

Croatian Diaspora as a Potential Tourist Market: The Case of Canada


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SUMMARY

Diaspora members feel a strong connection to their homeland. Their motivations for travel in the homeland range from visiting the homeland, relatives, and friends, searching for their “roots”, attending important national and religious holidays, conferences and educational programmes to using health services, visiting tourist attractions and having a holiday. This research study aims to identify and analyse the personal motives of the Croatian diaspora residing in Canada for visiting and revisiting the homeland, their socio-demographic profile, travel characteristics, tourism experience and future travel intentions. The empirical research was conducted among members of the Croatian Canadian community. It is based on an online survey conducted from January to March 2022. The findings show that Croatian Canadians are an attractive market segment for diaspora tourism. The primary motives for travelling to Croatia are associated with visiting family and friends, visiting the homeland, and going on a beachside holiday. For the emigrant population, nostalgia/homesickness is the other crucial motive for travelling to Croatia, while for their descendants, it is sightseeing/visiting tourist attractions. Respondents born in Canada are more satisfied with tourism development than those born in Croatia. More than 80% of Croatian diaspora residing in Canada are definitely planning to visit or revisit their homeland in the future. The article provides new insights into the motivation and behaviour of Croatian Canadians as potential tourists visiting Croatia, which is insufficiently researched in tourism literature. It enables a better understanding of the unique characteristics and nature of the travels of diaspora members of two generational groups, which fa-

cilitates decision-makers to adapt to their needs. The study provides guidance for improved management of diaspora tourism.

KEY WORDS: diaspora tourism, Croatian Canadian community, motives for travelling to Croatia, travel characteristics, tourism experience, future travel intentions

1. INTRODUCTION

Many people in diaspora communities retain strong ties with their homeland. According to Butler (2003: 318), these ties are often related to family; some are cultural, linked to the patterns of behaviour and religion; some are economic, related to property in the homeland; and some are political.

Croatia has one of the largest diaspora communities among countries of comparable size and population (Knezović and Goršinić, 2017: 26). Some studies have explored the connections between Croatian diaspora and their descendants with the homeland, whether the Croatian diaspora is ready to invest in the homeland, what is the role of Croatian emigrants in the process of creating the image of Croatia, what are diaspora students' attitudes toward studying in Croatia etc. (Mesarić Žabčić, 2012; Skoko, 2014; Mesarić Žabčić and Perić Kaselj, 2018; Sršen, Brezovec and Bačić, 2019).

The Croatian diaspora in the context of tourism has been less researched. This study explores the characteristic of Croatian diaspora members residing in Canada as a potential tourism niche market. There are estimated to be about 250,000 Croatian emigrants and their descendants in Canada (Central State Office for Croats Abroad, 2022). According to the time and circumstances of emigration, the Croatian diaspora in Canada can be divided into five generations: the first generation who arrived in Canada between 1890 and 1914, the second generation who arrived in the period between the two world wars, the third generation represent the second generation of children who were born and raised in Canada, the fourth generation came in the years after World War II, and the fifth generation are children of the above immigrants and immigrants who arrived in Canada during the 1990s (Central State Office for Croats Abroad, 2022).

This empirical research aims to investigate the motives of Croatian Canadians for visiting and revisiting the homeland, their travel characteristics, activities in Croatia, satisfaction with tourism and social development attributes, the importance of national identity and future travel intentions. A better understanding of the characteristics of the diaspora community and their reasons for returning home will be of great benefit to the Croatian National Tourist Board and destination management companies.

2. LITERATURE REVIEW

In the literature, travelling people with migrant ancestry in their homeland have been associated with personal heritage tourism, roots tourism, ethnic tourism, diaspora tourism etc. (Coles and Timothy, 2004). Diaspora tourism refers to the travel of people in the diaspora to their ancestral homelands in search of their roots or to feel connected to their personal heritage (Huang, Haller and Ramshaw, 2013: 285). Newland and Taylor (2010) noted that diaspora tourism is less susceptible to negative effects than many other forms of tourism – especially if it is tied to the preservation and enjoyment of cultural heritage. Mathijsen and Mathijsen (2020) highlight the importance of the segment of diasporic medical patients. According to Vong, Pinto and Silva (2017), diaspora tourists have an important role in developing tourist destinations because they invest in building new tourist facilities and promote the attractions of homeland locations.

Diaspora expressed a potential tourist demand, motivation, experience, and expectation to visit or revisit their homeland (Vong, Pinto and Silva, 2017: 230). For example, for the Lebanese emigrant population living in South America, Australia, North America, Europe and the Middle East, the primary reasons for visiting Lebanon were visiting relatives and their homeland (Butler, 2003), while the main reasons for the Indian diaspora in South Africa for travel in the homeland were “vacation” and visiting friends and relatives (Du Preez and Kumarivani Govender, 2020). For overseas Chinese, the factors that determine their motivation for “returning home” were a sense of nostalgia, transnationalism, cultural (re)connectivity, hybrid self-identity (re)constructions and the nation-state power metrics of China (Zhu and Airey, 2021). For the Croatian diaspora in Australia, the most important motives for visiting Croatia have been associated with visiting family and friends and their homeland. For the emigrant population, the third major motive was nostalgia, while for their descendants, it was searching for family roots (Peručić, Greblički and Đirlić Šindija, 2022). Zeng and Xu (2021) identified that for the strongly nostalgic groups of the Chinese diaspora, home return travel was an important way to build and express their identity, while for the moderately nostalgic group, home return travel was regarded as a pleasure-driven activity. Otoo, King and Kim (2021) have found that diaspora tourist motivation significantly influenced evaluations of the diaspora homeland destination.

Many countries have identified the potential of diaspora tourism. According to Li, McKercher and Chan (2020), the demand dimension of diaspora tourism depends on the structure of diaspora communities and diasporic individuals' migration histories. For example, the first generation and their children may or may not share the same experience of their homeland: for the second-generation immigrants, it is questionable whether they perceive their parents' homeland as "home" or a foreign destination (Huang, Ramshaw and Norman, 2016). Huang, Haller and Ramshaw (2013) identified that there was a link between the number of trips that second-generation immigrants take and their feeling at home in their country of origin. According to Huong and King (2002), the degree of adaptation to the new society and the preservation of traditional culture play crucial roles in determining their travel patterns, motives and experiences. Sršen, Brezovec and Bačić (2019: 119) have found that language presents an integrative factor for mobility for the second and third generations as it connects them with their culture and national identity.

