

# SUMMARY

## SOCIO-ECONOMIC DEVELOPMENT POTENTIALS OF THE ZADAR COUNTY

**Josip Faričić**

Department of Geography, University of Zadar

### INTRODUCTORY OBSERVATIONS

Zadar County was established by an administrative-territorial organization of the Republic of Croatia in 1992 (respectively in 1997), by which the centuries-old significance of Zadar as a prominent administrative, economic, demographic, cultural and scientific centre that brings together a large part of northern Dalmatia and southern part of the Lika-Krbava area was acknowledged.

With an area of 3641.91 km<sup>2</sup> Zadar County accounts for 6.5% of Croatian territory. Moreover, the County also has a 3845.00 km<sup>2</sup> of local waters, which makes 12.4% of the sea surface over which Croatia has full sovereignty. Given the 170,017 residents identified during the last census (2011), the population of Zadar County makes 4% of the demographic Croatian contingent.

The geographically diverse region of Zadar County has many natural and social resources that allow a complementary economic development. The basic objective of the development is a sustainable management of space, **preservation and appropriate social and economic evaluation** of the rich natural and cultural heritage and the creation of new values that contribute to the quality of life of residents of the region. Of course, the developmental potentials of the Zadar region should be considered with regard to the needs and the possibilities of development of entire Croatia, but also of the adjoining European Adriatic, Alps and the Danube region, in many ways defined by the strategic planning documents of the European Union (in particular the Europe 2020 Strategy) which encourages a **smart, sustainable and inclusive** development.

In the Croatian and European constellation, the region of Zadar has the opportunity, the right and the obligation to define its position within the complex spatial system to which it belongs. Zadar County deserves considerate treatment in relevant government structures, with no special privileges, but with respect for past achievements, actual needs and obvious potential. Therefore, it is a justified expectation that the relevant national authorities recognize and support all these efforts, which are based on real resources and promising possibilities for development of the central and strategically important Croatian littoral county.

**Stipe Zrilić**

Zadar County

**Ante Bralić**

Department of History, University of Zadar

## THE POSITION OF ZADAR COUNTY IN THE ADMINISTRATIVE-TERRITORIAL ORGANIZATION OF CROATIA

Local self-government (in the broadest sense) is a part of the political system of the state, since the central authorities of each state, due to the need to organize the area and to perform a multitude of public functions that a modern state has, never perform all the functions in a particular area. Consequently, there is a certain form of self-government at the lower levels. The functions and structure of local government in each state are part of its overall administrative and political system. The term self-government is used here in the broadest sense of the word, and that term is not the same in certain states. As far as the structure of local government is concerned, emphasis is placed on how many degrees there are in the system (one, two or more degrees), and whether it is a monotypic or polytypic system of local government, considering the functions it performs. A particularly important topic is the optimal size of local government areas, or the population of an individual unit. This question has, in principle, a rather complex meaning and it is differently resolved in different states.

The present-day administrative system has its prehistory, which should be respected as an important experience in the reform of local government. Therefore, special attention will be dedicated to the position of Croatian counties as a local (regional) self-government. The Republic of Croatia consists of twenty counties and the City of Zagreb, and one of these units is Zadar County.

The current system of local and regional government in its essentiality was established after the first democratic elections in 1990, and with the adoption of "Christmas" Constitution from the same year, in which the right to the local self-government is guaranteed and the county is designated as a unit of local government. The structure and the scope of county authorities are regulated by law, so in that sense, the Law on Local Government and Administration was adopted. Territorial structure is arranged in 1992, with the Law on Counties, Cities and Municipalities in the Republic of Croatia. After that, in 1993, the first local elections were held according to the new territorial organization. Over time, there have been several changes in the law which changed the position, the scope and the manner of election of local and regional government. After the war, by the Law on Counties, Cities and Municipalities in the Republic of Croatia from 1997, the previous Zadar-Knin

County was abolished and Zadar County was organized. Changing the Constitution from 2000, the citizens are still guaranteed the right to local and regional (regional) units of self-government, and the counties are established as a regional (local) self-government. Therefore, Croatia has two levels of self-government: local (municipalities and cities) and regional (counties) level. Following the amendments to the Constitution, the new Law on Local and Regional self-government is adopted, which determines that the county is a unit of district (regional) self-government, and its area represents a natural, historical, transportation, economic, social and administrative unit. The county is organized with the purpose of performing the tasks of local (regional) interest. It should be noted that the Republic of Croatia has ratified the European Charter of local self-government. According to that Charter, the local self-government denotes the right and the ability of local units to, within the legal limits, regulate and manage a substantial share of public affairs under their own responsibility and in the interests of the population.

Studying the historical development of the Croatian regional development, it is clear that Zadar had a central role on the Croatian Adriatic coast. That is particularly evident in the period of around 800 until 1918. In some periods it had a central role on a wider area, for example during the Anjou Administration (1358-1409), when it functionally had a status of the Croatian capital. During the functioning of the first modern administrations on Croatian soil (the first Austrian and French administration, as well as the second Austrian administration), from 1797 to 1918, Zadar was the centre of a broader administration. Moreover, since 1828, after the reform of the organization of the Catholic Church, Zadar is the centre of Dalmatian metropolitanate. It can definitely be said that during the 19<sup>th</sup> century, until 1918, Zadar was the administrative, political, religious, cultural and educational centre of Dalmatia. With the disintegration of the Austro-Hungarian Empire, the position of Zadar changed fundamentally. The city therefore became a part of the Kingdom of Italy, and was cut off from its natural hinterland, while Split assumed the role of the Dalmatian centre. After the creation of socialist Yugoslavia, such inappropriate positioning and policy toward Zadar continued. Only during the period from 1955 up to 1962 Zadar had an equal status in relation to other regional centres in Croatia. Regarding the improvements concerning local government in the legal system introduced after the independence of the Republic of Croatia, it should be clearly stated that for the first time in history the Croatian administrative system was completely defined by the regulations of the Croatian Parliament, and that after the long "reigning" of municipalities, the county system was established. It goes without saying that the county system in the case of Croatia has a long historical tradition. Zadar County was established as a regional

territorial unit based in Zadar, and covers a wider area of islands, the coast, hinterland and the part of Lika, making a complete and harmonious self-governing territory.

