



LAUREA
UNIVERSITY OF APPLIED SCIENCES
Together we are stronger

Split, Croatia

Educational, Adventurous and Sustainable Tourism Destination

Chabik, Szymon

Imran, Md. Azim

Laurea University of Applied Sciences
Kerava

Split, Croatia

Educational, Adventurous and Sustainable Tourism Destination

Szymon Chabik
Md. Azim Imran
Degree Programme in Tourism
Bachelor's Thesis
May, 2015

Szymon Chabik
Md. Azim Imran

Split, Croatia
Educational, Adventurous and Sustainable Tourism Destination

Year	2015	Pages	20
------	------	-------	----

The purpose of this Bachelor's thesis is to create an audio-visual documentation about an educational trip to Split, Croatia. The trip took place in April, 2014. The educational tour was organized by Laurea University of Applied Sciences. The destination, Split, were chosen by participants' vote. The tour was arranged and planned by a group of students and the theme of the tour was Educational Tourism. The entire trip was taken into consideration from sustainable, Adventure and educational points of view. The entire tour was to monitor ability of the students. It was a great opportunity for the student to arrange and organize a tour to a country gain knowledge in different fields of tourism.

The research methods used in this thesis are qualitative observation and audiovisual documentation. The research approach is very pragmatic and the emphasis of this thesis is on The documentary video which is a complete opposite of traditional methods. Because this is not statistics and research results. The material for the video was gathered on April 22-29, 2014 in Split, Croatia. The theoretical part of the thesis consists of defining the basics of sustainable tourism, educational tourism and adventure tourism.

This format of audio-visual thesis is not the first of its kind, as previously similar kinds of theses were made although the content were different. But this thesis work is an example of LbD- Learning by Developing method. This audio-visual format of the thesis will bring a lot of knowledge to new students. Students will be able to know how this kind of work is done and what kind of materials are used to create this kind of work. The aim of the thesis was to create an audio-visual document and that goal was reached successfully; the outcome is a 22-minute-long video. Split does not have any similar document in video format. The video is available on YouTube under the name: "Split, Croatia - Educational, Adventurous and Sustainable Tourism Destination".

Key Words: Sustainable Tourism, Educational Tourism, Adventure Tourism

Szymon Chabik
Md. Azim Imran

Split, Croatia - Educational, Adventurous and Sustainable Tourism Destination

Vuosi 2015 Sivumäärä 20

Tämän opinnäytetyön tavoitteena on luoda audiovisuaalinen dokumentti, jossa tutkitaan Kroatiassa sijaitsevaa matka kohdetta Split. Kohdetta tutkitaan kolmesta eri näkökulmasta. Splitin tarjonta opintomatka kohteena ja seikkailumatkojen kohteena, kuin myös mitä kestävän matkailun elementtejä on havaittavissa omin silmin paikanpäällä käydessä. Matka järjestettiin keväällä 2014 huhtikuussa ja se oli täysin opiskelioiden kehittämä. Matkan tarkoituksena oli luoda opintomatka paketti ja kokeilla sen toimivuus oikeassa tilanteessa. Kyseisenä vuonna äänestyksen voitti Split. Tämä oli erinomainen mahdollisuus liittyä mukaan reissuun ja sen myötä päästä kuvaamaan kaupungin lisäksi keskustelu joka käytiin Aspiran Korkeakoulussa Kroatiassa. Keskusteluun kuului muun muassa kokemusten vaihto ja opetussuunitelmien sekä menetelmien erilaisuudet Suomen ja Kroatian välillä.

Tutkimusmenetelmänä tässä opinnäytetyössä käytettiin kvalitatiivista havainnointia, pääosin tapaustutkimus menetelmää kuvaamalla se audiovisuaaliseen formaattiin. Tämä oli täysi vastakohta perinteisiin menetelmiin, sillä tässä ei käyty läpi statistiikkoja ja tutkimus tuloksia, vaan puhtaasti havainnoinnin kautta saatua tietoa. Kaikki materiaali kuvattiin matkan aikana, jonka ajankohta oli keväällä 2014 huhtikuussa. Teoreettinen puoli tästä työstä pitää sisällään kuvailun ja selityksen mitä on Kestävä matkailu ja mitä täytyy pitää mielessä kun haluaa luoda semmoisen kohteen, opinto matkailun perusteet ja historian, sekä seikkailumatkailun mahdollisuuksia Splitissä.

