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THE TOURISM IMAGE OF CROATIA

1. INTRODUCTION

Croatia is a country where many Poles go for summer vacation and one which you can get acquainted with by reading guidebooks, talking to friends or through your own experiences.

Research on the tourism image of Croatia¹, a country which 300,000 Poles visit each year (*Turizam u brojkama*, 2007), was conducted from June 2006 until mid-January 2007 in Croatia (mostly on Istria) and in Poland. Its image in Polish and foreign guidebooks and also among Poles was analysed.

An image is understood as 'non-material, recorded in mass culture, stereotypical knowledge and perception of a given place' (MARKOWSKI, ed. 2002), and that of Poles was compared with the image of Croatia in guidebooks. Analysis included 18 guidebooks devoted to the whole country – three released before 1991 (BRZOWSKI & LALAK 1973; ĆIRLIĆ 1974; KRUKOWSKA 1975), 15 released after 1991 – four Polish guidebooks and 11 foreign guidebooks (8 of which were released in Polish translation)²: ADAMCZAK & FIRLEJ 2005; BENNETT 2006; BILIĆ, ed. 1998; BRUSIĆ & PAMUŁA 2004; FOSTER 2002; GLOAGUEN 2006; GÓRA 2000; *Hrvatska...* 2006; MCKELVIE 2004; ПЕПХАТ 2005; PÖLZER 2002; SABO 2000; STANNARD, ed. 2004; SWAJDO 2001; ZOPPÉ & VENTURINI 2004. Croatia's declaration of independence on 25 June 1991 divided the two groups (WALKIEWICZ 2000). Guidebook analysis was performed using the standard number of characters in a line, as applied by ŻEBROWSKA (1996). A character means any letter, punctuation mark or space. The standard number of characters was established by taking an arithmetic average of 50 lines on ten randomly chosen pages. Sites described in the guidebooks were divided into towns, islands, tourism villages, and both natural and anthropogenic sites, and then assigned to nine tourism regions (Table 1 and Fig. 1) established by HTZ (*Hrvatska turistička zajednica*).

The sites were divided into five groups depending on the average number of characters per site:

- 1) 0-500 characters – merely mentioned, unattractive for guidebooks;
- 2) 500-1,000 characters – generally described, not very attractive;
- 3) 1,000-5,000 characters – satisfactorily described, attractive;
- 4) 5,000-10,000 characters – thoroughly described, very attractive;
- 5) >10,000 characters – described in detail, exceptionally attractive.

The sites which were described using over 1000 characters have an influence on shaping the image. Groups of sites whose description was over 1000 characters were used to draw maps of the most attractive sites as well as to identify their centroid. In total, in the analysed guidebooks 1289 sites were presented:

- 988 towns;
- 113 natural sites (national parks, nature reserves, caves, mountains, lakes, rivers, archipelagos and other natural sites);
- 91 islands (total number of characters presenting general characteristics of the islands, excluding their towns);
- 84 anthropogenic sites (castles, palaces, deserted settlements and archaeological sites which are not currently within the borders of inhabited towns or which are the only attractions in given towns);
- 13 tourism villages.

The division has been mainly based upon the nomenclature used in the guidebook entitled *Hrvatska. Turistički vodič* (BILIĆ, ed. 1998). The sites have been assigned to their proper tourism regions (Table 2).



Fig. 1. Tourism regions in Croatia
(s o u r c e: own research, 2007)

T a b l e 1. Tourism regions of Croatia – general characteristics

Region	Area (km ²)	Population	Population density (km ²)	Number of tourists	Number of lodgings for tourists	District (<i>županija</i>)
Central Croatia	18,762	1,340,048	71.4	341,298	772,117	Zagrebačka, Krapinsko-zagorska, Sisačko-moslavačka, Karlovačka, Varaždinska, Koprivničko-križevačka, Bjelovarsko-bilogorska, Međimurska
Slavonia	12,486	891,259	71.4	125,643	262,513	Vitrovičko-podravska, Požeško-slavonska, Brodsko-posavska, Osječko-Baranjska, Vukovarsko-srijemska
Kvarner	8,941	359,182	40.2	2,376,516	11,622,030	Primosko-goranska, Ličko-senjska
Dalmatia-Split	4,540	463,676	102.1	1,505,266	8,028,642	Splitsko-dalmatinska
Dalmatia-Zadar	3,646	162,045	44.4	931,509	5,214,975	Zadarska
Dalmatia-Šibenik	2,984	112,891	37.8	750,840	3,458,089	Šibensko-kninska
Istria	2,813	206,344	73.4	2,505,017	16,649,944	Istarska
Dalmatia-Dubrovnik	1,781	122,870	69.0	909,374	4,478,495	Dubrovačko-neretvanska
City of Zagreb	641	779,145	1,215.5	549,607	934,143	Grad Zagreb

S o u r c e: Own study on the basis of *Statističke informacije*, 2006.