Constantly, the question of rationality and its effectiveness in fulfilling the role that belongs to the local or regional governments arises. What are the advantages of the existing county structure in terms of planning the realization of development, or creating better conditions of life for the residents of our county, taking into account historical experiences, and comparing the data with other states and current needs, considering the entry of Croatia into the European Union? A partial answer to this question can be found in a short twenty-year historical development of Zadar County. Namely, with the creation of the independent Croatian state, Zadar was given an equal status, which among other things resulted in that, in addition to war destruction, the occupation, huge demographic fluctuations, it became one of the most prolific Croatian centres. With the establishment of Zadar County, contemporary socio-economic development on its territory is administratively and territorially quite well framed. By positioning Zadar as an equal regional centre, Croatia was granted a new and successful gathering point for the area of northern Dalmatia, a part of Lika and Krbava and the areas in what is now Bosnia and Herzegovina (municipalities Drvar, Glamoč, Bosansko Grahovo), as well as the areas south of Bihać.

**Damir Magaš**

Centre for Karst and Coastal Research, University of Zadar

### **BASIC GUIDELINES OF TRANSPORT, GEOGRAPHIC AND GEOSTRATEGIC IMPORTANCE OF ZADAR REGION**

This paper discusses the guidelines of transport, geographic and geostrategic importance of Zadar region. They arise from: 1. the needs of international, inter-regional and regional transport connectivity in the past and today, 2. the meaning of Zadar as one of the demographic, functional, gravitational, economic and transport regional first-class centres in Croatia, 3. geostrategic interests of the country for homogenous, decentralized and comprehensive development in the area in order to survive and prosper in the future. They are the result of the favourable geographical and geo-transport position, sensitive and specific geostrategic and geopolitical circumstances in the area of the region to this day, as well as relatively favourable characteristics of natural and geographical grounds. These factors reflect differently in time and space on the current development and they determine the perspectives of development in the future. Mainly suitable for economic, and thus demograph-

ic survival and development, especially the achievement of adequate levels and cultural strength, in the contemporary circumstances of development in Europe and the world, they form an essential framework that needs to be evaluated, used and actualized, especially when it comes to the geostrategic (preservation of the integrity of national territory in the framework of the contemporary world order), geopolitical (administrative structures and regionalization), geo-transport (strategic transport routes and checkpoints) and economic activities (development of all sectors of activity while preserving the ecological balance).

Zadar region today primarily covers the area of Zadar County (170,000 res.), and parts of adjoining counties (160,000 res.), in the central part of contemporary Adriatic Croatia as the European NUTS 2 region. Although of relatively low population density, it is a significant spatial, economic and especially transports resource of the country, with its centre in the gravitationally most prominent Zadar. With 72,000 residents (2011) within city limits and 125,000 residents in the city region Vir - Zadar - Drage, the urban complex of Zadar is today part of the most significant centres of regional gathering in Croatia. This is confirmed by a number of institutions and functions of regional and supra-regional significance in the fields of education, science, health, culture, administration, judiciary, religious life, etc. For more than a millennium, from the middle Ages to the early 20<sup>th</sup> century, this area, in a complex transport geographic and geo-strategic clash has performed important administrative, cultural and economic functions in Croatia and Dalmatia. The collapse due to the allocation to the alienated Italian enclave, the destruction in the Second World War, slow renewal until the end of the first half of the 20<sup>th</sup> century and the abolition of districts were mitigated by the end of the 20<sup>th</sup> century and after the terrible destruction during the Serbian aggression, with a new period of development of Zadar and its region.

The establishment of a separate county in the independent Republic of Croatia in this regard was of paramount importance, and the highway construction, road reconstruction, naval fleets, airports and seaports, as well as the development of tourism and agriculture are direct incentives for achieving a strong role as a regional centre in the central part of Adriatic Croatia. This opens up new prospects to a now weakened industry and railway connections, and further development of agriculture, tourism, transport, etc. in collaboration with science, education and the overall improvement. Modern recognition and optimal evaluation of Zadar and its region, already started by Europe (ROP; investment in the port of Zadar at the crossing of the Adriatic-Ionian direction with the Baltic - Pannonia basin - Zadar - Ancona - central Italy direction, etc.), is one of the strategic preconditions of a decentral-

ized and balanced development of Croatia, as well as her optimal structuring and analysis on the II and III level of contemporary European NUTS regionalization.

#### **Josip Faričić**

Department of Geography, University of Zadar

#### **Tome Marelić**

### **NATURAL AND GEOGRAPHIC FOUNDATIONS OF THE DEVELOPMENT OF ZADAR COUNTY**

With the geographic position at the crossroads of South Croatia and Mountainous Croatia, including the geographic profile from the islands across the coastal area to the relief parsed hinterland, Zadar County makes an important geostrategic and geo-transport link of the continental and coastal parts of Croatia, which is being valued since prehistoric times, and is especially articulated in the contemporary circumstances of construction of the Croatian transport network within the European transport system.

The area of Zadar County is broken down into several geographic units - Ravni Kotari from Nin-Zadar-Biograd coastal area, Zadar islands, Bukovica, south eastern part of Velebit and the eastern part of Lika-Krbava area with Pounje. In the natural geographic terms, these segments are connected to the adjoining Kvarner Island and central mountain area of Velebit in the northwest, central Lika and Krbava area in the north, mountains Plješivica and Pounje in the northeast, the central and eastern part of the northern Dalmatian plateau in the east and the Šibenik littoral with islands in the southeast.