Vaikkakin tämä ei ole ensimmäinen audiovisuaalinen opinnäytetyö, niin ei ole aikasemmin tehty kyseistä mistään matkakohteesta, eikä samankaltaisesti rakennettua. Tämä työ on hyvä esimerkki siitä, että on erilaisia toteutustapoja, joilla voi saada hyvän ja tietoa antavan opinnäytetyön. Laurean LBD(Learning by developing)- metodi tuki tämän työn erilaisuutta ja mahdollisti tämänkaltaisen työn toteutumisen. Audiovisuaalisen työn myöntä opiskelijat saivat paljon uutta tietoa ja kokemuksia miten tammoinen työ tehdään, kuin myös mitä työkaluja ja miten niitä voi käyttää. Opittu tieto on varmasti tärkeä tulevaisuudessa työelämässä. Havainnointi menetelmällä saatu data ja tieto kehitti myös valtavasti tiedon ja taidon analysoida tositilanteessa asioita, jotka liittyvät yllämainittuihin näkökulmiin. Tämäntapaisen työn esittäminen video formaatissa on huomattavasti tehokkaampaa kiinnostuneelle, sillä hän pystyy tiedon lisäksi selkeästi näkemään esimerkin tästä asiasta. Splitistä ei myöskään löytynyt mitään samankaltaista dokumentti videota, joten mahdollisesti tämän avulla sinne matkustavat saava hyvää tietoa. Video on nähtävillä YouTubessa nimellä ”Split, Croatia - Educational, Adventurous and Sustainable Tourism Destination”.

Key Words: Sustainable Tourism, Educational Tourism, Adventure Tourism

Table of Contents

1	Introduction	6
2	Research Plan	7
3	Research Methods	8
	3.1 Case Study	8
4	Theory Aspects of the Thesis	8
	4.1 Tourism	9
	4.2 Educational Tourism	10
	4.3 Adventure Tourism	12
	4.3.1 Adventure Tourism in Split, Croatia:	13
	4.4 Sustainable Tourism	13
5	Data Collection	15
	5.1 Data Analysis and Outcome of the Research	16
6	Conclusion	16
7	References	18
8	Appendices	19

1 Introduction

The purpose of this Bachelor's thesis was to create an audio-visual document of an educational tour. The trip took place in Spit, Croatia from 22nd to 29th of April, 2014. The tour was a part of a study course from Laurea University of Applied Science, Kerava unit. A group of tourism students arranged and organized the tour under the supervision of a responsible teacher for the course. The trip was partially funded by Laurea UAS.

The idea for this thesis came from the course. The teachers were looking for a thesis topic that would be something different than just writing theories and making questionnaires. Since every year a group of students organize a trip to different countries as a part of this course, therefore she wanted to make an audio-visual document which can be useful in the future. A suggestion of making an audiovisual documentation of the project was introduced and the idea was approved.

This research main emphasis mainly on the audiovisual outcome and that is why the theoretical part was limited to only the necessary information that the researchers considered important in order to implement the thesis process. Therefore, the theory part will shortly present the basics of sustainable tourism, educational tourism, and adventure tourism communication. Especially the fact that there was no research problem to be studied and provided with an empirical answer it required critical thinking to understand certain issues by just observing them. It was really interesting to organize a tour to other country, plan the activities there and finding the proper data form there within very short period of time. Research methods used in the thesis were qualitative observation and audiovisual documentation. The tool for making the document was called Windows Movie Maker.

2 Research Plan

To gather the necessary information and material for creating audio-visual document, it was crucial to join the study field trip organized by Laurea students. Laurea University of Applied Sciences has an elective course during which group of approximately 14 students create a tour package within field of educational tourism. Finally the product is put on a real life test by the students in Split.

The group is divided into smaller teams with different responsibilities like hotel and flight reservations, creation of contact list including all the participants and closest relatives as well as contact list for important numbers in the destination itself like emergency number, number to Finnish embassy or consulate and number to the hotel students stayed at. Additionally each day had a theme and a small team assigned to arrange activities for the day. For example on one day the theme is connected with gastronomy and local cuisine and the team leaders of gastronomy team would be the guides for the day taking the group to local bazaars and food markets and end up in a restaurant of their choice having a great meal at the end of the day. On another day study group took for example guided tours around historical part of the city and visit some museums to learn the history of particular City, in this case Split in Croatia. During this trip students would also visit local university to discuss differences and share experiences between studying in Croatia and Aspira University College in Split and Finland and Laurea University of Applied Sciences.