Table 2. Number of tourism sites in guidebooks by tourism regions of Croatia

Region	Type of site					Total
	town	natural	anthropogenic	island	tourism village	
Central Croatia	293	29	46	0	0	368
Dalmatia – Dubrovnik	100	13	1	14	0	128
Dalmatia – Split	103	17	2	16	1	139
Dalmatia – Šibenik	40	5	4	15	1	65
Dalmatia – Zadar	84	6	2	23	2	117
Istria	112	8	7	4	5	136
Kvarner	143	24	5	19	4	195
Slavonia	101	10	12	0	0	123
City of Zagreb	12	1	5	0	0	18
Total	988	113	84	91	13	1 289

Source: Own research, 2007.

2. CROATIA IN GUIDEBOOKS BEFORE 1991

Analysis includes three guidebooks released in Poland and re-released numerous times (a list of guidebooks is given in the bibliography) in which 368 sites were described, and 435,340 characters were used (on average 145,113.3 characters per guidebook).

The number of characters on tourism regions is substantial ($K = 0.6$) with the greatest concentration appears in the region of Zagreb and Dalmatia-Dubrovnik (4.24% of the area, 25.2% of characters). The greatest regions – Central Croatia and Slavonia constitute over a half the area of Croatia, while their description constitutes merely 6.02% of the characters.

The concentration of sites in reference to tourism regions is $K = 0.55$. The greatest appears in the regions of Istria and Dalmatia-Dubrovnik, and also in the remaining coastal regions (Dalmatia-Split, Kvarner). The smallest is in the regions of Central Croatia and Slavonia (55.3% area, 18.5% characters).

In guidebooks before 1991 the most numerous were sites whose description did not exceed 500 characters (85% Sites). Attractive, very attractive and exceptionally attractive sites constitute only 6.8% of those mentioned in the guidebooks, while there is only one natural site (Plitvice Lakes National Park) and 6 islands (Mljet, Hvar, Vis, Korčula, Krk, Rab). The remaining 18 are very attractive towns (Rijeka, Zadar, Zagreb, Split) and one exceptionally attractive (Dubrovnik).

The geometrical centre (44.14°N, 15.62°E) determined by attractive, very attractive and exceptionally attractive sites is placed on the south-west shore of 'Karnisko more' lake. Geographical centre of the sites (44.06°N, 15.98°E) is moved south-east from the geometrical centre. In guidebooks before 1991 a lot of

space was devoted to Dalmatia, and Dalmatia-Split and Dalmatia-Dubrovnik in particular.

Those guidebooks were creating the image of Croatia as a seaside country. Only two non-coastal sites were considered important: Zagreb, whose importance was underlined because it is the capital, and Plitvice Lakes – unique natural sites, whose additional advantage was location on the route from northern Europe to Dalmatia. In guidebooks the Dalmatia-Dubrovnik region was highlighted, and the importance of the Dalmatia-Split region was stressed. Northern coastal regions were given less attention. The image of Croatia in guidebooks before 1991 is a picture of a seaside country whose main tourism attractions are towns and islands with a long history and numerous historical buildings.

3. CROATIA IN POLISH GUIDEBOOKS RELEASED AFTER 1991

Four guidebooks released in Poland after 1991 have been analyzed. In those guidebooks, with a use of 2,264,796 characters (on average 566,199 characters per book) 367 sites were described.

In those guidebooks the greatest amount of attention was given to the regions Kvarner and Dalmatia-Split while Dalmatia-Dubrovnik and Istria were described extensively. In the publication *Chorwacja. Informator turystyczny* (GÓRA 2000), three regions (Central Croatia, Slavonia and Zagreb) were not present at all. In

the Pascal guidebook (SWAJDO 2001) Central Croatia occupies a greater share (11%) than such coastal regions as Dalmatia-Šibenik (6%) or Dalmatia-Zadar (7%).

