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## Tourism potential of libraries

### Abstract

Libraries are usually centres of cultural life especially in small communities and, in tourism, they could become places of cultural interaction between the culture of visitors and the culture of the local population. By storing spiritual and intellectual works, they testify to the cultural heritage of places and allow access to various works of art, promoting awareness of cultural identity. On the other hand, local communities, through libraries, gain insight into cultural achievements at a global level. Beside their collections, libraries also have a wide range of other resources that could be attractive to tourists.

The purpose of this paper was to find out which library resources in the developed tourism region of Croatian Adriatic have the potential to become either tourist attractions or tourism services. In the research a qualitative approach was applied with the purpose of describing, deepening and expanding knowledge of the potential of libraries in tourism. Primary research was applied to gather data on library resources with tourism potential.

**Key words:** library resources in tourism; heritage in libraries; cultural heritage; cultural identity; Croatian Adriatic

### Introduction

Libraries, as cultural institutions and guardians of literary heritage, were indirectly connected with tourism since their early days. The beginnings of literary tourism date back to the 18th century and are linked to the bardolatry (Shaw, 1901), that is, Shakespeare's admirers who travelled to his native Stratford upon Avon. Since Shakespeare was called Bard of Avon they were called bardolaters. According to Eagle and Carnell (1977), literary heritage-based tourism can be traced back to literary pilgrims. In the very beginning of tourism development in Croatia, libraries played an important role in the tourism offer. Old tourist guides of Opatija, Brijuni, Lošinj, Split, Dubrovnik, or Lipik, Daruvar and other towns, have advertised libraries as well as hotels, theatres and other institutions. Libraries were needed by tourists in order to get information about their destination and its surroundings, and to meet their own cultural needs. As a result, tourism development planners have anticipated the cultural and intellectual needs of tourists, taking into account their reading affinities as well (Tokić & Kranjčević, 2018). Aware of the importance of a library to tourists, apart from the library building, in their advertisements hotels highlighted reading rooms to make the tourists relax and socialise in a pleasant ambience.

Modern trends related to the library are reflected in thematic hotels, such as the Hotel Library in Amsterdam, the Library Hotel in New York, The Literary Man in Portugal, Book and Bed in Tokyo, The Library - a luxurious hotel in Thailand, etc. (STA Travel, 2015). Also, the Library of Birmingham and the British Library are listed among the UK's most popular tourist attractions Kitching (2016).

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As cultural centres, libraries play an important social role by educating people about democracy while promoting reading, literacy and information literacy (Koontz & Gubbin, 2011). Through their tasks and functions, library activities are reaching out of the strict framework of their traditional role, by actively supporting social progress. As non-profit institutions, they serve the public interest (Pavičić, 2003). They hold intangible value for society which cannot be properly expressed by figures or economic indicators.

This work aims to examine the tourism potential of library resources on the Croatian Adriatic coast. This is the most developed tourism area in Croatia which is famous for its sun and sea tourism offer. In recent years Croatia has planned to prolong the tourist season on the coast by developing some other tourism niches such as cultural tourism, adventure tourism, cycle tourism, health tourism etc., with tourism products that can be offered during the entire year. The cultural tourism products based on history and heritage, cultural identity of local communities, traditional customs and craftsmanship, can serve to achieve this Croatian strategic goal to diversify the tourism offer, revealing cultural and historical relations between local Croatian communities and other international destinations as well as individuals (monarchs and statesmen, artists and adventurers etc.). This work aims to find out whether libraries, as guardians of world, national and local heritage, can fulfil this task.

## Literature review

There is little research aiming to examine the role of libraries in the tourism offer. But in view of the above, libraries should not be omitted from research since they are usually centres of cultural and public life of their communities, which is particularly highlighted in the case of small communities. Research provided below refers to authors who made relevant research on the role of libraries in tourism. It should be noted that there is a very small number of systematic and relevant research papers on this topic. It seems that the relationship between libraries and tourism is not a common topic among the authors of either of these two areas. There is a lack of research regarding the connection between libraries and tourism industry, except in the cases of large and famous libraries such as The British Library, Bibliotheke Nationale de France and the Alexandrina library, where the number of tourists and visitors is so large, it simply can not be overlooked. But many local authorities as well as professional tourism organizations overlook libraries in their tourism plans and other operational documents, while this is not the case with other heritage organizations such as galleries and museums.

According to Goeldner (1984) there are several libraries and special collections of travel and tourism-related materials that tourism executives, government officials, academics and students should profit from. Goeldner and Ritchie (2009) stated that theatres, libraries, museums, and other such national institutions are not usually created with tourism in mind, but they are a great asset in attracting the interest of visitors. Libraries are a favourite cultural institutions for the visitor. Many have pleasant reading lounges with comfortable and attractive surroundings. Particularly on rainy days, the visitor can enjoy reading about the history, culture, arts, and folkways of the host area. Interest in the language of another nation or state is a motivating force for travel.

Whitman (2003) states that local public libraries may be of interest to tourists as attractions or tourist destinations. With some coordinated planning and preparation through a partnership between libraries, the ministry of culture, and the tourism board, more tourists might visit the local libraries while abroad and thus discover a vibrant dimension of the local culture. It should also be noted that other types of libraries perform the same functions and activities and fulfil similar tasks as well.

