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Selected characteristics of roots tourism in Slovenia

Abstract

Although the term 'roots tourism' gained widespread academic attention, it remains relatively unknown in Slovenia despite the country's considerable Diaspora with over 350,000 persons of Slovene origin living in different continents. Based on an empirical study of Slovene-American and Slovene-Australian ethnic communities, this paper examines the main characteristics of this segment of the tourism industry. Results show that visits of the Slovene-American and Slovene-Australian ethnic communities to Slovenia had an impact not only on their sense of family/ancestral heritage, but have also enhanced their identity as Slovene descendants. The respondents reported that in some cases their trip became an emotional 'pilgrimage' rather than a 'tourist journey'. Furthermore, the survey indicates that roots tourism has a significant impact on the local and national Slovene economy.

Key words: roots tourism; Slovene-American Diaspora; Slovene-Australian Diaspora; visit characteristics; Slovenia

Introduction

The tourism industry is a complex and segmented sector of the global economy and a major contributor to national gross domestic products in both developed and developing countries. Due to the stiff competition for visitors, tourism destinations constantly strive to present new niche products and search for new market opportunities. In recent years, this endeavor is especially evident in the domain of culture and heritage tourism which is closely related to human history. Such is also the segment of roots tourism, concentrating particularly on specific and personal interests: family history and ancestral and ethnic heritage. The term roots tourism describes the phenomenon of return visits to the homeland by emigrants and their descendants. It contributes a personal dimension to an individual's tourist mobility and emphasizes one's ancestral and ethnic roots.

Slovenia, newly independent in 1991 but long a well-recognized and cohesive ethnic homeland in Middle Europe with two million inhabitants in 2010, has a long tradition of emigration. Slovenes have been immigrating to various parts of the world, primarily to the Americas, for more than 150 years. Researchers Žigon (1998), Prešeren (2001) and Klemenčič (2005) estimate that the number of persons with Slovene origins living outside Slovenia exceeds 350,000. They are mostly located in the United States of America, Canada, Argentina, Australia, and in some European countries. Over the decades, the Slovene Diaspora has in general improved their personal income, achieved a high level of education and established different institutions that remind Slovenes of their roots – ethnic organizations, Roman Catholic Parishes, newspapers, websites and Slovene cultural heritage celebrations. They managed to maintain their ethnic identity and transfer it to their descendants.

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The described facts represented a challenge for interdisciplinary research from a roots tourism perspective: the Slovene Diaspora was considered as a highly motivated population of potential tourists and tourist-service consumers with considerable purchasing power and a strong, emotionally based motive to travel to Slovenia. Therefore this study's main research aims were to identify the basic characteristics of roots tourism mobility in Slovenia and to define the concrete economic and social aspects of Diaspora visits. An empirical, quantitative approach was used to study two (out of four) principal Slovene emigrant non-European communities – the Slovene-American and the Slovene-Australian communities.

Roots tourism from a theoretical perspective

Interdisciplinary approaches towards tourism, migration and Diaspora research have been relatively scarce until lately. The situation has changed when scholars of social sciences, i.e. sociology, anthropology, geography, etc., recognized the importance of collaboration for the advancement of science. In this sense, as Coles and Timothy (2004, p. 11) suggest, tourism can be understood as a vital medium by which post-national and post-sovereign relations may be resolved, as it presents a strong socio-cultural glue which bonds the home state with 'its' migrants.

As geographer Zelinsky argues (2001), tourism which manifests through the return visits of migrants to their country of origin can be considered a facilitator by which people feel connected with one another across geopolitical boundaries and, in some cases, vast distances. King and Christou (2009) also find origin-related tourist activities of significant importance, claiming that journeys to the land of the ancestors are primarily made in order to articulate one's sense of belonging to a historical community and to reaffirm or rediscover one's 'true' identity. Similarly, as stressed by Esman (1984), travel and tourism to the 'home country' is used by some ethnic groups to re-assert, reaffirm and perform their heritage.