The guidebooks released in Poland after 1991 have a certain discrepancy – two of them: *Chorwacja* (SWAJDO 2001) and *Chorwacja. W kraju lawendy i wina* (BRUSIĆ & PAMUŁA 2004) are relatively balanced in their descriptions of regions, while the remaining ones – *Chorwacja. Informator turystyczny* (GÓRA 2000) and *Chorwacja i Czarnogóra* (ADAMCZAK & FIRLEJ 2005) – concentrate on the coastal areas.

In the Polish guidebooks released after 1991 concentration of characters on the tourism regions of Croatia is substantial ($K = 0.77$). To describe the regions of Zagreb and Dalmatia-Dubrovnik, which constitute merely 4.28% of the country's area, 21.8% of characters were used. The regions of Dalmatia-Split and Istria cover almost 13% of the area of Croatia, but their description covered 24.9% of characters, to Kvarner (15.8% of the country's area) 22.35% of characters were devoted. The Dalmatia-Šibenik, Central Croatia and Slavonia regions cover 60.5% of the country's area, and their description no more than 14.4% of characters. Beside Zagreb, the capital of the country, the greatest concentration appears in the furthest regions – northern and southern and decreases towards the central part of the coast, reaching the lowest value in Dalmatia-Šibenik.

The concentration of sites in the tourism regions of Croatia in Polish guidebooks released after 1991 is substantial ($K = 0.53$) with the greatest in the regions of Dalmatia-Dubrovnik and Istria (8.1% of the area, 26.2% of sites). A significant number of the sites in tourism guidebooks are placed in regions of Dalmatia-Split and Dalmatia-Zadar (14.5% of the area and 25.6% of sites) with a smaller concentration in the regions of Kvarner and Zagreb. Not many interesting sites, according to the authors of the guidebooks, are found in the Dalmatia-Šibenik region (5.3% of the area, 4.9% of characters). Slavonia and Central Croatia are the regions with the smallest concentration of sites (19.9%). The concentration decreases from seaside areas in the north and in the south towards the centre, and the lowest concentration is situated in the continental part of the country, excepting the Zagreb region.

In Polish guidebooks issued after 1991 there are mostly unattractive sites (46.6% of those described) while those described with more than 1000 characters on average constitute 34.6% of those mentioned. Very attractive sites make up to 4.4% of the sites, and exceptionally attractive – 2.2%. Attractive, very attractive and exceptionally attractive sites are concentrated in the coastal belt.

The geometrical centre's coordinates are 44.27°N and 15.8°E, while the centroid's are 44.31°N and 15.8°E. Both centres are placed west of the town of Gračac, in the middle part of Croatia, which proves the even distribution of the average number of characters and confirms their greater concentration in southern Dalmatia regions of a smaller area. The fact that in the guidebooks released after 1991 sites in the eastern, continental part of Croatia were also described with an average of over 1000 characters and the weight of the sites in southern Dalmatia, were the reasons which kept the balance between the geometrical centre and centroid.

The image of Croatia shaped by Polish guidebooks issued after 1991 is a picture of the seaside country with numerous attractions – historic towns, natural sites and islands. Next to the very attractive and exceptionally attractive towns of undoubtedly high sightseeing assets, there were also seaside resorts (such as Makarska, Tučepi, Ston, Biograd) and towns of substantial sightseeing value, less often visited by the tourists, that were introduced to the readers. On the other hand – there are also towns in the continental part of Croatia (such as Vukovar, Osijek, Koprivnica, Sisak, Karlovac) and in the seaside tourism regions (e.g. Imotski and Sinj). Places included in the UNESCO list (Poreč, Šibenik, Trogir, Dubrovnik, Split) were mentioned as very or exceptionally attractive sites as were some of the natural sites, including national parks (of which only two mountain parks were not mentioned – Risnjak and Sjeverni Velebit), is clearly visible. The importance of the Plitvice Lakes National Park was also stressed in those books, as it was the only natural site considered very attractive. Some islands have also been considered attractive. According to Polish guidebooks released after 1991 the most interesting regions are Istria, Kvarner and Dalmatia-Dubrovnik, Dalmatia-Split and Zagreb. The guidebooks create an image of Croatia as a seaside country with an interesting capital, while highlighting both the charms of the south Dalmatian coast with interesting cities and original landscapes and the rural areas of Istria with its small, charming towns.