Anameriç (2006) points out that the collection of postal stamps in the National Library in Turkey fits in with tourist offer and may be attractive to tourists. Kaya and Kurt (2011) recognize libraries as a concrete part of tourism potential in Safranbolu, Turkey. Miedzin'ska and Tanas (2009) point to the tourist attractiveness of renovated Polish libraries. Some of the libraries, in practice, play the role of tourist attractions, but remain in the shadow of other tourist attractions.

Bovero (2009) considers the possibilities of linking culture, education, tourism and information-communication technologies in Italy. According to the conclusions of her work, cultural tourism has an interest in libraries and vice versa. A case study of the Australian State Library in Queensland (Carson, Hawkes, Gislason & Martin, 2013) deals with the role of libraries in literary tourism. This library is included in the tourist offer as the centre of tourist travels in literary tourism, and the article shows the importance of developing emotions for a place that tourists associate with culture, literary history and the community, as well as the importance of engaging social communities in tourism. Spentza and Kyriakaki (2013) conducted research at Adamantios Koraes Library in Greece and concluded that incorporating this library into international tourist guides would have a positive impact on attracting tourists, especially those with cultural and educational interests.

In Croatia, Antić and Pavlinić (1962), in the early 60s, dealt with libraries as with important tourism resources. Two professional conferences have been organized: Libraries in tourism offer, in Karlovac City Library "Ivan Goran Kovačić" (2007) and Libraries and Continental Tourism in Beli Manastir (2016) dealing with reports on case studies. Libraries with their cultural heritage can also be attractive to visitors that are looking for specific attractions. That can be confirmed by a number of libraries around the world that are attracting many tourists, from the Library of Alexandria in Egypt, which has a significant function in the development of cultural tourism in Egypt (Tošić & Lazarević, 2010), to monastery libraries (Zagreb County Tourist Board, 2017) and memorial libraries of writers and other famous public personalities (Bošnjaković & Lučevnjak, 2016).

Zović (2011) examines the role of the public library in cultural tourism of the Istrian County and concludes that this role is not adequately valorised. In the research on the role of Istrian public libraries in cultural tourism, Jelinčić and Zović (2012) show that the share of these libraries in cultural tourism is not satisfactory.

While these researchers examine relation between libraries and tourism industry from the cultural tourism aspect, i.e. from the aspect of libraries as cultural attractions, the works of Tokić (2011, 2015a, 2015b, 2017), starting with the UNESCO definition of three functions of libraries in the society (UNESCO, 1994) show that even in the tourism industry libraries participate by performing their three basic functions, i.e. informational, cultural and educational functions. In addition, library resources also include other facilities and activities, such as library buildings, events, concerts, films, exhibitions, workshops, meetings etc., which also could be interesting and attractive to tourists. Tokić and Tokić (2017, 2018), and Tokić and Kranjčević (2018) show that libraries participate in the economic development of society (and local communities) not only by storing works of cultural heritage and promoting awareness of the cultural identity of a particular community, but also with providing opportunities for lifelong learning and information support for local business entrepreneurs as well.

## Background

Examples of the successful development of different tourism segments for specific interests of tourists, such as cultural tourism, rural tourism, cycling tourism etc., show that the tourism industry is widely

recognised as a driving force which facilitates involvement of local people in economic activities of any region. If managed properly, tourism industry connected with culture can offer the basis for sustainable economic development of local communities. Namely, culture is considered the fourth pillar of sustainable development alongside economic, social and environmental issues (UCLG, 2004; UNESCO, 2013). Cultural heritage consists of the resources inherited from the past in all forms and aspects - tangible, intangible and digital (created digital and digitised), including monuments, sites, landscapes, skills, practices, knowledge and expressions of human creativity, as well as collections conserved and managed by public and private bodies such as museums, libraries and archives. It originates from the interaction between people and places through time and is constantly evolving. These resources are of great value to society from a cultural, environmental, social and economic point of view (Council of the European Union, 2014). This implies the need to protect the cultural heritage and to raise awareness of its value by the community. Culture itself is a transversal and integrating phenomenon, so cultural change and development cannot be achieved independently of other areas (educational, economic, social, environmental) (UNESCO, 2013; Culture Active Europe, 2013). The Europe 2020 (2010) states intersectoral political relevance, the positive economic and social impact of cultural heritage and its potential to generate sustainable development. The document *The European Year of Cultural Heritage 2018*, points out many shapes and forms of cultural heritage: **tangible** – for example buildings, monuments, artefacts, clothing, artwork, books, machines, historic towns, archaeological sites; **intangible** – practices, representations, expressions, knowledge, skills - and the associated instruments, objects and cultural spaces - that people value. This includes language and oral traditions, performing arts, social practices and traditional craftsmanship; **natural** – landscapes, flora and fauna; **digital** – resources that were created in digital form (for example digital art or animation) or that have been digitalised as a way to preserve them, including text, images, video, records (The European Year of Cultural Heritage 2018). According to Horizon 2020 (2015) the European Union should vigorously promote the innovative use of cultural heritage for economic growth and jobs, social cohesion and environmental sustainability. Cultural heritage does not entail, as is often claimed, solely costs, nor is it only limited to aspects related to identity, it also has multiple effects: 1) Economic - promoting innovative finance, investment, governance, management and business models to increase the effectiveness of cultural heritage as an economic production factor, 2) Social - promoting the innovative use of cultural heritage to encourage integration, inclusiveness, cohesion, and participation, and 3) Environment - promoting innovative and sustainable use of cultural heritage to enable it to realise its full potential contribution to the sustainable development of European cultural landscapes and environments (Horizon 2020, 2015).