These perspectives implement and deepen the understanding of emigrants' tourist mobility to their country of origin or their ancestor's homeland commonly known as the roots tourism phenomenon. The first studies on this subject focused on the African-American population in the United States which developed as a result of continuous forced migration of Africans since the 16th century. Many authors, including Badone and Roseman (2004), Basu (2004), Schramm (2004), Clarke (2006), Pinho (2008) and Timothy and Guelke (2008), agree that the interests for ancestral heritage travel was to a high degree stimulated by the novel "*Roots – The Saga of an American Family*"¹, written in 1976 by Alex Haley and the subsequent film series based on the novel.

Roots tourism has only recently been noticed as an important segment of the tourism industry and can be classified under the diverse culture tourism sphere of activity. Within its domain are activities connected with traveling to, and discovering one's family history in the country of one's ancestors.

Different culture tourism sub-segments, such as genealogy tourism, have recently gained attention among government sponsored tourism offices because of the revenue that can be generated by specially focused tours. Genealogy tourism, enhanced by special government sponsored data-search services, is now considered a sophisticated niche product in countries known for their Diaspora. These include Ireland, Scotland, Wales, Poland, Hungary and Germany (Garraway, 2006; Timothy, 2008).

Non-European Slovenian emigrant communities: A brief historical overview

Slovenes have a long tradition of emigration from all parts of the Slovene ethnic territories. The first extensive emigration flows appeared in the second half of the 19th century, when many of the agriculturally oriented regions in the southern part of the Habsburg monarchy were facing poverty and economic stagnation. At that time, Slovenes predominantly immigrated to other European countries (particularly to coal mining centers in Westphalia, Germany) and to the United States of America, where several Slovene settlements were established in Ohio, Colorado, Illinois and Pennsylvania. Some South American countries (e.g. Argentina, Brazil, and Uruguay) were also among the destinations where Slovenes settled, however their numbers were significantly smaller if compared with European countries and the United States, where more than 300,000 Slovenes had migrated by 1914 (Klemenčič, 2005).

With the creation of the Kingdom of Serbs, Croats and Slovenes in 1918 (after 1929 this country was renamed the Kingdom of Yugoslavia) the process of emigration continued, however the migration flows from Europe changed their main course. The rigid immigration policy closed the 'golden gates' of America in 1924, therefore the migrants sought new life opportunities in the countries of South America, Canada, Australia and in the economically developed European countries (Germany, France, Belgium and the Netherlands). During the period from 1921 to 1931, emigration from Slovene ethnic territory exceeded 50,000. The process was especially evident in the region of Primorska, which constituted roughly one third of Slovene ethnic territory and was annexed to Italy after the end of World War I (Klemenčič, 1995).

After World War II, Slovenia became a constituent part of the Federal People's Republic of Yugoslavia (in 1967 the name was changed to Socialist Federal Republic of Yugoslavia). According to Klemenčič (2005, p. 112), two phases of emigration from Slovenia can be distinguished in this period: the first post-World War II phase consisted of the migration of "political emigrants" – those who fled the Communist dictatorship that had assumed control in 1945 and who found themselves in camps for displaced persons. After 1950, illegal migrants crossed the closed Yugoslav frontiers and settled primarily in Canada, Argentina and Australia, in lesser numbers also in the United States. The majority of them went through the system of displaced persons camps in Austria and Italy, where most had to proclaim they were political émigrés to stay, whether or not it was true. The second phase of emigration took place in the beginning of the 1960s, when Yugoslavia opened its borders and its citizens were allowed to migrate freely and Yugoslav authorities allowed legal emigration. During this period, particularly intensive emigration currents flowed to Australia, Canada, other European states, and, in fewer cases, to the United States as well.

