the most important sector contributing with 20% in the countries' GDP. Tourism is the sector on which the region relies for its development. Its coastline together with 1244 islands ranks among the most intricately indented coastlines in the world. The Adriatic Region of Croatia is one of the world's famous touristic destinations. The Mediterranean as it once was.

This region has a huge potential for the development. Even in olden times the Adriatic Sea was one of the most crucial sailing routes for ancient cultures. The Adriatic Region of Croatia is one of the ecologically best preserved parts of Europe. It is a rare European region

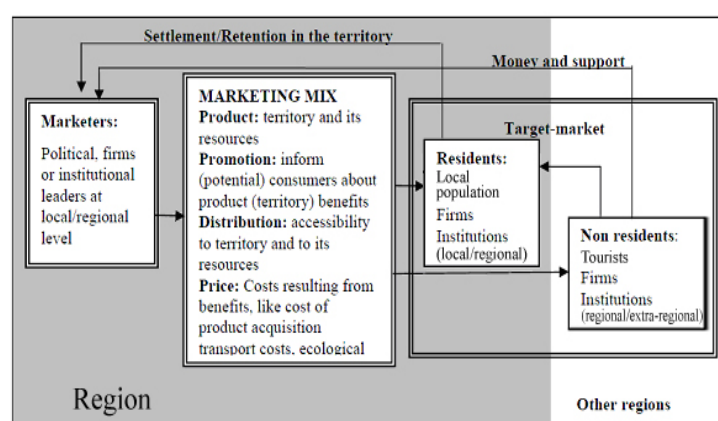
which boasts as many as eight national parks in so small an area. In this region, there are 7 UNESCO heritage sites: Diocletian Palace and Medieval Split, Dubrovnik Old Town, Early-Christian Euphrasius Basilica Complex in Poreč, Historical Core of Trogir, National Park Plitvice Lakes, St. Jacob's Cathedral in Šibenik, Starigrad Plain (Hvar) and some of them are the world famous like Dubrovnik, Split, Island of Hvar and Plitvice Lakes. Also, at this moment Croatia has 10 non-material cultural goods on the UNESCO list which is the most in Europe and 7 UNESCO treasures of tradition are from the Adriatic Region of Croatia: Two-part singing and playing in the Istrian scale, Festivity of St. Blaise (Patron of Dubrovnik), Lace making (Hvar and Pag, islands), Spring procession of Queens from Gorjani, Annual carnival bell Ringers' Pageant from the Kastav area, Procession following the Cross on the island of Hvar, The Sinjska Alka, a knights' tournament in Sinj.

The largest urban centres along the coast - Pula, Rijeka, Zadar, Šibenik, Split and Dubrovnik - are all located in the vicinity of airfields. They also have ports that ensure their mutual links, as well as linking them to the islands; they also operate regular bus lines, and some also have railway links to the interior of the country. The Adriatic Region of Croatia has all essential infrastructure prerequisites to do additional step in its transformation to one of the best developed European region.

In theoretical as well as practical sense, there is a notable lack of work on market orientation and territorial marketing in regional development in general. First of all, the socioeconomics actors within that territory should be market oriented. Most researches define market orientation as acquisition and implementation of marketing concept (Kohli and Jaworski, 1990) and emphasize that marketing should not be considered simply as a function of a specific department but, more importantly, as the leading philosophy for all socioeconomics actors who are, in this case, interested in promoting of a territory. There are three essential backbones underlying most marketing concept definitions and they are: (1) customer orientation; (2) coordinated marketing and (3) profitability. It is reasonable to conclude from the literature that market oriented institution is the one where the three mentioned foundations of marketing conception are operatively manifested (Mihanovic, Americ, Pepur, 2009).

The marketers of territorial product are those who are interested in promoting the development of a territory and include: citizens, politicians, firms, and other economical, social and political institution (Dinis, 2004). The marketers have the marketing mix operational tools to offer its territory to residents and non-residents. On the figure 7 it is possible to see all basic components of territorial marketing.