On the other hand, the tourism industry is very important in Croatia since it is a driver of numerous socio-economic processes given its contribution to employment and GDP (Škrinjarić, 2018). According to WTTC (2017) and Ivandić, Marušić, Šutalo and Vučar (2014) tourism generates about 25% of GDP and 24% of total employment in Croatia. In the last ten years, there is an ongoing debate on how to further develop this sector of the economy, its supply and its opportunities in order to fully utilise its potential (Škrinjarić, 2018). A majority of Croatian tourist traffic takes place on the Croatian Adriatic coast (about 96%, cfr. Turistička zajednica Splitsko-dalmatinske županije, 2016). Thus, Croatia features a typical "sun and sea" tourism model, with relatively long stays, concentrated in the coastal areas and over the summer months. Nowhere in the EU does tourism show such a strong seasonal profile as in Croatia. In 2016, more than 75% of tourist nights were spent in July, August and September (Orsini & Ostojić, 2018). Even though Mediterranean countries have a lot to offer in terms of historical and cultural heritage, most tourists visit them to enjoy a warm climate and the

coastal natural attractions (Orsini & Ostojić, 2018). The modern era of tourism is strongly marked by globalisation processes, so tourism increasingly gains the characteristics of internationalism (Govers & Go, 2004). Perhaps this is why tourists are increasingly expressing interest in local culture and features, or, according to Reiser (2003), tourism needs local culture, or at least the image of it. Cultural identity of a place represents the attractiveness of the tourism product, adding to the tourist's unique experience of a particular destination (Govers & Go, 2004). Since tourism is by nature a destructive activity (Cunliffe, 2004) [not intentionally], cultural identity is at risk and needs to be protected and preserved. As places of preservation of written heritage, libraries appear as bearers of cultural identity and as a place of its future formation as well. However, tourists on the Croatian coast are unsatisfied with the richness of cultural events and with so called 'activities for bad weather' (Marušić, Čorak & Sever, 2018). Therefore, it can be concluded that the increase of cultural offer could contribute to stronger development of cultural tourism and the extension of the tourist season in Croatia.

Although cultural heritage can be an economic asset, tourist attraction, identity factor, and although it can contribute to social cohesion (The European Year of Cultural Heritage 2018), the potential of libraries' cultural heritage and libraries in general, is not recognised or valorised to an adequate extent in Croats' tourism offer. Most strategic and planning documents (Institute for Tourism, 1992; Tomljenović, Weber, Hendija & Boranić, 2003; Tomljenović, Kunst, Hendija & Boranić, 2009; Tomljenović & Marušić, 2009; Kunst & Tomljenović, 2009; Institute for Tourism, 2012; Ivandić et al., 2014; Tomljenović & Boranić Živoder, 2015, etc.) dealing with the development of tourism or cultural tourism on a national or regional level do not include libraries as possible stakeholders in the tourism offer. Existing strategic and development plans of tourism are mostly oriented to economic indicators of demand and consumption, socio-demographic indicators of tourists, various aspects of travel characteristics, length of stay, etc. Libraries are mentioned sporadically, only in relation to demographic data, e. g. number of employees in culture that is "less important for the creation of a tourism product" (Institute for Tourism, 2014), or, in relation to activities that have some similarity with libraries, such as "reading books" in terms of activities on vacation (Horwath Consulting, 1993).

Furthermore, as the results of the recent survey about tourists' satisfaction show, foreign visitors aren't satisfied with diversity of cultural offer and especially with tourism products offer during the period when the weather is bad (rainy days). (TOMAS, 2017). Thus libraries, with their resources that support and promote the sustainable development of society and tourism by organising numerous activities for members of the community, as well as for others, such as tourists and visitors, can help to enrich and improve the tourist experience.

Therefore, this paper analyses the potential of library resources, services, and activities to create new cultural and tourist attractions that would contribute to the development and enrichment of the tourism offer.

## Methodology

The paper explores libraries on the Croatian Adriatic coast, which is traditionally the most developed tourist region, with the purpose to find out whether coastal libraries, with their resources (heritage, buildings, collections, services and activities) could be included in tourism products and which of their resources could be employed to create new cultural attractions for the development and enrichment of the tourism offer. The starting point was the fact that tourists, besides visiting tourist attractions, often need service informations about local destination, free access to internet and social media, as well

as information about local attractions, and introduction to local community customs, traditions, and identity. Some tourists need particular forms of personal entertainment like borrowing and reading a book on the beach etc. which is also a service available in the public libraries in this tourism region. Those and other library services available to tourists (such as workshops, exhibitions, concerts or other events in libraries) are a realisation of their information, education and cultural functions which can be and often are focused on tourists needs, for instance, the adjustment of library working time during the tourist season (Tokić 2015a, 2015b).