The study trip required a lot of thoughtful planning and research. The course was scheduled to start in January 2014 and the trip itself in April of 2014. Idea for this thesis was discussed in middle of March 2014 and approved within few days and the study trip took place in April of 2014. Research for this thesis was conducted while in split. During the day all participants of this trip were obliged to take part in the activities. Evenings were free of activities and most of the research work necessary for this Bachelor's thesis was done then. Great importance was put on observation from certain aspect; sustainable, educational and adventurous in this case and integration with locals. Tool used for collecting the needed data was Canon 550D digital camera and the data was in forms of video clips, recorded interviews and pictures.

3 Research Methods

In this chapter the research method used to conduct the research and collect the data is introduced. Since the outcome of this thesis is presented in audiovisual material that is collected during a trip and often by spontaneous idea, the case study method was the best choice.

3.1 Case Study

Case Study has no single definition, but basically it means an in-depth and detailed examination of the particular situation rather than researching statistical data. Case study method comes in handy for example when putting on a test model existing only in theory to a real life situation. This method has been used for years and still is by anthropologists, psychologists and social scientists. (Martyn Shuttleworth, Explorable.com)

Case study is a flexible and rather observation based research method where instead of proving particular result to be wrong or right it will not give complete answer to certain question. Instead it could provide completely new and unexpected results, which later on might give great alternative paths for researchers to proceed with their researches. Martyn Shuttleworth from Explorable.com gives an example between case study and statistical survey: "For example, a statistical survey might show how much time people spend talking on mobile phones, but it is case studies of a narrow group that will determine why this is so." Result of case study is not correct or incorrect. (Martyn Shuttleworth, Explorable.com)

Additionally required data was collected through unstructured qualitative research interviews given to tourists in Split. These tourists were asked about their experience in the city of Split. Both positive and negative impressions, what they favor the most in the city and what was the reason for choosing Split. Last question concerned sustainable tourism. The awareness of the term as well as the weight put on importance of this topic. Interview ended by regards in native language of the interviewed. Nationalities of participants were Korea, Singapore, United States of America, Austria and Bosnia & Herzegovina.

4 Theory Aspects of the Thesis

This chapter will discuss and introduce the general definition of tourism and the stage of tourism in Croatia and Split. The term Tourism will be then narrowed to the three key aspects of this research. Educational tourism and the possibilities in learning while travelling in split as well sharing experiences between students studying in university in Finland and students studying in University College in Croatia. As tourism in Croatia has recently grown the mean-

ing of important term, sustainable tourism will be discussed as well as Croatian development plans towards becoming such a destination. Lastly adventure tourism in Croatia and Split will be talked about.

4.1 Tourism

Innumerable people from all over the world, make their travel plans for a pleasure or business-related trip. These trips may be short or long duration. Primarily by the term tourism we think of people who are traveling to visit friends and relatives, sightseeing activities, vacation, having a nice time etc. During their travel and stay they enjoy their time by different activities. Like various sports, sunbathing, singing, walking around, hanging with friends, riding, and reading and so on. But if we consider the term further we need to add in our definition of tourism people who travel for business purposes. During their travel they participate various business activities like conference, seminar, business meeting and many kind of professional activities (Goeldner & Ritchie 2003, 4.)

The International Conference on Travel and Tourism Statistics convened by the World Tourism Organization (WTO) in Ottawa, Canada in 1991 has been reviewed, updated and expanded on the work of earlier international groups. That conference in Ottawa, Canada made some fundamental recommendations on definitions of tourism, tourists and travelers. These recommendations were adopted by the UN on 4 March 1993 (Goeldner & Ritchie 2003, 7.)

Definition of tourism has taken beyond the stereotypical image of 'holiday making' by WTO. The officially accepted definition is: "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purpose." (Goeldner & Ritchie 2003, 7.)

