Erasmus Intensive Programme
Empowerment for Sustainability and Sustainable Tourism Development

COLLECTION OF BEST STUDENTS’ ENTREPRENEURIAL IDEAS
As the first Croatian private business school of higher education, VERN’ has started its academic existence with the development of undergraduate and graduate studies in the field of social sciences and business. We emphasize that only educated, networked, entrepreneurial and socially responsible people are the carriers of the sustainable development and wellbeing of a community. In the contemporary world, which is connected in many ways, young people’s education and personal growth are extremely important in the development of new educational models and networking with colleagues beyond national borders. Today’s European students have many excellent opportunities to use new educational models and for mobility, networking and sharing of their knowledge and experiences.

VERN’ has developed the International University Centre in Vis to open new options for young people to develop and build their skills and knowledge. At the International University Centre VERN’-Vis students, academics and experts from Europe and all over the world have a chance to experience a unique model of studying in the island’s special ambience, which provides numerous opportunities for academic and extracurricular activities.

We know that all those who had participated in the international programmes at Vis went home very happy, and I want to invite all students to take advantage of the opportunities that VERN’ has developed on the Island of Vis. Come to Vis, open your mind and create unforgettable experiences with your colleagues.

Vlatko Cvrtila
Dean
The main aim of the Erasmus IP Empowerment for Sustainability and Sustainable Tourism Development is to educate and equip students with new knowledge and competences in the areas of tourism, empowerment for sustainability, competitiveness and sustainable development, all in the specific environment of the Island of Vis. Our wish was also to acquaint the participants from four countries with real-life stories from the island. In order to do this, we designed a programme through which the participants view the multidisciplinary topic of sustainable tourism development in a new way, challenging the traditional notions of development, and learn through practical work alongside the local entrepreneurs from Vis.

Vis is an Adriatic island which is remote but profoundly connected to the Mediterranean through its culture and history. After several decades of isolation, its inhabitants have refused grand plans for the development of their island and are still in the process of rethinking what their real needs are. Therefore it is sometimes a challenge and a mission to combine sustainability and competitiveness and propose a model for the development of Vis in the area of tourism. For this reason, we asked the participants of the programmes held in 2012 and 2013 to suggest their own views and solutions and present the opportunities and potentials of Vis’ development through their ‘entrepreneurial’ projects. Students dealt with a particular case concerning local issues and potentials which could be transformed into entrepreneurial projects with a strong sustainable dimension. We hope that all the participants created some shared values and that one day the values gained in Vis will influence their choices in life.

This brochure presents the best student projects, which vary in their substance, focus and ideas, as well as in the way they are presented. They range from lighthouse tourism, tourist animation based on the last British patrols, art tourism, fragrance tourism, even a website project promoting eco-tourism. We hope that the reader will enjoy this abundance of ideas and thoughts aimed at a better future, prosperity and sustainability of the island.

Last but not least, we would like to thank the European Commission and Croatian Agency for Mobility and EU Programmes for supporting this project, and to Town of Vis and our international education partners for their valuable cooperation in realisation of this initiative.

Aida Liha Matejiček, 
Vice-Dean for International Co-operation and Life-Long Learning
INTRODUCTION

STUDENTS’ ENTREPRENEURIAL IDEAS 2012

Work Programme 2012 ................................................................. 6
Empowerment for Sustainability and Sustainable Tourism Development lighthouse Tourism Development - Katarina Korent ................................................................. 8
Sustainable Development of the Island of Vis - Amadej Kozole .................................................. 13
Travelling by Swapping Houses - Taru Pajumaki ................................................................. 17
Marina on the Island of Vis - Marjetka Pirš ................................................................. 20
The Last British Patrol on Vis - Marko Škrobo ................................................................. 23
Pop Up the Island of Vis - Martina Tomljanović ................................................................. 27
A fragrant mediterranean oasis - Maja Vujčić ................................................................. 30

STUDENTS’ ENTREPRENEURIAL IDEAS 2013

Work Programme 2013 ........................................................................ 34
Roman Baths on the Island of Vis - Tjaša Antončič ................................................................. 37
The “Garden of Arts” Business Economics and Tourism 2013 - Melinda Benedek .................. 42
Island of Vis: Holiday Villa - Ivana Dragičević ................................................................. 46
Vis-a-Porter: Bring Fashion Back to Vis - Antica Filipović Grčić ................................................................. 49
Obstacle Racing Vis - Tomislav Gregorovič ................................................................. 52
Houses to Pensioners in Vis - Clara Nilson ................................................................. 55
A Website Project to Promote Sustainable Cultural and Ecotourism in Vis - Ossi Nyqvist ........ 59
Island of Vis Military Tours - Romano Pandur ................................................................. 61
Organisation of Youth Project Management to Advance Regional Sustainable Development - Vito Sterle ................................................................. 66
Sustainable farm and small appartments on Island of Vis - Eva Zorčič ................................. 70
Erasmus Intensive Programme
## WORK PROGRAMME 2012

2-15 September, 2012
Vis, Croatia

### WEEK ONE

#### DAY

| Day 1 / Sun, 2 September
| The programme of lectures and other activities
| All day: Arrival of the participants

- **VERN’ Campus**
  - 20.30 Opening evening under the auspices of Mayor of Town of Vis, Mr. Ivo Radica
  - 20.45 Welcome speech by Mr. Goran Radman, VERN’ Dean, Followed by welcome dinner at Villa Kaliopa, Greeting by Mrs. Aida Liha, Vice Dean for International Cooperation and Lifelong Learning

| Day 2 / Mon, 3 September
| Lecturer: prof. Irena Ateljević
| 9.30 – 11.00 Introduction into the IP program
  - Introduction of staff;
  - Introduction of participants and expectation of participants;
  - Overview of the lectures, workshops

- **TOPIC 1** Empowerment for sustainability
  - 11.00 – 13.00 (Un)sustainability, modernity, postmodernity and transmodernity paradigms
  - 14.30 – 16.00 Interactive workshop on Empowerment, Agency & Structure
  - 16.30 – 18.00 Interactive workshops continue

  - 18.15 Organized sightseeing of the town of Vis

| Day 3 / Tue, 4 September
| Lecturer: prof. Zoran Klarić
| 9.30 – 11.00 Introduction to sustainable tourism development
  - Sustainable tourism development and tourism carrying capacity assessment
  - Examples of carrying capacity assessment in different Mediterranean countries (Croatia, Italy, Malta, Slovenia, Albania, Egypt, Cyprus, Greece)

  - 14.30 – 16.00 Practical exercise in performing tourism carrying capacity assessment - I part

  - 16.30 – 18.00 Practical exercise in performing tourism carrying capacity assessment - II part

- **TOPIC 2** Introduction to sustainable tourism development

| Day 4 / Wed, 5 September
| Lecturer: prof. Mira Lenardić, prof. Goran Radman
| 9.30 – 11.30 Competitiveness or sustainability (1)?

  - 11.30 – 13.00 Competitiveness or sustainability (2)?

  - 14.30 – 16.00 Case studies of competitive but sustainable projects, including the example from the island of Vis

  - 16.30 – 18.00 Workshop: Discussing complementarities and contrasts within competitiveness and sustainability

- **TOPIC 3** Competitiveness and sustainability

| Day 5 / Thu, 6 September
| Students accompanied by prof. Mira Lenardić, and prof. Romana Franjić
| 10.00 – 18.00 Visit to local entrepreneurs; Workshops with local entrepreneurs

- **TOPIC 4** From Idea to Entrepreneurial innovative product: Competitiveness and Sustainability in practice

| Day 6 / Fri, 7 September
| Lecturer: prof. Romana Franjić
| 9.30 – 11.00 Introduction to Economy of Experience

  - 11.30 – 13.00 Workshop 1: Case - Pyramid of Experience (1)

  - 14.30 – 16.00 Workshop 2: Case - Pyramid of Experience (2)

  - 16.30 – 18.00 Continuation of Workshop 2: Students’ presentations of case studies

- **TOPIC 5** Systems Approach and Modelling for Sustainability in Tourism

| Day 7 / Sat, 8 September
| Guided tour of Split, Full day

| Day 8 / Sun, 9 September
| Excursion around the island (Tito’s cave, Biševo cave, Antique Roman Therme, Ruins of Issa, the Antique Greek Settlement)
### TOPIC 6: Tourism and Entrepreneurship

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 11.00</td>
<td>Special Questions for Tourism and Entrepreneurship</td>
</tr>
<tr>
<td>11.30 – 13.00</td>
<td>What Social Media Can Offer for Tourism and Entrepreneurship?</td>
</tr>
<tr>
<td>14.30 – 16.00</td>
<td>How to Create a Social Media Plan for Tourism SME’s (1)</td>
</tr>
<tr>
<td>16.30 – 18.00</td>
<td>How to Create a Social Media Plan for Tourism SME’s (2)</td>
</tr>
</tbody>
</table>

### TOPIC 7: Economy of Experience in Tourism

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 11.00</td>
<td>Workshop 1: Basics of Systems Thinking for Sustainability Tourism</td>
</tr>
<tr>
<td>11.30 – 13.00</td>
<td>Workshop 2: System Thinking and Experience Economy</td>
</tr>
<tr>
<td>14.30 – 16.00</td>
<td>Workshop 3: Tourism Animation in a Frame of Systems Thinking</td>
</tr>
<tr>
<td>16.30 – 18.00</td>
<td>Workshop 4: Presentation preparation – “Using Systems Thinking – Creating Sustainable Tourism”</td>
</tr>
<tr>
<td>19.00</td>
<td>Country presentation dinner – Four countries taking part in the IP</td>
</tr>
</tbody>
</table>

### TOPIC 8: From Idea to Entrepreneurial Innovative Product

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 11.00</td>
<td>Examples of good practice that promote sustainability development and environmental protection</td>
</tr>
<tr>
<td>11.30 – 13.00</td>
<td>Lecture continues</td>
</tr>
<tr>
<td>14.30 – 16.00</td>
<td>Student’s workshops on personal projects in sustainable tourism</td>
</tr>
<tr>
<td>16.30 – 18.00</td>
<td>Workshops continues</td>
</tr>
</tbody>
</table>

### Students’ Work & Presentations:

**Personal projects in sustainable tourism**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 11.00</td>
<td>Keeping sustainability in entrepreneurial management</td>
</tr>
<tr>
<td>11.30 – 13.00</td>
<td>Lecture continues</td>
</tr>
<tr>
<td>14.30 – 16.00</td>
<td>Student’s workshops on personal projects in sustainable tourism</td>
</tr>
<tr>
<td>16.30 – 18.00</td>
<td>Workshops continues</td>
</tr>
</tbody>
</table>

### TOPIC 8: From Idea to Entrepreneurial Innovative Product

**Students’ Work & Presentations:**

**Personal projects in sustainable tourism**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.30 – 11.00</td>
<td>Keeping sustainability in entrepreneurial management</td>
</tr>
<tr>
<td>11.30 – 13.00</td>
<td>Lecture continues</td>
</tr>
<tr>
<td>14.30 – 16.00</td>
<td>Student’s workshops on personal projects in sustainable tourism</td>
</tr>
<tr>
<td>16.30 – 18.00</td>
<td>Workshops continues</td>
</tr>
</tbody>
</table>

### All day: Departure of Participants
Introduction

Tourism has numerous components that create a general impression of the tourist experience and perception. They include transportation, accommodation, local food and beverages, services, entertainment, aesthetics, as well as special events. All these elements influence the overall tourism image of a destination. However, the key is to make tourism on the Island of Vis truly sustainable and thus bring the best economic, social and environmental benefits for the future.

The future of tourism on the island is faced with many challenges. The headquarters of the military and political authorities of former Yugoslavia were situated on Vis and was therefore the island remained isolated and inaccessible to tourists until the beginning of 1993. The turbulent history of the island has created obstacles for the development of tourism. In comparison to other Croatian islands, the tourism of the island of Vis is in its infancy.

Today the whole island has just around 3,000 beds and there are three lower category hotels (2* and 3* category). Regarding culture, there are some very interesting island festivals and events (the Fishing Night in Komiža, St. Nicholas’ Day – the patron of the town of Komiža, St. George’s Day - patron of the town of Vis, Carnival – a traditional folk festival, the Cultural Summer of Vis, the Vis Regatta) but they are neither well known, nor sufficiently promoted.

Agriculture and fishing are the main activities on the Island of Vis, which will be increasingly important for the future of that island and its destination image.

Obviously, the island of Vis needs a plan for the efficient development of tourism. This project therefore puts the focus on lighthouses as a part of tourist offer and suggests the integration of other tourist segments for the regeneration of the island.
**Island of Vis**

**GENERAL INFORMATION**

<table>
<thead>
<tr>
<th>Location</th>
<th>Split-Dalmatian Region; the Adriatic Sea; Croatia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area of the island</td>
<td>90.3 km²</td>
</tr>
<tr>
<td>Length of the coastline</td>
<td>About 77 km</td>
</tr>
<tr>
<td>Population</td>
<td>3,637 (as of 2001)</td>
</tr>
<tr>
<td>Climate</td>
<td>Mediterranean</td>
</tr>
<tr>
<td>Transport links</td>
<td>Ferry from Split – crossing time: 2.5 h; 1.5 h by catamaran</td>
</tr>
<tr>
<td>Settlements</td>
<td>The town of Vis, the town of Komiža, Rukavac, Milna, Bargujac, Ženka (on the coast) - Podselje, Marine zemlje, Podšpilje, Podstražje, Plisko Polje, Žena glava, Podhumlje (in the interior of the island)</td>
</tr>
</tbody>
</table>

**ECONOMY**

| Total income       | Approximately € 14.1 million                   |
| Economic activities| The main industries on the island are agriculture (mainly viticulture), fishing (blue fish, lobsters and shrimps), fish refining and tourism |
Some general information about the island of Vis is presented in the previous section in the form of a tourist brochure. It is important to recognize the potential of a destination, which is achieved by selecting a successful strategy for specific segments of a tourist offer.

In the past lighthouses were used for navigation, today their role has increased. The following are the summarized characteristics of lighthouse tourism on the Island of Vis.

### ACCOMODATION CAPACITY

<table>
<thead>
<tr>
<th>Capacity</th>
<th>619 beds in hotels and similar establishments; 2450 beds in other types of accommodation, mostly in private houses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of hotels</td>
<td>only three hotels on the island of Vis (2* and 3* category)</td>
</tr>
<tr>
<td>Arrivals (2007)</td>
<td>28,804</td>
</tr>
<tr>
<td>Overnights (2007)</td>
<td>192,361 The largest share of overnight stays continues to be generated by domestic tourists (34%) followed by Slovenians (25%) and Italians (10%)</td>
</tr>
<tr>
<td>Average length of stay</td>
<td>6.8 nights</td>
</tr>
</tbody>
</table>

### TOURIST ATTRACTIONS

- The Island of Vis is a highly seasonal destination – around 90% of the total tourism traffic is realised in the period from June to September
- beautiful beaches and bays (Stiniva, Stončica, Srebrna)
- rich natural, historical and cultural heritage
- agro tourism and traditional gastronomic offer (Beans on brujet, salty fish pie, cake Hib)
- small villages and two fascinating ancient towns – Vis and Komiža
- organized trips to sea caves (Blue Cave, Medvidina Cave, Green Cave)
- terrestrial caves (Tito’s Cave, Queen Teuta’s Cave)
- military tunnels on the Island of Vis (rocket base Stupišće, sea tunnel for ships)
- towers and forts of Vis (The Fort of St. George, Muster monastery Tower)
- events (boat race, international theatre festival, cultural summer of Vis)
Island of vis: lighthouses

This project presents lighthouses on the Island of Vis as a part of a specific tourist offer and activities for the development of lighthouse tourism.