4. THE IMAGE OF CROATIA AMONG THE SURVEYED GROUP

The survey was carried out among Polish tourists, students, travel agency employees and customers in the Łódź, Masovian, Pomeranian, Opole and Silesian *Województwos*. This allowed investigation of the country's image both among those who had been to

Croatia (sample of 200), and also among those who had not (sample of 200). Respondents were over 18 years old, and in most cases had secondary (53.8%) or higher (33.8%) education.

Those questioned who had been to Croatia during their first stay had visited coastal regions (Istria – 33%, Dalmatia-Split – 19%, Dalmatia-Dubrovnik – 16%, Kvarner – 8%, Dalmatia-Zadar – 6%, Dalmatia-Šibenik – 4.5%) and Zagreb (3.5%). Among those who had been to Croatia two or more times only 1.4% went to Slavonia and Central Croatia. Asked to indicate the place most frequently visited, the respondents mentioned islands (16%), above all Krk, Rab, Brač, Hvar, Pag, Korčula and others. Among tourism regions Istria (32.1%) has the greatest popularity and widely understood Dalmatia (21.2%). Zagreb was indicated more often (6.6%) than Kvarner (6%) or the regions of Northern Dalmatia (Zadar – 2.8%, Šibenik – 0.9%). Among the answers there were none for such regions as Slavonia and Central Croatia. Among natural sites the respondents mentioned national parks (Plitvice, Krka, Velebit, Kornati) most often. The most frequently visited towns are Dubrovnik, Split, Pula, Zagreb, Zadar, Trogir, Šibenik, Makarska, Rijeka and Medulin. The questioned mostly spent their time sightseeing (35.7% indications), on a beach (34.2%), diving (13.9%) or sailing (9.9%) while others were praying (given by those who were in Zagreb for the Worldwide Days of Youth), social life, tastings, extreme sports and piloting. Those questioned when arriving in Croatia wanted to learn about the natural environment of the country (29.2%) and its historic monuments (23.9%). As favourite towns the following were named: Dubrovnik, Split, Pula, Rovinj, Poreč, Trogir, Šibenik, Zadar, Rijeka and Zagreb. In those towns the old districts were admired, the atmosphere was appreciated, and the main historic buildings were concentrated on (Split – Diocletian Palace; Pula – amphitheatre: Dubrovnik – city walls, *pearl of the Adriatic*; Poreč – basilica). Among natural sites, national parks were mentioned (Plitvice – 33.5%, Krka – 15.9%), and also the sea (described with numerous phrases underlining its value), the Dalmatian coast, flora and landscape. The phrases used indicated the fact that Croatia is an exotic country for those questioned.

Among places in Croatia where the respondents would like to get to in the future, the islands were mentioned, and also Dubrovnik, Split, Plitvice Lakes and Zagreb. Occasionally the regions of continental Croatia were mentioned. The drawbacks and advantages of the stay in Croatia included, among positive aspects, 39% concerned landscapes and nature in Croatia (including Plitvice Lakes, olive

groves, landscape parks, mountains, plants and islands). The citizens of this country (their communication skills, knowledge of foreign languages, beautiful women) turned out to be a big advantage (16%) as well as the sea (15%), weather (11%), historic places (9%, including town buildings, Dubrovnik's in particular) while the charm of the towns (5%, including cats in the cities, shutters) were admired. Other answers were everything (3%) and atmosphere (2%). Besides these, culture, Croatian alcohol, night life, a block with a sea-view, islands, mountains, but also practical aspects such as motorways construction were mentioned. It must be underlined that natural advantages were mentioned most frequently, while 48.5% of the questioned found no drawbacks and disappointments during their stay. The remaining considered as weak points: high prices (53%), pebbly beaches (24%), weather (11%), no evening entertainment (4%), traffic jams (4%) and war damage (3%). It must be admitted that most of these comments are accurate – prices in Croatia are much higher than in Poland, and a pebbly beach for the people used to sandy beaches can be really uncomfortable. Complaints concerning bad weather were stated by those whose surveys were carried out in Croatia in August 2006, which was extremely cold and rainy. Croatian resorts offer less evening entertainment than for example Spanish ones. If we were to use the terminology proposed by PRZECLAWSKI (2001) 'tourists having fun' could feel disappointed with their stay in Croatia. The traffic jams can be a problem for those who arrive in August, during the high season, when the Italians arrive (mainly by car).

Those who had not been to Croatia gave their reasons: the majority – 63.1% – were lack of funds, 17.1% were lack of interest in the country and stays in other regions. Respondents also mentioned a lack of familiarity with the area (8.6%) or lack of opportunity (5.4%). Only one person, while asked for the reason they had not visited, mentioned safety concerns which proves that Croatia is seen as a safe country.