Today among the global Slovene Diaspora, Slovene-Americans in the United States represent the largest group, consisting of 176,691 persons in the year 2000 (U.S. Census Bureau, 2010). Another major non-European Slovene community is located in Canada, where, according to the statistical estimate of the 2006 census, there were 35,935 persons of Slovene origins (Statistics Canada, 2011). Of the Slovenes who immigrated to South America, most (approximately 30,000) settled in Argentina (Mislej, 1995), while others live in Brazil, Uruguay, and Venezuela. There are also around 25,000 Slovenes and their descendants living in Australia (Birska, 1994; Čebulj Sajko, 2000), although the Australian

Bureau of Statistics officially registered only 16,085 persons of Slovene origins in 2006 (Australian Bureau of Statistics, 2011).

Most of the immigrants in the new homeland developed immigrant settlements in a township with dense concentration of previously settled Slovenes, where usually at least one ethnic organizational structure existed – a cultural, educational, or sports society, a Slovene national home, a Slovene or mixed Catholic or Evangelical parish, an editorial offices of a Slovene ethnic newspaper, or, in the USA, a branch of a fraternal benefit society. These organizational structures have enabled Slovene immigrants to keep their language and ethnic identity (Klemenčič, 2009).

Characteristics of roots tourist visits to Slovenia

When studying return visits of emigrants to their homeland, it should be noted that this phenomenon is as old as the process of emigration itself. Emigrants who settle in new environments eventually improve their standard of living and desire to return, or at least temporarily visit, their homeland. The visits often serve as an example for relatives and acquaintances living in the homeland and encourage them to emigrate themselves, as emigration is seen as an investment in the individual's future.

In general, two types of reverse migration can be distinguished: the first relates to emigrants, who spend a period of time in the host country, improve their financial status and want to eventually return to their country of origin. The second relates to migrants who only visit their country of origin for a short term, mainly in times of annual leave, and want to continue living in their host country. These visits have, with time, become limited because of newly established homes, families, and the inevitable assimilation process and therefore gain a "tourist" connotation. Still these visits represent an important insight into one's family and ethnic heritage and are in the focus of our further research.

Methodology of the research

The research focused on the Slovene-American and Slovene-Australian communities and was based on two separate empirical quantitative studies conducted among them. In the case of the Slovene-American community, the data were gathered by an online questionnaire, which was designed to reach this specific population with a dispersed location of residence. The survey was open between April 1, 2008, and January 15, 2009, and during that period it was intensively promoted in the Slovene-American Diaspora media, where the chances of attracting the relevant population were high. At closure, 150 completed questionnaires were received from respondent individuals or families, located in 25 US states. The highest share of respondents came from Ohio (46% of total), of which 64% were from the Cleveland metropolitan area (including Euclid, Willoughby Hills, Mentor, Wickliffe and Eastlake). Another 13% of the respondents came from Pennsylvania, with 8,5% of them coming from the Pittsburgh metro area including Canonsburg and Coraopolis. Other states with significant shares of respondents were Florida and Illinois (both with 4.7% of the total) followed by California (4 %) and Minnesota (3.3%). The locations of the respondents reflect all the major population centers of the Slovene community identified by Klemenčič (2005, p. 113).

The second empirical study was conducted during the five-month field research among the Slovene-Australian community in Australia. Although most of the research data was gathered by questionnaires

of similar nature as those designed for the Slovene-American community, the qualitative semi-structural interviews were also of great importance for the analysis of the results. While the latter were conducted with some of the principal organizers (travel agents) of tourist trips from Australia to Slovenia, the questionnaires were distributed at social events in Slovene ethnic organizations and parishes. People of Slovene origins were informed about the survey in the Slovene-Australian newspaper, radio and internet media (a similar approach was taken in the Slovene-American study). The survey was conducted in all 18 Slovene-Australian ethnic organizations and parishes located throughout 6 Australian federal states. Altogether there were 156 completed questionnaires received from individual or family respondents of Slovene origins.

The majority (45.5%) of the respondents came from the state of Victoria, which is known to be home to the largest Slovene community in Australia. They were followed by the respondents from New South Wales (30.6%), where the second largest Slovene community is located, and the states of Queensland and South Australia (both with 6.4% of the respondents). While Australian Capital Territory and Western Australia were home to 5.8% and 5.1% of all respondents respectively, the research did not cover in Tasmania and Northern Territory as no Slovene organizations are active in these areas. The presented spatial distribution of the respondents is to a high degree in accordance with the main settlement areas of the population of Slovene origins identified by the Australian Bureau of Statistics 2006 census (Australian Bureau of Statistics, 2011).