There are two lighthouses on the island of Vis: the lighthouse Islet Host on the islet bearing the same name, situated at the entrance into the port of Vis and the lighthouse Inlet Stončica, which is located at the north-eastern bay of the island.

Lighthouse Isle Host
This lighthouse was built in 1873. It consists of a small octagonal stone tower and a ground floor building with an area of 80 m² in total. As an extension of the lighthouse there are a depot and a wharf. The electricity is supplied by 220V AC solar modules, while the water is supplied from a cistern. It has a biological pit and a system for water heating using solar energy. The lighthouse is automated, included into remote control system and has no personnel.¹

Lighthouse Inlet Stončica
This lighthouse was built in 1865. It consists of a high octagonal stone tower and a ground floor building with an area of 320 m². As an extension of the lighthouse there are a depot, an engine room, a wharf, a boat hoist and a boat shelter. The electricity is supplied from 220 V AC public network and the water comes from a cistern. The lighthouse is automated and included into remote control system. It has lightkeepers.²

The pre-season lasts from May to the beginning of July, the high season lasts from July to the end of August and the post-season lasts the whole September. The average temperature of the seawater in the summer months is 23 degrees Celsius so tourists can enjoy swimming, fishing, diving and exploring the sea world. The prices of the lighthouse apartments depend on the period in the season and range between EUR 40 and EUR 60.

Tourists are generally looking for experiences associated with the escape from everyday life. They want to enjoy the beauty and the sounds of nature. Also, tourists are increasingly demanding privacy, spaciousness and comfort in a place that provides an authentic experience of a particular area. That kind of tourism is called Robinsonian tourism and has become very popular nowadays.

The geographical position, natural heritage and clean environment are the key values for the development of lighthouse tourism on the Island of Vis. The main advantage of the island is its distance from the mainland (about 50 km from Split), which gives the impression of isolation.

The main target groups for lighthouse holidays are young couples (25-35), mature tourists (50-65), tourists with adventurous spirit and nature lovers.

Considering the target groups we can identify the segments which can easily complement the lighthouse tourism offer.

These are:

- Eco and Adventure segment
- Explorer segment
- Cultural and heritage segment (including study holidays)
- Getaway holidays

Regarding these, the proposed lighthouse tourism activities for Vis are:

- ‘edutainment’ (learning and fun) - provide opportunities to learn about the island’s history, Issa, flora, agriculture, fisheries, social development, community islands communities on the island, etc.

- small meetings, seminars (professional courses, wine-tasting - sommelier, olive oil tasting, etc.) for groups of up to 6 people; cooking courses, aromatherapy, music, art, making of traditional items

- activities which celebrate the sea and fishing and promote their preservation and protection and the nurturing elements of the traditional way of life

- activities that include gourmet experience - presenting traditional fish dishes (a unique opportunity to create a strong brand for the island’s rural products)

- workshops with activities for exploring the heritage, lifestyle and traditional culture, the production of traditional food products (bread, cake, etc.) and old crafts of the rural areas on the island

- the study of military history of the Island of Vis (documenting the various materials: historical documents, drawings of tunnels, maps, equipment, watching video materials)

- active holiday on the water - various activities on the water (tourist product “sun and sea”): diving, kayaking at sea, “speed boat adventure”, sailing to the nearest islands (Bišev, Jabuka, Brusnik, Palagruža)

Conclusion

The Island of Vis is currently at the beginning of its lighthouse tourism development. In this project, I have tried to suggest the activities which can complement the lighthouse tourism offer. These activities are: entertainment and leisure activities based on the natural and cultural/heritage offer. The project is based on an understanding of the tourist that has visited and will continue to visit Vis.

The implementation of this project requires the involvement of the local government, tourism boards of Vis and Komiža, tourism/travel agencies, food and beverage facilities and local entrepreneurs. The estimated time for the implementation of the project is approximately 1 year and most of the suggested activities can be developed at a minimal cost.
Summary

Innovations and the need to constantly improve usually make us forget about the environment and people. Luckily there are more and more people willing to do something for others and the reason is the idea of sustainability. Sustainability is more than protecting the environment, it is about changing the way of thinking and making the world a better place for us and for future generations. In this project we will focus mostly on the Island of Vis. The way of thinking in which sustainable development is a must is not optional any more, it is necessary, so it is time to stop talking and start making changes. Hopefully the project will provide possible solutions to the problems or even some good innovation which could help. Traditional culture, infrastructure and nautical tourism, these are all important matters for the Island of Vis, but somehow results are not always achieved in these areas. If we just add renewable energy, wellness and aggressive marketing/promotion, the island can become one of the most beautiful locations on the planet.

Whole research based on 4 pillars

In this research of the problem the most logical way to improve the situation was to set the whole Island of Vis on four pillars. Each of the four pillars represents a distinct aspect of the island, but all together they form the whole tourism atmosphere on Vis. This project will roughly go through all of these pillars, but the main focus will be on renewable energy, promotion and marketing.
Short description of pillars, ideas and actions

Analysis: First, it is necessary to carry out a series of analyses which will reveal the weakest points (Are those the local authorities? Are those the local people? Is it the culture?), the strongest points (rich tradition, traditional crafts, ..) and find the reasons why the island has not reached a breakthrough yet. The analyses will provide the foundation for further exploration.

Connecting the community: The main issue clearly lies in the community of the Island of Vis. The population consists mostly of elderly inhabitants, which seems to result in the slow development and places limitations on dealing with large groups of tourists. There need to be more social events and gatherings because this would enrich the spirit of the island and local people would start to connect. Socialising would probably bring people closer together and at the same time even make them want to start businesses together or to help each other. Generally, the main focus is to get people to see how important it is for a tourist to see them working together and how this would really help them increase their earnings.

Tourism promotion & marketing: Probably the weakest point of the whole Island of Vis. There are practically no advertisements of the island on the Internet, the tourist agency that is situated on the island has never tried to get in touch with the local people, nor have they ever offered to promote the local crafts, but the worst part is that they get paid for doing basically nothing. As mentioned earlier, promotion is far from satisfactory, and it is the same with marketing, but the reason may be a simple lack of knowledge how to sell properly. The most convenient way to approach this kind of matter would be primarily through educating the local community, then replacing the current tourism department, and after that fully focusing on how to promote and how to sell the Island of Vis as a unique brand.

Energetic: The newest way of collecting renewed energy would be just perfect for the island. With adding new equipment such as solar panels and wind turbines, the island would be able to produce a lot of pure electricity without heavily interfering with the environment. By producing a lot of electricity the locals could supply themselves and even sell electricity. The only issue is the funding for the investment or, in other words, where to get the money for this kind of project (European funds?).

Improving culinary delights and local production of goods and wine: We need to point out that the local community will survive only by selling goods and wine throughout the year, not only in high season. Sustainability is about avoiding summer tourism and expanding the season through the year. With economical thinking and a bigger production of wine and food they could sell goods all around Croatia and beyond. Maybe focusing on producing more of the already existing products, such as perfume, sculpture, fragrances, candles and fish would make the activities less seasonal. Serving typical wines and food in every restaurant on Vis would probably improve its image.

Increasing offers for nautical tourists: Nautical tourism is the mainstream of Vis. All activities and developments are focused on it but the mistake is that tourism providers believe they will survive by servicing only nautical tourists. Nautical tourism might be a playground for rich people, but the numbers are decreasing. The important fact is that nautical tourists want the very best service, which the island clearly does not have yet. A huge development is needed, such as building a spa with wellness treatments, luxury shops, high class restaurants and perhaps even a small casino.

Sustainability as a red thread through the project: Surviving today in the field of tourism
is getting harder and harder; that being said, sus-

tainability has become one of the important fac-
tors of every tourism facility or branch. Sustain-
ability is the spine of the project. Every change,
every move, every idea is given keeping in mind
that sustainability should always come first.
Making the Island of Vis a sustainable destina-
tion is the goal.

Objectives of the project

After briefly dividing the whole tourism scheme
into pillars we can look at the objectives. The
main objectives which need to be achieved for the
project to go as planned are:

Balancing the intact nature and the accepta-
able changes: Finding a place for the solar panels
and wind turbines, developing goods production
by exploiting more land (uprooting the bushes),
researching the marina’s potential (how many
more boats can it handle before it gets environ-
mentally dangerous?) and discussing with the lo-
cal people how much interference into their prop-
erty they would allow.

One unique brand: Branding the Island of Vis
and all its local tourism providers as one would
definitely provide an advantage over most compet-
itors because this would not only make more prof-
it, but it would also mean a good promotion of the
island. The brand could be called The Heritage or
The Pearl of the Island of Vis. That would connect
every single provider on the island, which should
be reflected in the legal regulative, thus forcing
everyone to keep in line with it no matter what.

One united community: It is certainly hard for
people to shift from a more personal interest to
a view more beneficial for the community, but
with giving the community new hope, creating
new ways of earning money, a new way of living
would be very motivating. Through organizing
social events and educational seminars (bringing
the world’s most prominent sustainable develop-
ers to explain and show how to develop the island
and the local businesses) the locals would start
connecting and embracing the future as a unified
community rather than as individuals.

Renewable energy: As said, before there is a lot
of room on Vis for the production of renewable
energy. Plenty of sun, a lot of wind in the hills -
all this could easily be used to produce energy for
the island and even to sell to other municipalities. Explaining and describing the way of how elec-
tricity is produced from solar panels and wind
turbines is pointless at this stage because it is not
critically important information.

Developing in the right way: Once a balance is
found between the intact nature and acceptable
changes, a unique brand, a united community and
the use of renewable energy, all these distinct seg-
ments would fall together creating development.
Following the steps described above they should
be able to develop in the right direction. It is im-
portant to highlight that this development does
not rely on short-term changes but long-term
ones. When big changes are accomplished, the
whole future of the Island of Vis will be renewed
and the island reborn in its past glory.

Predicted results of following objectives:

Ecological, nearly unchanged, trendy and
highly developed Island of Vis.

Realization of the ideas

After setting up the objectives it is customary to
start planning the realization, i.e., what goals you
want to achieve and how to achieve them. Divid-
ing the goals into 3 categories makes that clear.
Impressions that encourage

Spending time on Vis is like a breath of fresh air. It is really peaceful, small but at the same time beautiful, and although there is not much to do or see, you slowly get immersed into the lifestyle and the community. Finding solutions for the island’s development clearly is not easy, especially if you are not motivated, but there are very many things that impress you, such as:

- Beautiful nature,
- A lot of room for development,
- Excursions,
- Lack of cohesion and knowledge among the local people (the feeling if wanting to help),
- Seeing the need for changes.

Conclusion

Each idea may not be elaborated in detail - the main goal was to outline only the most important aspects. I strongly believe that if at least 50% of the presented ideas were put into practice the local people would already do themselves a huge favour. All the ideas are based on the intention not to interfere with the natural environment more than absolutely necessary and founded on the information gathered while attending VERN’ Summer School and participating in one of the panel discussions with the locals, when we received first-hand answers to our questions. The whole experience helped me see sustainability from a new perspective and even made me decide to write my final paper about the Island of Vis. I would like to thank everybody, from the students, to the coordinators and organizers for making this summer school one of the best experiences of my life. It was really a pleasure to participate at Erasmus Intensive Program on the Island of Vis and I will gladly do it again if I get an opportunity.
Central project idea

When travelling and looking for accommodation nowadays, we mostly decide to stay in hotels, which means that we spend a substantial amount of money although we do not always get a good service. Besides, it is usually difficult to book a hotel for exactly the time when you are planning to travel. Hotel rooms can be quite dirty or in desperate need of renovation. However, there are fancy hotels, but you cannot afford them.

I have an alternative accommodation idea. My idea is to swap houses. How does it work? Home exchange is a temporary trading of accommodation. Two home owners agree to switch their homes for a certain period of time. People can stay for free in a house with all its comforts while enjoying their vacation. In this way they will have huge savings because accommodation is free. Some people can let the exchange guests use their car as well. House-swapping is a unique way to experience the local lifestyle. When you are living in a local community instead of staying at a hotel you can get to know your neighbours, eat in the neighbourhood restaurants and cafés, shop in local stores, you can get new friends and lifelong memories, explore regional attractions, go sightseeing… the list goes on and on. Only your imagination is the limit! And you can enjoy your vacation knowing that your home is not left unattended while you are far away. Besides, privacy is one of the biggest benefits of house swapping.

A SWOT analysis can show the benefits better. By assessing my project’s strengths, weaknesses, opportunities and threats I will learn more about my idea and afterwards I can improve the negative sides. Let’s take a look at the first aspect: strengths.

The biggest strength of house swapping is definitely sustainability, because there is no need to build new hotels or other buildings. We preserve the environment at the same time. Saving money is an important positive point for everybody. New relationships and friendships are also strengths in my opinion. Who would not want to get new friends around the world? Feeling good and acquiring unique new experiences are definitely strengths too.

The weaknesses are a potential lack of trust, negative preconceptions, no friends have actually tried swapping before so nobody provides first hand insights and recommendations for this kind of travelling. Swapping requires a lot of courage, so how can I persuade new, first-time swappers? I have to create a really convincing method to get the first-timers to try this in order to make swapping more popular and then the word-of-mouth will spread.

What opportunities does swapping have? A lot! New contacts and networking are only the beginning. When swapping becomes popular and it becomes a more natural way of travelling, people will...
get closer and get new perspectives of life. Traveling always expands people's way of thinking. Then people can value and respect more what they have and be happy with these things. Inner peace and happiness are the reasons why we are on this planet. Travelling and swapping supports these goals.

What about the threats? Of course swapping is risky and people find it hard to decide on it because it is so new and still unusual. In the worst case scenario swapping will disappear in the history which some lucky and brave people have participated in. Of course dishonesty, stealing, cheating and exploitation are the most unwanted threats.

However, based on the results of this analysis I can say that there are more positive than negative sides. And because swapping is something so new for everyone we really do not know how to view the possible threats and how to prevent them.

What I want to achieve?

I will offer only a website for those who are willing to register to the forum and switch their homes. I will create a place where people can meet, get to know each other and list their houses for free. And of course if and when swapping becomes more popular, there is no need to build expensive hotels and destroy the beautiful environment we have. It will be a win-win situation! This project will definitely support sustainable development and spread the good feeling around the world. The best thing which usually follows house swapping is the fact that long term friendships are made. Many exchangers are invited to special family events such as weddings or anniversaries. What would be better than that?

Why did I select this project?

The idea of this project is a bit unusual and unfamiliar to me. Therefore I wanted to gather more information about this and spread the knowledge about this kind of travelling. It is not something new that I have invented. People are actually travelling like this! House swapping is really different and exciting at the same time and there are very many positive aspects, so the only question is - why not?

Of course this is challenging because swapping your house is based on trust and mutual respect.
of each other’s property. The key to building up trust is to get to know each other. Many people exchange photos and videos of their families and homes before they make final arrangements. People must remember that both parties have similar concerns about swapping. But when you are thinking about those concerns, for instance, that the others will steal something valuable or destroy your entire house, why would anyone sane do that? You are staying in their house as well and you know everything about them: their address, name, phone number, etc. You can ruin somebody’s reputation as soon as you return home if something really bad has happened.

This is definitely something I will try when I have a place that is big enough to accommodate someone. I really believe this is a suitable way of travelling for anyone who is brave and open-minded. This can change the world and the way of thinking. You will get a totally new perspective of a new country, town and people. And afterwards I bet people get hooked on swapping houses. Once you have tried it, you’ll never go back to staying at hotels!