3. METHODOLOGY

The empirical research was conducted among the members of the Croatian Canadian community in order to gather the responses to the following research questions: 1) do Croatian diaspora members remain connected to their country of origin; 2) how important is the national identity for them; 3) what are the most important motives for travelling to Croatia; 4) are they satisfied with tourism and social development attributes; and 5) which activities need to be improved in order to develop diaspora tourism?

The research was conducted using an anonymous online survey from January to March 2022. Convenience sampling was used to collect data. The survey was distributed among the members of the Croatian diaspora in Canada through social media, the Canadian-Croatian Chamber of Commerce and the Canadian Croatian Folklore Federation. The research encompassed a sample of 230 respondents.

The questionnaire was divided into four parts. The first part dealt with the socio-demographic characteristics of the respondents and their place of birth. The second part included questions regarding reasons for visiting Croatia and travel characteristics. The third part referred to tourism and social development attributes, and the fourth part dealt with plans for visiting Croatia and the importance of national identity. The questionnaire

included multiple choice questions and questions using a five-point Likert scale, where respondents expressed their level of satisfaction or agreement.

The questionnaire was developed using the Google Forms platform and Excel software. The completed survey questionnaires were entered into SAS University Edition's database for the purpose of reviewing the tabulation and analysis. Computer edit checks were undertaken to determine any inconsistency in responses. The tabulation queries were developed to produce tables for the report and for further analysis. All the presented graphical figures were produced by the authors based on the obtained questionnaire data.

4. RESULTS

4.1. General characteristics of respondents

When it comes to age, the majority of respondents (63%) were aged between 36 and 55, followed by younger respondents aged 18 to 35 (24%), and elderly respondents – 9% aged between 56 and 65, while only 4% of the respondents were 66+. Female respondents accounted for 64% of the sample.

Table 1. General characteristics of respondents

Age	18-25 years	12%
	26-35 years	12%
	36-45 years	24%
	46-55 years	39%
	56-65 years	9%
	66+ years	4%
Education level	Primary	2%
	Secondary	8%
	Higher and university	69%
	Postgraduate	21%
Current residency - Region of Canada	Ontario	78%
	Alberta	12%
	British Columbia	7%
	Quebec	2%
	Other	1%

Period of emigration	Prior to 1965		2%	
	1966–1975		27%	
	1976–1985		11%	
	1986–1995		35%	
	1996–2005		5%	
	2006–2015		9%	
	2016–present		11%	
Employment	Employed	88%	Full-time employed	64%
			Self employed	19%
			Part-time employed	5%
	Not employed	12%		

The majority of respondents were employed (88%), among whom 64% were full-time employed, 19% were self-employed, and 5% were part-time employed. About 69% have higher and university education, 8% have secondary education, 21% have postgraduate education, and only 2% have primary education.

More than $\frac{3}{4}$ of the respondents were from Ontario (78%), 12% from Alberta, 7% from British Columbia, 2% from Quebec and 1% from other areas in Canada.

According to the diaspora generation, 28% moved from Croatia to Canada, and 72% were born in Canada. Of those born in Canada, 51% have both parents who moved from Croatia to Canada, 7% have one parent who moved from Croatia to Canada, 9% have both grandparents or one grandparent who moved to Canada, and 5% have their ancestors who moved from Croatia.

The largest number of respondents emigrated to Canada from 1986 to 1995 (36%), followed by those who emigrated from 1966 to 1975 (27%).

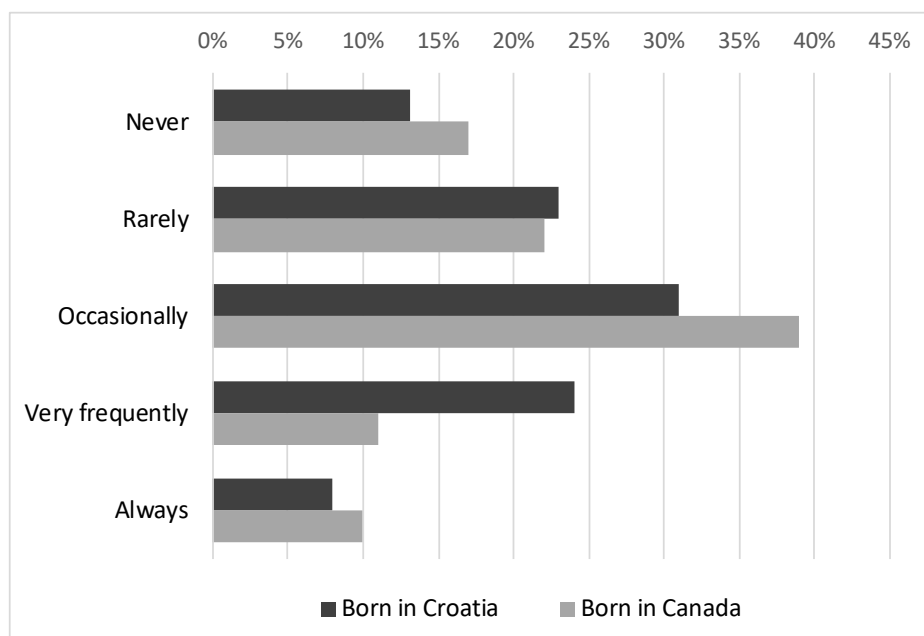
The most frequent reason for leaving Croatia was “to have a better quality of life” (53%), followed by the reason “to find work or follow a particular career path” (16%). Among other reasons, the respondents stated: to escape political persecution or war (20%), to be closer to family, friends and partners (13%). Among other reasons, the respondents stated that they came as children with their parents.

About 98% of respondents have visited Croatia at least once. For respondents who have or are yet to visit Croatia, the most important reasons

would be visiting the homeland, having a beachside holiday, sightseeing/visiting tourist attractions and having a honeymoon. Other significant reasons are visiting family and friends, attending important family events (birthdays, family reunions etc.), nostalgia/homesickness, searching for “roots”, and attending important traditional and religious events (e.g. Sinjska Alka, Vinkovci Autumn Festival, Feast of the Assumption, Easter, Christmas etc.).

During the trip to Croatia, they often visit some other destinations (figure 1), mostly European countries, especially Italy and Bosnia and Hercegovina.