The main findings

One of the main aims of the paper was to identify the general characteristics of roots tourist visits to Slovenia, therefore the results are categorized into five main categories: motives of travel, average length of stay, mode and frequency of travel, financial value of travel and social aspects of travel.

Motives of travel

Motives of travel in general can without doubt take many shapes and often overlap one another. Despite this fact, when asked to state one principal motive of their last visit of Slovenia, respondents of the survey generally suggested 'Visiting friends and relatives' was the most important reason for travelling to Slovenia. This was followed by the motive of 'Visiting tourist sights in Slovenia' (16%) and 'Visiting tourist sights outside Slovenia' (14%). The motives directly related to roots tourism were mostly evident from the responses 'Discovering my ancestral heritage' (13%) and 'Discovering my ethnic heritage' (12%), and are also present in the motives 'Participating in educational activities' (5%), such as language or cuisine courses, and, of course, in the previously mentioned VFR category. Figure 1 below shows the detailed structure of the Slovene Diaspora's motives of travel.

The motives for visiting Slovenia are also evident in some of the respondents' comments, for example:

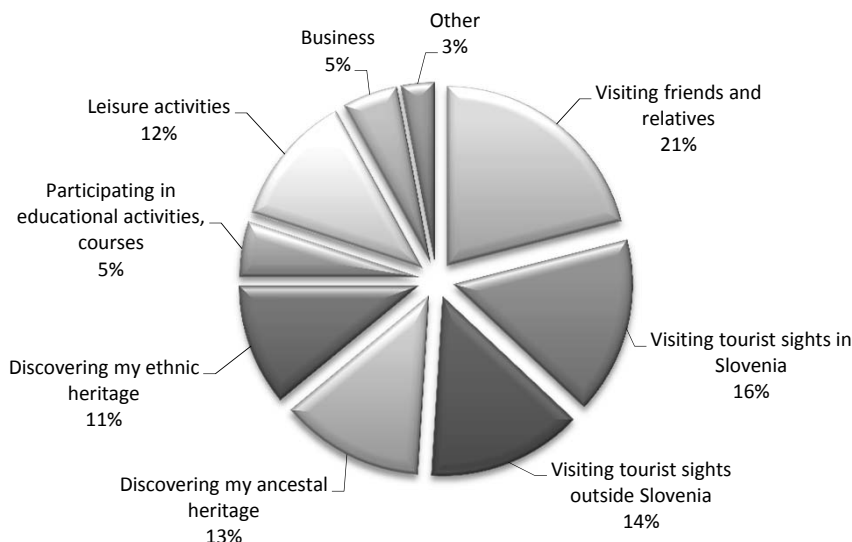
"Visiting Slovenia is an attractive tourist opportunity for anyone. My special attraction is my connection with my heritage. Absent family to visit, it would decrease in attractiveness to visit." (Respondent from Urbana, Maryland, USA).

"It would mean almost nothing without my family. I felt completely immersed in the Slovenian culture – it was like walking in my Staramama's [Grandmother's] shoes for a month. She recently died; I had loved her so much; she always talked of her home in Slovenia. Just breathtaking to be taken in and accepted

so readily into everyday life of my extended family in such a beautiful place. It felt more like home than home feels!" (Respondent from Wickliffe, Ohio, USA).

"Visiting my brothers and sisters in Slovenia helps me to re-establish and re-energized my Slovene "roots", to keep me going strong in the foreign land until next visit to Slovenia." (Respondent from Mildura, Victoria, Australia).

Figure 1
Motives for visiting Slovenia



Source: Based on the results of both Slovene communities.