General planning and time frame

My entrepreneurial idea really does not need a lot to be implemented. In practice, I would create a website, explain everything carefully, and provide the users with the instructions on how to create their profile and how to add pictures of their homes etc., and that is basically all. People will find the homes that attract them most and contact the home owners. The rest depends entirely on the owners themselves: when they want to travel, how many people, etc., plus basic information. Of course, after their swap, both parties will give some feedback to each other on how they can improve their swapping, rooms, houses etc. And, of course, those swappers who turn out to be irresponsible, who, for example, leave the house dirty or steal something, will be banned.

After introducing my idea I only hope I have assured you that this is amazing and definitely worth considering!
Introduction

The vision of my project was born from my passion for the sea. I conceived an idea for a project based on maritime tourism. I would like to build a marina which would be different from all others. The marina would be affordable, comfortable, ecological and environment-friendly.

I would like to work on this project because I think that the Island of Vis really needs a new innovative marina. Vis does not have a modern marina and the existing one is too small. With this project we can employ local people and offer them good jobs. I think that we would provide really good comfort for the people with yachts. I also think that with this project we would achieve a significant promotion for the Island of Vis and present a new type of tourism on this island. With this type of marina we would offer a unique and safe environment and, most importantly, all in such a small place. With the help of the EU funding I would like to build a power station running on solar energy to provide the marina with electricity and hot water. It would also supply electricity to the nearby places.

The marina will provide top quality moorings, boat launches, the choice between various types of stores and further complementary activities. I would try the production and processing of organic food.
Description of the service

My company will engage in nautical tourism. The marina will provide a very accessible place to launch the boats up to 7 meters. It will also offer electric hoists to lower and raise the yachts from 7 to 25 meters.

The marina will have a very accessible and transparent reception, which will operate 24 hours a day. It will also provide a good mooring supplied with water, electricity and wireless Internet access. The marina will also offer a good restaurant, a laundry room and ironing rooms, a kiosk with daily newspapers in several languages, a post office, ecological boxes and an organic food marketplace. Besides, we will connect with sailing, swimming or diving schools. As an additional service we will also offer a hair salon for women, men and children. We will conduct a thorough research of potential customers to determine the percentage of the potential users who have pets and establish a dog park depending on the results. We will also organise a mobile cafe to sell fresh morning coffee and croissants.

Market analysis

This is a very important part of our project because our success depends upon understanding the market and our competitors, as well as the market trends and future changes in the market.

3.1 Segmentation of customers

Potential buyers will be individual persons and legal persons, companies with their own yachts and crews or rented yachts and crews. All of them will pay a lump-sum for the berth in our marina. Our clients will be Slovenians, Italians, Germans, Austrians, as well as other Europeans, but we expect a smaller percentage of guests from other European countries.

3.2 Customers’ motivation

The customers will mostly be motivated by the fact that the berths and other services are cheaper than with other providers, although our marina will have a 4-star rating, and the fact that we will be more flexible as providers than others.

3.3 Customer satisfaction

The customers will be satisfied because they will have everything in one place. The prices and the helpfulness of our staff will also influence our customer satisfaction.

3.4 Potential international market

We consider Italy and Greece our potential international markets.

3.4 Analysis of competition

It is not enough to emphasize the importance and the quality of our services, but we need to carry out a comprehensive analysis. We must
determine the advantages and disadvantages of our competitors, their market positioning, goals, strategies and reputation.

**Marketing strategy**

In the marketing strategy will rely on our SWOT analysis, which is:

**Strengths:** motivated, young, flexible, trainable, skilled, speaking at least three foreign languages...

**Weaknesses/Limitations:** inexperienced, naive, without significant personal capital, without good business contacts, not familiar with all the activities...

**Opportunities:** integration with foreign markets, innovation, service innovation, various sailing schools, diving and swimming, providing yachts and sailboats for hire...

**Threats:** competition, legislation, fiscal policy, economic crisis, a decline in the purchasing power...

The presentation and sales of the mooring will be held exclusively in our marina. Customers will communicate only with our manager because potential users need a serious approach. Commercial activities will include advertising on the Internet, TV commercials, advertising in specialized nautical magazines such as Val, Boating, Sea in Croatia, and of course we will attend nautical fairs. We will also use the Facebook, Twitter and our own website.
Inspiration for the project

According to the story I heard while on Vis, during the World War 2 a British plane had been shot down near the island. One of the local fishermen, who was out on the sea while this was happening, came to the wreckage, helped the pilot to get to the shore, and saved his life. The pilot’s name was Freddie Nicoll, and at the time he was 22. They soon became friends, but after a year or so the pilot had to return home.

The fisherman and the pilot had not stayed in touch or seen each other for the next sixty years. Then, a commemoration for the fallen British troops on Vis and in Dalmatia brought Freddie Nicoll back to the island, and the two long lost friends reunited.

Besides this story, there are many others about the coexistence of British soldiers and the local people (about cricket games organized between the villagers and the soldiers, for example).

The other inspiration for a project like this came from simply seeing the majority of tourists in the evenings. Almost every evening during the two weeks that we spent on the island, tourists (judging from the sailboats and yachts, with a higher purchasing power) were sitting on their boats, playing cards, talking and drinking beer and wine from small grocery stores. As I see it, they can be drawn off their ships and into town in two ways:

1. by providing new, interesting, original and innovative offers for them
2. by offering an “incentive” for exploring the town and the island, adding value by offering unique experiences

Basic idea

The basic idea implies “patrols” of animators impersonating British soldiers, who would walk through the most frequented areas in town every evening. They should be as authentic as possible (speak good British English, wear appropriate and authentic uniforms and such). Their job would be to walk through the city, in patrols of four, and engage in conversations with (especially) foreign tourists, tell them the story about the island in the WW2.

Besides their role as animators, they would also be local tourist guides, but their main function would be to persuade tourists who arrive on sailboats and charters to leave their vessels and enjoy the whole island.

The important thing for the success of this project would be the consent and cooperation of local small businesses, which would financially benefit most from a project like this.

The project itself does not aim at increasing the number of arrivals (since the carrying capacities are pretty much already reached), but at differen-
tiating the island as a destination, and leaving an even better impression on tourists. Therefore, the main goal is to offer the visitors who have already come to the island a special and unique experience.

**Specific roles and stakeholders**

The “Patrols” in Vis would have several roles. Apart from their obvious one – as animators, they would also be local tourist guides, hosts at special dinners and more.

As animators, their primary function would be to invite visitors off of their boats and ships and suggest other destinations in the town that are worth visiting. As local guides, they are supposed to give guests and visitors (at least) the basic information about the town and the island.

Their third role – hosts at dinners - would start by inviting guests to the fort “Saint George” that offers a view upon the whole town of Vis. There the guests would have dinner with the soldiers (that part could be arranged with some of the local restaurant owners, who could cater such an event), and this part of the program could and should be arranged so that everything in the fortress is, again, authentic and fitting he period of WW2.

Further on, it is possible to organize “patrols” of the whole island, where guests and soldiers would visit important historic sites on the island, accompanied by the “soldiers” as guides.

Besides these, there are numerous other possibilities to connect the existing local businesses with guests who are already on the island. Also, a large number of already existing touristic activities and sites could be included in and connected with this project.

The stakeholders are, of course, small local businesses, which could get more customers by being included in the project.

Secondly, the locals would get a lot from a project like this one. With the increased demand, it is normal to expect a higher need for employees. Since it is essentially up to the “soldiers” to decide, for example, which restaurants to recommend, they could have a policy of recommending firstly those which have the most local people working for them. This would encourage employers to employ local people.

The increased demand that will be achieved will also result in more competition. This is a benefit for tourists themselves. This is a positive kind of competition among tourist service providers, because they will have a chance to attract customers with their offer, instead of fighting for the scarce customers using lower prices and cost cutting at the expense of quality.

The biggest stakeholder is the tourist board of Vis. With these kind of animators, who are not bound to a certain location (a hotel or a resort), and at the same time are interesting and unique, the board’s job will become a lot easier. The soldiers are there every day of the week, providing information, directions and recommendations to guests, who would otherwise have to find the tourist board’s office to get them. Also, it gives them a great opportunity to focus on organizing events, which then they can promote in a much more effective way (by the soldiers themselves, in a casual conversation, effectively turning it from direct marketing into a word of mouth promotion).

**Sustainability of the project**

When observing and judging the project’s sustainability and its contribution to the development of
the whole island, it is easy to see all the benefits that a successful implementation would bring.

From the social viewpoint, the obvious upsides would be:

- Expanding of the current tourist offer
- Raising the standard of quality
- Increasing the employment of local people
- Educating visitors and raising awareness about the history of Vis

Economic benefits would include:

- Low start-up costs
- Numerous possibilities for cooperation with people involved in tourism
- More work for the existing entrepreneurs
- Possibility for successful new entrepreneurial projects
- Similar approaches for almost all target groups – no special training for communication with tourists of different nationalities, age groups etc.

Even though the project itself poses no direct threat to the environment, the way that the majority of tourists come to the island (ships, boats and yachts) definitely does. These are the ways in which the realisation of the project could help with the preservation of the whole island:

- No construction projects needed
- Renovating and rebuilding existing facilities on the island
- Possibility to have animators warn and educate visitors about the preservation of the environment
- Since the soldiers constantly “patrol” the harbour as the place where the majority of tourists are, they can also report to the authorities any noticed irresponsible behaviour

Timeframe for implementing the project

The most rational way of implementing a project like this one would be to gradually introduce it into the community and into the entire tourist offer. Having in mind that the tourist season on Vis starts as early as March, it is necessary to start preparations well before that. Also, because the project is new it needs some adjustment time.
I personally believe that the realisation of a project like this will help to further differentiate the island of Vis from other similar destinations, improve the impression that the island is leaving on its visitors, and that it could be the basis of a new, innovative and interesting tourist product.

Besides that, a successful realisation of the project would play a great role in the sustainable development of the town and the Island of Vis, by removing the unsustainable and damaging mass tourism and focusing on quality instead of quantity.

For implementing the project as soon as possible I would suggest the following timeframe:

- **November 2012 until February 2013**
  - necessary research – finding historical facts, interesting stories about Vis from WW2
  - finding appropriate uniforms
  - recruiting suitable animators
  - introduction of the project to local stakeholders

- **February 2013 until March 2013**
  - educating animators – historical and local knowledge
  - arranging terms of cooperation with local businesses
  - renovation of Saint George fort
  - preparing tours for “Island patrols”

- **March and May 2013**
  - test phase of the project (patrols only 2 or 3 times a week)
  - following the reactions of tourists (questionnaires, surveys and interviews)

- **June and July 2013**
  - patrols more often (4 days a week)
  - start of “Dinner with the troops” at Saint George fort
  - correcting all possible mistakes (taking tourist feedback into account)

- **August and September 2013**
  - full implementation of the project (patrols every day of the week)
  - constantly collecting feedback

- **October 2013**
  - end of season (patrols stay for a month longer, depending on the weather and the number of visitors)
POP UP THE ISLAND OF VIS

Introduction

Among the new facets in the constantly growing tourism sector, one particular thing usually stands out: every traveller is a unique individual whom we should approach – individually.

The uncommon experience of travelling abroad is the key factor of business success, while sustainability should be taken as a “two-way street”, along which both tourists and service providers walk side by side. In order to find the best solution to one’s desire to get away from his/her everyday surroundings and gain the full experience of the yet unknown, destination hosts and managers have to be ready to provide much more than ever: more fun, more scenery, more tradition, more experience.

Today, the distance between a tourist’s home and a tourist destination is not measured in miles, but in different ways in which destination managements work in order to bring tourists as close as possible to the real destination experience.

With this in mind, as well as other new trends in tourism and youth travelling, such as “backpacking”, I have seen a great potential in the Island of Vis and its sustainable future. This paper will show how.

Facts and arguments

Travelling has become cheap. As a result, tourism has become one of the fastest growing industries in the world. For example, there were around 25.3 million international tourist arrivals in 1960. By 1990, this figure had risen to 425 million. By 2000, it had risen by more than half or 682 million, and in 2008 it was 982 million – the number of international tourists had more than doubled in less than 20 years. The World Tourism Organization forecasts that this figure could rise to 1.6 billion people by 2020 (more than 370 million of these will be long-haul travellers).

Even though there has not yet been a study on the extent to which backpackers, those young (aged 18-35), educated, adventurous and price-conscious travellers, recognizable for their big backpacks, participate in the overall number of world tourists, their population is increasing fast and is probably around 2% or close to 20 million.

Backpackers prefer sleeping in cheap hostels or unconventional private accommodations. They spend most of their journey (which lasts between 2 weeks and 3 months) seeking adventure, eager to mix with other travellers and locals, without a strict itinerary. Their goal is to either extend their stay at a destination without previous planning, or to visit as many different places as possible.
During the summer, backpackers prefer campsites. All they really need is a plot, a piece of land where they can set up their tents and sleeping bags, which they usually carry with them, and assurances of their safety. Their ecological awareness is high: they will leave the environment and wildlife unharmed.

General idea

With this image of a backpacker and with the figures on trends in tourism in mind, let me outline my sustainable national approach to the further development of the Island of Vis. During my stay on the Island I noticed there were no campsites. Agro tourism is developing successfully; hotels and private apartments, which are full only during the summer season, exist only in towns of Vis and Komiža, although the whole Island is worth visiting and can be explored by car or on scooters. So much more could be achieved if we do not rely only on the conventional ways of vacationing.

When talking about campsites and the Island of Vis, we cannot ignore the fact it had once been a military island. Because of its strategic importance it had been closed for the foreign visitors until the year 1989 and the last troops of the Yugoslav army left on 30th May 1992. There are still objects left in ruins that might be dangerous for the explorers, but it is even more dangerous if they see them as suitable places to spend the night. Therefore they should have a map showing where it is safe to set up a camp. And that is the general idea of a ‘pop up camp’.

Elaboration

backpackers, to explore everything on foot. It can be combined with optional tours or routes which can connect visitors to the local communities and estates, introducing them to the tradition, the cuisine and the art of living and working on the island.

The campsites would actually be points on the maps which visitors can purchase in the town of Vis and the town of Komiža upon their arrival. They can decide how long they will stay at the same place, if they will follow a prearranged route or explore the island on their own, looking for beaches and enjoying the scenery. The camp would start in June and last until the end of September.

Such self-tailored vacations are the future of travelling and tourism; they can come in various price ranges and still remain sustainable compared to mass tourism.

If one is living sustainably at home, he/she wants to maintain their way of living when abroad. Although people are ready to pay a higher price for the unique experience and good quality service, they are becoming aware of the fact that the best things, even in tourism, come for free or at lower prices. Backpackers are especially price-conscious, which does not prevent them from having the best memories at the end of their journeys.

So how can a pop up camp be not only sustainable, but be also cost-efficient? As any other business it will need some time to develop, but considering the global trends in combination with effective marketing and technology, it could eas-
STRENGTHS

- No other campsites on the Island
- The weather – little or no rain in the summer time
- Beautiful scenery
- Possibility to tour the island on foot
- No need for new infrastructure

WEAKNESSES

- Danger from fires or ecological misbalance caused by human carelessness – we have to bear the costs
- Inefficient marketing strategy

OPPORTUNITIES

- New trends: eco-tourism, sustainability, emotion oriented economy
- Increasing number of backpackers, campers and eco-friendly tourists
- Technology

THREATS

- Negative attitude from local community or impossibility of doing business with them
- Climate changes
- Increase in ferry ticket price

Table 1 SWOT analysis of the project

ily become a part of this big change in tourism industry. In order to be as specific as possible, I carried out a SWOT analysis of the project.