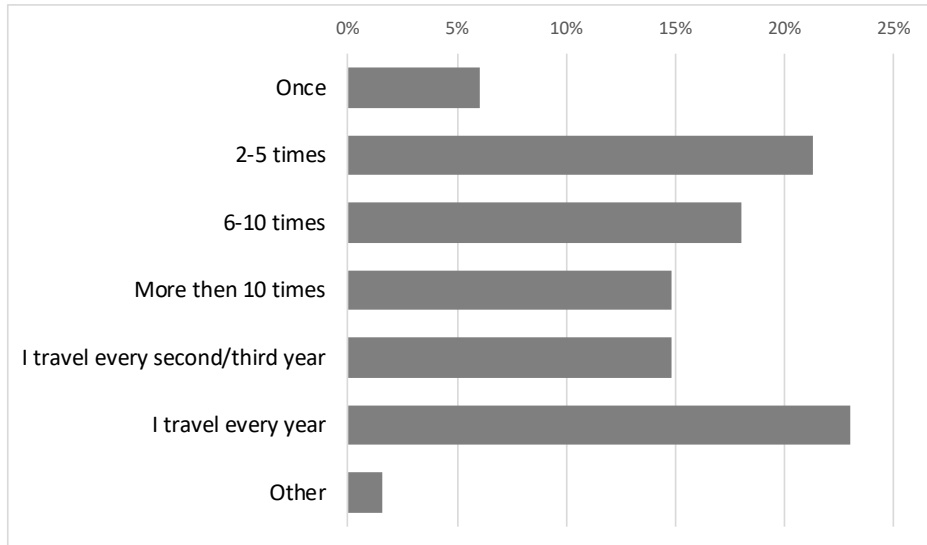
Figure 1. Frequency of visiting other destinations outside Croatia when travelling to Croatia (%)



4.2. Reasons for visiting Croatia and travel characteristics of members of the Croatian Canadian community who emigrated to Canada

Of the 28% of respondents who emigrated to Canada, 95% have visited Croatia since moving to Canada. Of those who visited Croatia, 23% have travelled to Croatia every year, 21% have visited 2-5 times, 18% 6-10 times, 15% every second/third year and 15% more than ten times (figure 2).

Figure 2. Frequency of travelling to Croatia since moving to Canada (%)



The most and least important reasons for visiting the homeland, extracted from all the reasons offered in the survey, are presented in the clustered column charts with the linear trendline considering the answer “very important/not important” (figures 3 and 4).

Figure 3. Reasons for visiting the homeland listed as very important

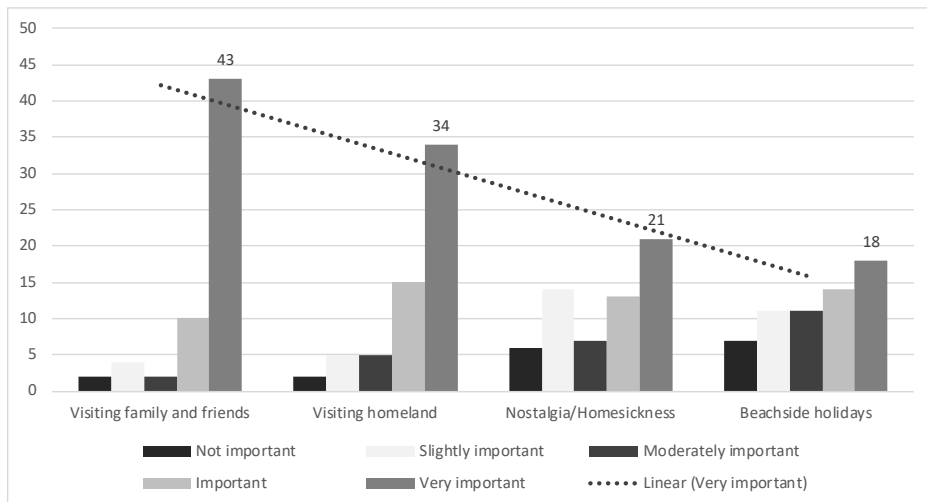
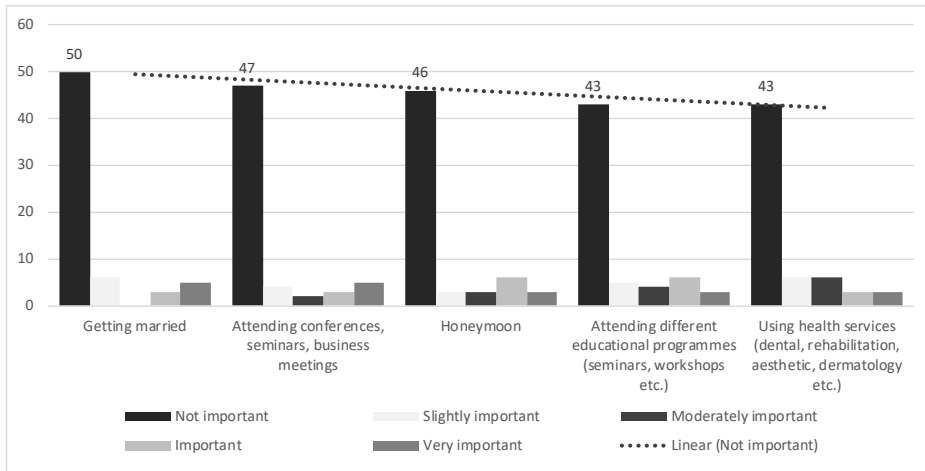


Figure 4. Reasons for visiting the homeland listed as not important



Visiting family and friends, visiting homeland, nostalgia/homesickness, and beachside holidays were the most important motives for travelling to Croatia. Other important reasons were attending important family events (birthdays, family reunions, weddings etc.) and sightseeing/visiting tourist attractions.

The least important reasons were getting married, attending conferences, seminars and business meetings, having a honeymoon, attending different educational programmes and using health services. Other reasons such as attending important national holidays (e.g. Independence Day, Remembrance Day etc.), attending important traditional and religious events (e.g. Sinjska Alka, Feast of the Assumption, Easter, Christmas etc.), business (starting a business or expanding an existing business from abroad, looking for investment opportunities etc.), and having an adventure holiday were rated as less important.

During their stay in Croatia, most respondents stayed with family and friends, in private accommodation and in hotels (figure 5). They usually travelled with their family members (96%).

The distribution of the average length of stay in Croatia was as follows: 54% for stays of up to 1 month, 21% for stays of up to 2 months, 6% for up to 2 weeks, 5% for 2-3 months and 3% for stays of more than three months.

During their stay in Croatia, the most preferred activities were seaside activities, visits to restaurants, national parks and protected nature areas,

city sightseeing, visits to historical buildings and museums, and shopping (figure 6).