The motives presented above testify of the significance of the family/ancestral/ethnic heritage-based affection of the Slovene Diaspora. According to Basu (2005, p. 134), interest in family history can be understood as a response to the increasingly multicultural nature of the so called "New World" societies that absorb one's ethnic identity gradually and inevitably into the melting pot. This also seems to be true of the Slovene-American and Slovene-Australian communities, which have endeavored to preserve their ethnic identities by encouraging members to take part in ethnic Catholic parishes, social organizations and by publishing periodicals. When discussing the modes and endeavors of the ethnic communities for self preservation and synthesizing them with the previously debated contributions of roots tourism, one can further conclude that roots tourism can also be understood as a modern method ethnic communities use to preserve their ethnic identities.

Average length of stay

Timothy (2008, p. 119) argues that one of the main characteristics of journeys made by people motivated by family and ancestral heritage is that they can entail travelling great distances. This is also evident from the data on the Slovene-American and Slovene-Australian communities. They travel overseas despite the relatively high costs² of air travel, the need to change planes (there are no direct flights between the United States/Australia and Slovenia), and jet lag.

The survey showed disproportionate results in the category Average length of stay (ALS) for the individual communities: the ALS for the Slovene-American community was 12.2 days, while for the Slovene-Australian community it was 49.6 days. The discrepancy can be partially attributed to the distance traveled by members of each community. If compared with Australia, the majority of Slovenes in the United States are geographically located in the eastern part of the country (Ohio, Pennsylvania, Illinois and Florida) so travelling to Slovenia for them is significantly closer than for those coming from Australia. It can be assumed that when Slovene-Australians travel more than 15,000 kilometers from Australia to Slovenia, they travel for longer periods of time.

The survey did not, however, acquire any other statistical information on the concrete number of Slovene-American or Slovene-Australian visitors due to their specific characteristic: a significant number of them namely hold dual citizenship and are therefore not registered as international tourists coming to Slovenia but as Slovene residents returning home from the United States or Australia. Similarly, no reliable information can be acquired from the Statistical office of the Republic of Slovenia, which gathers information on visitors' country of residence through the accommodation providers' register. Roots tourists' country of permanent residence can therefore be registered as United States of America or Australia (in case they do not hold Slovene citizenship) or as Slovenia (in case they do hold Slovene citizenship).

Finally, the ALS of both Slovene ethnic communities reveals that family/ancestral heritage motivated travel and tourism involves significantly longer periods of stay than conventional forms of tourism activities. The economic potentials of root tourist mobility are therefore especially relevant in those countries which endeavor to prolong ALS of their visitors. In the case of Slovenia, ALS in 2009 was 3.0 days (Statistični urad Republike Slovenije, 2011), therefore possibilities for potential improvements are high.

Mode and frequency of travel

The data show that most Slovene-Americans and Slovene-Australians organize their visit to Slovenia on an individual basis. In the case of Slovene-American community, the share of those who traveled to Slovenia in a package tour organized by a travel agency was 22% while among the Slovene-Australian community the share was 14%. One can assign the relatively low number of tourists travelling to Slovenia with a package tour to the fact that both ethnic communities still have strong ties with their relatives and friends in Slovenia and these help to organize their trip and usually also provide accommodation and local transport. Despite the low share of package tourists, a need for organized special interest travel was expressed in some of the respondents' comments:

"I wish there was a tourist itinerary, specialized for people of Slovene origins, which would include a Slovene language course and presentation of Slovene cultural heritage". (Respondent from Geelong, Victoria, Australia)

"Slovenia has so many natural wonders and old towns and most of them can be accessed in only a few hours. It's simply gorgeous, but, in my opinion, it lacks professionally organized tours, which would introduce the history and the beauty of this land. I think it could be popular among international tourists, and I would really like to send my grandchildren on such trip". (Respondent from Melbourne, Victoria, Australia)

It should be noted that the Slovene-Americans, who travelled to Slovenia with a travel agency, stated that they mainly traveled (91% of total) through the only travel agency in the United States that specializes in package tours to Slovenia and its neighboring countries – Kollander World Travel. The company is located in Cleveland, Ohio, and was established in 1923 by a Slovene entrepreneur August Kollander, Sr. Among other programs, this agency organizes custom designed tours concentrating on Slovene traditional dishes, local music and folklore entertainment that are sometimes co-organized by Slovene and American organizations. They exclusively offer genealogy specialized tours, with attendance of formal genealogical conferences in Slovenia and with access to archival records and training on their use (Kollander World Travel, 2008).