The main natural geographic features and processes greatly influence the shaping of the landscape, spatial organization and everyday socio-economic activities of Zadar County. This primarily refers to the importance of the geological composition, relief forms and processes, climatic characteristics, hydro geographical characteristics (especially oceanographic characteristics) and pedologic and biogeographic characteristics. Natural resources are the basis for the development of agriculture, animal husbandry, forestry, marine activities (shipping industry, shipbuilding, fisheries, aquaculture, etc.), energetics (particularly with regard to renewable energy sources), industry, tourism, catering, transport, shops, as well as various other activities. Simultaneously, various components of the diverse natural heritage where the sea and karst meet each other, under the influence of Mediterranean, semi-Mediterranean and mountainous region (a) form an attractive ambiance for housing, leisure and recreation, (b) make an important pledge for a sustainable economic growth, and (c) are the

object of scientific research and (d) the motive of inspiration for creating excellent works of art.

Given the intense growth in a narrow coastal strip that exists in the context of the litoralization of the entire Mediterranean, special attention should be paid to the protection of nature. With permanent protection and careful management, along with protected parts of nature where it is done intensively, it is necessary to encompass the entire county area to a certain extent. Namely, nature is not only a geographic scene of different social and economic processes, often labelled as superficial short-sighted exploitation in the interests of the few, but a valuable factor of the whole county system.

#### **Vera Graovac Matassi**

Department of Geography, University of Zadar

#### **Dubravko Bacalja**

Croatian Employment Service – Regional Office Zadar

### **DEMOGRAPHIC RESOURCES AND PROCESSES IN ZADAR COUNTY**

The knowledge of demographic resources, basic processes and trends in a specific area is of great importance for the planning of social and economic development. The basic demographic processes in the Republic of Croatia in the last twenty years are the depopulation and aging of the population, and therefore Croatia has recorded a constant decrease in population, a decrease of young and increase in old population contingent. However, these processes do not occur with equal intensity in all parts of the country. From the first official population census in 1857 until the beginning of Homeland War, the area of the present-day Zadar County had a constant population growth, after which there was a significant decrease in population.

This paper will analyse the contemporary demographic development of Zadar County, more precisely it will explore population trends, natural and mechanical movements, and particular population structures (age, gender, education and economy related). The aim of this paper is to determine the underlying demographic trends in Zadar County and the demographic resources that this area has to offer. In addition to the entire County, these analyses will be carried out at the level of individual parts of the County – at the level of islands, coastal areas and hinterland – in order to determine the current spatial differences in demographic resources and possible trends in the future.

The second part of the paper will briefly discuss the implications of demographic trends within the socio-economic context in Zadar County, with special emphasis on the regional labour market. Namely, the structural and developmental guidelines of economically active population

and their influence on forming regional labour supply and employment will be identified, as well as the impact on the demand for labour following the shift in the structure of aggregated demand. The structure of the employed and unemployed population by economic activity, sex, educational level and occupational status will be analysed. The results of this research should be a relevant source of information when creating regional strategic development documents in the segment of human potentials.

**Ana Pejdo**

Department of Geography, University of Zadar

**Denis Ikić**

Croatian Chamber of Commerce – Zadar County Chamber

### DEVELOPMENT OF TRANSPORT INFRASTRUCTURE IN THE FRAMEWORK OF CROATIAN AND EUROPEAN TRANSPORT SYSTEM

Transport is a complex and a dynamic system which is in its every segment in interaction with all human activities and branches of economy, especially with those of tertiary and quaternary sector. Although the development of transport system in the area where the Zadar County is located now can be traced sequentially from the 1<sup>st</sup> century, the integrated transport system began to function only during the 20<sup>th</sup> century, in parallel with more intensive development of litoralization. During the second half of the 20<sup>th</sup> century and at the beginning of the 21<sup>st</sup> century, the transport system of Zadar County was completely altered and now in many ways serves as the forefront of the transport system of the Republic of Croatia. However, there are a number of problems that need to be solved before the inclusion in the European transport system.

The components of the transport system of Zadar County include an extensive road network of local, regional and national roads among which the most prominent role is played by Adriatic motorway and Adriatic tourist road, Airport “Zadar”, an international railway line Zadar - Knin, passenger and sea port “Zadar”, freight port “Gaženica”, as well as a large number of ports, harbours, anchorages, marinas, ferry piers in the coastal area and on the islands.

As a result of studying the historical and geographic development of the transport system of Zadar County, a clear influence on transport nodal-functional structure of the region was established. All economic sectors, particularly transport, have evolved in historical and geographic circumstances when the region of Zadar was integrated into a single political community, as was the case during the Liburnian reign, the Roman Empire, the medieval Croatian state or the Republic of Croatia, while during any

type of separation the deterioration of the economy as a whole, and thus the transport network occurred.

The geographic position of Zadar County combined with the outcome of historical and geographic circumstances and contemporary socio-economic development, have given rise to a county intersection of important transport routes at the state, but also at the wider European level. The exit to the Adriatic Sea has always offered the possibility of including the area of Zadar County and the Republic of Croatia first in the Mediterranean, and then in the global transport flows. Zadar County today has the capability to develop all major forms of transport of people and goods, with an emphasis on road and maritime transport, with the relevant need for greater investment in the development of air and rail transport in particular. This would lead to the creation of an integrated transport hub that would fully correspond to the needs of economic development, especially tourism. With the aim of a more efficient inclusion of Zadar County into the European transport system, it is necessary to: encourage the construction of a complete Adriatic-Ionian transport corridor (motorway, road, rail links and shipping lines), to encourage the introduction of new ferry, ship and fast shipping lines between the islands of Zadar, bearing in mind the importance of linking Zadar islands to other Adriatic islands as well as other parts of the Adriatic, complete realization and putting into operation the project of new passenger and ferry port “Gaženica” as a port of national significance, which is marked as the most important project of Zadar County needed for the creation of a new maritime centre for further development of economy, transport and tourism. Furthermore, it is necessary to improve transport and technical features of the existing railway line, to plan the construction of a fast Adriatic railway line, to expand capacities and a level of service of the Airport “Zadar”, as well as of the port “Zadar”, especially their freight segment. Thanks to the favourable geographical position and the construction of modern transport infrastructure over the last 15 years, foundations have been created for the development of the economic system, and at the beginning of the 21<sup>st</sup> century Zadar County becomes one of the most economically dynamic areas of Croatian counties.