A qualitative approach in the research was applied with the purpose of describing, deepening and expanding knowledge of the potential of libraries in tourism. Desk research gathered data on library resources with tourism potential.

The starting point of the research is based on recognising the activities of the library in the tourism industry through its three functions: information, education and culture (Tokić, 2015). The exploration of resources with tourism potential started with the Register of Cultural Goods of the Republic of Croatia. It is an official document of the Ministry of Culture of the Republic of Croatia, which lists all the resources of the country that are recognised as a cultural good that needs to be preserved. Various resources in the Register include: (i) material heritage such as buildings, archeological sites, various historical objects, works of art, old books, etc., (ii) intangible heritage such as folk costumes, dances, songs and other forms of folk tales. Library resources listed in the Register are related to the library's cultural function.

Although most of the library cultural resources do not have a high enough value to be included in the national Register, they are a part of cultural heritage and testify to the cultural identity of the local community and may be of interest to tourists. For this reason, besides the Register of Cultural Goods, other sources of information on library resources were also used in the research. In addition to sources on cultural resources, this includes sources on library education and information resources as well:

- Register of Cultural Goods of the Republic of Croatia
- Directorate for Libraries of the Ministry of Culture of the Republic of Croatia
- Guidebook of the libraries of the County of Istra (Knjižnice Istarske županije: vodič)
- Guidebook of the libraries of the Town of Split (Vodič kroz knjižnice Grada Splita)
- Guidebook of the libraries of the County of Zadar (Knjižnice Zadarske županije: vodič)
- Library guidebooks of the regional sections of the Croatian Library Association
- Specialized Portal of public libraries ([www.knjiznica.hr](http://www.knjiznica.hr))
- Websites of individual libraries
- Other available literature and newspaper articles about library events and activities
- When additional information was needed, directors of libraries were contacted by phone for a more precise explanation.

The study focuses on the publicly available libraries which are by their function related to the cultural heritage and identity of their communities, such as: library buildings (with historic, architectural, or artistic value); library collections (a whole range of collections from books to postcards); and educational activities of libraries that attract not only local people, but tourists and visitors as well (literary and artistic events, promotions, exhibitions, concerts, performances, etc.).

The research was conducted on a purposive sample of 134 libraries on the Croatian Adriatic coast, which is administratively divided into seven counties: Istria, Primorje-Gorski Kotar, Lika-Senj, Zadar, Šibenik-Knin, Split-Dalmatia and Dubrovnik-Neretva County. Criteria for inclusion of library resources in the tourist offer are based on the research regarding the involvement of libraries in tourism (Tokić, 2015) and covered: i) specific library collection (regional collection, books, journals, manuscripts, maps, posters, postcards and other ephemeral materials, audiovisual media, library inventory, etc.), ii) library buildings, iii) activities (organization of events and exhibitions, information, cultural and other services suitable for tourists) and iv) other facilities (digitised content, websites and social networks access provided free of charge for all users including tourists).

The study does not include school or some special libraries which do not have public access and that are aimed at satisfying the needs of a very specialised profile of users and that have no significant heritage role. Regarding libraries of religious institutions, there is no systematic research related to their willingness to be involved in public tourism activities. Still, since they have a significant cultural and heritage role, resources which are identified in the Register of Cultural Goods of Republic of Croatia and because most of them can be seen during organised visits to monasteries, they will be listed in the paper to complement the overall picture of library cultural resources in the observed area. On the other hand, attention will be paid to the potential of public libraries with their public functions.

## Results

Based on the above mentioned criteria and collected data, the sample of 134 libraries was identified (Table 1), of which 61 are public, 38 monasterial, 12 museum, 3 memorial, 5 university, 13 special and 2 scientific libraries. With regard to representation in the Register of Cultural Goods, 34 of them are listed, while 100 are not. In the Appendix 1, 134 libraries are listed in the seven counties along the Croatian coast which have significant cultural resources (recognised cultural goods) or other resources (cultural resources that are not officially recognised but may become attractive to tourists, services, events) that have the potential to become tourist attractions.

Table 1  
Number of libraries with tourism potential by county

County	Listed in the Register of Cultural Goods							Not listed in the Register of Cultural Goods							Total
	Public	Special	Monastery	Memorial	Museum	University/faculty	Scientific	Public	Special	Monastery	Memorial	Museum	University/faculty	Scientific	
Istria County	1			1		1		8	8	5		6			30
Primorje-G. Kotar	1		8	1		1		13							24
Lika-Senj County			1					2							3
Zadar County			4				1	11	2	5		3	1		27
Šibenik-Knin			1					5							6
Split-Dalmatia	1		2	1		1		14	3	5		3	1		31
Dubrovnik- Neretva			7				1	5							13
<b>Total</b>	3		23	3		3	2	58	13	15		12	2		134
<b>TOTAL</b>	34							100							134

Source: Authors' desk research.