Conclusion

Among “opportunities” in the SWOT analysis I have mentioned emotion-oriented economy. I have to mention it again because it is a real phenomenon, not only in the tourism industry but in the overall world economy. We can talk about experience everywhere we go, from supermarkets to cinemas, from our countryside to exotic far destinations. Experience can have the highest price and at the same time does not have to cost us a dime. Combined with sustainability, experience also becomes an effort, an unselfish decision to preserve what is beautiful and available to us now, for the future generations to enjoy it as well.

The future of tourist accommodation lies in the hands of creative and eco-conscious people. It is a fact the hospitality industry is one of the most polluted in the world, consuming natural resources excessively and releasing huge amounts of waste. New approaches to tourist accommodation, such as pop up camps and eco-hotels, can make a difference. And there are more and more travellers who will support such businesses and their sustainability. Their success is guaranteed.
During my time spent on the island, I was often thinking about the project that would be valuable for me as an entrepreneur, useful for the local community, at the same time competitive and sustainable but not posing a threat to the island’s unique natural environment.

I realized that I would like to make the Island of Vis recognizable in word elite tourism as “Fragrant Mediterranean Oasis“.

When I arrived on the island I immediately noticed an unrecognizable, but very distinct sweet scent. It was the fragrance of a tiny Mediterranean flower called curry plant (lat. Helichrysum Italicum; Immortelle), a very rare and special Mediterranean plant. Locals informed me that not only its special sweet-smelling flower heads can be used in aromatherapy, but its unique essential oil extract is also used to treat cosmetic as well as medicinal problems.

However, the curry plant is just a part of the untouched nature on the island. Today such environment is the most valuable asset, as well as a rarity in the Mediterranean tourism and this is the strongest tourist advantage of the Island of Vis. This is the reason why the World Nature Organisation, especially involved in the environment protection, has included Vis in the list of the ten best preserved islands on the Mediterranean.

The Island of Vis belongs to the Mediterranean type of climate with hot summers.

It is the most distant large island in the Central Dalmatian archipelago, with mild and temperate winters and pleasant summers, which are due to the landward breezes called “maestral“. The region and the Island of Vis have the most pleasant climate in the Republic of Croatia. There are on average 2600 sunny hours during a year.

This ideal climate is favourable to the growth of numerous kinds of luxuriant and vibrant Mediterranean vegetation, including palms, carobs, lemons, olives, and grapes. The flora on the Island of Vis mainly consists of: pine woods, rosemary, Dalmatian sage, oleander, carob, heather and aloe, especially cultivated lavender.

Besides fishing and tourism, the locals are mainly employed in agriculture, but only twenty per cent of fertile land is in use. Unfortunately.

My project “Fragrant Mediterranean Oasis“, as a programme for the local community may change these figures.

The long term target for the island of Vis is to become and remain sustainably competitive in tourism development.

According to the World Economic Forum, sustainable competitiveness is defined as a set of institutions, policies, and factors that make a nation remain productive over the longer term while ensuring the social and environmental sustainability.
To become and remain sustainably competitive, an entrepreneur must not only have an idea about a new project, but also implement the concept of "shared value". Creating a shared value (CSV) can be defined as a concept of policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates.

In creating a sustainable competitive business the strategy must include the main CSV principles: optimized resources, eliminated waste, invited diversity, built-in renewal, reconceived products and markets, redefined productivity in the value chain and enabled local cluster development.

The competitively sustainable Island of Vis as a "Fragrant Mediterranean Oasis" is definitely a long-term goal. All the people that in some way affect the island must be included - the inhabitants, local farmers, the local government, academic institutions, as well as tourists.

Even though Croatia is suffering the consequences of global economic crisis, the production of medicinal and aromatic plants shows great walkout potential, primarily due to natural resources and mostly unlimited exports.

In my first steps, I would establish an enterprise for the cultivation, production and processing of organic seasonings, aromatic herbs and essential oils. The company’s basic activities would include cultivation, plantation and processing of aromatic and medicinal herbs and seasonings, essential oils distillation, production of seedlings and collection and purchasing of wild herbs characteristic on the Island of Vis.

Some of them are: Rosemary (Rosmarinus officinalis), Lavender (Lavandula angustifolia), Garden Sage (Salvia Officinalis), Fennel (Foeniculum vulgare), Wild Thyme (Thymus serpyllum), especially Curry plant (Helichrysum Italicum), which I mentioned at the beginning.

Croatian lavender is labelled as one of the main Croatian souvenirs, and as such it has a role in representing Croatia throughout the world. It is such a shame that despite the rich island’s vegetation most souvenir shops on Vis offer a rather poor selection of essential oils, mainly the product called “Lavandula Croatica”, specific for the Island of Hvar. However, such colourful, fragrant bags full of dried Hvar lavender flowers, sold as “Lavandula Croatica” can be bought in shops, souvenir-shops, hotels, pharmacies and perfume-shops anywhere Croatia.

The introduction of a similar curry plant product “Helichrysum Issa” creates a shared value for the island’s sustainable development. Although it grows everywhere on Vis, Helichrysum Italicum is very special and rare in the world.

Its natural combination of chemical constituents creates one of the most profoundly healing essen-
ential oils. The soil composition and climate contribute enormously to the island's helichrysum specific chemical composition resulting in extremely high oil quality.

Helichrysum is one of the most fragrant plants. Harvesting takes place from June to July when flowering commences. Over a ton of flower heads are needed to make about 0.85 kg of essential oil! This is why it is quite expensive. However, the process of distilling does not cause any pollution and no special infrastructure is needed.

Connecting the projects of lavender production on the island of Hvar and curry plant production on the Island of Vis could result in this region's becoming the Mediterranean centre of essential oil industry and provide tourists a much wider offer.

There is a similar kind of business already running on the island.

In the town of Vis Toni Bunčić, the owner PO Poje, has already launched the line of natural beauty products and organic essential oils based on cultivation of medicinal herbs. The project has been recognised as environment-friendly and sustainable and therefore received financial support from the United Nations Development Programme in Croatia.

All the local farmers could work their own fields while co-operating as an organization.

In Vis and Komiža shops selling tourists organic and 100% natural cosmetics made of authentic island's plants would be opened, wholesale as well as retail perfumeries, offering the island's specific Helichrysum fragrance. Under the professional guidance tourists would be able to discover the secrets and traditional processes of making perfume from flower heads and learn about the extracting methods from aroma therapeutic raw materials, flowers, aromatic woods and plants.

Local children should also be taught about the real value of authentic island's herbs, since they could become their future source of livelihood. The elementary school of Vis is the initiator of numerous activities in the town of Vis, as well as on the island. Their project “Improve the school garden” is the continuation of a successful cooperation with the United Development Programme, Croatia. Maybe the next projects will be “Plant medicinal herbs all over the island “.

Involving Vern’ University of Applied Sciences as a partner institution is one of the main aspects in implementing the project of Vis as a “Fragrant Mediterranean Oasis.” Its training programme would provide the experts for herbal production in the region. It would bring professional, scientific and practical experience necessary for a successful business.

Due to the island’s geographical position there are ideal conditions for medical experiments. A local medical institution would support the project, conducting experiments in their laboratories, so there would be many opportunities for technological improvement. The town of Vis would be a successful Medicinal Herb Centre, and all the best experts from world would come to work in this calm and restful environment.

Under the UN Programme, the project would include establishing a museum with a botanical garden, not only as an academic institution, but also as a tourist attraction. The museum would preserve endemic and very rare herbal species.

By planting aromatic herbs in their own gardens all the local inhabitants would give a great contribution to my idea of the “flower power” on the island.

Problems may occur if the island’s clean environment gets polluted. What if those rare species could not grow anymore?

There is definitely “a spirit of circle” mentioned during our Summer School classes. Maybe it will be an incentive for planting completely different species, which never used to grow on the island, and a new challenge.
### ACTIVITIES UNDERTAKEN

<table>
<thead>
<tr>
<th>DAY</th>
<th>TOPIC 1</th>
<th>TOPIC 2</th>
<th>TOPIC 3</th>
<th>TOPIC 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 2 / Mon, 2 September</td>
<td>Empowerment for sustainability</td>
<td>Competitiveness vs. sustainability</td>
<td>Good practice that promotes sustainability</td>
<td>Mediterranean Culture and Identity</td>
</tr>
<tr>
<td>Lecturer</td>
<td>prof. Irena Ateljević</td>
<td>prof. Mira Lenardić, prof. Goran Radman</td>
<td>prof. Tatjana Rijavec, prof. Ása Lillhannus</td>
<td>Prof. Tatjana Rijavec, Prof. Vicko Krampus</td>
</tr>
<tr>
<td>Time</td>
<td>9.30 – 11.00</td>
<td>9.30 – 11.30</td>
<td>9.30 – 11.00</td>
<td>14.00 – 15.30</td>
</tr>
<tr>
<td>Activities</td>
<td>Introduction to Empowerment for sustainability</td>
<td>Competitiveness or sustainability (1)?</td>
<td>Examples of good practice that promote sustainability development and environmental protection</td>
<td>Mediterranean – the cradle of civilization</td>
</tr>
<tr>
<td></td>
<td>11.30 – 13.00</td>
<td>11.30 – 13.00</td>
<td>11.30 – 13.00</td>
<td>15.45 – 17.15</td>
</tr>
<tr>
<td></td>
<td>(Un)sustainability, modernity, postmodernity and transmodernity paradigms</td>
<td>Competitiveness or sustainability (2)?</td>
<td>Lecture continues</td>
<td>Ivan Mestrovic - Mediterranean son – to be held at Meštrović Gallery in Vis</td>
</tr>
<tr>
<td></td>
<td>14.00 – 15.30</td>
<td>14.00 – 15.30</td>
<td>14.00 – 15.30</td>
<td>19.00</td>
</tr>
<tr>
<td></td>
<td>Interactive workshop on Empowerment, Agency &amp; Structure</td>
<td>4 case studies of competitive but sustainable projects from the island of Vis</td>
<td>Workshop: Discussing complementarities and contrasts within competitiveness and sustainability</td>
<td>Country presentation dinner – Four countries taking part in the IP</td>
</tr>
<tr>
<td></td>
<td>15.45 – 17.15</td>
<td>15.45 – 17.15</td>
<td>15.45 – 17.15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Interactive workshops continues</td>
<td>Workshop: Discussing complementarities and contrasts within competitiveness and sustainability</td>
<td>Workshop: Discussing complementarities and contrasts within competitiveness and sustainability</td>
<td></td>
</tr>
<tr>
<td></td>
<td>18.15</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Organized sightseeing of the town of Vis in the afternoon</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### WEEK ONE

**WORK PROGRAMME 2013**

1-14 September, 2013

Vis, Croatia

<table>
<thead>
<tr>
<th>ACTIVITIES UNDERTAKEN</th>
<th>TOPIC 1</th>
<th>TOPIC 2</th>
<th>TOPIC 3</th>
<th>TOPIC 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>All day: Arrival of the participants</td>
<td>Empowerment for sustainability</td>
<td>Competitiveness vs. sustainability</td>
<td>Good practice that promotes sustainability</td>
<td>Mediterranean Culture and Identity</td>
</tr>
<tr>
<td>VERN’ Campus</td>
<td>20.00 Opening speech by Mr. Goran Radman, VERN’ Dean, Followed by welcome dinner at Villa Kaliopa, Greeting by Mrs. Aida Liha Matejiček, Vice Dean for International Cooperation and Lifelong Learning</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## THE PROGRAMME OF LECTURES AND OTHER ACTIVITIES

### Day 7 / Sat, 7 September

**Excursion around the island** (Tito’s cave, Antique Roman Therme, Ruins of Issa, the Antique Greek Settlement, Komiža) + Guided tour Biševo cave

### Day 8 / Sun, 8 September

**TOPIC 5**  
**Sustainable tourism products marketing**  
9.30 – 11.00 Trends and sustainable tourism products development  
11.30 – 13.00 Marketing strategies for sustainable tourism products

**TOPIC 7**  
**Systems Approach and Modeling for Sustainability in Tourism**  
14.00 – 15.30 Introduction to Economy of Experience  
15.45 – 17.15 Workshop 1: Case – Pyramid of Experience

### Day 9 / Mon, 9 September

**Lecturer**  
prof. Željko Trezner, prof. Tadeja Jere Lazanski

**TOPIC 5**  
**Promotion and distribution of tourist product**  
9.30 – 11.00 Sustainable tourism products promotion  
11.30 – 13.00 Sustainable tourism products distribution

**TOPIC 8**  
**Environmental values, attitudes and behavior**  
14.00 – 15.30 Pro-environmental attitudes and environmentally friendly behavior  
15.45 – 17.15 Solutions on individual, organizational and societal levels

### Day 10 / Tue, 10 September

**prof. Željko Trezner, prof. Mikko Peltola**

**TOPIC 5**  
**Field work - entrepreneurial projects in Vis**  
9.00 Meeting in front of the ferry port, departure to Plisko Polje  
9.30 – 12.30 Visit to Household Farm and Agrotourism Roki’s (Mr. Oliver Roki and Ms. Radišić)  
- Visit to vineyards; Presentation of ecological production of vegetables;  
- Visit to cricket grounds  
- Sustainable development in agriculture and tourism, presentation of development plan  
- Joint workshop with the owners and discussions  
14.15 – 17.15 Visit to Agricultural cooperative Podšpilje (Mr. Srečko Roki)  
- Walk through the cooperative  
- Presentation of production, development plan and economic indicators  
- Discussion

### Day 11 / Wed, 11 September

**prof. Ozana Ramljak, prof. Mikko Peltola**

**TOPIC 8**  
**Environmental values, attitudes and behavior**  
9.00 How are an individual’s values and attitudes towards the natural environment formed  
11.30 – 13.00 Do the values and attitudes affect the environmental behavior in tourism industry?

**TOPIC 9**  
**Presentation of entrepreneurial projects- presentation skills**  
14.00 – 15.30 Oral presentation – How to present an entrepreneurial idea in five minutes (Part 1)  
15.45 – 17.15 Oral presentation – How to present an entrepreneurial idea in five minutes (Part 2)  
20.00 Closing ceremony, dissemination of Summer School Certificates, followed by dinner

### Day 12 / Thu, 12 September

**Lecturers**  
prof. Mikko Peltola, prof. Ozana Ramljak

**TOPIC 8**  
**Environmental values, attitudes and behavior**  
9.30 – 11.00 How are an individual’s values and attitudes towards the natural environment formed  
11.30 – 13.00 Do the values and attitudes affect the environmental behavior in tourism industry?
### WORK PROGRAMME 2013
1-14 September, 2013
Vis, Croatia

#### TOPIC 9
From Idea to Entrepreneurial innovative product
STUDENTS' WORK&PRESENTATIONS:
Personal projects in sustainable tourism

<table>
<thead>
<tr>
<th>Day</th>
<th>THE PROGRAMME OF LECTURES AND OTHER ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 13 / Fri, 13 September</td>
<td>TOPIC 9 From Idea to Entrepreneurial innovative product&lt;br&gt;STUDENTS' WORK&amp;PRESENTATIONS: Personal projects in sustainable tourism&lt;br&gt;9.30 – 11.00 Presentations of students' entrepreneurial projects&lt;br&gt;11.30 – 13.00 Presentations of students' entrepreneurial projects&lt;br&gt;14.00 – 15.30 Presentations of students' entrepreneurial projects&lt;br&gt;15.45 – 17.15 Wrap up of the summer school, Evaluation session</td>
</tr>
<tr>
<td>Lecturers</td>
<td>prof. Ozana Ramljak</td>
</tr>
<tr>
<td>Day 14 / Sat, 14 September</td>
<td>All day Departure of participants</td>
</tr>
</tbody>
</table>
Introduction

On the second day of our summer school on Vis we had a sightseeing tour of the town of Vis and we saw a lot of the town’s attractions, such as a gallery with Mediterranean artefacts, dating mostly from Roman times. We also visited the ruins of large Roman thermae or Roman baths, which were in a very bad shape. I thought that that was really sad since they had played an important part in the history and now they were just forgotten, with no future ahead, as it seemed. As I think that there is a potential for the Island of Vis in using the Roman baths, my idea is to restore them and bring them back to life.