**Pave Ivić**

Croatia Bank, Branch of Zadar

### POSSIBILITIES OF COMPLEMENTARY ECONOMIC DEVELOPMENT OF ZADAR COUNTY

In order to exploit the resources and in order to respond to key challenges, such as unemployment, economic stagnation and the war legacy, it is crucial that the strategic devel-

opment and investment in Zadar County is well targeted. Therefore, the importance of a common coordinated and integrated approach to the planning of the development of Zadar and the county is identified, with this fifth largest Croatian city as the centre of the same county. Such planning should ensure that the benefits and opportunities from the surroundings are exploited, and the threats and weaknesses are annulled.

Zadar and Zadar County, as well as areas of adjacent counties that gravitate toward Zadar, are, in economic terms, important and specific developmental areas with prominent strategic, economic and maritime locations for the development of industry, agriculture and fisheries, tourism, transport, trade and other economic activities.

In the economic sense, Zadar is an industrial, tourist, agricultural and piscatorial, maritime and transport centre of the large Croatian territory, which encompasses northern Dalmatia and a large part of Lika, and as such is known in Croatia, but also in Europe and the world. This area and Zadar as its centre, have all the basic prerequisites for an overall faster development, while keeping in mind that in the current development only a part of the major development opportunities is being used.

#### **Vedrana Kevrić**

Zadar County Development Agency (ZADRA)

### **STRATEGIC PLANNING IN ZADAR COUNTY AND SMART SPECIALIZATION**

The role of strategic documents (strategies) in managing regional development is very important because these documents represent a comprehensive tool for routing development. Zadar County developed a County Development Strategy of Zadar County (CDS) for the period of 2011-2014, which is an official development document of Zadar County and a planning document of policies for Regional Development at the lowest level and thereby the official development document of all local government units (LGU) in Zadar County.

During 2013, drafting of CDS will begin for the new planned period, which will be coordinated with seven years of planning of the European Union. The Europe 2020 strategy which is based on a smart, sustainable and inclusive development should provide a way out of the economic crisis and prepare the EU economy for the next decade. In connection to this, one should observe the need and the challenge for Zadar County when it comes to planning and implementation of smart regional specialization.

Zadar County opted for a multi-sectorial development with the main focus on tourism, specific forms of tourist of-

fer and metal processing and food-processing industry with the use of modern technologies, innovations and knowledge, as well as an integrated care for the environment. The sector of agriculture, fisheries and aquaculture has been identified as a sector that has significant potential for the development for which the preconditions for producing high-quality, autochthonous and distinctive products should be created. The creative industry sector is also recognized as a sector that has the potential for development in Zadar County and in the Republic of Croatia. It is a constantly growing sector of global economy that creates and uses the products of intellectual property and creative services.

With the identified sectors and areas, and with their further development and effective cooperation between the economic sector, educational and research institutions, and local and regional authorities, the conditions for sustainable economic competitiveness are created.

#### **Marina Dujmović-Vuković**

Zadar County

### **REGIONAL POLICY AND SMART, SUSTAINABLE AND INCLUSIVE ECONOMIC GROWTH ON THE EXAMPLE OF ZADAR COUNTY**

Confronting the major economic challenges, the united Europe finds an answer, creating an ambitious economic policy for the 21<sup>st</sup> century. In the basic strategic document for the forthcoming financial period of 2014-2020, the *Europe 2020 Strategy*, a vision of a European social and market economy is designed, which should overcome the structural weaknesses through the progress of three mutually interwoven priorities:

- a) Smart growth based on knowledge and innovation;
- b) Sustainable growth that originally promotes more efficient, greener and more competitive economy;
- c) Inclusive growth, supporting a high-employment economy that brings economic, social and territorial cohesion.

The central point of the *EU 2020 Strategy* and the most important new component of the European response to the economic crisis is the focus of significant investments in research, development and entrepreneurship. This document introduces a strategic and integrated approach to innovation, which should increase the European, national and regional research and innovation potential.

As stated by José Manuel Barroso in his foreword to the *Europe 2020 Strategy*: *Europe should return on the track of success and then remain on that track. That is the purpose of Europe 2020 Strategy. It is about jobs and a better way of life (better quality of life). This strategy shows that Europe has the ability to produce smart, sus-*

*tainable and inclusive growth, and that it knows how to find a way to create new jobs.* Consequently, the European Commission adopted the initiative “The Union of Innovation” because it is absolutely necessary to better transform research into new products and services in order for the EU economy to remain competitive in the global market and to improve the quality of life in Europe. It also adopted the program for digitization (*Digital Agenda*) of Europe, which is important for all regions and cities because it focuses on the essential elements needed for designing strategies for smart specialization (region/city).

The concept of smart specialization is also promoted in the communication document *Contribution of regional policy to smart growth in the EU 2020*. With this document the EC encourages the formation of regional research and innovation strategies for smart specialization for more efficient use of Structural Funds. The Republic of Croatia, becoming a member of the European Union, accepts the acquis, including the strategic orientation of the EU.

Smart specialization involves the identification of unique characteristics and potentials of each country and region, with an emphasis on competitive advantages, and all the national and regional authorities across Europe will have to conduct it for a more efficient use of structural funds. The process of systematic specialization is essential for a competitive and sustainable development of the Republic of Croatia and Zadar County. Through the committed identification of sectors, we can say that this process already started in Zadar County. It was continued with the support of Ministry of Economy through the project called *The Development of Clusters*, as well as the inclusion of future centres of competence in a national technology platform.