Results of this study show that libraries on Croatian coast have a wide range of resources (Table 2) with potential to create new cultural and tourist attractions in the development and enrichment of the tourist offer.

Table 2  
Potential tourism resources in libraries

Library collections	Library buildings	Library activities	Library services
<p><b>Written collections</b></p> <ul style="list-style-type: none"> <li>• Rare books</li> <li>• Old books</li> <li>• Incunabula</li> <li>• Manuscripts</li> <li>• Local heritage collections</li> <li>• Memorial collections (of famous persons)</li> <li>• Journals</li> </ul> <p><b>Other types of collections</b></p> <ul style="list-style-type: none"> <li>• Maps</li> <li>• Posters</li> <li>• Postcards</li> <li>• Musical Instruments</li> <li>• Music notes</li> </ul> <p><b>Religious items</b></p> <ul style="list-style-type: none"> <li>• Crosses</li> <li>• Chalice</li> <li>• Tabernacles</li> <li>• Tablecloths</li> </ul>	<ul style="list-style-type: none"> <li>• Historic value</li> <li>• Artistic value</li> <li>• Architectural features</li> <li>• Work of a famous architect</li> <li>• Ownership of famous person</li> <li>• Exteriors</li> <li>• Interiors</li> <li>• Furnitures</li> <li>• Transformed industrial heritage</li> </ul>	<p><b>Cultural programs</b></p> <ul style="list-style-type: none"> <li>• Exhibitions</li> <li>• Concerts</li> <li>• Literary evenings</li> <li>• Book promotions</li> <li>• Film projections</li> <li>• Theatre plays</li> </ul> <p><b>Educational programs</b></p> <ul style="list-style-type: none"> <li>• Workshops (film, IT, art workshops etc.)</li> <li>• Round tables</li> <li>• Lectures (travel, medical, literary, etc.)</li> </ul> <p><b>Events</b></p> <ul style="list-style-type: none"> <li>• Various anniversaries</li> <li>• Book nights</li> </ul> <p><b>Publishing activities</b></p> <ul style="list-style-type: none"> <li>• Books</li> <li>• Brochures</li> <li>• Prospects</li> </ul>	<ul style="list-style-type: none"> <li>• Informational services</li> <li>• Temporary membership</li> <li>• Digitalized contents</li> <li>• Free access to internet</li> </ul>

Library resources with potentials to create new cultural and tourist attractions provided in Table 2 can be divided into four groups: i) library collections (written collections and other types of collections); ii) library buildings; iii) library activities (cultural and educational programs, events and publishing activities); and iv) library services. *Library collections* may include written collections such as rare books, old books, collections of incunabula, manuscripts, local heritage collections, journals, maps, photographs, etc. Among them, local heritage collections are particularly relevant since they contain specific local written and non-written heritage, which is often publicly presented by libraries through a variety of activities such as exhibitions, concerts and workshops with a plethora of information from their collections about the community. At a time of widespread global standardised culture and tourist offer and the increasing demand for something special, such heritage collections with their local specific features are a good basis for marketing and popularisation of cultural tourism for certain destinations (Petrić, 2016). Libraries also contain collections of manuscripts, books and other legacies of writers or famous persons (Bošnjaković & Lučevnjak, 2016) related to a certain place which can be used for a new cultural and tourist narrative. Some of library collections are listed in the Register of cultural goods of Croatia, such as the Marine Library, Manuscripts of the Science Library in Zadar, the Scientific Library Juraj Habdelić in Zagreb, 15<sup>th</sup> and 16<sup>th</sup> century books of the Monastery of St. Franjo Asiški in Krk, the whole collection of the University library of Rijeka, the Library of the family Vitezić on Krk (significant regional politicians in the second half of the 19<sup>th</sup> century and early 20<sup>th</sup> century), the collection of incunabula of the monastery library of St. Bernardin on Rab, the Scientific library in



Dubrovnik, a collection of 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> century books and collection of incunabula of HAZU in Zagreb, the Memorial library and collection "Mažuranić - Brlić - Ružić" in Rijeka, the Library of the Franciscian monastery in Dubrovnik etc. Furthermore, the characteristic library collections can serve as the basis for the creation of local souvenirs.

In this group other types of collections are included as well, such as maps, posters, postcards, musical instruments, music notes etc. Monastery and other religious libraries, besides old and rare books which are often very attractive due to their illuminations, also contain various items used for the purpose of Holy Masses and other religious occasions, as well as various ethnographic items connected with local tradition and customs.

*Library buildings* - libraries are often housed in buildings of historic, artistic or architectural significance. They can be examples of different artistic epochs or be the work of famous architects. Some of the buildings are listed in the register of the cultural goods of Croatia. Also, due to their exceptional architectural features, modern library buildings are becoming a part of cultural heritage. Library interiors could also be attractive to tourists such as the furniture of the Library of Palača Sorkočević, Dubrovnik, or Library of the Franciscian monastery in Dubrovnik etc. Furthermore, Labin's new public library is an example of the transformation of an industrial complex into a cultural space. Namely, the administrative building of the industrial complex in Labin, which is included in the Register of Cultural Property of the Republic of Croatia as a monument to industrial culture, has been transformed into a new public library.