Figure 7-Territorial marketing basic components



Because of its natural resources, heritage and tradition, the Adriatic Region of Croatia has a great opportunity to become a well-developed European region. Tourism is the main industry for this region and most of territorial marketing actions are related to tourism.

The first step of our Government in achieving this goal was to found an institution which role would be to take care of Croatian tourism and to promote it in the world. The Croatian national tourist board is a national tourist organization founded with a view to promoting and creating the identity, and to enhance the reputation of Croatian tourism. *Tourism in the Adriatic Region of Croatia is contributing with more than 90% in Croatian tourism.* The mission also includes the planning and implementation of a common strategy and the conception of its promotion, proposal and the performance of promotional activities of mutual interest for all subjects in tourism in the country and abroad, as well as raising the overall quality of the whole range of tourist services offer in the Republic of Croatia. The most significant tasks of the Board are as follows:

- to encompass the total tourist offer of the Republic of Croatia,
- structuring and conducting operational market research for the promotion of tourism,
- designing programmes and promotion plans of tourist product,
- organizing, conducting and implementing all business operations concerning the promotion of the tourist product,
- analysis and appraisal of the purposefulness and efficacy of implemented promotional activities,
- establishing a tourist information system,
- performing global and tourist information activities,
- providing and coordinating the incentives of all the Tourist Boards, as well as all economic and other tourism subjects which operate either directly or indirectly, in order to improve and promote tourism,
- establishing tourist representative offices and branch offices in foreign countries, and the organization and supervision of their work,
- cooperation with national tourist boards in foreign countries and with specialized international regional tourist organizations,
- according to reports received from county tourist boards, the Board analyzes and evaluates activities by plans and programmes of the established tasks and the roles of the tourist boards' system,
- taking necessary measures and planning activities for the development and promotion of tourism in the less developed areas of the Republic of Croatia.

The marketers realized the importance of the residents in regional promoting of the Adriatic Region of Croatia and established a programme “Love Croatia”. The main aim of this programme is to activate as many individuals and firms as possible in environmental protection and improvements in tourist destination, and to enhance diversity of the quality of the entire tourist offer. This programme will help to position Croatia, and its regions, like a country which is safe, attractive and pleasant for living and/or visiting. The main themes of the Programme are:

- Neatness and tidiness of the tourist destination;
- Employee of the year: Person – a key of success in tourism;

- Feel Croatia: a quality of cultural tourism;
- Domus bonus: a quality of private accommodation;
- Aid scheme for tourist projects;
- Grants for tourism association which acting on the undeveloped tourist area.

Like in many other industries in the Adriatic Region of Croatia, state and local authorities give grant schemes in order to stimulate the development of different cultural and tourist products. The marketers insist on constant innovation of tourist offer to attract the desired premium clients. Also, they give financial support to all events that will result in one of three things:

- improvement/enrichment of the tourist offer of individual destination or the Croatia as a whole,
- creating a recognizable image of Croatian tourism,
- developing facilitate which will ensure an extension of tourist seasons.

While local population mainly look for a better standard of living, tourists look for things like contact with nature, knowledge about tradition, peace and rest etc. As we said earlier, at the moment the Adriatic Region has 7 UNESCO treasures of tradition which is the most in Europe. Based on that, the marketers start to apply a marketing strategy which is set off unique characteristics of goods and services. They encourage and give grants for all kind of innovation, nevertheless organizational, design, presentation or image innovation. These products represent the uniqueness of each region and they are a source of competitive advantage. There are more than hundred goods and services that represents Authentic Croatian Brand, some of them are well known like patented invention Sumamed (azithromycin medicine), Penkala ballpoint-pan, tie, Vegeta, Bajadera, Cedevida, Dalmatian smoked ham, Maraschino, coop, Dingač wine, traditional jewellery of Dubrovnik, Slavonian “Kulen” with chilli peppers etc. Also, on the list of the products marked with “Croatian quality” there are more than two hundred items like Jana (Natural Artesian Water - very popular in the USA, NBA basketball league), Croatian multi-purpose ships, Sardi fish meat cans etc. The Croatian Chamber of Economy (CCE) organizes an event called “Days of Croatian products” yearlong and simultaneously in many location, especially in the summer, when the Adriatic Region has much more tourists then local population. Also, the CCE helps producers to expose their products on the foreign fairs and to promote the uniqueness of their regions. The complete list you can find on the web page www.hrvatskiproizvod.com.