401 verbal associations (divided into categories) connected with Croatia were found. Those associations are numerous and varied (Table 3), and most of them are connected with the Croatian coast and the sea itself. While associations connected with the sea are positive those connected to the coast were negative (pebbly and concrete beach). Positive opinions refer to the climate, regions and towns, relaxation, nature, football, atmosphere, cuisine, tourism, historic buildings, culture and other. Negative associations (connected with the war and pebbly or concrete beaches) make up 12% of a total. Hence, the image of Croatia is a positive image.

52.5% of those questioned were interested in Croatia. Those who were interested were asked to indicate the places they would have liked to visit. 156 answers were given, 53 of which were general answers (the sea, caves in Velebit mountains, national parks, stadiums, waterfalls, everything, coast, Dalmatian coast, islands, historic places, places destroyed during the war). 102 referred to regions and attractive places in Croatia, among them: 26% referred to Dalmatia, and 24% to Dubrovnik. In the second group Split (13%) and Istria (11%) were mentioned with 5% for Zagreb and Dinarides, 4% - Korčula, 3% - Plitvice Lakes National Park, 2% - Krk and 1% each for Hvar, Pag, Kvarner, Pula, Rijeka, Slavonia, Velebit and Zadar. Respondents showed they knew Croatia.

46.5% could mention, in their opinion, attractive cities. 179 included merely 10 towns, 36% - Dubrovnik, 23% - Zagreb, 20% - Split. Below 10% were Pula, Rijeka, Zadar and Hvar, Korčula, Poreč and Rovinj. They considered the capital and the towns of Southern Dalmatia as attractive, and to a lesser degree those of Istria and Kvarner. Only 32% could mention the most, in their opinion, attractive natural site in Croatia. It is interesting that Plitvice Lakes National Park was mentioned more frequently (26%) than the coast (20%), the Dalmatian coast (13%), or islands (13%).

The image of Croatia among those who had not been there is positive, though stereotypical, seen as not only a tourist country but also a one rich in history, culture, cuisine and sport.

Table 3. Associations connected with Croatia presented by respondents

Category	Examples presented by the respondents	%
Coast	concrete beach, pebbly beach, beach, rocky coast, coast, Dalmatian coast, islands	27
Sea	5,800 km of the coastline, Adriatic, clean water, clean sea	19
Climate	heat, climate, sun, weather	10
Yugoslavia and the war	post-war landscapes, breakdown of Yugoslavia, Ustashe and Ante Pavelić, war, war damage, Yugoslavia	8
Regions and towns	Dalmatia, Dubrovnik, Danube, mountains, Dinarides, Istria, Krk, Plitvice lakes, Rijeka, Split, Zagreb	7
Relaxation	summer, cruise, relaxation, family holidays, Poles' favourite place, holidays, rest	7
Nature	karst, lavender, jellyfish, original nature, peppers, beautiful landscapes, beaches and mountains, nature, waterfalls	6
Football	Davor Šuker, football, strong football team in the 90's	4
Atmosphere	white houses, exotic, buildings with red roof-tiles, towns, peace, streets, lighthouses	3
Cuisine	spicy dishes, seafood, rakia, wine	3
Tourism	developed tourism infrastructure, development of tourism, diving, good areas for climbing, good areas for diving	2
Ancient monuments	attractive spots, historic monuments, medieval cities	1
Culture	Doris Dragović, interesting culture, Balkan culture	1
Other	low prices, suntanned dark-haired girls, sister's honeymoon, likeable people	1

Source: Own research, 2007.

5. SUMMARY

The image of Croatia according to the guidebooks and those questioned is positive, though incomplete. Comparative analysis of the concentration of characters and sites described in guidebooks, with regions and places visited by the respondents (and those places which the respondents would like to visit) shows many similarities. First is the low concentration of characters and sites and little interest in the largest tourism regions of Croatia - Central Croatia and Slavonia.

From continental Croatia the smallest tourism region - Zagreb - stands out as it is by the capital city. The guidebooks concentrate on a description of the city itself, not its surroundings. Those questioned visited or would like to visit the city itself but were not familiar with attractions located near it.