In Australia, several travel and tour operators include destinations in Slovenia into their itineraries, although there was only one travel agent that was officially certified by the Slovene Tourist Board and specialized in travel to Slovenia – Beyond Slovenia. The company was established by a Slovene entrepreneur in Sydney in 2004 and later became part of the Impulse Travel Group Pty Ltd. The travel agency offers diverse itineraries including a 2011 homecoming program based around the 20th anniversary of Slovenia's independence (Beyond Slovenia, 2011).

Frequency of travel is again closely connected with the potential visitor's motives. People tend to travel more often to the destinations for which they have established a positive emotional attachment. As previously explained, in the case of family and ancestral heritage motivated tourists, the level of attachment is high and is consequently reflected in the frequency of journeys made. The data show that Slovene-Americans travel to Slovenia on average 2 or 3 times in a decade while Slovene Australians travel on average 2 times in the same period. There are many exceptions to this "rule" as some visit Slovenia on a yearly basis while others come every 10 years or even less often.

Financial value of travel

Family or/and ancestral visits, which are part of the broader field of VFR tourism, are often regarded by the general public as non profitable for the national economy. This perception is based on the fact that such visitors tend to stay with their relatives instead of staying with accommodation providers, and they tend to use their hosts' car for transportation to tourist sights. Therefore, VFR tourism was once characterized as "the Cinderella of the tourism industry" (Biggs, 2002, p. 1), but several researchers including Lehto, Morrison and O'Leary (2001), Lee, Morrison, Lheto, Webb and Reid (2005) and Asiedu (2008) have in the last decade proven the opposite. Lee et al. (2005, p. 341) even labeled it as a "global phenomenon with great growth potential worldwide".

Our survey of the Slovene-American and Slovene-Australian communities shows similar results – these indicate a significant economic impact of roots tourist activities in Slovenia. As shown in Table 1, accommodation, transport and meals represent more than 40% of the total visitor expenditure and contribute directly to the local tourism sector. And when all expenditures in Slovenia were included (items 2-6 in Table 1), the contribution to the Slovene economy was € 1,671 in the case of Slovene-Americans (per person per average 14-day visit) and € 4,575 in the case of Slovene-Australians (per person per average 50-day visit). Furthermore, Table 1 also shows the main expenses of the journey for the populations studied – transport to Slovenia (37% and 33.4% of total expenditure respectively).

Table 1
Estimated average costs of visit to Slovenia (in €) per person

	Activity	Slovene-American community*		Slovene-Australian community**	
		EURO	Share (in %)	EURO	Share (in %)
1	Transport to Slovenia***	970.76	37.0	2,746.01	33.4
2	Transport and accommodation in Slovenia	801.37	31.0	2,630.91	32.0
3	Meals	329.19	12.0	1,274.35	15.5
4	Contributions to the host family	237.33	9.0	394.64	4.8
5	Gifts to relatives and friends	197.97	7.0	682.39	8.3
6	Entrance fee to tourist sights, etc.	105.50	4.0	493.30	6.0
7	TOTAL	2,642.12	100.0	8,221.60	100.0

* The estimated average costs for the Slovene-American community are based on a 14-day journey.

** The estimated average costs for the Slovene-Australian community are based on a 50-day journey.

*** Transport to Slovenia includes the fare for a return trip from Cleveland/Pittsburgh via London/Frankfurt/Zurich to Ljubljana (in the case of the Slovene-American community) or from Melbourne/Sydney via Singapore/Hong Kong/Dubai/Frankfurt to Ljubljana (in the case of the Slovene-Australian community).