Since the last decade, the important trend in the European tourist sector has been the promotion of the development of rural tourism. Therefore, the Ministry of Tourism of Croatia established a programme, called “The development of rural tourism”, with the purpose of financial subsidies for rural tourism. So far, the best results are in the Adriatic Region, specifically in the Istria County, where the income from rural tourism represents more than 50% of total income of tourism.

The tourist board makes lot of effort in promoting and advertising all regions of Croatia, especially the Adriatic Region. Yearlong, there are advertisements or watch spots about Croatia, Dubrovnik, Istria, Split etc. on CNN and other popular TV channels. Also, the Board grants a local community to advertise itself in emissive countries and to participate on many foreign fairs. At this moment, the Board organizes event called “Days of Croatian Tourism”

in Tokyo (Japan) and few days later our promoters going to participate in Brussels tourists fair called “Salon Vacances”. New technologies, especially Internet, allow the regions to promote and advertise its uniqueness. The marketers in the Adriatic Region accepted Internet as a way of promotion, distribution and payment but there is a still lot of space for improvement.

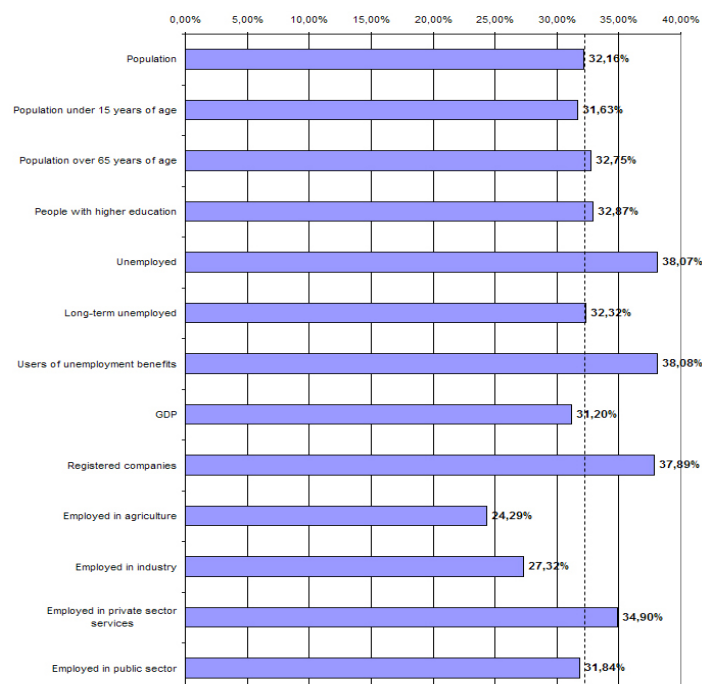
Several times a year, the Tourist board organizes two different workshops. One in Croatia, called “Buy Croatia”, and the other in abroad, called “Sell Croatia”. The Buy Croatia concept implies arrangement of business meetings between Croatian tourist participants (tour operators, travel agencies, hotels...) and foreign tourist participants for the purpose of increasing Croatia’s coverage in foreign tourist participants’ brochures and enhancing the diversification of the tourist offer presently available on the market. The business workshops entitled "Sell Croatia" (B2B workshop) is held between Croatian tourist companies and foreign partners. Characteristic for the concept "Sell Croatia" is to maintain a position on markets.