Based on the above mentioned principles, there are currently three projects under development for the three competence centres in Zadar County:

- a) The centre of new technologies with a focus on the implementation of metal processing industry with application options in the field of automation and robotics, mechanical engineering, tools and devices, medical engineering, integral transportation, underwater research;
- b) “Blue Green” centre of competence in the food processing industry with a focus on the processing of fish (blue) and fruit (green);
- c) As a third option, because of an extremely attractive territorial potential, there is a possibility for the opening of the centre of creative industries in the field of film, video and photography.

**Leonardo Marušić**

Department of Maritime Studies, University of Zadar

## THE TRANSFERENCE OF KNOWLEDGE AND TECHNOLOGY AS A PRIMARY FUNCTION OF A MODERN UNIVERSITY: THE CASE OF THE UNIVERSITY OF ZADAR

Apart from the scientific research and education at the higher education level, the core activities of each university include social engagement through which university teachers contribute to the development and prosperity of the communities in which they carry out their duties. During the socialist regime, that activity was largely ignored and often suppressed, but with the introduction of democracy and with Croatia approaching to the European Union even Croatian universities increasingly adopt this practice well established at European and American universities. The practice is commonly referred to as the transfer of knowledge or the transfer of technology and is based, on the one hand on the orientation of universities towards researches that are associated with the needs of the economy and society as a whole, while on the other hand on establishing mechanisms through which knowledge and technologies incurred at the university can effectively be conveyed to those who need them. Such a practice is easier to establish in the fields of technical, biotechnological and biomedical sciences, and much more difficult to establish in the areas of natural, social sciences and humanities in particular. As is well known, the latter two areas are traditionally the strongest ones at the University of Zadar, which makes the construction of the transfer of knowledge and technology more difficult compared to other Croatian universities. This, of course, does not mean that the University of Zadar should abandon scientific fields that have evolved for decades because research and education in those areas that are not directly applicable are still necessary and important, but that it should systematically, strategically deal with improvements in our transfer of knowledge and technology in two directions. One direction is finding those scientific fields that already exist at the university and in which it is possible to transfer knowledge and technology, and to encourage that transfer. Examples of such fields are tourism, archaeology, geography (e.g. because of development of GIS) and active languages (because of the increasing demand for translators). The other direction is the launch of new scientific fields that can find partners in the local economy, such as biology and ecology of the sea (primarily because of implementation in aquaculture), navigation and mechatronics. University of Zadar in the last few years operates in both directions, although this might not be at all that simple in the circumstances of the

economic crisis and lack of employment opportunities in the public sector. The above mentioned fields in the areas of social sciences and humanities have recognized their capabilities and gradually developed them, while the Department of Maritime Studies and the Department of Agronomy, Ecology and Aquaculture develops cooperation with the local economy in their fields. Special efforts are directed to the development of research (and studies) in the field of mechatronics, and the establishment of the Centre of new technologies (CeNT) in cooperation with the County, the Development Agency, the city and companies in the area (HSTEC, SAS, etc.).

**Sven Marčelić**

Department of Sociology, University of Zadar

### ASPECTS OF THE DEVELOPMENT POTENTIAL OF THE UNIVERSITY OF ZADAR

The University of Zadar is the leading scientific and research institution, as well as the largest higher education institution in the region of Zadar. In terms of a society of knowledge and the increasing openings of universities as institutions towards various development stakeholders, the university carries within itself a considerable development potential. According to modern definitions development is reflected in the economic, educational and civic-participatory aspect, and the university brings with it the dimension of transfer of knowledge and the creation of new values through innovations and new insights in each of these segments. Based on the results of the research conducted as a part of a doctoral study - *Sociology of regional and local development*, it becomes visible the extent in which Zadar is recognized by other regional development stakeholders as a partner and a resource that can contribute to the development potential of the region. Through the analysis of strategic documents, the attitudes of development stakeholders and the demographic data of Zadar County it will be shown how scientific orientation, resources and creation of human capital at the University of Zadar affect and how they might affect the development of the County. Research results show that regional stakeholders and the University mainly obtain the development consensus in the aspects of economic and infrastructural cooperation and orientation towards new scientific fields, primarily technical and natural, while the aspect of cooperation with civil society is less represented despite the dominant existing socio-humanistic component of the University, and a relatively low regional civil sector.

**Željko Goja**

HSTEC (Joint Stock Company)

### THE SIGNIFICANCE OF REGIONAL INNOVATIONAL DEVELOPMENT AND IMPLEMENTATION OF NEW TECHNOLOGIES FOR THE DEVELOPMENT OF ZADAR COUNTY: THE HSTEC (JSC) CASE

One of the tasks of the development of counties is to strategically design and define measures, activities and incentives to encourage innovation in their area. Commercial success of small and medium-sized enterprises, employment, placement of products and services in the global market largely depends on the ability of innovation and development opportunities, adaptation and usage of new technologies.

On the example of the company HSTEC (JSC) a link was demonstrated between the innovation development processes and the creation of new and better solutions, and the company's competitiveness in the global market. Industry links with the academic community and the impact of this cooperation on the creation of open and prestigious labour market and stimulation of the growth of knowledge and competitiveness of the synergy of joint work of academia and industry were analysed on specific examples of completed projects. A brief general overview of the design and establishment of public research regional institutions for the development of innovation (innovation centres, new technologies, etc.) was given, as well as on their networking and partnerships in global innovation structure of the EU.

Based on past experiences and experiences of famous innovation and development centres from the EU, the opportunities for development of innovation and the opportunities to attract the capital for investment in new technologies are presented. The creation of an innovation strategy and the establishment of an "Innovation Centre" in collaboration with the University of Zadar created the opportunities to test new ideas oriented towards the market and the improvement of the testing process for still non-commercial and commercial innovations, as well as the systematic lifelong education of all of the employees for the upcoming technologies. The designed innovation development, education and the development of new technologies is very important for the further development of the economy suitable for the creation of new values and for a global competition on the world market.