Research

In ancient Rome, thermae (from Greek thermos, “hot”) were facilities for bathing. Most Roman cities had at least one, if not many, such buildings, which were used not only for bathing, but also for socializing and exercising. These activities had a great importance in the past and they still do today. Nowadays people desperately try to escape everyday stress and fast demanding lifestyles and they are also in search of themselves and want to be inspired by new cultures and traditions. They do not just want to have a relaxing holiday lying on the beach all day long; they are craving new experiences that will be remembered for a long time. That is why I think that recreating the Roman baths and offering the services which were traditionally provided in the course of history would be beneficial to the Island of Vis.

As I did some research and talked to the directors of the only two hotels on Vis, I learned that there were no additional facilities, such as swimming pools or recreational centres, in either the hotels, or anywhere else on the island. So basically during the summer people can swim in the sea or work out in the open, but during other seasons they cannot use bathing or exercising facilities, which can be a major disadvantage. There are also no relaxation centres where people could rest and reinvigorate. Therefore, the rebuilding of the Roman baths would be the right solution for
the Island of Vis to overcome these shortcomings. The ruins of the Roman baths are not in a good condition, so it would be necessary to restore the mosaic floors and rebuild the walls, which will take some time. The resources, which are desperately needed on the whole island, are the main problem so we would have to find new investors, most likely from other member states and maybe through the European funding.

**1.1 Swot analysis**

- **Strengths**
  - The only thermae in Croatia or on the island
  - History
  - Environment: unspoiled nature
  - Traditional baths

- **Weaknesses**
  - Seasonal tourism
  - Lack of capacity
  - Not enough interest

- **Opportunities**
  - Extension of the season
  - More tourists
  - Better lives for local people
  - Better economy of the island

- **Threats**
  - Mass tourism
  - Disinterest and, consequently, the devastation of the baths
  - Pollution

**Design phase**

One of the main elements to which I will give great importance will be creating an experience for the customers. I want them to feel like they have travelled through time to the time of Romans and have an opportunity to experience their way of living by visiting the Roman baths on the island. Also I want the tourists to leave the baths well rested, with new energy and full of good memories.

But to give them such an experience and good memories we first have to restore and rebuild the baths. What we need in order to rebuild the Roman baths on the Island of Vis is first of all the restoration of the mosaic floors, which are extensively damaged, and also to make plans for rebuilding the baths into a traditional Roman thermae.

The Roman baths will be supplied with water from the city’s aqueduct. They will consist of three main rooms and the first one of them will be the apodyterium, a room for undressing, where the bathers will remove their clothing. The apodyterium will have stone seats along two sides of the wall and pegs placed on the wall where the bathers will be able to hang their clothes. The chamber will be lighted through a glass window, and will have two doors. One of these will lead to the tepidarium and another to the frigidarium. Frigidarium will have a cold plunge-bath and a swimming pool. The baths in these chambers will be built of white marble and approached by two marble steps. From the frigidarium people who wish to go through the warm bath and sweating process will firstly enter the tepidarium and then proceed to the caldarium. The tepidarium will not contain any water or baths: it will just be heated with warm air of a suitable temperature, in order to prepare the body for the great heat of warm baths and to prevent a too-sudden transition into the open air. In the room there will be several heated bronze benches and the ground will be traditionally made up of mosaics, ceilings will be painted in various colours and the walls will be painted red. From the tepidarium you will proceed into the last room, called caldarium. At one end of the room there will be a round basin and at the other end a quadrangular bathing place approached from the platform by
steps. An additional room called labrum will hold cold water, for pouring upon the bather’s head before he leaves the room. The whole room will be made of marble.

The baths will also have a special room called laconicum, hotter than the caldarium, and it will be used as a sweating room with no baths in it. It will resemble today’s saunas. In addition, the baths will also have a special room used for providing the massage services with oils and herbs.

In the centre of the thermae there will be a garden for the purpose of recreation. At the sides there will be tables laid with food and drinks; they will also serve as a place to socialise with other tourists.

The technology and the heating system will be slightly different from the ones used in the past. We live in a modern world and technology has improved, so we can use it as an advantage and in ways which are friendly to the environment. My idea is to use some new environmentally friendly technology such as solar systems/solar cells for heating the water in the baths. Since the Island of Vis has a lot of sunny days I think we should use that as an advantage and in this way preserve the nature and take care of the environment by using renewable energy sources.

2.1 Market research - target group

As we walked to the school and back every day, we could see there were a lot of boats and yachts along the shore and that is why I have chosen yachters for my main target group. The Island of Vis is considered one of the top 10 heavenly sites of the Mediterranean and has one of the strongest yachting cultures. It is very attractive for sailboat- and yacht-owners because of its rich history, the unspoiled nature, good food and, of course, beautiful beaches. However, there is no place where the yachters could relax and refresh after a day-long sailing. So the Roman baths would be a perfect place for them.
Planning phase

To proceed with the plans of rebuilding the Roman baths we first have to organise a team of experts in this field. We will need an archaeologist for the preservation of the remains, so that we could then start building walls around the site. We also have to find an architect who is specialized in Roman architecture so that he/she could recreate the baths and draw plans that will be the basis for a construction company in the construction of the building. Furthermore, we will need experts on solar systems we are going to use for heating the water.

In my opinion the best time to start the renovation is at the end of the summer season, so that we could rebuild the baths by the next season. The planning and research can start even earlier, so that we have all the plans and materials needed for the construction company to proceed with the work at the end of summer.

The main stakeholders of this project will most certainly be the investors who will provide the resources for the realisation of this project. They will be the owners of the Roman baths and will gain profit from them. Nevertheless, I would also like to include the local people in this process. Firstly they would be employed on the rebuilding of the baths, and then they could be trained and employed in the Roman thermae. Later on, when the thermae are opened, we will need oils, food, drinks and herbs for all the services the baths will provide, and my plan is to buy them from the local people, since there are a lot of herbs and olive trees growing all over the island. There are also several traditional dishes and wines on the island, which would be prepared and served in the baths. This will provide an opportunity for the visitors to try the local cui-
sine and get acquainted with the national music, which will be played by local musicians. My hope is also to provide the opportunities for young local people, and thus prevent them from leaving for the mainland in search of employment. The community and basically the whole island will benefit from the Roman baths: they will earn a living from either working in the thermae or providing the food, drinks, oils and herbs.

The cost of this project will not be small, because in order to recreate the experience of bathing in the Roman baths we have to rebuild them completely since their preservation has been neglected so far. We will have to pay for archaeologists, architects, a construction company, plumbers, and solar system experts. We will also have to pay for the preliminary research needed to see if the project is profitable or even needed and feasible.

**Coordination phase**

In the last planning stage we need to look for suppliers and select the most suitable and reliable suppliers and later hire them. When we hire suppliers we need to establish a good information exchange, because it is important that the potential problems and obstacles during the implementation of the plan are solved immediately in order to avoid major complications at the end. It is important that everyone involved in the project meets the agreed deadlines, so that the work is uninterrupted and on schedule and consequently properly done.

**Conclusion**

We can all agree that the Island of Vis has a lot of potential because of its rich history and geographical position. What it needs is someone to guide its development in the right direction and to provide new ideas how to develop and improve the offer on the island. With renovating the Roman baths not only the sustainable tourism will grow, since we would rebuild the thermae in the Roman style and bring back to life the old traditional ways of bathing, but it will also improve the lives of the local people and give the young people opportunities to stay on the island.
THE “GARDEN OF ARTS” BUSINESS ECONOMICS AND TOURISM 2013

Introduction
During the time spent on the Island of Vis I escaped from my everyday life at school and work. I had a chance to relax and open my mind and soul to a completely different world full of history, beautiful nature, rich culture and mystery lingering in the air at every corner of the island. I realised that Vis is a place where one can take a breath from the busy life left at home and focus on themselves, get inspired, see new perspectives and get invigorated in a different way.

I have discovered several opportunities for the development based on the resources the island has, and my intention is to create something that could be beneficial for the local community, tourists, the government and the planet as well, in order to keep a balance between all the stakeholders of a sustainable business. I have also tried to combine the information we received from the locals and our professors in a profitable but sustainable manner.

Main local issues and goals
We experienced numerous issues that might play an important role in the sustainable development of the island, therefore I believe that a single business cannot tackle all of them at once and be successful. Thus, I have considered three main issues that underlie my project.

First of all I consider it important to find alternatives for mass tourism. The Dalmatian Coast has been a mass tourism destination for the last few years; however, Vis should have a different perspective in order to have a competitive edge compared to the other islands in the area and to preserve the resources it has in the long-term future.

Secondly, I feel that the island should reconnect with its ancient culture, as it is a treasure that many tourist destinations lack, and it is something that can attract tourists who want more than lying on the beach. This could be one of the competitive advantages of the island compared to other beach destinations, since Vis has no white sand beaches or coral reefs that many other beach destinations have. For this reason, I think Vis should be a front runner in cultural tourism instead of being a follower in beach tourism.

Last but not least, I think that the local community should be connected to tourists in a more sustainable manner. As long as the locals regard tourists mainly through money, and the tourists mostly see the locals as their servants, their mutual relationship will never be genuine and sustainable. I believe that attracting a tourist group that respects the local culture could change the local attitude towards tourists, and such groups can start creating experi-
ences together with the locals, and for everyone. This idea is supported by Richards (2011), who wrote in his paper: “In recent years the attention has shifted from the purely quantitative growth of tourism demand towards qualitative change in the nature of that demand.”

Concluding the issues mentioned above, my goal is to focus on cultural tourism and specifically to aim at art tourism. This would be an alternative for mass tourism that would attract sophisticated tourists who wish to escape from everyday life, get new ideas and get inspired by something different from their home locations. It would also promote the ancient history of the island, reminding the locals that it is not forgotten, but instead it is appreciated. Cultural tourism is also highly supported by the European Union, and it is estimated that cultural tourism accounts for around 40% of all European tourism (European Commission 2013).

I would also like to offer a solution for the problem of seasonality and to create a project that can be sustained during spring and autumn as well.

The project

The main idea of my project is to create the “Garden of Arts”, a place where the locals and tourists could do many kinds of art together in a relaxing environment.

First of all a suitable place should be found. It could be a big building in which several workshops could be designed, each for a different kind of art, with a garden in the middle where people can be close to nature and create. Alternatively, this place could also be a group of several smaller buildings serving as art workshops. Whichever solution is chosen, these should be old buildings renovated for art creation purposes, so no completely new buildings should be built. Renovating old buildings is more sustainable for the environment and also gives a more genuine feeling for creating local art.

These workshops would provide a venue, equipment, local raw materials and local knowledge for several different kinds of art, for instance pottery, painting, mosaic work, jewellery, wooden handicrafts and many other handicrafts the locals can share. In these workshops tourists and locals are both welcome to find raw materials, a venue and instruction how to create their own pieces of art or souvenirs.

The workshops would be open throughout the year for everyone, and several times a year events could be organized in order to attract even more people. For instance, monthly markets could be organized where locals could sell the products they have made. They could even dress as the Romans to give the event a twist and add the factor of legends and myth. In the workshops and events tourists could be brought back to the mysterious Roman and Greek times and re-live those times by creating something individual for themselves. This way each tourist’s experience in the Garden of Arts would be different, as everyone creates something for themselves, but with local materials and with the locals.

The so-called “WOW-effect” would be the individual souvenir one has created on their own and can take back home, always remembering how special this souvenir is. It has the element of playfulness, the process of creating something unique, an active holiday for the mind, and a connection to the “real thing”. In my opinion self-made souvenirs from the local raw materials in such a magical environment would successfully substitute souvenirs such as magnets, T-shirts and towels made on the other side of the globe, which have nothing in common with the local values and resources.
Target group and marketing

The target group can be relatively wide, as creating small souvenirs for someone’s own use does not require high artistic skills. Thus anyone who is interested in creating a little something for themselves or their loved ones can be considered a potential customer. However, in case there is a need for targeted marketing communication, any art-related hobby classes and groups can be targeted easily via online messages around Europe or even further. These groups are easy to find and many of them organize workshops for their members, or at least encourage their members to participate in such events. Also, websites dealing with art related hobbies can be targeted to attract persons who are not participating in any courses or group activities.

Thirdly, professional artists can be targeted as well in order to attract famous people who might be marketing the place themselves in the future. Professional artists might even be interested to stay on the island for a longer time in order to get inspiration and time to create.

People, planet, profit

As it was mentioned several times in class, when we talk about sustainability, we should consider people, the planet and profit. In this section I would like to clarify how my entrepreneurial idea is sustainable for all of these factors.

Under the term people, in this project I consider tourists and the local community. It has been explained before in what ways the business idea is special for tourists, and now I would like to focus on the local community. The Garden of Arts would be a place where the locals are also welcome to create something for themselves or to sell, and also to share their knowledge and traditions with foreigners. The Garden can be a place of social interaction, where people can connect, share and create together. Furthermore, the Garden would attract more sophisticated tourists, who are interested in the local culture and traditions, and who are open to creating with the locals, who are not interested only in enjoying their beaches. Last but not least, the Garden would create new workplaces, as people would have to renovate and maintain the premises and run the business.
The Garden’s sustainability regarding the natural environment is based on the local raw materials from the island, so no trees, stones, paints or other raw materials would be transported from the mainland to Vis. Additionally, as the raw materials would be taken from the nature, the disposal of the leftover materials would not harm the environment. The workshops would be held in renovated buildings, so only the necessary amount of new materials would be used. Solar panels could be used to supply the necessary energy, at least during the sunny seasons.

When we talk about a business it usually comes down to profit in the end. According to my plans, tourists could buy daily or weekly tickets, or book longer periods in the Garden.

When they have decided which type of art they would like to practice and have chosen the appropriate materials, they would have to pay for those materials. The price would be relatively high compared to the souvenirs one could buy at the souvenir stands and shops in tourist destinations, since these self-made souvenirs and arts would be made of good quality local materials, would be unique, authentic and even the Garden itself is a place that is unique and provides the feeling of mystery. The locals who would like to use the workshops would have a substantial discount in order to make them feel that they are welcome to reconnect with their culture, and that the Garden is here to connect them with their traditions as well as with the tourists who are interested in them.

Conclusions

I believe that Vis could have a competitive advantage compared to other islands and tourist destinations in the area if it focused on other types of tourism rather than attracting masses of tourists to its beaches only during the summer season. This type of tourism might not only be a too competitive platform, but it might also irritate the locals and build walls between them and tourists. Alternatives should be found to attract more sophisticated tourists who are interested in something else besides the beaches and the sunshine. One of the many alternatives is cultural tourism. Vis has such a rich tradition in arts and it should tap into this resource in the future instead of wasting it. I believe that the Garden of Arts would be a place where the locals and tourists could connect with these traditions and each other, and at the same time preserve nature and produce profit for the local community. I realize that the Garden alone might not turn the island completely towards sustainable tourism, but it could be a strong piece of a chain that will help the island to prosper in a more sustainable way.
Introduction
The Island of Vis is one of the most beautiful islands in Croatia and also probably the cleanest part of the Adriatic Sea because it is the farthest island from the mainland. Due to its isolation Vis has retained the charm and style of life characteristic of the 1950’s, which still attracts guests looking for “the Mediterranean as it used to be”.