Figure 5. Type of accommodation facility used while visiting Croatia – multiple answers possible (%)

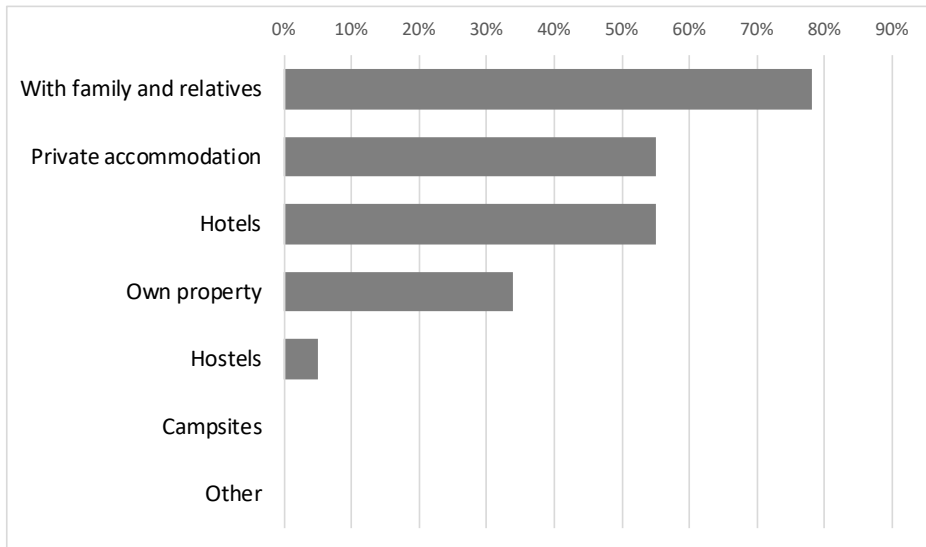
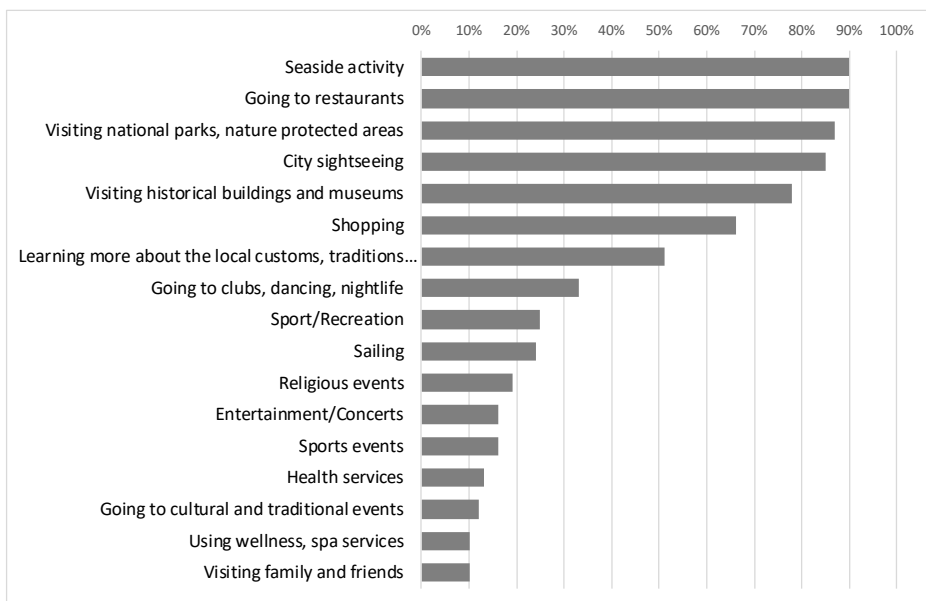


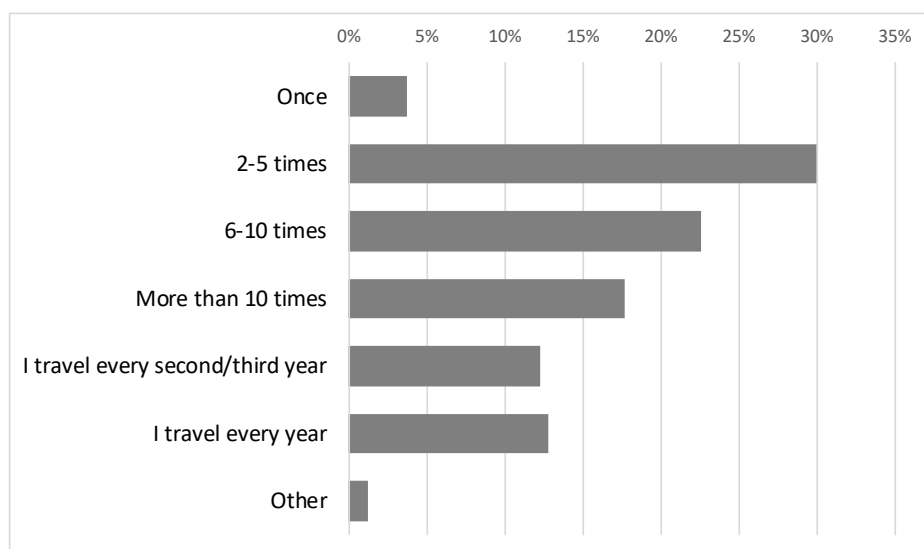
Figure 6. Activities while staying in Croatia – multiple answers possible (%)



4.3. Reasons for visiting Croatia and travel characteristics of members of the Croatian Canadian community born in Canada

There are significant differences in the intensity of travelling to Croatia between diaspora members born in Croatia and their descendants. Of the 72% of respondents born in Canada, 99% have visited Croatia (figure 7).

Figure 7. Frequency of travelling to Croatia among respondents born in Canada (%)



The largest number of respondents born in Canada visited Croatia 2 to 5 times up until now (30%). A higher frequency of visits, more precisely 6 to 10 times, was expressed by 22% of respondents, followed by those who visited Croatia more than ten times (18%) and those who were travelling every year (13%) and every second/third year (12%).

The four most and least important reasons for travelling to Croatia, extracted from all the reasons offered in the survey, are presented in the clustered column charts with the linear trendline considering the answer “very important/not important” (figures 8 and 9).