Social aspects of visit

Respondents also provided information on how the experiences in Slovenia modified their sense of identity. The data show that almost all of the Slovene-American visitors (93%) reported positive impacts: many began to feel a closer kinship with their Slovene ancestry (58%), some wanted to learn more about their family history in Slovenia and elsewhere (29%), while fewer found their sense of identity with the country of permanent residence strengthened (6%). Similarly, the majority (82%) of Slovene-Australian visitors reported closer connection to Slovenian cultural heritage. Apart from this, two thirds (67%) of the respondents agreed that they gained an interest in researching their family history in Slovenia and elsewhere as a result of their visit.

Strong emotional experiences were also evident from some of the respondents' comments on how the visit of their family contributed to their sense of cultural/ancestral heritage. Two of such descriptions which summarize a number of similar comments are presented below:

"My parents have been gone for 26 years and 24 years. I was never able to visit Slovenia or meet my extended family until my parents passed away. This was my 3rd visit to Slovenia and all of my ancestral heritage is there and was shown to me. My Slovenian family is just like my own family. You would never guess we grew up so many miles apart. They were very welcoming, loving, caring... just awesome all 3 times I have been there". (Respondent from Thompson, Ohio, USA)

"The visit made history come alive. I had heard about these people and the homestead and I was actually able to stand right there and see it with my own eyes. It was overwhelming, it brought tears to my eyes and I wanted so much to share this experience with my aunts living in the states". (Respondent from Midland, Texas, USA)

It is further evident from the respondents' experiences that the visit to Slovenia also broadened their interest in world cultures at large as many began to reflect on cultural complexity world-wide (46%)

and some were considering visiting other world locations (17%). More than half of the respondents stressed that the visit to Slovenia relieved them of misconceptions and prejudices as they developed greater understanding of why and how people in Slovenia are different.

In general, respondents found their overall experience in Slovenia positive (62% in the case of Slovene-Americans and 61% in the case of Slovene-Australians). Among those who had negative experiences, some had trouble communicating with their Slovene relatives (10%) while others found the service personnel unhelpful (9%). Less than 5% of both communities studied found the Slovene people hard to get to know or not very welcoming.

Conclusion

The paper focused on the main characteristics of Slovene-American and Slovene-Australian tourist visits motivated by family or/and ancestral heritage. The analysis revealed that visits have a strong impact on visitors' sense of family/ancestral heritage and enhance their sense of belonging to the land. Moreover, visits are relatively long and have a significant impact on the national tourism economy.

The survey demonstrates that roots tourism can have significant positive outcomes. Diaspora travel can be regarded as a stage in the evolution of the Diaspora's ethnic identity and a product of its efforts to preserve it. These among others also include socializing in ethnic clubs, worshipping at ethnically-oriented religious and community centers and reading periodical media in the language of the ethnic community. Now, with relative prosperity within the second and third-generation ethnic communities, roots tourism travel to the homeland can be seen as a natural extension of earlier identity-reinforcing customs. These journeys offer individuals a unique, interactive, "hands-on" ethnic and ancestral heritage experience.

When further applying the survey results to Slovenia, it can be concluded that the roots tourism segment could further contribute to the country's tourism industry and in this way consolidate its importance in the service sector. A strong potential for the development of the roots tourism segment in Slovenia is evident although no significant action has been taken on the national or private levels yet. Hopefully further popularization of this matter will change this situation in the near future.

Notes:

¹The novel is based on a life story of African slave named Kunta Kinte, who was deported to the United States of America in the 18th century, and follows the lives of his descendants. As one of them, a seventh generation descendant, the author Alex Haley decides to travel to Africa in search of his ancestral heritage (Haley, 1977)

² According to the respondents' estimate, the average cost of a return airfare from Cleveland/Pittsburgh via London/Frankfurt/Zurich to Ljubljana was EUR 970.63, while the average cost of a return airfare from Melbourne/Sydney via Singapore/Hong Kong/Dubai/Frankfurt to Ljubljana was EUR 2,746.01.

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