*Library activities* – as cultural centres of towns and villages, numerous libraries organise, or participate in the organisation of various attractive cultural and educational programs and events. Such events enrich the local tourist offer, and include various kinds of concerts (classical concerts, contemporary music, recitals etc.), literary evenings, exhibitions (art paintings, comics, various items from local cultural and natural heritage, postcards, posters, etc.), book promotions, a wide range of workshops (film workshops, IT, art workshops etc.), lectures (travel, medical, literary, etc), film projections, theatre plays, etc.

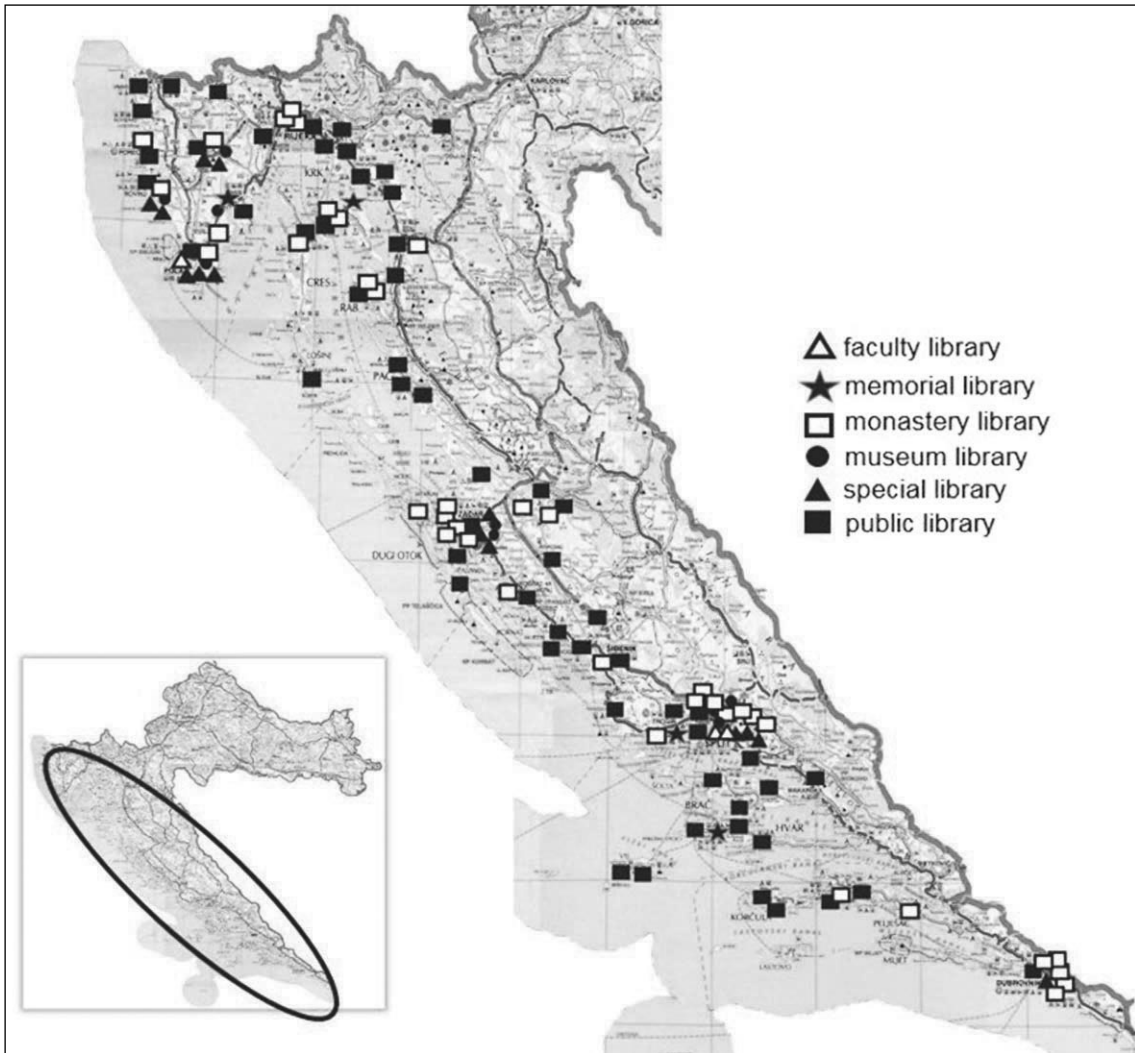
Publishing activities - a large number of public libraries perform publishing activities that help in the study, preservation and presentation of the local cultural heritage (Lakić, 2017) which provides the possibility of updating the known existing and creating entirely new narratives that can help destinations attract tourists.

*Library services* - almost all public libraries on the Croatian coast offer a possibility of a temporary membership for tourists in duration of approximately two months. Also, they offer free access to Internet and, very often in small towns, libraries are the only places where tourists can access the internet. Besides, tourists can get information about destination and cultural events and there are also possibilities for study and research work, library sightseeing, etc.