WWF (World Wide Fund for Nature) has named Vis one of the 10 last heavenly refuges of the Mediterranean, thanks to its biodiversity. Today, this island is unfairly neglected, and while tourists choose it for a classic destination for relaxation, its major potentials are still untouched. Those who love this island will say that it hides thousands of secrets and if you make just a little effort, you’ll discover them all.

21<sup>st</sup> century is the era of new technologies, an accelerated pace of living, the constant effort to have a more peaceful old age. If you just look around, every person is struggling and focusing all their energy on a better future. This struggle seems like an investment, an investment into ourselves. The cities are growing ever larger, more competitors are fighting for the same markets and people are doing their best to distinguish themselves in the crowd. But nothing lasts forever, either your head gets too full of information, noises, other people’s behavior etc., or your body can no longer handle the stress and exertion.

With this way of living, everyone must have their own oasis of peace. Somewhere they can rest, enjoy the peace and the beauty of this planet, somewhere they can run away and be who they are.

The Island of Vis would be a perfect hideout destination!

My motivation
The town of Vis is located in the northeastern part of the Island of Vis at the bottom of a well-protected bay.

My first impressions of this island and the town were that no one should in any way impair their beauty. All those beautiful old stone houses, churches and scenery mixed with the fresh scent of the sea had quite an impact on me. But something especially caught my eye. Over the next few days I was just staring and admiring the view. That beautiful yellow house at the entrance into the bay, from afar it seemed like a castle for some rich family. It is called the ‘Czech Villa’, a beautiful building in a perfect location. Since the army in 1992 left the island, the Czech Villa has been going to ruin in the ownership of the state. Its complete dilapidation and the state’s ignoring of this problem has made the local community angry, which led them to sue the state to get this property back under the local authority.

It is only the question of time when this villa will be owned by the town. And then, just the right
idea can mean an improvement for the whole local community and their standard of living.

Entrepreneurial idea: a holiday villa

With a thorough restoration, this object would regain its original splendour. My idea is to create an oasis, a place to rest. It is not as easy as it sounds, it is important to keep in mind its sustainability and to be competitive at the same time. With some modifications and additions, like a swimming pool and a spa, which are necessary, the whole peninsula could be the brightest spot on the island.

The holiday villa would have no more than 35 beds and the important thing is to make this place as comfortable as possible, not necessarily luxurious.

Therefore I would offer special treatments for different kinds of guests. We cannot treat every guest the same way because each guest has different needs, especially regarding rest and recharging their energy. A team of experts in this field can create all-day activities and a complete schedule for every guest by combining special programs.

- Anti-stress programs
- Anti-aging programs
- Programs for managers
- Programs for business women
- Weight-loss programs

These programs are becoming more and more popular these days and would include wellness treatments, a variety of massages combined with the use of local products and especially designed activities. Besides the wellness and spa centre, the Villa would offer its guests local home-made food. This project would also include the renovation of the church, which is near the Villa, and of the garden, which could supply the fruit and vegetables for the kitchen. In the season, those guests who want to participate in gardening would have an opportunity to try.
This kind of project would require hiring staff, so the unemployed local people would get the opportunity to work and to gain the knowledge necessary for the sustainable development. This project would also connect the whole island. On the one hand, the local producers of wine, different kinds of oils and creams and other fruit and vegetable growers would sell high quality products to the villa and make profit. Their children or employees would have long-term jobs and the depopulation of the island would decrease. On the other hand, those people who offer different kinds of activities around the island would have more work. It is important to make this project sustainable throughout the year, not just in season. The most frequent visitors to Vis come with their yachts and spend no money on accommodation, so it is very important to focus on the people who live in cities and those people who do not have time to rest because of their jobs. The ideal source of guests throughout the year would be big companies around the world who want to reward their employees with something special and encourage them to improve their work.

To make this all happen, the town of Vis should cooperate with the state or use the EU funding to accomplish this goal.

**Conclusion**

The idea of a holiday villa would improve the life on the island, raise the quality of services and attract people who want to recharge their batteries and prepare for everyday life. This kind of project would be unique in this part of the Dalmatian coast so it would attract guests not only from this area, but with good word-of-mouth recommendations and a solid cooperation with different companies, even from far away.
Introduction

Croatia and the United Kingdom do not share many historical ties, but the few ones that they do go back for two centuries. England’s navy occupied the Island of Vis during the campaign against Napoleon’s French revolutionaries. The occupation of the Island of Vis by the Royal Navy lasted for over a decade. The British used Vis as a stronghold from which they tried to repel the attacks of the French-Italian fleet in the early 19th century. This year it is the 200th anniversary of the English occupation. That fact clarifies the “mysteries” of certain local customs, which have evolved into a kind of the island’s curiosities.

During the English occupation, the Island of Vis was famous for its fashion, which was very similar to the fashion in Paris. A lot of high fashion boutiques were opened on the island. Because of that, I decided to create a concept for the Vis-a-Porter project, which will include eco fashion shows.

About the idea

Sustainable fashion, also called eco fashion, is a part of the growing design philosophy and sustainability trends. The goal is to create a system which can be supported in terms of environmentalism and social responsibility. Environmental-
ism manifests itself in the fashion world through donations of a part of the sales to a charitable cause. Fashion designers are now introducing eco-conscious methods of production through the use of environmentally friendly materials and socially responsible methods of production.

There are many factors regarding the sustainability of a material, for example the renewability and the source of a fibre, the process of how a raw fibre is turned into a textile, the working conditions of the people producing the materials, and the material’s total carbon footprint.

The mission of the Vis-a-porter project is to bring fashion back to Vis.

The vision is to become a leading summer fashion event through sustainable development of Vis and increasing the awareness of environmental responsibility.

The main goals are to attract the most famous local and international designers to create eco collections, which will be presented at the Vis-a-Porter fashion show, and to raise money to remove the illegal waste dump on the island, which is a monument of human stupidity.

**Event management**

This project would take place on three thematic locations on the island.

On the first day modern fashion would be presented in the centre of the island. The most popular trends will be applied to eco fashion and a live stream will show how these pieces of clothing are produced.

On the second day every guest will have an opportunity to see historical fashion on the King George III fortress, called “Fortica”, and get the feeling of submerging into the past.

The third day would be the day for VIP guests. The guests will have an opportunity to give donations and buy designer clothes to help sustainable tourism development on Vis.

A wedding fashion show should be included in this project because the Island of Vis is well known for its 20 churches and chapels within an area of only 90 square kilometres and a lot of people travel there to get married, so that tradition should be preserved. Wedding dresses would be presented on a cruise.
The project would be financed by sponsors attracted through a strong marketing campaign and promotion on the TV stations such as Fashion TV, in reputable journals and magazines. We also hope we would get some financial help from the government. The events would be held in May in order to extend the tourist season. This is one of the most important factors for the development of tourism.

Vis-a-Porter would include workshops and an “Eco designer store”. Participants in the workshops would learn how to reuse the existing pieces of clothing instead of buying new ones. We would show how fashion can be treated in an environmentally friendly way, through our speaker seminars and industry panels. The “Eco designer store” would encourage the employment of local people. A percentage of the sales of products will be intended for waste recycling and clearing the waste dump.

**Conclusion**

The inhabitants of the Island of Vis see the future of the island in historical and wedding tourism. This project combines both aspects.

The result of the work and effort of Vis-a-Porter will be clean-ups and actions, projects, competition and workshops, promotion of the island and, of course, the profit for the city budget. The project will show that we can treat fashion more ethically.

The problem is that sustainable fashion is typically more expensive than the clothing produced in conventional ways, so it is necessary to target the right people who can afford to buy such clothes.

Eventually Vis-a-Porter should become a recognizable part of the touristic offer, not only of the Island of Vis, but of the entire Croatia.

Old stories, traditions and qualities of the island should be fully used in an innovative way. An old man from the island told me that the God has made heaven for the soul and the Island of Vis for the life. We need other people to see that, too.
Introduction

Blue Ocean. This is the first thing that comes to my mind when thinking about creating a sustainable entrepreneurial project on the Island of Vis. This concept was introduced by W. Chan Kim and Renée Mauborgne in 2005. What they identified as the best way for an entrepreneur to generate growth and profit when creating a business was to create demand. In other words, they say that a successful business idea is an idea that is unique - an idea that would create a market. The opposite of the Blue Ocean Strategy is the Red Ocean, which means that a market already has competitors. During my stay on Vis I had an opportunity to explore the island and see the entire beautiful environment the island has to offer, which is not often seen by tourists. I did my best to see what no one else saw. As in every tourist destination in the Mediterranean area, the sea and the beaches are exploited first. The whole concept of our projects is to find something different, something that would distinguish us from other tourist products. To find our Blue Ocean.

I aimed at finding a project in which I could get completely involved. I consider myself a jogging enthusiast, therefore I focused on active tourism. Active tourism is getting more and more popular. What initiated this specific rise was the fact that healthy life is becoming part of everyone’s daily life. With the introduction of the Internet we have reached a technological stage when a person can gather more information in 5 minutes than a person would find in days just 20 years ago, which means that people are more and more realizing that they have been living an unhealthy life and that they should eat more healthy food, be more active and seek new ways to remain active.

This is where my entrepreneurial project finds its basis. I am planning to organise a weekend event in early June or early September that would involve an obstacle race, the local cuisine and live music along one of the walking trails near the town of Vis.

Concept of obstacle racing

Obstacle racing is a sport in which a competitor, travelling on foot, must overcome various physical and mental challenges. They combine mud and trail runs designed to result in mental and physical exhaustion. Obstacles include climbing over walls, carrying heavy objects, crossing bodies of water, crawling under barbed wire and jumping through fire. Regarding the mental part of the challenges, competitors are often obliged to solve one side of the Rubik’s Cube or another one of many similar puzzles. Many obstacles are similar to those used in military training and are set throughout the course to test endurance, strength, speed and dexterity. The first official
obstacle race was held in 1987 in England, which has since then become one of the toughest and most visited obstacle races in the world.

Why on Vis

Before I went to the Summer School, I checked the official website of the Island of Vis and what instantly caught my eye was the fact that the website referred to the so-called active holiday, which means that a visitor can learn more about excursions, diving centres, cycling trails and walking trails. This only proves that the local government is doing the right thing when it comes to promoting the island.

“Modern” tourist will no longer seek tourist destinations where he or she can just lie on the beach and occasionally go for a swim. A new era of tourism has come where a person wants to do as many activities as possible to keep physically active.

A modern tourist, most probably, has a regular 9 to 5 office job that is mentally exhausting, so the right type of holiday for such a person is to do the opposite, which means to do physical activities and rest the mind.

The obstacle race on Vis would be ideal for several reasons. The first reason is the fact that the island is beautiful. In the advertising, the main focus would be the beauty of the island. Regarding advertising, it would mostly go through social media. Online social networks like Facebook and Twitter are a great way to introduce the island and invite young people to learn more about the race and eventually join it, simply because those networks are visited by millions every minute. The second reason would be the fact that there are already marked paths and trails on the Island of Vis. As I mentioned above, the local government recognized the need for active tourism and has invested its money and time to plan those routes and publish them on the official website of the town of Vis, which means that the routes are easily accessible and therefore the preparation for the event is fairly simple.

Actual Event

The event would be held in the first weekend in June or in the first weekend in September. The reason is an attempt to prolong the tourist season on the Island of Vis. Croatia’s main problem in tourism is the fact that tourism professionals do not understand that tourism is not all about the beaches and sightseeing the old parts of town in Dubrovnik or Split during July and August. The race would start somewhere near the town of Vis so the participants could reach the trail more easily. There would be two types of races. The first race would involve physically more challenging obstacles and would be intended for the people who are fit. The course would be between 5 and 10 kilometres long. The second race would be designed for people with children or for the
elderly. It would be between 3 and 5 kilometres long and the obstacles would be considered fun.

Some of the obstacles would be jumping over a wooden wall, crawling under a barbed wire, carrying a heavy object for a specific distance etc. After completing the race the participants would be awarded medals and provided with refreshments.

Profit?

Obstacle races are relatively new, which means there are not many such events. The biggest number of races is in the United States of America, where prices range from $50 to $150, and in the United Kingdom, where prices are somewhat higher and range from £39 to £150. The number of participants often exceeds 5000.

After doing some research on obstacle races in Europe I located only two destinations for obstacles racing. Several are held in the UK and one in Slovakia, which only means that the market is extremely undersupplied. By organizing an obstacle race on the Island of Vis, we would focus on attracting people from the neighbouring countries, such as Italy, Slovenia, Hungary, Serbia, Bosnia and Herzegovina and Montenegro. The goal would be to encourage people to attend the event and to attract those how come to Vis with different goals to take part in the “casual“ course.

Possible problems

The most obvious problem would be attracting participants. The event would be advertised on every extreme sports website in Croatia and in the neighbouring countries, as well on those Croatian websites that provide tourists with helpful information and event calendars. The second problem would be acquiring the funds for organizing the event. The goal would be to enter a partnership with the companies that have extreme sports as part of their image (Red Bull, Monster etc.) and successful Croatian companies (Jana).

That way they could advertise their products by sponsoring the event. A more technical problem would be setting up the obstacles. All the obstacles would have to be in synergy with the nature, which means that no construction will be done on the island to equip the obstacle courses. Before the event it would be necessary to find volunteers who will keep watch at each obstacle in case a participant needs assistance or seems lost.

Conclusion

When I returned home I felt that the biggest lesson that I learned during the two weeks was to always listen to my heart and never compromise when it comes to my original ideas. And that is what I did. With this event the world would get another “extreme sport“ destination and with the popularity of obstacle races growing constantly this is a great opportunity, since the Island of Vis has all the resources necessary for providing a unique event.
Many pensioners from the northern countries buy a house and move to live in Spain after retiring. They want to move to a sunny country where they can relax, but also help others.

The Island of Vis could offer all this and a bit more and that is why my project is to sell houses to pensioners so that they can live the whole year round in Vis upon their retirement. This project’s aim is to see how to get these pensioners to the Island of Vis and what they can offer to the community.

**Segment group**

The segment group of this project are pensioners from northern countries and also from Britain and Germany. Pensioners from these countries want sun and they want to move abroad where they can relax in a new/different environment. It is expensive to live in these countries, so in order to cut the costs of living after the retirement, they have to move abroad.

As I mentioned in the beginning of this work, many pensioners from these countries move to Spain after retiring. The majority of them also want to have the people from the northern countries around them. But these pensioners who move to Spain are not the segment group; instead we want people who want to be surrounded by the local people and have the passion to help others and want to do something meaningful for the community.

Today the pensioners are healthier and in better shape than before. They are also well educated and have travelled a lot and have seen the world. When they travel they are very active (they often do some hiking trips) but they also want to do something important and help others.

When these people get retired, they want to do something meaningful and help others as well. They also want to do things with their hands and see the result of their work. Nowadays it is very popular to help other people and communities, especially in Africa. Many pensioners are very active in collecting funds to help poor people and they also like to be involved in different organisations, for example the Lions Organisation.

**Houses all year around**

The Island of Vis would offer houses to these pensioners. Some of these houses would be located...
in the cities, but mostly they would be in the middle part of the island. In the middle of the island there is a lot of space where no-one is living. There would be space for the pensioners to live in their houses all year round and have their own gardens or vineyards. Pensioners who would live in the towns would have the opportunity to start their own businesses there, for example a small organic shop where they can sell local products.

What can Vis offer them?
The Island of Vis would be a paradise for these pensioners, because there are: the sun, beaches, privacy and beautiful scenery. But the most important is that it is cheaper to live in Vis than in their home countries after retiring.