**Radomir Jurić**

Archaeological Museum in Zadar

## **SOCIAL AND ECONOMIC EVALUATION OF THE TANGIBLE CULTURAL HERITAGE OF ZADAR COUNTY**

In Zadar County, which includes a sizable part of northern Dalmatia and southern part of Lika-Krbava area, life runs from prehistoric times. Different nations and cultures have left us with an extremely rich cultural heritage from all cultural and historical periods. The level of research of that heritage is different in Zadar and Lika area of our county, which affects, and still determines, the level of its knowledge, and hence the evaluation.

Regardless of the poor transportation links between these two areas, ways of cultural contacts were present in the past. Influences from both sides of Velebit were circulating systematically, especially at the end of the Bronze Age and throughout the entire Iron Age, when these regions were inhabited by Japodes and Liburns. This continued in Roman Times, while in the early Middle Ages both areas were in the same Croatian state, although in different counties, and the first Croatian diocese in Nin, stretched all the way to Velebit area. The same was during the reign of the Croatian-Hungarian rulers. Princes of Krbava were on both sides of Velebit. In the connectivity of sub-Velebit and Velebit area, Mogorovići, Gusići and Lapčani (old Croatian tribes) stood out in particular. Along the coast, on the islands and in Zadar the authorities of the Croatian-Hungarian rulers and the Venetians were changing. The significance of that city both before and after was exceptional. In Ravni Kotari, Bukovica and Lika the Ottoman reign lasted for a long time, and the Venetian supremacy continued in the narrow coastal area. Similarities and differences in these two areas occurred in later historical eras as well, which reflected on the traditional culture, extremely valuable in the whole area of the present-day Zadar County. Various earnest researchers, writers and travel writers (foreign and domestic) over the previous centuries pointed out the significance of the heritage which has been present for centuries in Zadar, Nin, Biograd na Moru, Aserija, Pag and elsewhere. They admired and wondered at the same time about the beauty of the heritage and landscape.

On a larger area of Zadar, Palaeolithic and Neolithic sites are of interest, as well as those from metal eras especially from Liburnian times (especially Zadar, Nin, Radovin, Nadin, Asseria and others). Cerovačke pećine near Gračac are of great value for that periods in the Lika part of the County, both as natural and cultural phenomenon.

The Roman and Early Christian heritage of Zadar area, especially Zadar itself, is very rich. The area of Zadar is a central part of early feudal Croatian state with a lot of remnants of their material and spiritual culture, with two royal cities, Nin and Biograd. There are a lot of pre-Roman sacral objects and ornate church furniture. The 11<sup>th</sup> century in Zadar is something remarkable in the historical and cultural sense, not to mention the early Roman and Roman heritage. Other periods (and styles) of late middle Ages, early New Ages and the latter ones are represented in various sacral, profane and defensive objects.

The area of Zadar islands and Nin (and wider) with the area of Krbavsko is the most significant area of Glagolism. As it is well known, tombstones, inscriptions on houses and churches, graffiti, documents, codes and such were written in Glagolitic script and in Croatian language.

The potentials of cultural heritage of Zadar County are extremely great, which certainly had an impact on the economy of that area, especially in cultural tourism, as well as in tourism in general. Social and economic evaluation of material culture also implies our systematic concern (and protection) of the already mentioned culture.

**Robert Bacalja**

Department of Teacher and Preschool Teacher Education, University of Zadar

## **SOCIAL AND ECONOMIC EVALUATION OF WRITTEN CULTURAL HERITAGE**

The area of Zadar County abounds in cultural heritage, which is in the national context one of the more significant ones. Layers of heritage are present from Liburnian and ancient times. In a cultural sense, a very prolific period is the middle Ages period that marked the overall development of Zadar and the area of Zadar until today. It is precisely the great geopolitical significance (a kind of metropolis on the eastern coast of Adriatic and the administrative centre of Dalmatia from Byzantine to the end of the WWI) and closely connected, the economic growth of Zadar that gave the incentive to numerous cultural, or literary, artistic, scientific, educational acknowledgements. Grammar teachers are active even since the 10<sup>th</sup> century in monastic and city schools, and since the 11<sup>th</sup> century numerous private and monastic libraries are active as well. In the 11<sup>th</sup> century there was a first music notation at St. Krševan Monastery.

Numerous documents which are the basis for the research of Croatian past were written in Zadar. Among the most important ones are, for example, the oldest Croatian mention of fishery (in a document dated around 995) from

St. Krševan Monastery, a grant of king Petar Krešimir IV from 1066 (issued in Nin) with which the island of Maun in „our sea“ was given to the above mentioned monastery, the Časoslov *of the Nun Čika* which is the oldest preserved manuscript book in Croatia (written sometime in the middle of the 11<sup>th</sup> century) and so on.

Zadar and the Zadar area gave some exceptional artists to the world such as Juraj Matijev Dalmatinac, brothers Luran from Vrana, Andrija Medulić and many others. In spite of constant war sufferings at the highlighted place of clash of the East and the West, the conditions for the launch of the first university in Croatia in 1396 were created very early in Zadar.

Zadar was already croatianized in 10<sup>th</sup> century. The singing of songs in “Slavic” language during Pope Alexander’s visit to Zadar in 1177 clearly confirms this early Croatian identity. The area of Zadar archdiocese was one of the centres of Croatian Glagolism. It should be pointed out that the echoes of medieval tradition of glagolitic singing can be seen even today in the series of chants present on Zadar islands and in Zadar hinterland.