Dinis (2004) conclude and we agree with her that internal and external territorial promotion is fundamental and that the marketers have to do all necessary interventions to increased perceptions of value of region, both by the residents and non-residents.

THE OVERVIEW OF CROATIAN EXPERIENCE IN REGIONAL DEVELOPMENT

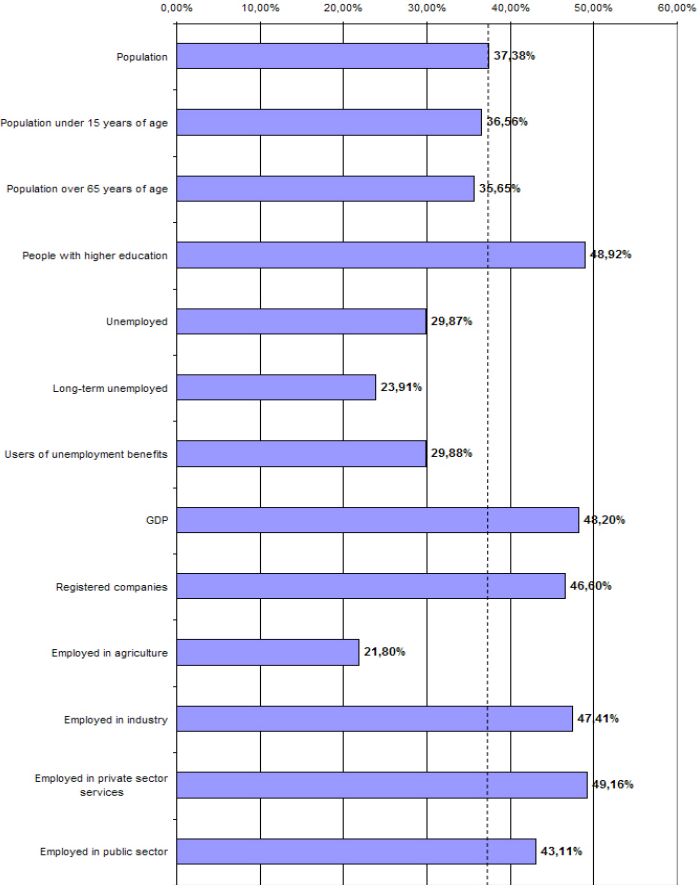
The GDP of the Adriatic Region contributes with (only) 31.20% in the country’s GDP, in spite of the fact that the tourism is the dominant sector in the region which contributes with more than 20% in the national GDP. This fact, together with other indicators in the figure 8, emphasise the problems in the region economy, particularly the highest unemployment rate (38.07%) in the off-season period in comparison with two other regions. Some of the reasons that might explain such unemployment are still evident consequences of the Homeland war, and effects of recent global crisis. Moreover, the ship constructing industry, which was one of the most important export driving industries in ex-Yugoslavia, has become uncompetitive in terms of price on the global level in spite of its worldwide recognized quality.