Since 1950 has been the sustained growth and resilience of tourism both as an activity and an economic sector. The dual bombings of a major Asian tourism destination- Bali, horrifying SARS and threat of bird flu, the second Iraq war, bombings of the London and Madrid railway systems and Tsunami in 2004 but it was the events of 9/11 that triggered changes in consumer behavior and changes which have made an impact on travel patterns and operations around the world. Despite these challenges, in 2006, the World Travel and Tourism Council (WTTC) demonstrated the tremendous scale of the world's tourism sectors (WTTC, 2006).

- The travel and tourism industry's percentage of world gross domestic product was 10.3 %;

- The world travel and tourism industry had a turnover of USD 6,477.2 billion and
- The world travel and tourism industry supported 234 million jobs which is 8.7% of total world's employment.

It is therefore clear that tourism is a major force in the economy of the world. An activity of global importance and significance. It is also a sector that has the capacity to impact negatively upon host environments and culture, the raw materials of many tourism products. As a result, increased prominence has been given to tourism in the United Nation's world summits such as the 1992 Rio Earth Summit and the World Summit on Sustainable Development in Johannesburg in 2003(Cooper, Fletcher, Fyall, Gilbert, Wanhill (2005, 4-5).

4.2 Educational Tourism

According to Brent W. Ritchie (2003, 18), the definition of the educational tourism is "tourist activity undertaken by those who are undertaking an overnight vacation or those who are undertaking an excursion for whom education and learning is a primary or secondary part of their trip. This can include general educational tourism and adult study tours, international and domestic university and school students' travel, including language schools, school excursions and exchange programmes. Educational tourism can be independently or formally organized and can be undertaken in a variety of natural or human made settings."

Educational Tourism may seem, to many people as a new and unfamiliar phenomenon, however The Grand Tour which began already in seventeenth century is perceived as the beginning of educational and cultural tourism. The Grand Tour is educational path across the Europe with purposes of civilizing and educating British scholars and aristocratic youth as part of their studies during seventeenth, eighteenth and nineteenth centuries. Participants of The Grand Tour were taught foreign languages, dancing, riding, and foreign affairs and were referred to as "Tourists". Even though trips have had elements of learning and education for centuries it was not until recent year's educational tourism got the attention of tourism industry academics. Despite the large variety of formats, educational tourism shares same motivator factors such as self-improvement combined with leisure. Educational tourism is very comprehensive and complicated topic and due to this often ignored by tourism industry academics. There are lots of purposeful trips prioritizing learning such as language schools abroad, exchange programs between Universities, career enhancement, job development, field trips and study excursions organized by schools as well as trips with tourism being the dominant shaper of the trip such as cultural tourism or adventure tourism for example that fit

the definition of educational tourism, however most of the times they are referred to with other names rather than educational tourism. (Ritchie 2003, xv, 9-11)

In modern world people often want to maximize the outcome of spent vacation by adding aspects of education and learning in order to achieve unforgettable experience and therefore the demand for educational tourism alternatives seems to be at increase. Especially in the Western world where people are highly educated and take education and lifelong learning with great importance, the drive for learning experience during the trip is high. Educational tourism could play significant role in tourism industry as not only 'purposeful learning and travel' tourist, but a leisure tourist with added elements of education within his trips is considered as educational tourist. Educational tourism phenomenal should be comprehensively researched and examined to provide demanded services for the growing target group in the future (Ritchie 2003, 9).

Almost all kinds of tourism include elements of learning and education and could be segmented as Educational tourism. As the examples; Richie W. Brent (2003, 44) uses the statement by The World Tourism Organization defining the cultural tourism as "small, well-managed, educational and frequently upmarket tourism involving music, the arts, and ethnic exchange" and points out that the main role of museums and cultural heritage sites is to preserve and collect cultural object to create exhibition with learning and pleasure purposes. Ecotourism is also brought up with important elements of it being learning about natural environments and ecological processes. Ecotourism is considered as socially and ecologically responsible tourism where the negative impact on the destination is minimized. Educational tourist is often driven by special interest based on what the trip will be arranged. WTO defines special interest tourism as a type of tourism where group or individual is driven by interest towards specific subject resulting in tours developing their knowledge in certain fields. Read (1980) suggests that 'special interest' tourism should be replaced with a term REAL travel (Rewarding, Enriching, Adventuresome, Learning experience). Combining educational tourism with educational entertainment referred to "edutainment" has also been a trendy type of tourism. Edutainment generally speaking is smart fun; education and learning is achieved by attending activities such as games for example. (Richie 2003, 28-29, 34, 44, 102)