In the cultural life of Zadar the medieval church apparitions are also important. Zadar can be rightfully considered a cradle of Croatian medieval drama. Jerolim Vidulić „wrote the oldest known secular song in Croatian literature *Ako mi nedaš lik pogiba život moj* at the end of the 15<sup>th</sup> century“ (Maštrović, 2011: 16), and Petar Zoranić, originally a noble man from Nin, wrote the first Croatian novel *Planine* (Mountains) in 1536. Both were published in Venice in 1569. Brne Karnarutić is the author of the first Siget epic (*Vazetje Sigeta grada*), and Juraj Baraković on the border of Renaissance and Baroque brings the singing of *Vila Slovinka* (a canto), which deals with the time and the area of Zadar, and the „artistic idea is basically the same as the one by Zoranić: the celebration of native lands.“ (Švelec, 1974: 192)

A special chapter in the development of cultural landscape in the Zadar area is the publishing of the first newspaper in Croatian language - *Kraljski Dalmatin* (1806-1810). The first Croatian journalist Dominik Budrović started writing for these newspapers. The first review of a book was published in that newspaper, as well as the first song in Croatian language in periodicals (a commemorative song which was sung in Napoleon’s glory). At the same time, the newspaper opens its doors toward Europe, so the news of cultural, artistic and political life from the areas ruled by the French were transmitted as well.

In the revival period in Zadar, exceptional contributions to Croatian literature and philology were made, thus Petar Preradović and Ante Kuzmanić worked in Zadar, and they assembled prominent associates from the north and the south of Croatia around *Zora dalmatinska* (first liter-

ary newspaper outside Zagreb). At the same time, Petar Preradović publishes in Zadar his first collection of poems *Pervenci* (1846). The publishing in Zadar during the 19<sup>th</sup> century is seen in the fact that newspapers and magazines in Croatian and in Italian language got published at the same time. Great contribution to Croatian culture was made by the newspaper *Narodni list*, *Iskra* magazine, *Smotra Dalmatinska* and other newspapers.

Zadar area also produced the first name of Croatian literary critic during the period of realism, Jakša Čedomil – Jakov Čuka from Zaglav on Dugi Otok. During the 19<sup>th</sup> century a lot of prominent musicians worked in Zadar, Franz von Supe, Donat Fabijanić, Nikola pl. Strmić, A. Salgethi-Driolli and so on. Prominent Austrian musician Felix Weingartner was also born in Zadar.

The role of Zadar is inevitable during the Croatian Modern style literary period. Vladimir Nazor, Ivo Vojnović, Milan Begović, Milutin Cihlar Nehajev, Rikard Katalinić Jeretov and others worked in Zadar. It is exactly the area of Zadar County that was the main motif in writing a first animal epic in Croatian literature, *Medvjed Brundo* by Vladimir Nazor. The action of that allegorical work is situated on Velebit. Larger area of Zadar and the north of Dalmatia encouraged Nazor to write one of the best works from the first phase of his opus, and the nationally aware *Croatian Kings* (a collection of historical national poems) who were published in *Zadar koledar Svačić* in 1904 for the first time.

The cultural, artistic, scientific and educational landscape of Zadar and the Zadar area was formed in a special way and in the period after WWII. In a nearly completely ruinous Zadar the theatre life and publishing are re-established, and in 1955, Faculty of Philosophy in Zadar was founded, which is, after Zagreb, the most important Croatian institution in the field of Humanities. In 2002, Faculty of Philosophy becomes the centre of a renewed University of Zadar.

After the WWII, the Theatre of Puppets starts acting in Zadar, which dominates the Croatian puppetry scene. Lately, the theatre in Zadar is becoming more dynamic, so the original texts from Zadar are performed on the theatre stage. In the sixties, Musical evenings in St. Donat were organised, because of which Zadar has been recognized as a musical centre with a special emphasis on the early music. That period gave the renewal of Chakavian lyric poetry in Zadar area, thus one can speak of Zadar Chakavian circle. The richness in motives by Chakavian poets who sing at local talks from Sali to Luna and from Novigrad to Molat is being published in structures from micro paintings from traditional life to larger structures that bring forth a true petit philosophy of a Croatian man. Homeland is the origin of their poetic activity, and the olive tree occupies a

special place as the main characteristic of the homeland. And because of that, Chakavian poets of Zadar worship the eternal olive tree with the utmost dose of love and human emotion, from academics to fishermen, in that way building our spiritual homeland.

The cultural mosaic of the Zadar area is greatly fulfilled by traditional non-material cultural contents, from Zadar islands to Velebit slope, or Lika. The rich ethnological structure is a witness of the centuries-old coexistence of nature and man and of cultural pervasion, but also the creation of unique patterns of behaviour, dressing up, singing and organising the commonplace activities and customs linked to the calendar of yearly activities which is based on the work in agriculture and in fisheries as well as the pace of the liturgical year.

Many contributions of Zadar area to the national culture should be evaluated in the context of socio-economic development of Zadar County. This can primarily be related to their evaluation in the system of upbringing and education as well as in science, and in a particular way in institutions of culture and in tourism.

In the socio-economic evaluation of written cultural heritage, the archives and libraries occupy a special place. The City of Zadar is a prominent archive and library centre with institutions which are of hyper-regional and national significance. Among them, there is the State Archive in Zadar and Research Library Zadar, which in the quantity and the value of the content are right behind the Croatian State Archive and National University Library in Zagreb.

Among them, we should point out, are the Library of the University of Zadar, the Library Stolni Kaptol of St. Stošija, the Library of the Monastery of St. Frane and the Archives of the Archdiocese of Zadar, as well as the libraries of other religious and secular institutions in Zadar County, or Zadar archdiocese. In these institutions the archival and library materials are being kept, which is a clear indication of cultural scope of Zadar and the Zadar region and an essential source for the study of the Croatian coastal area. Also, it should be noted that the Zadar City Library, with its fundamental role of the library centre, has become a real multimedia hub that enriches the cultural life of Zadar. With spatial coverage, but functionally very important for the environment in which they operate, some local libraries and reading rooms have an important local significance (e.g. in Biograd, Benkovac, Pag, Obrovac, Sali, etc.). These institutions play an important role in the transfer of information from different segments of social and economic life by having the obligation to contribute creatively to the preservation and popularization of the written cultural heritage.