Figure 8. Reasons for visiting Croatia listed as very important

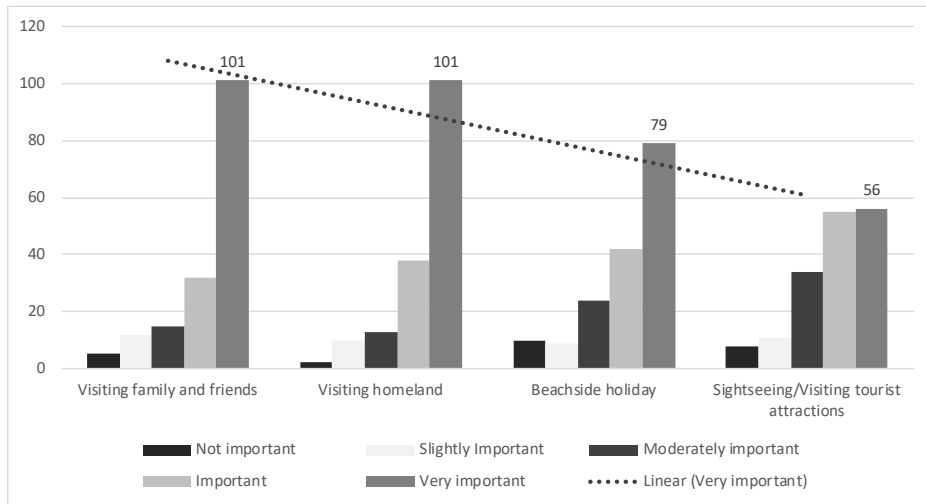
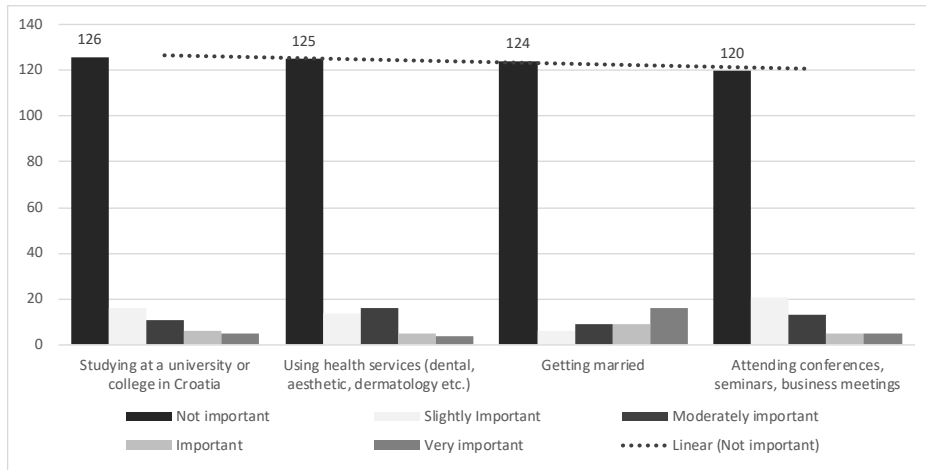


Figure 9. Reasons for visiting Croatia listed as not important



For respondents born in Canada, the most important motives for travelling to Croatia were visiting family and friends and visiting the homeland, followed by having a beachside holiday and sightseeing/visiting tourist attractions. Other reasons rated as important were attending important family events (birthdays, family reunions, weddings etc.) and searching for family roots.

The least important reasons were studying at a university or college in Croatia, using health services, marriage, and attending conferences, seminars

and business meetings, followed by attending different educational programmes, business (starting a business or expanding an existing business from abroad, looking for investment opportunities etc.), having a honeymoon, and attending important national holidays. Other less important reasons were travelling with folklore groups, football clubs etc., having an adventure holiday and attending important traditional and religious events.

The research indicated that there is interest in learning the Croatian language. However, for the majority of respondents, this was not the primary motive for visiting Croatia.

Respondents expressed some other reasons for visiting Croatia in an open-type question. The reasons they mentioned were the following: having property in Croatia, missing family, retirement, good food, helping elderly family members, feeling of being home and watching the Croatian national soccer team.

While visiting Croatia, most respondents born in Canada stayed with their family and relatives (figure 10). Hotel and private accommodation were also widely used. Some of the respondents stayed on their property. They usually travelled with family members (96%).

The average length of stay is up to one month (51%) and up to two months (28%). About 15% of respondents stay up to 2 weeks, while much longer or shorter stays are uncommon.

During their stay in Croatia, almost all respondents visited family and friends, while some of the other most preferred activities were swimming, city sightseeing, visits to restaurants, historical buildings and museums, national parks, protected nature areas, attending cultural and traditional events, and shopping (figure 11).

Figure 10. Type of accommodation facility used while visiting Croatia – multiple answers possible

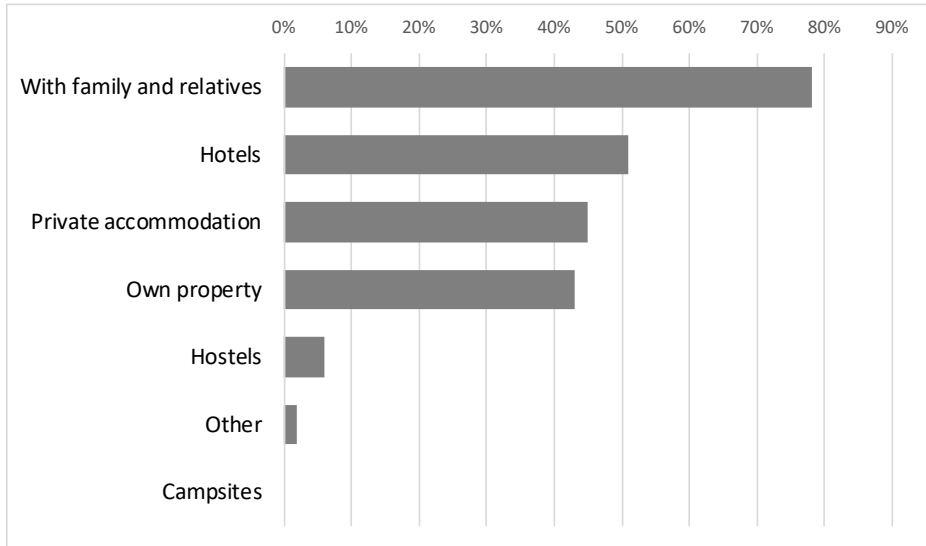
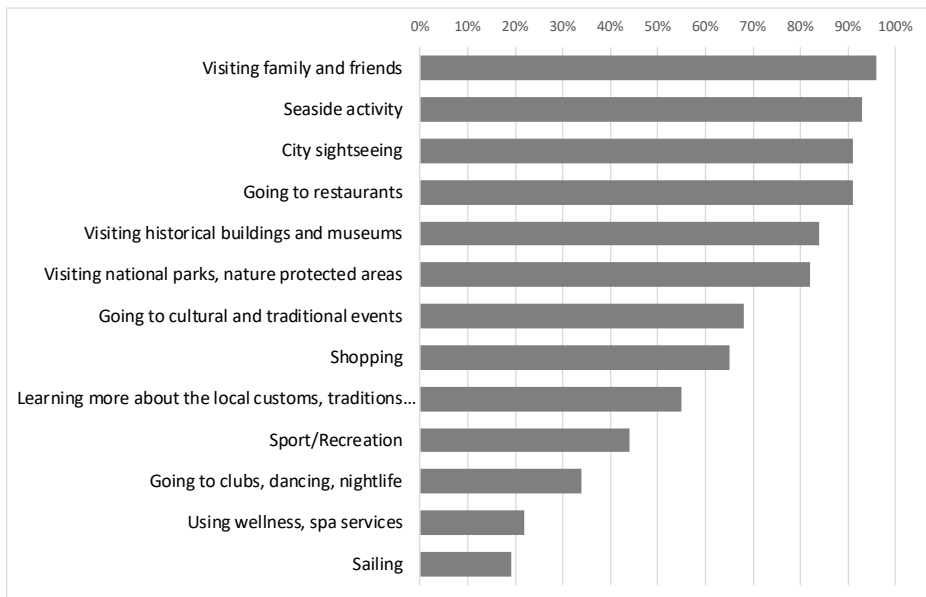