Trip to Split works as a great example of building education tourism package. It was a field trip created by tourism degree student of Laurea University of Applied Sciences unit Kerava, Finland. Students were meant to create a one-week tour package and experience it on their skin by later on taking the trip they have planned. Project consisted of approximately 20 students that were divided to groups with different responsibilities. Each day had a different theme; history, culture, gastronomy, nature etc. meaning that during this trip participants achieved great understanding and educational outcome on the culture, history, customs and

way of life in the destination. Purpose was to create educational tour package that could be sold to customers willing to acquire great knowledge on the destination. One day was dedicated for local orphanage and university, where students from both countries discussed about education systems in Finland and Croatia. Outcome of the discussion was very fruitful for both, the local students and the visiting students from Finland. Best practices and experiences were shared.

4.3 Adventure Tourism

It is important to understand the meaning 'adventure' to know adventure tourism in details. Many people describe the term 'Adventure' in many other forms, for example, Thrill, Challenge, Awe-inspiring, Adrenaline, Ultimate, Risk, Excitement, Elation, Conquer, Fear, Terror, Success, Journey, Expedition, Daring, Roughing it and so on.

We learn about the adventure long before dictionary definition. Adventure movies like 'Adventure of Sinbad' give us the general idea of what adventure really is. It is clear that adventure is an unusual experience. It is not possible to sum up the nature of adventure by a single characteristic. The core characteristics or qualities of adventure can be summarizing by the points below (Swarbrooke, Beared, Leckie, Pomfret 2003, 3-5.)

- Uncertain outcomes
- Danger and risk
- Anticipated rewards
- Novelty
- Stimulation and excitement
- Escapism and separation
- Exploration and discovery
- Absorption and focus
- Contrasting emotions

Of course many of these qualities are interdependent and inter-related. Novelty for example contributes to both the sense of challenge and the degree of stimulation therefore any of these qualities taken alone do not make an adventure. (Swarbrooke, Beared, Leckie, Pomfret 2003, 7-9.)

Adventure tourism is a kind of niche tourism where traveler should expect the unexpected by exploring or traveling to remote areas. Adventure tourism rapidly getting popularity among the travelers, as they seek for unusual holidays. Trekking, mountaineering expeditions, bungee jumping, rock climbing, rafting, diving etc. are frequently considered as an example of adventure tourism.

4.3.1 Adventure Tourism in Split, Croatia:

Split, Croatia is an ideal place for the travelers who seek for adventure during their travel. It is the second largest city of Croatia after Zagreb and the biggest city of the region of Dalmatia. The city itself lies on the eastern shore of the Adriatic Sea and has a plenty to offer to the adventure loving travelers. Travelers can find unique blend of mountains, islands and rivers surrounded the city of Split. The city is less than one hour driving from the foamy rapids of the river Cetina, the beach at the Vrulja bay or the archipelago of the Pakleni islands where travelers can find unforgettable experience in a natural setting.

Rafting, canoe safari, river tubing, canoeing, extreme canoeing are generally the most popular forms of adventure in the river Centina. The Mountain Mosor that rises above the city offers jeep safari, hiking tour, play paintball, rock climbing etc. Nearby city Trogir and Brela is perfect place for sea kayaking and snorkeling. (splitadventure 2015.).

4.4 Sustainable Tourism

Sustainable tourism is a big trend within the tourism industry in the present times and shows no signs at all towards fading away. Sustainable tourism is important and beneficial to tourists itself as well as to the companies and local communities. Key characteristics of sustainable tourism are to serve the demands of current tourism while providing benefit to the local community in terms of economics without adversely affecting the structure of economic activity. Sustainable tourism should not impact existing social organizations and have minimal impact on the local environment in geological aspect. Depending on the scale of destination and tourism the infrastructure necessary to maintain the business should be also beneficial to the local people. In order to successfully maintain sustainable tourism all the matters mentioned above should be developed with a long-term perception towards better future. (Ritchie, Crouch, 2005, 33, 37)