One of the possibilities that can complement the tourist offer, especially the ones in the framework of the so-

called cultural tourism are the theatrical performances of ancient literary works in an authentic setting in which they were created and originally presented to the audience. Literature therefore can be interpreted in the context of space and time, that is, through geographic characteristics and social conditions in which it was written.

**Davor Lonić**

Department for Development and European processes,  
Zadar County

**Sanja Peričić**

Zadar County Development Agency (ZADRA)

**Martina Matešić**

Zadar County Development Agency (ZADRA)

**ZADAR COUNTY IN THE CONTEXT OF  
INTERNATIONAL COOPERATION, WITH SPECIAL  
REFERENCE TO THE PERSPECTIVES WITHIN  
THE ADRIATIC-IONIAN MACRO-REGION**

Zadar County, due to its central position in the Adriatic, the high-quality human resources and the developed infrastructure, represents the ideal partner in regional cooperation programs where as such, it guarantees the achievement of set program goals not only in Zadar County, but also in the Adriatic Croatia and the entire Adriatic-Ionian Macro-region. Therefore, special efforts should be invested in order for the Zadar County to be positioned as a key partner of the Adriatic Croatia in programs of cross-border, transnational and interregional cooperation. This can be achieved by joint local and regional initiatives while simultaneously taking into account the objectives of economic and social cohesion.

Given the position and the shape of Zadar County, whose boundary extends to 107.43 km, cross-border cooperation is particularly important for the sustainable development of border areas. The aim of cross border cooperation is to promote sustainable economic and social development of the border regions; working together to address common challenges such as environmental protection, natural and cultural heritage, research and development, public health and the prevention of and the fight against organized crime; ensuring efficiency and secure borders as well as promoting joint small scale actions involving local participants from the border regions.

With cross-border, transnational and interregional cooperation, macro-regional cooperation is extremely important as well. Macro-regional approach is a new form of cooperation between adjoining countries in the European Union and beyond to make better use of existing instru-

ments such as structural funds, namely that the synergy of different instruments and policies achieves added value without additional costs. Based on that, the initiative for the creation of the Adriatic-Ionian Macro-region was formed, which includes Italy, Greece, Slovenia, Croatia, Montenegro, Bosnia and Herzegovina, Serbia and Albania.

Countries of future macro-regions are connected by sea (except Serbia), and their main themes will be fisheries, tourism, protection of the sea and the environment, safety and standard of Adriatic ports, the protection of archaeological findings, the development of agriculture in coastal areas, as well as small and medium sized enterprises, associated with farming in the area of the Mediterranean climate and the prevention of risks arising from climate change impacts. All these activities, which are extremely interesting to development stakeholders of Zadar County, will be targeted at improving the coherence, coordination and harmonization of policies and instruments, and in order to achieve a common goal - the growth of the quality of life.

The paper will deal with the analyses of the effects of the current policies of transnational, cross-border, macro-regional and inter-regional cooperation, as well as with the perspectives for the next planning period from 2014 to 2020.

#### **Nives Kozulić**

Department of Physical Planning of Zadar County

#### **Dolores Barić**

Department of Physical Planning of Zadar County

### **PHYSICAL PLANNING AS A PLATFORM OF A BALANCED AREAL AS OPPOSED TO A POLARIZED DEVELOPMENT OF ZADAR REGION**

In two decades of its existence, the Department for Physical Planning of Zadar County has undergone two characteristic decennial periods, from formative period to the full affirmation as a relevant factor of urban transformation of Zadar. The first period was marked by the reconfiguration of a former Urban Development Institute into a new planning oriented institution in relation to war events which were particularly traumatic in the Zadar area. After the war, the Department passed the stage of consolidation and adjustment to the new regulatory environment and post-war conditions in the area of its activity. The second period was marked by political and economic stabilization when after the consolidation of regulation followed the confrontation with new development issues and participation in the capital development programs.

The Department developed in parallel with the radical transformations of the administrative and economic sys-

tem showing remarkable adaptability to sudden and rapid changes. Reacting to changes of their own environment, the Department was not just a passive bureaucratic service, but also an active and creative incubator of new ideas and development incentives. From the very beginning, the Department was open to cooperation with other similar institutions at home and abroad, just as it was with universities, non-governmental organizations and various professional networks of international format. It encouraged the cooperation with institutions and individuals outside the local environment and it was engaged in numerous humanitarian projects of international importance.

Documents of physical planning are in the function of development of Zadar County. The Regional Plan of Zadar County defined the general development goals, while the specific ones were defined in spatial plans of cities and municipalities. The basic developmental assumptions were coordinated for all levels of spatial planning. The plans include situation analysis, principles of development, development objectives, spatial layout and the conditions of the use of space, which allows the strengthening of competitiveness and the realization of their own development potentials.

Zadar County is a complex natural and urban system for areas with five areas of different developmental potentials - from the archipelago to the south-eastern part of the Lika area. These elements form the basic spatial context for planning areas of the County. Their schedule, morphology, network of settlements, economy and infrastructural facilities profile urban systems of separate identities with different developmental potentials.

In the county, different standards, densities of activities and urban typology are clearly visible. In the totality of the County area they constitute a harmonious whole in which each spatial entity has a clearly recognizable criterion based on its natural and historical features. The standard of the overall structure of the County is traditional and it is preserved until today, regardless of demographic and technological changes. These are the basic features of the area, which are the basis for the future development of the County. The economic picture of the County is an integral part of its physical plan. It contains physical conditions as frameworks of activities in space, the disposition of economic activities considering the physical entities and basic physical parameters for all types of economic activities. In the conditions for the use of space, the location of activities and the conditions of the construction in these areas are defined. This principle is applied to all lower levels of physical planning documents, which ensures high-quality implementation of plans, considering the arrangement of the land, the construction of facilities and the necessary infrastructure.