Vis is a small island and people know each other, which makes it a very warm and welcoming community for foreigners as well. Pensioners are in good shape and love the nature, therefore Vis can offer great hiking routes with beautiful scenery and places where they can go and swim.

The Town of Vis has many attractions that are at the moment closed for tourists, because of the maintenance or repairs. The pensioners could help the local people to maintain these attractions during the winter when the tourist season is over. This work would let the people see the work of their own hands work, for which they had no time in the course of their working years.

Impact on local people
The pensioners would have a positive impact on the local people. The island's population would grow and they would have more people living in the community all year round. That is good for the shops because they would get income throughout the year.

The pensioners who would move to the island have different educational backgrounds, so they can help with different things and provide their expertise to the local people. They could hold some lectures on their expertise for the students in Vis but also provide some courses for the employees in the local companies. However, the most important thing is that these pensioners want to do things that they have not had time to do in their working life. When they do things that they want to, they have a huge motivation and they achieve a lot of results in the community. Pensioners are inspiring for the people in the community; they all have the same goal, to attract more tourists to Vis all year round.

Pensioners want to work in the nature, so they could help the local wine and fig businesses. They can help with the maintenance of the tourist attractions, which will bring more tourists and also more profit to the locals.

Many of the locals cannot speak English very well. If more foreigners start living there the local people would have to learn English in order to promote tourism or they would pick up
English from the foreigners so that they can communicate with them.

**Marketing**

This would not mean mass tourism. The marketing should be done in the northern countries, because the target group lives there.

The houses on the Island of Vis should be marketed in close cooperation with the whole community and outline the activities the potential buyers can do on the island. One very important point is also to make it clear that it is cheaper to live in Vis than in their own countries, maybe with some examples of some costs. It is important to point out that Vis is not a very touristy place and emphasise that they can be one of the local people on this “dream island”.

Since pensioners want to do things with their hands, market what they can do on the island. They can grow their own vegetables in their gardens, make their own wine, help the community and take relaxing walks on the hills.

Remembering that this idea is not about mass tourism, the marketing plan will become, after some pensioners have moved to the island, more word-of-mouth marketing. A pensioner who has bought a house in Vis will talk about his life on the island and encourage friends to move there as well.

**Sustainability aspect**

Due to the fact that this is not mass tourism, we are trying to get them to live on the island throughout the year. If they start living here permanently, they will care about the island like a local person would. Because of that, they will want to take care of the nature and “think green” by recycling their bins.

They may grow their own food but they will also support the local companies by buying their products. Since the island is not very big the pensioners will not need to use cars a lot and thus will not pollute the environment. They like to move on foot or on a bike.

Another positive sustainable aspect is that in order to attract pensioners to the island, there is no need to change the landscape. Everything they need is a house and a garden. They just need to repair and maintain the existing scenery on the island, which is more sustainable than new construction.

The only bad thing in the sustainability aspect is that pensioners travel a lot to see their relatives in their home countries or they have a lot of guests on the island.

**Conclusion**

Attracting these pensioners to the Island of Vis after they retire would have a very positive impact on the island but would also offer a lot to the pensioners. These pensioners have low incomes and it is expensive for them to keep their former lifestyles in their home countries. This is why it is a very good opportunity to get these pensioners to live on a permanent basis on the Island of Vis.

They would have a huge positive impact on the local people and local companies. They could pass their knowledge to the locals but also help them in their companies and to repair the attractions on the island.

This would be sustainable because this is not an instance of mass tourism and they would live permanently on the island. The sustainability is also in the way that they grow their own food and buy local products.

Because these pensioners permanently reside on the island, they would be like the locals. They would take care of the island and also want to repair the attractions. They would give a lot to the locals but also they would get a lot due to the fact that they would get to do something meaningful after their retirement, probably something that they have never done before.
A WEBSITE PROJECT TO PROMOTE SUSTAINABLE CULTURAL - AND ECOTOURISM IN VIS

Introduction

All ideas need to be promoted in order to be recognized and fully used. Tourism service products are not different. The primary source of information, by a landslide, is the Internet. A website would help to realise, collect and distribute the principles and ideas of sustainability regarding tourism in Vis – it would serve as a portal to bring together the services available in Vis, all the information, future plans and relevant multimedia. It could also be a channel to promote educational material, and market certain concepts, especially those regarding sustainability, ecotourism and cultural tourism.

The site would also deeply incorporate social media in its operations. Social media is, of course, an extremely important asset in any kind of viral marketing – viral marketing that the Island of Vis needs. The site would enable users, i.e. tourists, to upload content such as photos or videos, write reviews and to share their experiences of Vis. The reason to incorporate social media is not only the fact that it is now fashionable; in terms of marketing it is absolutely essential to attempt to involve people, encourage them to contribute to the web presence of the island, and thus further develop its tourism. Tourism is largely experience seeking, and people tend to want to share these experiences with others; that is where the site would get its interactive, interesting and attractive nature.

Why?

As stated above, the Internet accounts for the large majority of the information sought out by potential

Student: 
Ossi Nyqvist

Mentor: Mikko Peltola
tourist. Tourists want as much information as they can gather before deciding on a trip. The Internet has been pivotal in this revolution by increasing the access to information and greatly improving communication in the world. The Internet has affected tourism positively - it has been one of the most important factors that have increased tourism activities in the world. It has made moving from one point to another easier, safer, and faster.

A website is the most straightforward and cost-efficient as well as environmentally friendly way to promote Vis and make it visible amongst tough competitors. A strong theme in sustainability and ecotourism on the website helps to create the future image of Vis: an environmentally aware location, where the opportunities are experience-based and not just materialistic. It would help the existing and future entrepreneurs in the area to connect with each other and help gain publicity.

ICT & Tourism Business Initiative


The European Commission is well aware of the possibilities of promoting tourism via the Internet. It is looking into boosting the competitiveness of small scale businesses and areas (precisely those like Vis), that could have a lot to offer to a tourist, but do not have the resources for tapping into the potential customer pool.

The Island of Vis perfectly meets the aforementioned criteria.

"In future, tourism demand is expected to shift from mass tourism to more tailor made customised tourism for individual travellers – a market segment particularly relevant for EU SMEs in the tourism sector." – EU Commission

So in a way Vis is in an extremely interesting position. It actually has a chance to ride the wave of this new, more sustainable small scale tourism that is slowly and inevitably becoming the norm. It has the opportunity to become an excellent eco- and culture tourism hub in the Mediterranean. The website would promote exactly that.

Furthermore, in order for the island to be able to develop at all, it needs to take advantage of its natural strengths and be well aware of its shortcomings. The European Commission encourages these kinds of small areas to tap into their natural wealth:

“Europe must offer sustainable and high-quality tourism, playing on its comparative advantages, in particular the diversity of its countryside and extraordinary cultural wealth.”

Transnational cultural tourism products represent common European shared values and heritage. They contribute to presenting and promoting Europe as a “unique tourism destination”. Therefore the European Commission is implementing a number of activities to support transnational tourism products based on specific themes which still have great potential for growth.”

EU Enterprise & Industry

Why Vis?

With almost half of all the tourism in Europe being strictly cultural tourism, this segment simply cannot be ignored. The best part of cultural tourism is that the ideas are all there; culture is there to begin with.

This applies to the Island of Vis as well. With its rich multi-phased history, coastal Mediterranean influence and mainland influence from the Eastern Europe, Vis has a huge potential in culture tourism.

Cultural tourism is a highly sustainable form of tourism and therefore is the future of tourism. It is not one product or just a stay at a hotel – it is an experience. It is a package of varied services, which ideally offer the visitor a glimpse of the destination’s very soul. This destination and culture branding have to be marketed thoroughly to fulfil their potential. For this, the Internet is the most effective and cost-efficient strategy.

How?

Making this project happen is absolutely possible and does not require large investments of any kind. The technical part would be handled by the website company WebAula, which is co-founded by me. The technical aspect of the project would
be relatively straightforward. WebAula.fi specializes in the WordPress publishing platform, which is currently by far the most cost-efficient, and thus the most reasonable way to create modern, beautiful and extremely functional websites. In this light, the question should be ‘what’ rather than ‘how’; the extremely versatile technology allows for the imagination to get creative.

The website project would ideally be organized by me in collaboration with other stakeholders. In principle, a stakeholder can be anyone willing to take on the project – a person from the state, a university, a local inhabitant, the personnel from the department of tourism, etc. The key here is for the person to be genuinely interested in developing the Island of Vis, and well informed of the situation there. This contact person needs to be aware of the services on the island and the future developments.

Of course, it is essential to carefully plan the project and thoroughly investigate all the options. In any case, the project would involve 4 simple steps:

1. Defining the project
2. Planning the project
3. Implementation
4. Publication

What?

To sum up, here are the key points and benefits of such a project:

- A portal for tourism-related entities on the island
- A great resource to promote sustainable ecotourism and cultural tourism in Vis
- Local entrepreneurs can enlist their services
- A beautiful, modern & impressive presentation of the island
- A social hub for tourists to share their experiences and create viral marketing

The main demographics for this kind of a site could be, for example, something of the following. The feel of the site could be made to appeal to:

- The environmentally aware tourist
- The tourist looking for an alternative to a crowded mass-tourist destination
- The tourist looking for a small-town feel
- Sea lovers
- The tourist looking for an alternative to the commonplace Mediterranean destinations
- For the middle-aged looking for a new retreat in the Mediterranean
- For families looking for a quieter vacation

A possible end product

The end product could turn out to be something like the following: A fresh, lightweight, easily accessed, functional site would be as simple and straightforward as the Island of Vis itself. As seen below, the site should invest heavily into pictures, as they make the appearance more attractive and easy to understand.
Falling in love

Those were the two best weeks in my life! This is what I always say when my friends or family ask me how it was at the Erasmus Summer School. I will remember that experience my entire life. I returned to my town with great memories and, most importantly, with a lot of new friends from Poland, Finland and Slovenia. Things like that cannot be bought for money, and that is the reason why I am still impressed by that program. After this education on Vis I can definitely say that I have fallen in love. But not with a Polish, Finnish or a Slovenian girl. Yes, you are right, I have fallen in love with the Island of Vis. Now, when the school is over, this project will be the crown of my Erasmus experience.

And the project is...

This year I lived as a student on the Island of Vis for almost two weeks. I had opportunity to meet a lot of local people, entrepreneurs and explore almost every secret part of the island. I tried everything, from fishing and sailing to hiking to Hum, the highest peak on Vis. And now, among hundreds of things that can leave you breathless, I need to choose only one.

That will definitely be the military objects scattered all over the island. This project involves seven such objects connected into a circle, which will create an amazing story.

The best way to realize this project is to get a concession on the objects for the period of 10 to 20 years. The owner of that concession can be the local communities from Komiža and Vis, or a private investor. As an example we can take the fortress St. Georgio, which had been devastated and forgotten as a part of history. Nobody knew what to do with it. Today it is an amazing place for luxury weddings or boating and sailing parties. It was such a brilliant idea to breathe a new life into that old beauty that people call Fortica. But who had invested the money and brought that idea to Croatia? A group of Swedish investors, who now have a concession on it. I hope that we have learned something from that example. Local people should realize that they have a great opportunity to invest their own money, knowledge and goodwill.

Every visitor of our tour would be so impressed that they would do us a great favour: free marketing by “word of mouth”.

Table of military objects

Here is a table in which you can see the objects included in our project. Every object has its own story, but together they create a fairy tale.
| Tito’s cave                      | - Put furniture into the cave, bed, desk and things which Tito used  
|                                | - At the entrance two children from Vis, dressed like Tito’s pioneers, will welcome every guest  
|                                | - A local actor will impersonate Tito telling the story about his time on Vis  
|                                | - Free photo with Tito  
| Submarine shelter              | - Story about the name “Lobster tail”  
|                                | - Importance of shelter for boats and submarines in WWII  
|                                | - One and only shelter for submarines in the Adriatic at that time  
| Rocket shelter                 | - Rockets of the land-sea type  
|                                | - Secret place in the middle of the island  
|                                | - High technology used at that time  
|                                | - Transportation from mainland to the island  
| WW II British airport          | - Co-operation with Mr Roki, whose house is near the airport  
|                                | - Mr Roki tells the story about the establishment of the airport  
|                                | - Showing historical pictures of the airport during WW II  
|                                | - Airplane made from straw  
|                                | - Importance for British airplanes in WW II  
|                                | - British pilots’ children and grandchildren still coming to visit  
|                                | - Cricket as a historical legacy of British pilots  
| Tunnels and bunkers            | - Large network of tunnels and bunkers all over Vis  
|                                | - Restoration and renovation of the network  
|                                | - Logistics centre of Yugoslavian army and the brain of every operation  
|                                | - Tourist make national calls using old telephone equipment  

### Students' entrepreneurial ideas 2013

#### Sustainability as a foundation of project

The main topic of the Erasmus Summer School was sustainability: how to connect with the local community, to co-operate and derive the best from that synergy. We know that the Island of Vis has only 2,700 habitants. The respect for the natural environment and the local people plays a big role in business. The island’s environment is pristine since that area has been open for foreign and domestic tourists for only the last 20 years. We need to consider and understand the locals’ special way of living, the mentality characteristic for Dalmatian people.

#### The main points of sustainability

- Expanding the season from 2 to 6 months, which will be beneficial for all the local inhabitants;
- The restoration and renovation of all military objects;
- Military museum;
- Collection of military souvenirs and their sale at the museum and local galleries;
- One day of the year free entrance with a tourist guide for the locals;
- Acting troupe “Ranko Marinković” will embody the character of Tito, little pioneers, Yugoslav soldiers and British pilots;
- Clearing all roads leading to the military objects (involves cleaning the biggest shame of the island, an illegal waste dump near the tunnels and bunkers);
- Tasting tours (domestic products such as wine, spirits or seafood in traditional houses and restaurants);
- Educating visitors about communism and its influence on the local people;
- The importance of the project not only for the local community but nationwide;
- Hiring directly around 20 local people for 6 months to start the co-operation;
- Domestic capital and investment from the government and the local authorities, private investment and EU funding.
Where is the money?

Numerous positive sides of sustainability have been shown, but if we want to help the local people and remain in business for a long time, we need to be profitable. We need money to invest in our future projects. The most important factor for profitability is a great marketing campaign.

The best example of a “military” object is a prison in the USA called Alcatraz. I was astonished when I saw the information about the number of tourists and visitors per year and I realised how much money we are losing every day. You just need to compare these two tables and everything will be very clear.

### 4.1 Comparison between Alcatraz and Military Tour on Vis

Some people will say that we cannot compare Alcatraz in the USA with the military objects on Vis, because Alcatraz has a famous history and Americans have invested a lot in its marketing. If we had only 10% of the income which the prison brings, that would be a real success. The most important thing is marketing. We need to make a great story about our objects and know how to sell it.

Alcatraz, Auschwitz and other historical museums can be a good example in which direction we need to go. Military objects on Vis cover an area which is 10 times bigger than the size of Alcatraz. The Island of Vis has bunkers, tunnels, an airport, a shelter for submarines, the cave were Tito was hiding, and hundreds of other military objects. We do not use all these resources, which is really a shame.

<table>
<thead>
<tr>
<th>ALCATRAZ</th>
<th>MILITARY OBJECTS ON VIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitors per year: 1.500.000</td>
<td>Visitors per year: 1.000</td>
</tr>
<tr>
<td>Average ticket : 40 USD</td>
<td>Average ticket: 50 EUR</td>
</tr>
<tr>
<td>Souvenirs : 15.000.000 USD</td>
<td>Souvenirs: 0 EUR</td>
</tr>
<tr>
<td>Total income: 75.000.000 USD</td>
<td>Total income: 50.000 EUR</td>
</tr>
</tbody>
</table>
Foreign feedback on the Military project

I would like to tell you story in order to show you the picture of Croatian tourism in September.