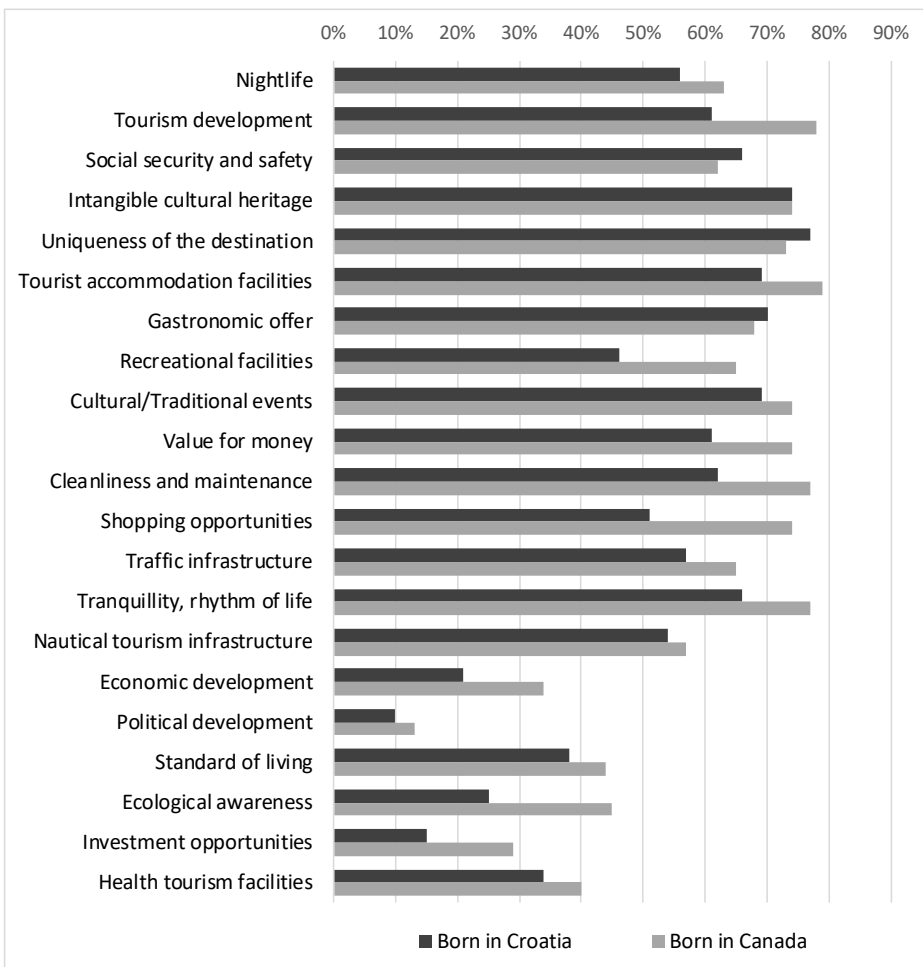
Figure 11. Activities while staying in Croatia – multiple answers possible



4.4. Evaluation of tourism and social development attributes

Respondents who visited Croatia rated all tourism attributes positively. The majority of the emigrants and their descendants were very satisfied with the uniqueness of their destination (natural resource attraction, historical and cultural identity), intangible cultural heritage (performing arts, local knowledge, traditional skills etc.), cultural/traditional events, accommodation facilities, gastronomy (variety and quality) and tranquillity/rhythm of life (figure 12).

Figure 12. Best-rated tourism and other attributes of Croatia according to respondents' place of birth (rated as good or very good in %)



Over 60% of respondents from both groups expressed a high degree of satisfaction with the same tourism attributes, as the majority of respondents born in Canada are satisfied and very satisfied with tourism development, tourist accommodation, tranquillity and rhythm of life, cultural/traditional events, recreational facilities, nightlife, value for money, cleanliness and maintenance, traffic infrastructure, shopping opportunities and ecological awareness.

The analysis also showed that 26% of respondents from the emigrant population and 31% of respondents born in Canada are not familiar with nautical tourism facilities in Croatia. Furthermore, 41% of respondents born in Croatia and 36% born in Canada stated that they were not familiar with health tourism facilities.

Investments opportunities and economic development were assessed as good and very good by approximately 30% of respondents born in Canada and slightly under 20% of the emigrant population, while satisfaction with political development was expressed by merely 10% of respondents from both groups.

Both groups agree and strongly agree that the most important activity that needs to be improved in order to further develop diaspora tourism is better air transport connections (table 2). Other important activities are developing attractive tourism programmes tailor-made for the diaspora (e.g. programmes for the study of culture, art, folklore etc.; programmes for different groups, e.g. young people, students, seniors etc.); and better cooperation between Croatia and Croatian communities in the diaspora. They also rated the following as important: better cooperation between state, educational and cultural institutions with Croatian communities in the diaspora; raising awareness of cultural and historical heritage and the perception of Croatia as a tourist destination; and better online promotion (on social media, YouTube etc.).