Digital content is an important means of attracting tourists and visitors, but it can be interesting to the local residents as well. Through digital content, visitors can get to know the destination they want to visit, with the library, events and other features in the destination. Some of the libraries on the Croatian coast, such as the University Library in Pula, the City Library in Rijeka and others, through their digitised collections participate in Europeana (<https://www.europeana.eu/portal/en>), a major European project built on Europe's rich cultural heritage. Europeana works with thousands of European archives, libraries and museums to share cultural heritage for enjoyment, education and research, and provides access to over 50 million digitized items – books, music, artworks and more.

For further analysis, these results were the basis for mapping libraries with tourism potential at the Croatian Adriatic coast (Figure 1) according to the library types, geographic locations and resources with tourism potential.

Figure 1  
Mapping of libraries with tourism potential at the Croatian Adriatic coast



Source: Authors' research

The results show that the number and type of library resources with tourism potential vary from one library to another. However, it can be generalised that monastery libraries are often placed in attractive buildings and have attractive collections with rare books and manuscripts, equipped with retro library furniture. Some monastery libraries as well as public and special libraries have also digitised their collections. Public libraries, besides their **regional collections** (which offer cultural evidence and tell many stories about tradition and identity of particular destinations), also provide service information about their destination, free access to internet, lending book services for tourists and organise events such as exhibitions etc. Many of them organise concerts, workshops or meetings with writers or singers, while

some of them also publish monographs, books, and brochures with information and stories from their collections, etc. Great faculty libraries can be interesting for tourists because of their old buildings and collections with culturally and historically attractive books, maps, or posters. Special libraries can be appealing because of their specific collections which cover particular scientific or cultural field revealing some interesting facts about natural life or cultural tradition of a particular destination. Similarly, memorial libraries often present not only particular historical persons with their houses and family heritage, books, manuscripts, original furniture, paintings, etc. They also reveal destination at some important historical period as well as local history and customs.

The mapping showed that publicly available libraries represent information and cultural networks with several advantages for tourism industry. On the one hand, libraries are a wealthy source of local heritage and stories about their specific community which are suitable for improving tourism marketing of local community. Also, libraries are places for introducing local residents with world culture and science achievements, so they can easily provide smoother social interactions between locals and foreigners. Libraries are evenly spatially distributed, easily available to tourists and can offer a variety of content which can be attractive to various types of tourists. This can be very useful for the tourism industry.

## Conclusions and implications

Inspired by new trends in the tourism market which emphasise diversification in the tourism offer for satisfying the individual interests of tourists, development of cultural and sustainable tourism, increasing interest for revealing cultural identities and traditions of local destinations and residents, the tourism industry seeks for the development of new and diversified products, which can be adjusted to fit these needs.

Although libraries, with their collections, services and availability have been very important to tourists since the very beginnings of tourism, in recent decades this has fallen into oblivion and researchers pay less attention to the role of libraries in tourism year by year. With the intention to fill this gap, this research paper was undertaken to explore which resources of libraries on Croatian Adriatic coast could have the potential to create new cultural and tourist attractions for the development and enrichment of the tourist offer. The conducted research has shown that libraries are abundant with resources that might be of interest to tourists if they are presented appropriately. The results identified resources in libraries with tourism potential that could be divided into six groups: library collections, library buildings, publishing activities, cultural and educational programs, library services, and digitised content.

To properly use the potentials of library resources in tourism industry, it would be necessary to connect different stakeholders such as representatives of libraries, tourist offices, tourist entrepreneurs, marketing professionals, local authorities and other businesses in order to design and facilitate the realisation of tourist products based on the contents from libraries (such as attractive library buildings and interiors, interesting rare books, famous historical or cultural persons connected with a particular library, stories for other tourism products, and various events and services oriented toward both tourists and locals).

# APPENDIX 1

## List of observed libraries

### Listed in the Register of Cultural Goods

1. Collection "Biblioteca Giovanni Antonia Martinuzzi", Labin - memorijalna
2. Public library Labin
3. University library, Pula
4. Collection of old and rare books of the Library of Capuchin monastery Gospa Lurdska, Rijeka
5. Collection of incunabula of the Library of the Franciscian monastery, Trsat, Rijeka
6. Library of the Seminary, Rijeka
7. Public library Rijeka
8. Collection of old and rare books of the Library of the Franciscian monastery of Blessed Virgin Mary, Glavotok, Brzac, Krk
9. Books from 15<sup>th</sup> and 16<sup>th</sup> century, Library of Monastery of St. Francis of Assisi, Krk
10. Library of the family Vitezić, Vrbnik
11. Collection of old and rare books of the Library of the Franciscian monastery St. Francis, Cres
12. 40 fragments of the illuminated Evangelistary, Rab
13. Collection of incunabula, Library of the Monastery St. Bernardin, Rab
14. Library of Senj bishopric, Senj
15. Collection of old and rare books of the Library of the Franciscian monastery St. Michael, Zadar
16. Book collection of the Monastery of St. Francis, Zadar
17. Scientific library, Zadar
18. Collection of old and rare books of the Library of the Franciscian monastery St. Duje, Kraj
19. Collection of old and rare books of the Library of Ascension Monastery, Krupa, Obrovac
20. Code of Bishop Kosiric, Šibenik
21. Cathedral St. Dujam, Split
22. University library, Split
23. Library "Ivan Paštrić", Split
24. Library Nisiteo Politeo, Stari Grad
25. St. Lawrence Cathedral, Trogir
26. Public library Trogir
27. Breviary of the Franciscian monastery, Badija, Korčula
28. Library of the Franciscian monastery in Dubrovnik Male braće, Dubrovnik
29. The Bishop's Seminary Library, Dubrovnik
30. Library of the Monastery of the Society of Jesus, Dubrovnik
31. Library of the Dominican Monastery a, Dubrovnik