During my last night on the Island of Vis I used an opportunity to talk with a foreign sailing crew. They were highly educated, doctors, economists and a few entrepreneurs. They came from Norway to cruise the Adriatic coast. The first piece of information that I got was that they would only spend the night and at 7:00 a.m. start towards another destination. For me, that was like slap in the face. I came to their boat and started presenting my project to get some feedback so I can improve it. I was there for half an hour, telling them about the untouched beauty of Vis, its rich and long history and the great importance the island had in WW II. They could not believe their ears! They knew almost nothing about the remains of the military facilities, Tito’s impact on the island and the unbelievable fact that Vis used to have an airport in 1950’s. They were fascinated that I had come onto their boat only to tell them about the history of the island. I outlined what they should see and told them briefly about my project for the island.

After half an hour I started home, a little bit disappointed, because Croatia is not using all its resources. At that moment the crew called me back. A man came to me and gave me a hundred Kuna. He said that they were impressed by the history of the island and the fact that somebody told them its story for free. Needless to say, at noon, when I went to have lunch, the crew from Norway was still in the port of Vis.

If a 15-minute story told by a person from the mainland could persuade people to stay on Vis a day longer, I wonder what could be done if we realised the Military project, accompanied by clever marketing and promotion. As the saying goes: “For big ideas only sky is the limit!“
Introduction
The project I am about to present is a task we were given at VERN’ Summer School in Vis, Croatia, as a final assignment concerning sustainable development on the Island of Vis. It presents an entrepreneurial solution and tries to use the island’s potential in a successful regional development. This project is a part of a bigger project, created by the Slovenian team participating in the summer school, which had the same goal of finding a sustainable solution for the Island of Vis.

The issue versus the idea
Vis is a Mediterranean island which belongs to Croatia, situated in the southern part of the Adriatic Sea. Surrounded by crystal clear water, blessed with hot summers and mild winters, suitable for growing all citrus-species, which spread their magnificent aroma over the island, Vis is a great tourist destination. It is said that Vis was also one of the most important Croatian islands throughout history, ever since ancient Greeks, Venetian rule, or during the World War 2. Its position and various archaeological sites prove this.

During our 14-day stay we experienced everything the island has to offer: the beauty of sandy beaches, the history of old city centres, splendid views and delicious seafood specialities. It is a pity that such an opportunity is not available for all the tourists.

The matter that I would like to deal with is not a real issue, it is a potential - the potential for the Island of Vis to be seen and experienced in all its aspects.

I imagine Vis as a culinary island. Vis is covered with vineyards growing vines from which Plavac and Vugava wines are made, plantations of citrus fruits (especially the authentic Vis lemon), and gardens of home-grown aubergine. Restaurants would offer menus of “fishermen’s morning catch” with local vegetables as a side dish. Tables would be placed under carob and fig trees, which will provide shelter from the hot midday sun. Growing food on the island would reduce the need to transport it from the mainland, and the market near the marina could offer fresh, seasonal, luscious fruit, locally grown, not imported from Spain. In the morning, yachting tourists (who already come in enviable numbers) would fill their picnic sacks in the market, afterwards they could cycle from one beach to another. Discovering the splendour of the island’s nature would be even more alluring, letting them realise that it cannot bear a single piece of (unsorted) trash; or an abandoned, decaying building, except for the ruins of a Greek cemetery and the Roman baths, which would be attractively rebuilt into a single (maybe also the first) historically based spa centre for tourists to use in order to relax after...
taking a hiking trip from Komiža to the city of Vis, or a sightseeing route including mount Hum, Tito’s cave or some agro tourism destinations.

My idea that could activate the potential of the Island of Vis involves the organisation of projects, projects that empower the local community, help destinations to evolve, economy to progress and the environment to be preserved. It means that all projects are combined, and that all projects would emphasize the concept of sustainability and sustainable destination management.

The projects would rely on young people willing to learn, to ‘do something’ and have fun. The idea consists of three basic types of projects: the know-how, work and ideational projects. Sustainable management would be theoretically embedded in the organisation of summer schools and youth conferences, practically through voluntary work camps, and creatively through youth exchanges.

**Organisation**

At the end of VERN’ Summer School we were given the final task to present innovative sustainable solutions to Vis’ local issues in the form of an entrepreneurial project. Mine includes a corporation, focused on the organisation of youth projects with the aim of implementing sustainable development in regional areas.

As a corporation we would offer local communities, organisations and entrepreneurs the coordination of projects to improve their economic competitiveness and the overall quality of life.

To be able to accomplish these goals, we would work internationally, establishing and maintaining connections with universities, voluntary organisations, sustainably and environmentally concerned NGOs, EU professional services, etc. Our “working force” would be the youth, working alongside experts and connected through the networks mentioned above. They would either prepare strategies for further regional development on the basis of contemporary trends and fresh creative ideas, or in fact realise them in concrete actions.

In exchange, our company would organise accommodation and meals, provided by the locals, as well as pleasant living and working conditions. We would also be determined to transfer to them at least the basic knowledge concerning sustain-
ability, if not yet a concrete course on specific modules in sustainable destination management.

Project substance

Our work would encompass sustainability both in theory and in practice. Each and every project would be related to a case study, which would be either an object or a whole destination in the place where the participants would be staying. We would design the program in such a way that in the end there is always an outcome at the disposal of the local community.

In the case study of the Island of Vis all three types of project could take place. The first type would be intellectual, i.e. knowledge-based. For instance, summer schools, which are already being organised. The quality of their program is already high, so no further actions are necessary in this matter. However, there is another category of summer training that can effectively be carried out, and that is youth conferences. They would attract more participants and be more concerned with ‘best practise case studies’.

The second type of project, which would be quite new for the Island of Vis, is voluntary work camps. As mentioned before, such projects are more practical and involve actual work to help achieve a destination’s sustainability. On Vis, the goals of work camps and their volunteers would comprise e.g. cleaning the beaches, establishing a waste recycle system, revitalizing and enriching the bicycle and hiking paths across the island, planting new and maintaining the old traditional vineyards, placing promotional stalls in highly frequented tourist sites, forming historical facts into stories about (possible) tourist attractions, etc.

The third kind of project, youth exchanges, training courses or other options possible through the EU programme for Youth, would focus on profiting from creativity and the participants’ cultural diversity. They would contribute an “external view” on the appearance of the island, its management and the local lifestyle and culture, from the point of view of other European nations.

All types of youth projects would attract tourists to the Island of Vis, mostly out or at the end of the summer season, which would help extend the season. The youth might also be potential guests in the future. Our task would be to provide organisation in such a manner that Vis and Croatia remain in their minds as nice memories. Besides, they would spread the word among their acquaintances about the beautiful scenery, friendly people and their activities on the island, which would contribute to the island’s promotion.

We would also arrange various activities for all the participants, such as short sightseeing trips, which are already carried out. They are necessary for the participants to feel and experience the destination as a whole.

Advantages

In order to show the underlying greater meaning in combining the organisation of international projects with a destination’s sustainable development, let me outline the benefits of doing it. Two aspects have to be taken into account to achieve a successful performance and execution of sustainable youth projects.

The first one is the aspect of regional development, meaning the local community, local entrepreneurs, or local organisations. They would benefit as follows:

- new tourist arrivals/visits (direct profit)
- promotion of destination in foreign countries
- potential new tourist visits in the future due to participants’ recommendations
- work done by participants (physical, intellectual, or ideational)

The second one is from the viewpoint of the projects’ participants: volunteers and students. Their purpose is to:

- meet new people, have fun
- actually do something, use their knowledge
- gain new perspectives, meet cultures
- study, understand and gain the principles of sustainability
- experience a destination, its beauty, its problems, its people.
Finances and problems

These two ideas intentionally appear together in the title, since nowadays many entrepreneurial projects face their problems when reaching the financial phase. I want to avoid that and prevent this in the making of this project.

The company would work as a service provider, based on knowledge and networking. Its services would be the coordination and organisation of youth projects. It would act as a link between the regional stakeholders - the destination, and youth institutions. That means that the costs of uninterrupted operation of the company would not be very high. They would comprise the equipment costs (computers, educational accessories), travelling and working costs of a single or only a few employees. The company’s financial backing would be in:

- EU funds for regional development
- Participant fees
- State and regional support
- International organisations’ support
- Universities’ support

Although the company probably would not encounter any financial problems, or only fairly small ones, there would be other problems more likely to occur frequently. They would concern the content, or the idea of youth projects, rather than the finances.

- Zero or little acceptance and approval of youth projects on the part of the local community
- Failure to provide suitable living and working conditions for the participants;
- Zero or little appreciation of the work done by the youth
- Zero or little acknowledgement of sustainable mentality (which might result in poor accommodation and/or sustenance)

Conclusion

To conclude, I want to express my deep wish to realise the described project some day. I was motivated to put it on paper not only because it was an assignment in VERN' Summer School, but also because it matches my personal interests, activities and intentions for my future work. Even if this project never contributes to the Island of Vis, it has definitely contributed to my personal development.
Introduction:

I am a person who is in love with nature, so I spend a lot of my time in the country. I have also spent a lot of my summers in Croatia, on the coast or on various islands in Dalmatia. I have always admired the beauty of the islands, their scenery, crystal clear water, peace, local people and local food.

The same happened on the Island of Vis, where I have just spent two beautiful weeks. I enjoyed its beautiful environment and all that the island has to offer.

During the lectures that we had and that opened my mind a lot I was inspired with the idea of sustainability and I realised that this could be one of the projects that I would like to present. I was thinking how to combine a sustainable way of living which includes self-awareness, meditation, vegetarian food, permacultural food growing, cooperating with local people and the whole community, and how to educate and motivate people to realise that the sustainable way of living is our future and the future of a mankind.

I came to the conclusion that the first step towards sustainability is self-awareness. Only when a person is self-aware can he or she initiate some changes and some progress and start taking care of nature and animals. As long as we are not in touch with ourselves we cannot start with any changes.

The main problem of this world in this time is that we are all too focused on the outside. There are too many people who are focused only on the material things, material values, material position, prestige and profit. That is why we have this global problem - the lack of self-awareness. In a moment when a person feels his inner self, when he is connected with his self, only at that moment can he feel the nature, animals, or another person. Only from that moment on can he start taking care of the environment.

And the main point is not how you get in touch with your inner self, it can be meditation, it can be some workshop, it can be yoga, it can be spending your time with little children, older people, volunteering, gardening, teaching or learning, taking care of abandoned and homeless animals, it can be anything that makes you feel that you are doing something good, that you are in some way helping other people or animals and that you somehow realise that we are all one. Which means that whatever you do, good or bad, it all comes back some day, maybe in a different form, maybe through another person, maybe through a situation in life. What you give is what you get.

The best way to educate people, cooperate with them and motivate them is to be a good example in your own way of living and by practicing of your own beliefs. And if we are a good example, the good influence is spread around and people and the community will eventually start acting in the same way.
That is why I have decided to present my own idea how I imagine a sustainable way of living in harmony with myself, nature, animals, people while at the same time making a living.

**Sustainable farm with accommodation**

During my stay on the Island of Vis I noticed that the whole environment on the island is beautiful, calm, with a lot of natural resources and benefits, beautiful nature, good local food, nice and kind local people and that the island has a big, unused potential. And also we would like the island to stay like this as long as it is possible.

That is why I believe that this kind of natural environment is good and has potential for the kind of farm that I have imagined. I would like to include natural environment, local people and local food, local farmers, people working in tourism, tourist agencies, little children, schools, young people and older people, people looking for workshops in a beautiful setting, active tourists, lecturers and local government to combine all that in one project, which could be a good example for all other people on the Island of Vis and all over the Croatia, Slovenia, etc.

I have imagined a small sustainable farm which would be in a traditional, old but renovated building, with solar cells, water reservoirs, producing as little waste as possible and would offer accommodation, workshops, gardening, permacultural food growing, producing local vegetables, fruit, herbs, oil, taking care of animals, selling products to make a small profit and providing all kinds of different activities. Such a farm can be organised on the Island of Vis, or almost anywhere on this planet, in any community.

**Sustainable farm can offer:**

**Self-awareness workshops:**
As I have mentioned before, the first step in making any kind of change is self-awareness, which is why I would organise all kinds of workshops for self-awareness, personal growth, personal self-confidence, searching the inner self, the resolution of various problems, meditation, etc. with different lecturers from all over the world. We would offer the beautiful surroundings and a venue for all these different activities.

**Education:**
Out of season I would like to have kindergartens, primary schools and high schools on the island and from the continent in cooperation with VERN’ and the already existing school to organise field trips, outdoor workshops on the subject of sustainability. I would also like to include older people, primarily from the Island of Vis, to participate in these workshops about sustainability because I think that they are still not aware of the vulnerability their environment, with the pollution, the lack of resources that could happen, etc.

**Food growing:**
I would focus on permacultural food growing (http://www.organicgardening.com/learn-and-grow/introduction-permaculture), which would include only local vegetables and fruit, herbs, plants and grapes in local vineyards in a sustainable way, without the use of chemicals. I would like to include local farmers to produce local food for schools, hotels and apartments on the island. It would be interesting to motivate and include the people working at or attending school, tourists, the elderly to help growing food in the garden, to produce olive oil, essential oils, organise local fishermen to take visitors fishing, make some home-made products from our farm, like yams, sausages etc. and sell them to tourists as souvenirs. Anyone interested could be introduced to permacultural food growing and help in the garden.
Animals:
There would be various animals on the farm, like sheep, goats, rabbits, chickens, etc. so that the children or anybody who would like to could get in touch with them, take care of them during their stay on the island. Animals could also be used in therapy or in workshops.

Social work:
With the school staff and attendees or other volunteers we would help the community with social work such as helping the elderly around their houses, gardens, we would help in renovating houses, cleaning beaches, cleaning and protecting the environment, whatever is needed. We would also organise some cultural events, workshops presenting local traditions, performances, the local choir...

Open kitchen:
I would also like to organise an open kitchen, meaning that people would bring different local foods and herbs and organise an outdoor course on preparing traditional dishes with local people, local farmers, local fishermen and we could also include sailors that come to the island, so they could get to know the traditional local dishes. They would pay some small amount to participate in the cooking course and they would get a traditional meal.

WHAT:
The farm would make some profit from selling home-made products like food, essential oils, olive oil, wine, organising an open kitchen, workshops etc. We would also offer accommodation, the venue for workshops and meditation, relaxation, field trips for schools...

WHO:
I would like to include different people from the coast and the island community to participate in the workshops and lectures and to involve them all in a sustainable way with the focus on self-awareness and a responsible way of living.

WHERE:
Could be on the Island of Vis, could be anywhere you like.

WHEN:
Throughout the year.

WHY:
To show a good example, to live like I believe, to do something good for the nature, the local people and community. To educate, to get in touch with my inner self, to foster the sustainable way of living among people.

Because I believe in this project, because it is a part of my dream and because we have to be aware that this is the only solution for the future. This is how I imagine my sustainable farm which would be surrounded by good and positive energy, calm and peaceful environment, it would be a place for relaxation, a farm that would connect different people from different places with the same goal- to be self-aware and sustainable.

Because it is possible, because we have to be aware and we have to believe that our dreams can come true.

And in the end, because I think that the Island of Vis is an almost perfectly untouched place to start realising your ideas and dreams, it has beautiful nature, resources, local tradition, infrastructure and potential. I believe that with the right ideas, a right program, the cooperation with the local government and local people, with the EU funding and the care for the environment and with the sustainable solutions there is a new story to be written.
This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.