Definitely the greatest attention is given to the coastal regions, both by the respondents and the authors of guidebooks. Istria was most often visited, which is attributed to the fact that Istria is the Croatian region closest to Poland. More rarely visited are regions of southern Dalmatia - Dalmatia-Split and Dalmatia-Dubrovnik. At the same time, Dalmatia is the region which most would like to visit during their trip. In the guidebooks the greatest concentration of characters is for the Dalmatia-Dubrovnik region, less for Istria and Dalmatia-Split.

Among the three remaining coastal regions the most rarely visited and the least described in the guidebooks is the Dalmatia-Šibenik region. The next two, Dalmatia-Zadar and Kvarner, enjoyed greater popularity among tourists and were more extensively described than Dalmatia-Šibenik. Kvarner was not

mentioned by the respondents as a place they would like to visit, but at the same time the towns and islands of Kvarner were mentioned as potential holiday destinations which proves that the name 'Kvarner' itself is not as popular as 'Istria' or 'Dalmatia'.

While comparing the sites most extensively described in the guidebooks and the places visited by the respondents most often and most willingly, further similarities can be noticed. The town most extensively described in the guidebooks, which also was the most often and the most willingly visited, and the town where the greatest part of the respondents would like to travel to, is undoubtedly Dubrovnik. Further towns are Split, Zagreb and Pula while such towns as Poreč, Rovinj, Rijeka, Zadar, Trogir and Šibenik have lesser importance. Among island towns the most often indicated were Hvar and Korčula. There is a difference in that Slavonia and Central Croatia were described in guidebooks (except those before 1991), but they are practically unknown to the respondents.

An analysis of the guidebooks before 1991 mirrors the analysis of the most attractive cities according to those questioned who had not been to Croatia. The image of Croatia in pre-1991 guidebooks and among the respondents who had not been to Croatia, is a general image.

Guidebooks released after 1991 and those who had been to Croatia, pointed also to the cities placed in the continental part of the coastal regions. Further, responses and descriptions in the guidebooks were extended with northern Kvarner, the southern part of the Dalmatia-Zadar region, and the vicinities of Šibenik and Split. Among islands the most popular were Krk, Rab, Hvar, Brač, Korčula, Mljet except Cres. In the guidebooks Vis and Lastovo were also described, but the respondents did not know them. Additionally, guidebooks issued after 1991 and those who had been to Croatia often name typical seaside resorts (e.g. vicinities of the town of Makarska).

The natural site of the greatest importance is Plitvice Lakes National Park. The lakes are known both to those who had been to Croatia and to those who had not as Plitvice Lakes National Park is extensively described in each group of guidebooks. In the pre-1991 guidebooks Plitvice Lakes National Park was the only one which was found in the group of attractive sites. Similarly, it is the only natural site known to the respondents who had not been to Croatia.

Natural sites considered attractive and very attractive in the guidebooks, to a large degree mirror the tourism sites pointed out by respondents who had been to Croatia. Both the authors of the guidebooks and those questioned drew attention to such sites

as Krka, Kornati, Mljet national parks. Individual answers of also pointed to the national parks of Brijuni, Paklenica, Velebit. The sites mentioned by the respondents who had been to Croatia, and which were not considered attractive in the post-1991 guidebooks are Lim zaljev, Baćinska jezera, the Cetina River, and Gorski Kotar. Sites considered attractive in the post-1991 guidebooks, and not mentioned were Biokovo and Pelješac.

The image of Croatia in guidebooks issued before 1991 reflected its image among those who had not been, while the image in guidebooks issued after 1991 reflects the image of those who had been. The pre-1991 guidebooks and respondents with no experience concentrated on the greatest and the most attractive towns and one natural site – Plitvice Lakes National Park. Post-1991 guidebooks and the respondents with experience in Croatia pointed to numerous attractive natural sites, and among towns – not only those of the greatest sightseeing value but also resorts.

The image of Croatia in the guidebooks and among those questioned is positive but incomplete – as it does not cover the continental part. The image in guidebooks corresponds to the image of Croatia among the questioned.

FOOTNOTES

¹ The article was written on the basis of a master's thesis entitled *The Image of Croatia in tourist guidebooks* written under the supervision of Prof. Elżbieta Dziegieć. The author would like to offer special thanks to Prof. Dziegieć, under whose guidance she could develop her interests and without whose help this article could not have been written.

² The analysis of foreign guide books was not presented in the article because the image of Croatia has been mainly shaped by Polish guidebooks (among those mentioned by respondents 47.9% were Pascal's and 12.5% – Bezdroża's).

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