32. Collection of eleven books of Capuchin monastery, Dubrovnik
33. Scientific library, Dubrovnik
34. Matrikula of St. Julijan and St. Martin from the parish office in Žuljana

### Not listed in the Register of Cultural Goods

1. Public library Buje
2. Public library Buzet
3. Library of National museum Labin
4. Public library Novigrad
5. Public library Pazin
6. Library of Državni arhiv, Pazin
7. Library of Ethnographic Museum of Istra
8. Libraries of the Comunità degli Italiani dell'Istria
9. Library of the Franciscian monastery, Pazin
10. Public library Poreč
11. Library of the Museum of Territory of Poreč
12. Library of Poreč and Pula Diocese, Poreč
13. Public library and reading room Pula
14. Pensioners Club reading room, Pula
15. Library of Archeological museum of Istra, Pula
16. Library of the Historical museum of Istra
17. Library of Croatian Defenders, Pula
18. Library of the Society of persons with physical disabilities of Istria
19. Library of the Blind Istrian
20. Library collection of the Franciscian monastery St. Francis of Assisi, Pula
21. Public library Umag
22. Public library "Matija Vlačić Ilirik", Rovinj
23. Library of National museum of Town of Rovinj
24. Library of the Center for Historical Research, Rovinj
25. Library of the Center for Marine Research Rovinj
26. Library of the Franciscian monastery St. Francis of Assisi Rovinj
27. Library collection of the Parish Office, Vodnjan
28. Public library Bakar
29. Public library Frane Petrić Cres
30. Public library Crikvenica
31. Public library Kostrena
32. Public library and reading room Kraljevica

33. Public library Krk
34. Public library and reading room Mali Lošinj
35. Public reading room and library Novi Vinodolski
36. Public library and reading room "Viktor Car Emin", Opatija
37. Public library Rab
38. Public library and reading room Bribir
39. Public institution public library and reading room Halubajska zora, Viškovo
40. Public library I. G. Kovačić, Vrbovsko
41. Public library Novalja
42. Public library Senj
43. Public library Zadar
44. Library of State Archive, Zadar
45. Library of the Institute for Historical Sciences, Zadar
46. Library of Archeological museum Zadar
47. Library of the Antique Glass Museum, Zadar
48. Library of National museum, Zadar
49. University library, Zadar
50. Library of the Church St. Mary (Benedictine monastery), Zadar
51. Library of the Archdiocese of Zadar, Zadar
52. Library of Archbishop seminary "Zmajević", Zadar
53. Public library Benkovac
54. Public library Biograd na Moru
55. Public library Kali
56. Library and reading room Gračac
57. Public library "Šime Šugar Ivanov" Kolan
58. Library and reading room Novigrad
59. Public Open University Obrovac, library and reading room
60. Public library Pag
61. Library Juraj Baraković Ražanac
62. Croatian library and reading room Sali, Dugi otok
63. Library of the Franciscian monastery Holy Mary Immaculate, Karin
64. Library of the Monastery of St. Paul Hermit, Školjić, Preko
65. Public library and reading room Murter
66. Public library and reading room Dr. Ante Starčević 1912, Primošten
67. Public library "Juraj Šižgorić", Šibenik
68. Public library and reading room Tisno

69. Public library Vodice
70. Croatian reading room Bol
71. Public library Hvar
72. Public library and reading room Jelsa
73. Public library Kaštela
74. Public library "Ranko Marinković" Komiza
75. Public library Makarska
76. Public library Omiš
77. Public library "Hrvatski skup" Pučišća
78. Public library Solin
79. Public library Marko Marulić Split
80. Library of the Faculty of Theology, Split
81. Library of the Institute of artistic work, HAZU, Split
82. Library of the Institute of Oceanography and Fisheries, Split
83. Library of the State Archive, Split
84. Library of the Gallery Ivan Meštrović, Split
85. Library of the Archeological museum, Split
86. Library of the Museum of the Town of Split
87. Library of the Monastery St. Francis, Split
88. Library of the Franciscian monastery, Poljud, Split
89. Library of the Dominican monastery, Split
90. Library of the Residency of the Society of Jesus, Split
91. Library of the Monastery St. Clare Split
92. Public library and reading room Stari Grad
93. Public library Supetar
94. Croatian public library Antonio Rendić Ivanović, Sutivan
95. Public library and reading room Vis
96. Public library Blato
97. Libraries of Dubrovnik – Public library, Dubrovnik
98. Public library Ivan Vidali, Korčula
99. Library Orebić
100. Public library "Šime Vučetić", Vela Luka

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