Figure 8-Adriatic Croatia profile



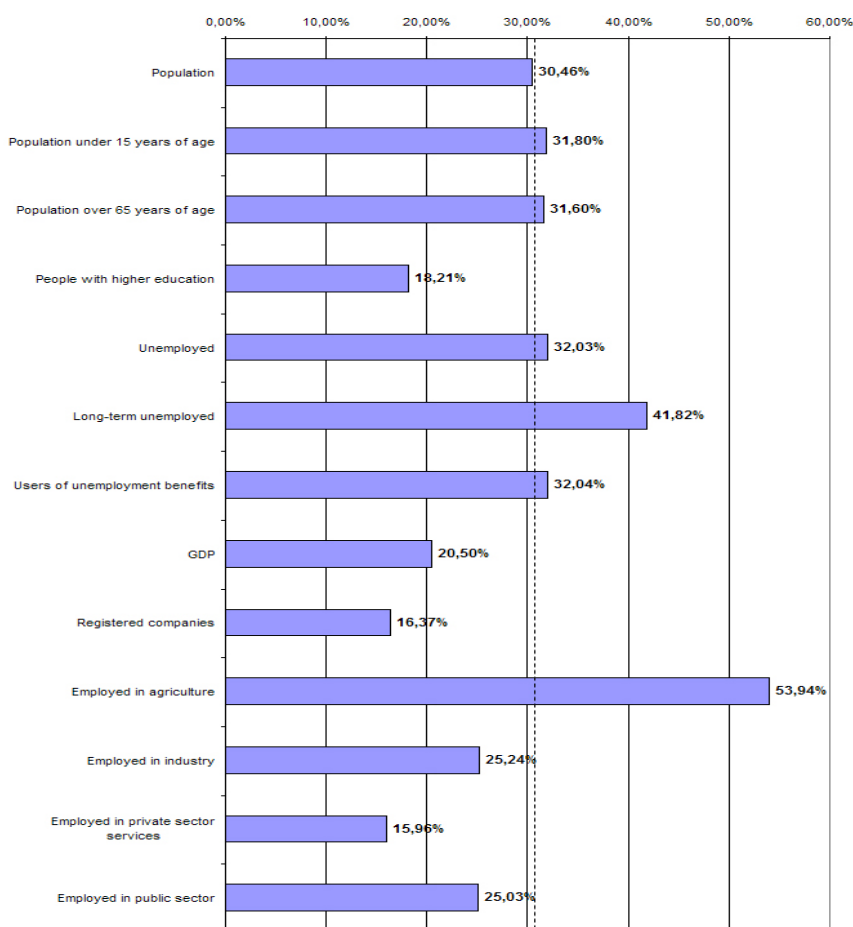
The GDP of North West Croatia, which is the smallest region, represents 48.2% of the country GDP primarily due to the development and the concentration of the industry and the centralization of the state authorities. These and additional indicators are presented in the figure 9.

Figure 9: North West Croatia profile



Central and East Croatia is the most undeveloped region contributing with only 20.5% to the country GDP. and where the 53.04% employed work in the agriculture (see figure 10).

Figure 10: Central and East Croatia profile



Tourism is the fundamental sector for promoting a regional development of the Adriatic Region. Moreover, tourism is the export driving industry for this region which has valuable potential to connect different industries and encourage networking of domestic producers from this region and two others regions of Croatia. The concept of the relationship marketing has to be implemented as the building block and the starting point for numerous micro, small and medium domestic businesses which have a potential to place their products in this way, like producers of wine, olive oil, fruits and vegetables, dairy products etc. and fish and shellfish farmers etc. Beside this, the government has to make additional effort in restructuring the ship constructing industry in order to become price competitive on global level again. The long lasting tradition and well-known quality of the Croatian ship building has a large potential in promoting the further development of the Adriatic Region of Croatia.

CONCLUSION

In today's globalized, networked world, every country (county, region, city...) finds itself competing with every other ones for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention (Kerr, 2006). Tourism is the main (export) industry in the Adriatic Region of Croatia. Therefore, it is very important that all socioeconomics actors within this territory recognize the significance of market orientation especially towards

the tourists and the foreign firms. The question facing marketers and all other stakeholders is not whether to brand, but how to brand (Moilanen, 2015). The marketers in the Adriatic Region make a great effort in promoting the region and the results confirm that. Year after year, more tourists from all parts of the world have been visiting this region, especially its famous and best known destinations - like Dubrovnik, Split, Istria etc. Moreover, those tourists who come back again to enjoy the benefits of the region are the most important indicator.