Table 2. The importance of activities in the process of developing diaspora tourism (rated as agree or strongly agree in %)

Activities	Born in Croatia	Born in Canada
Better cooperation between state, educational and cultural institutions with Croatian communities in the diaspora	57%	58%
Better cooperation between Croatia and Croatian communities in the diaspora	61%	58%
Attractive tourism programmes tailor-made for the diaspora (e.g. programmes for the study of culture, art, folklore etc.; programmes for different groups, e.g. young people, students, seniors etc.)	72%	60%
Better online promotion of Croatia as a tourist destination (on social media, YouTube etc.)	54%	54%
Better perception of Croatia as a tourist destination	54%	38%
Raising awareness of cultural and historical heritage	66%	55%
Better air transport connections	72%	67%
Raising awareness of Croatia's intangible heritage	59%	52%

Respondents born in Canada commented on what is lacking in the development of diaspora tourism. Their suggestions were the following: availability of reasonably priced vehicle rentals, especially for six or more passengers, wider international promotion etc.; commercials, social media; getting rid of the old communist thinking and embracing more of its old roots and being proud of its strong Catholic faith; all-inclusive approach (flight, hotel, tours, food); travel infrastructure – getting from one place to another; longer-term rentals of sporting equipment such as bikes.

The comments of the respondents born in Croatia were the following: service is still not on par with international standards; a missing connection between the younger population and tradition; need more events hosting people from Croatia (education, heritage and cultural events); education of diaspora abroad; eliminate the double standard of how much nationals and the diaspora pay for accommodation, restaurants, etc.; all-inclusive accommodation, packages for retirees, summer camps (sports etc.) for children; the possibility of retiring in a good retirement home in Croatia; tourism for the diaspora is not the answer and culture is not important – what is important is quality of life and what the diaspora can obtain for their money. There is no property tax and only a small tax per tourist bed, which means that building something on the coast and renting can bring a substantial profit – the focus should be on economics.

3.5. Future travel intention and the importance of national identity

The analysis of the respondents' frequency of travelling to Croatia of two generational groups (table 3) was done using the χ^2 -test and showed the value of $\chi^2=6.105$ ($p=0.441$) which is not statistically significant at a significance level of 0.05. This leads to the conclusion that there is no statistically significant difference in the habits of visiting Croatia between the two observed groups. Regardless of whether they emigrated or were born in Canada, they travel at very similar frequencies.

Table 3. Comparison, frequency of travelling to Croatia of two generational diaspora groups

Frequency	Emigrated to Canada	Born in Canada
Once	6%	4%
I travel every year	23%	13%
I travel every second/third year	15%	12%
2-5 times	21%	30%
6-10 times	18%	22%
More than 10 times	15%	18%
Other	2%	1%

Regarding future travel intentions, the findings confirmed that the majority of the emigrant population (87%) would definitely visit Croatia in the future, 8% very probably, 3% probably and 2% probably not.

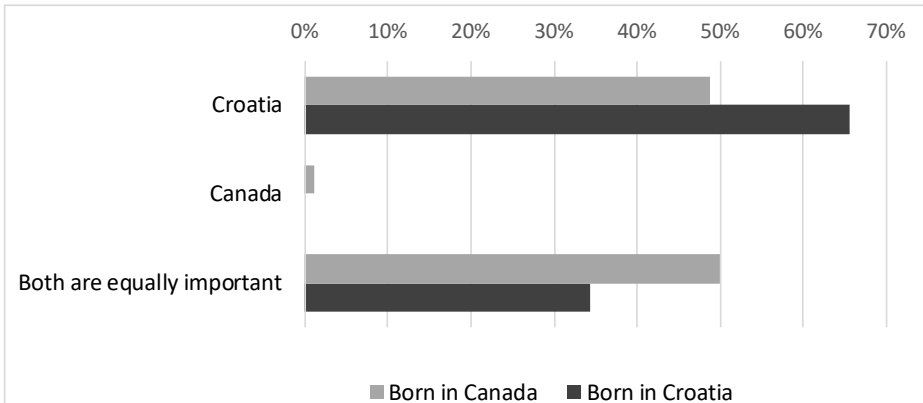
Almost 82% of the respondents born in Canada are definitely planning to visit Croatia again in the future, 9% very probably, 8% probably and 1% probably not.

Of the respondents who still have not visited Croatia, 20% will probably do so in the future, while 80% will definitely visit it.

When it comes to ethnic affiliation, about 66% of respondents born in Croatia, and almost 50% of their descendants identify themselves as Croats. For 50% of respondents born in Canada, both are equally important (figure 13).

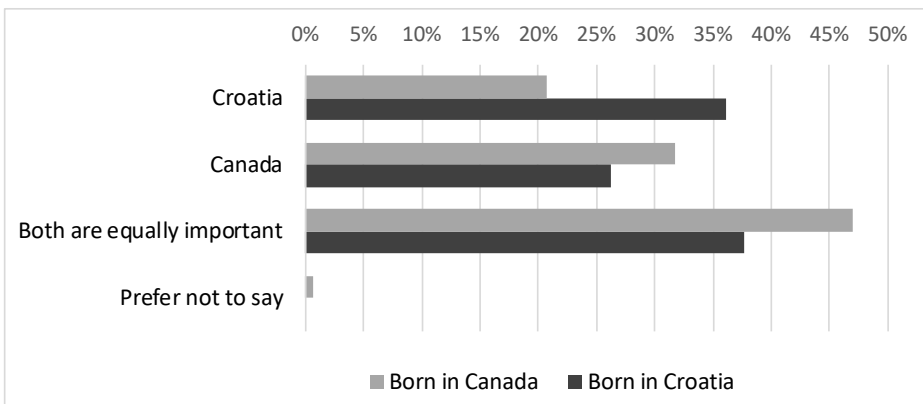
For 75% of respondents born in Croatia, the national identity is very important; for 20%, it is important, while for 5%, it is not important. Their descendants consider the identity slightly less important, but it still plays a significant role in their lives.

Figure 13. National identity (%)



Furthermore, more than one-third of respondents born in Croatia (36%) consider Croatia their homeland, while 31% of their descendants born in Canada consider Canada their homeland (figure 14). About 50% of the second and third-generation diaspora consider both equally important.