Sustainable tourism is rapidly growing and relatively new phenomenal as it was only introduced two decades ago in the editors' pioneering introductory article in the Journal of Sustainable Tourism (Bramwell and Lane, 1993). According to Ritchie J.R. Brent and Crouch G. this article indicates the beginning of sustainable tourism back to the publication from 1973 of Ecological Principles for Economic Development (Dasmann et al., 1973). Ritchie J.R. Brent and Crouch G. argue in their book that the report by World Commission on Environment and Development (WCED, 1987) also known by the name "Bruntland Report" "is now viewed by many as the next pivotal point in the recognition of sustainable development as a fundamen-

tal principle for managing global development.” (Ritchie, Crouch, 2005, 33). Despite of being referred as a fundamental principle for managing global development in the perspective of destination management sustainable tourism rather beneficially affects development and endorse the types of tourism going hand in hand with sustainability (see appendix 1.) than shapes the development. (Ritchie, Crouch, 2005, 33, 34, 37)

When taking a look with business point of view the company which is sustainably competitive with a long-term perspective on its actions is more likely to prosper well and outdo the short-term money milking companies. By respecting the principles of sustainable tourism it is more likely that the company will not lose the assets, which make it attractive and will more likely develop in a good direction keeping its attractiveness to the tourists as well as to potential investors and additionally create rather positive impact on the local community. Well managed and sustainable company will more likely become an object of researches which could lead to product innovation. It is important that managers are acknowledged with fundamentals of sustainable tourism to manage healthy businesses with minimized negative impacts on the destination. (Ritchie, Crouch, 2005, 33,)

Creating sustainable tourism environment requires ethical approach when planning, managing and creating policies of the company. Misuse of natural or human resources is unacceptable and needs to be taken care of immediately if existing. The growth of the company should be controlled accordingly to the limitations of the destination to prevent causing negative impact in any of the elements - environmental, economic, social, cultural, political and managerial. As it was addressed earlier long-term way of thinking is essential and every person in this environment has to be treated fairly and equal. Making money does stay as the priority to have healthy and prospering company; however there are situations where compromises towards better impact on certain issue and less money have to be made. All the shareholders within regional tourism industry should be acknowledged about any issues concerning sustainable development for further planning and solving specific issue. It is essential to understand the life of the market and the culture of the local people as well as how the managers of private sector and public or voluntary organizations conduct their business in order to be able to turn the thoughts to actions and keep up the sustainable development and competitiveness. It is also necessary to precisely analyze the affections concerning benefits and losses on certain individuals and groups when making decisions. Balance between cost and benefit is important.

In the past years Republic of Croatia has become a very popular tourist destination with its well preserved historical and heritage attractions around the country, unbelievably beautiful landscapes both in land and at the coast and in addition beautiful islands are a pull factor for incoming tourists. Croatia is also a big transit destination for ferries. In 2010 the total tourist

activity in Croatia was 51 million visits of which 39.6 million were from foreign arrivals and 11.9 million from domestic tourism. Tourism is one of the main industries feeding Croatian economy. In 2013 the revenue from the tourism industry was 7.18 billion euros getting a 16.5% share of Croatian overall economy.

Croatia has been moving towards becoming competitive and sustainable tourism destination already since 1993. The first document of tourism industry development was published in 1993 - Developmental Strategy of the Croatian Tourism, 1993-2003 with the main mission to reconstruct, valorize and protect the tourism resources. In 1998 Concept of Long-term Development of the Croatian Tourism, 1998 was published placing its weight on building the necessary infrastructure in land as well as between mainland and islands and improving the ecological awareness. In 2003 another strategy for development of Croatian tourism was made to improve sustainable usage, protection and development of its natural, historical and cultural resources. Government is also trying to make Croatian tourism industry attractive to investors. Government has also started subsidizing the interest rates of commercial loans taken by SMEs. The average loan has 2-4% interest rate. Proposal for further development strategy until 2020 has been already made by Ministry of Tourism in 2013. Many of the goals have been achieved, however there is still plenty to be improved. (Presentation by: Ms Blanka Belosevic, Current Trends in Sustainable Tourism - Example of Croatia, The Government of the Republic of Croatia, Proposal for Tourism Development Strategy of the Republic of Croatia Until 2020. Zagreb, February 2013)

5 Data Collection

Data of this thesis are collected in Split, Croatia. During the trip to Split various places, Institutions, Museum, Historical places, Natural tourists' destination and city were visited. A Canon 550D digital camera was used to take pictures and videos of the tour. Random tourists were interviewed about different matters. All Interviews were also recorded. There were certain restrictions of making videos. We were restricted to use camera in some places. And also children under 18 were not part of our work.