The Adriatic Region of Croatia has a great opportunity for the development because, as analysis of the trends in the society shows (Dinis, 2004), it has all three fundamental resources that are highly valuable for premium consumers: natural resources, tradition and cultural heritage, and environment and amenity resources. However, the marketers and their ability to make an appropriate marketing strategy are essential. They have to be innovative in combining and coordinating different marketing tools in order to promote their region and make it more competitive in the global level. In accordance with the territorial marketing, all further marketing actions should be created with the purpose of increasing the value of the region and its resources.

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APPENDIX 1

1. GROSS DOMESTIC PRODUCT FOR REPUBLIC OF CROATIA, STATISTICAL REGIONS AT LEVEL 2 AND COUNTIES, 2007

Statistical regions at level 2 and counties	Current prices							
	Gross domestic product, mln kuna	Gross domestic product, mln EUR	Gross domestic product, mln USD	Structure by counties, % (Croatia = 100)	Gross domestic product per capita, kuna	Gross domestic product per capita, EUR	Gross domestic product per capita, USD	Index Croatia = 100
<i>Republic of Croatia</i>	314 223	42 833	58 558	100,0	70 835	9 656	13 201	100,0
<i>North West Croatia</i>	147 012	20 040	27 397	46,8	88 109	12 010	16 420	124,4
<i>City of Zagreb</i>	96 658	13 176	18 013	30,8	122 995	16 766	22 921	173,6
<i>County of Zagreb</i>	17 550	2 392	3 271	5,6	53 993	7 360	10 062	76,2
<i>County of Krapina-Zagorje</i>	7 218	984	1 345	2,3	52 407	7 144	9 766	74,0
<i>County of Varaždin</i>	10 933	1 490	2 038	3,5	60 325	8 223	11 242	85,2
<i>County of Koprivnica-Križevci</i>	8 091	1 103	1 508	2,6	67 065	9 142	12 498	94,7
<i>County of Međimurje</i>	6 562	894	1 223	2,1	55 611	7 581	10 364	78,5
<i>Central and East (Panonian) Croatia</i>	65 569	8 938	12 219	20,9	50 259	6 851	9 366	71,0
<i>County of Bjelovar-Bilogora</i>	6 217	847	1 159	2,0	49 088	6 691	9 148	69,3
<i>County of Virovitica-Podravina</i>	4 519	616	842	1,4	50 784	6 923	9 464	71,7
<i>County of Požega-Slavonia</i>	3 966	541	739	1,3	47 720	6 505	8 893	67,4
<i>County of Slavonki Brod-Posavina</i>	6 827	931	1 272	2,2	39 209	5 345	7 307	55,4
<i>County of Osijek-Baranja</i>	18 621	2 538	3 470	5,9	57 771	7 875	10 766	81,6
<i>County of Vukovar-Sirmium</i>	8 393	1 144	1 564	2,7	42 227	5 756	7 869	59,6
<i>County of Karlovac</i>	7 719	1 052	1 439	2,5	57 403	7 825	10 697	81,0
<i>County of Sisak-Moslavina</i>	9 307	1 269	1 734	3,0	52 822	7 200	9 844	74,6
<i>Adriatic Region of Croatia</i>	101 642	13 855	18 942	32,3	69 482	9 471	12 949	98,1
<i>County of Primorje-Gorski kotar</i>	24 987	3 406	4 656	8,0	81 994	11 177	15 280	115,8
<i>County of Lika-Senj</i>	3 017	411	562	1,0	58 972	8 039	10 990	83,3
<i>County of Zadar</i>	10 126	1 380	1 887	3,2	58 539	7 980	10 909	82,6
<i>County of Šibenik-Knin</i>	6 544	892	1 220	2,1	57 213	7 799	10 662	80,8
<i>County of Split-Dalmatia</i>	28 220	3 847	5 259	9,0	58 707	8 003	10 941	82,9
<i>County of Istria</i>	19 467	2 654	3 628	6,2	91 431	12 463	17 039	129,1
<i>County of Dubrovnik-Neretva</i>	9 280	1 265	1 729	3,0	73 670	10 042	13 729	104,0