Figure 14. Which country do respondents consider their home – Canada or Croatia? (%)



About 40% of the respondents consider visiting Croatia to participate in an organised educational activity. The largest number is interested in a summer school – Croatian language and culture and work placement (33%). There is significantly less interest in visiting Croatia to attend a summer school – other topic and attending a master’s college/university programme. Sixty-one per cent of respondents believe that these educational

programmes should be conducted in both English and Croatian, with Croatian being predominant. They consider that the following courses should be offered: a summer school for children born in the diaspora; sports seminars and activities; designing and making folklore costumes; more in-depth learning about Croatia's history and all the small villages; courses related to Croatia's strengths (history, politics, tourism, agriculture, etc.), for attracting members of the Croatian diaspora to their original homeland.

5. DISCUSSION AND CONCLUSION

The study has found that Croatian Canadians are an attractive market segment for diaspora tourism. Members of the Croatian Canadian community are motivated and interested, and they expressed the intention to visit or revisit their motherland in the future. More than 80% are definitely planning to travel to Croatia.

They remain connected to their country of origin. The homeland connection is stronger for the emigrant population than their descendants born in Canada. For 75% of respondents born in Croatia, national identity is very important, and two-thirds of them identify themselves as Croats. For almost half of respondents born in Canada, both identities are equally important.

The primary motives for travelling to Croatia are associated with visiting family and friends, visiting the homeland and going on a beachside holiday. Although these reasons were rated as most important by all generations of the diaspora, there are significant differences in other motives between those born in Croatia and those born in Canada. For the emigrant population, nostalgia/homesickness was the other most important motive for travelling to Croatia, while for their descendants, it was sightseeing/visiting tourist attractions. The finding that the diasporic migration histories determine their travel motivations has been supported by previous studies (Huang, Ramshaw and Norman, 2016; Huong and King, 2002; Peručić, Greblički and Đirlić Šindija, 2022; Huang, Hung and Chen, 2018). The demand structure of diaspora communities determines their motives to visit their homeland (Murdy, Alexander and Bryce, 2018).

Croatian Canadians often combine visiting the homeland with seaside activities, city sightseeing, visits to restaurants, historical buildings and museums, national parks, protected nature areas, attending cultural, traditional and family events, shopping etc. When evaluating the quality of tourism facilities, they expressed very high levels of satisfaction with

their entire stay in Croatia. Satisfaction with tourism development, tourist accommodation, tranquillity and rhythm of life, cultural/traditional events, recreational facilities, nightlife, value for money, cleanliness and maintenance, traffic infrastructure, shopping opportunities and ecological awareness was expressed by more respondents born in Canada than those born in Croatia. It is indicative that approximately one-third of respondents are not familiar with nautical and health tourism facilities, which indicates insufficient promotion of certain elements of the tourism offer. The majority of respondents from both groups demonstrated a very low level of satisfaction with political development, investment opportunities and economic development.

Both groups agree that, for the development of diaspora tourism, it is important to improve air transport connections, cooperation between Croatia and Croatian communities in the diaspora, and to create attractive tourism programmes tailor-made for the diaspora population. Their comments on what is lacking in the development of diaspora tourism and suggestions will be useful to everyone involved in tourism development in Croatia.

These findings contribute to the literature, which has not examined enough the diasporic experience with the homeland as a tourist destination. Recent authors argue that a better understanding of diasporic motivations across migrant generations, destination evaluation and satisfaction, and future travel intentions are important for tourism policy markers (Otoo, King and Kim, 2021; Vong, Pinto and Silva, 2017; Du Preez, and Kumarivani Govender, 2020). As suggested by Huang, Haller and Ramshaw (2013), the travel and tourism industry should improve the understanding of the unique characteristics of diaspora tourism.

The present research enables a better understanding of the unique characteristics of diaspora members as a potential tourism market segment by generational groups; however, it has certain limitations. The first limitation is the structure of respondents according to the place of residence. This does not have a significant impact on the results of the study; nevertheless, having a more diverse structure would be an advantage. The second limitation is the generational groups. Regarding the generation of the diaspora, 51% of the respondents born in Canada belong to the generation in which both parents moved from Croatia to Canada, which means that they probably continue to have strong ties with the homeland. Future studies should involve more members of the second and third generations of the diaspora.

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Hrvatska dijaspora kao potencijalno turističko tržište: primjer Kanade

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SAŽETAK

Pripadnici dijaspore osjećaju snažnu povezanost s domovinom. Njihovi motivi za putovanje u domovinu kreću se od posjeta domovini, rodbini i prijateljima, traženja »korijena«, odlaska na važne državne i vjerske praznike, konferencije i obrazovne programe do korištenja zdravstvenih usluga, obilaska turističkih atrakcija i odmora. Svrha je istraživanja identificirati i analizirati osobne motive pripadnika hrvatske dijaspore koja boravi u Kanadi za posjet domovini, njihov sociodemografski profil, karakteristike putovanja, turističko iskustvo i buduće namjere putovanja. Empirijsko istraživanje provedeno je među pripadnicima hrvatske kanadske zajednice. Temelji se na online anketi provedenoj u razdoblju od siječnja do ožujka 2022. godine. Rezultati pokazuju da su hrvatski Kanađani atraktivan tržišni segment za dijasporski turizam. Primarni motivi putovanja u Hrvatsku povezani su s posjetom obitelji i prijateljima, posjetom domovini i odlaskom na odmor na more. Za iseljeničku populaciju nostalgija/čežnja za domom drugi je najvažniji motiv putovanja u Hrvatsku, dok

je za njihove potomke to razgledavanje/posjećivanje turističkih atrakcija. Ispitanici rođeni u Kanadi zadovoljniji su razvojem turizma od onih rođenih u Hrvatskoj. Više od 80% pripadnika hrvatske dijasporne koja živi u Kanadi sigurno planira posjetiti ili ponovno posjetiti svoju domovinu u budućnosti. Rad daje novi uvid u motivaciju i ponašanje hrvatskih Kanađana kao potencijalnih turista koji posjećuju Hrvatsku, što je u literaturi o turizmu nedovoljno istraženo. Omogućuje se bolje razumijevanje jedinstvenih karakteristika i prirode putovanja pripadnika dijasporne dviju generacijskih skupina, što donositeljima odluka omogućuje prilagodbu njihovim potrebama. Studija daje smjernice za bolje upravljanje dijasporne turizmom.

KLJUČNE RIJEČI: dijasporne turizam, hrvatsko-kanadska zajednica, motivi za putovanje u Hrvatsku, karakteristike putovanja, turističko iskustvo, buduće namjere putovanja