5.1 Data Analysis and Outcome of the Research

The outcome of the Educational tourism can be seen on laurea.fi-SoleOps. The video itself starts with a brief introduction about Split. Where general information were mentioned about busiest place in Split. Random tourists were interviewed and asked about Split, why they choose it, are they concern about sustainability etc.

According to course planner teacher of Laurea University of Applied Sciences, Kerava- Leena Kuosmanen lots of new ideas were created during our visit. According to Leena richness of our work was the fact that there were student's involvement of making this trip successful. A similar kind of educational tourism might be arranged in the future since tourism is an ongoing process in all of the partner countries. Cooperation between Croatia and Finland has already begun. (Leena, 2014).

6 Conclusion

During working on this thesis, many various difficulties were faced while preparing the research plan. The idea of this thesis came really spontaneously with quite short notice to the trip. Short notice together with extremely tight schedule at the time made creating effective research plan nearly impossible. Additionally face that the research problem did not exist in this research was very confusing and resulted in insufficient audio-visual data. Another fact was, that this thesis work was first of its kind and therefore finding information on how to conduct it was challenging.

While working on this thesis researchers have really enhanced their knowledge in the three key words they used for this work: Educational tourism, adventure tourism and sustainable tourism. Apart from getting the theoretical knowledge of these subjects' researchers had a great opportunity to see certain things and analyze different situations as 3rd party observers. Especially the fact that there was no research problem to be studied and provided with empiric answer it took deep thoughts to understand certain issues by just observing them. It was really interesting to create audiovisual documentary with using completely unknown tools for the first time. Planning the shoot spots, actual shooting and later on editing the big load of material into one compact documentary was quite challenge and took some time. First the learning of the software what happened to be Windows Movie Maker to analyzing and choosing the best fitting audio visual data.

Despite all the disbeliefs and motivation issues researchers had during working on this Bachelor's thesis, it was pushed to completion. This kind of work was completely new and partially out of the study field when it comes to filming and editing. In modern professional life learning those things would at some point come as big advantage to at least know the basics and give some ideas based on own experience, how to prepare and what to keep on mind while doing. This could be "breaking the ice" kind of thesis that would help future students to get some idea and learn the difficulties faced during such a project before hand and have a better start off on solving problems when they occur. After all a great and fun experience with much better reach to the audience via its audiovisual content as it is documentary filmed on study trip.

7 References

Cooper, C. & Fletcher, J. & Fyall, A. & Gilbert, D. & Wanhill, S. *Tourism Principle and Practice*. Third edition. Great Britain: Pearson Education Limited.

Goeldner, R. & Ritchie, B. 2003. *Tourism Principles Practices Philosophies*. 9th edition. New Jersey: John Wiley & Sons Inc.

Ritchie, B. 2003. *Managing Educational Tourism*. Great Britain: Cromwell Press.

Ritchie, J.R Brent & Crouch G.I. & Ritchie J.R. 2005. *Competitive Destination: A Sustainable Tourism Perspective*. Great Britain: CABI Publishing,

Swarbrooke, S. & Beard, C. & Leckie, S. & Pomfret, G. 2003. *Adventure Tourism The New Frontier*. Great Britain: Elsevier Science Ltd.

Internet Sources

European Commission. 2012. *Mediterranean and Europe: Current Cooperation and Future Perspectives in Sustainable Tourism*. Accessed 10.05.2015.
http://ec.europa.eu/enterprise/sectors/tourism/files/euomed-presentations/4-croatia_belosevic_en.pdf

Martyn Shuttleworth. 2008. *Case Study Research Design*. Retrieved 29.05.2015.
<https://explorable.com/case-study-research-design>

Ministry of Tourism. Croatia. 2010. Retrieved 15.05.2015.
<http://www.mint.hr/default.aspx?id=4493>

Ministry of Tourism, Croatia. 2013. Retrieved 21.05.2015.
http://www.mint.hr/UserDocsImages/Tourism_development_strategy_2020.pdf

Split Adventure. 2014. Retrieved 22.05.2
<http://splitadventure.com>

8 Appendices

Appendix 1. The relationship between sustainable tourism and other terms (from Swarbrooke, 1999) J.R Brent, Crouch G.I., Ritchie J.R., 2005



