

International Journal **VALLIS** **AUREA**

Volume 8 • Number 2 • December 2022
ISSN 2412-5210 e-ISSN 1849-8485



FT'RR

FACULTY OF TOURISM AND RURAL DEVELOPMENT IN POŽEGA



Editor's note

We are delighted to present International Journal Valis Aurea (IJVA) as a result of successful cooperation between DAAAM International Vienna and the Faculty of Tourism and Rural Development. Our main objective is to publish fresh, relevant and high-quality research papers. To reach this objective, the journal aims to be accessible, engaging and challenging and involve a worldwide community of scientists, professionals and experts.

The Journal enables authors to present their research on advancing and improving the practice and understanding of the organisation's information systems. The Journal accepts theoretical, methodological and empirical contributions, i.e. the works that significantly contribute to the thematic fields of the Journal, i.e. management, finance, marketing, law, IT technology, agriculture, and other interdisciplinary topics. It will provide enough space for original empirical and developmental research.

The works can be presented as:

- Theoretical, detailed and empirical research on interdisciplinary science's conception, structure, development and usefulness is essential for progressing theory and practice.
- Paradigmatic, methodological aspects of design, development and implementation of science and practice.
- Analysis and evolution of science and practice to the social, economic, organisational and management aspects of the environment and organisation.

The International Journal Vallis Aurea is a biannual journal that pretends to affirm the integral, holistic view of interdisciplinary research. The journal aims to unite academic methodology and sincerity with professional focus and practices.

We are dedicated to achieving and maintaining this journal's high standards. All articles submitted for publication in this journal are subjected to a double-blind review process performed by at least two academics from the Editor's Board. Reviewers stay anonymous. Authors will receive written notification of acceptance, remarks, comments and evaluation of their articles in a timely manner. Authors are responsible for ensuring that all manuscripts (whether original or revised) are accurately type before the final submission. If requested, one proof set will be sent to authors before the final publication, which must be returned promptly.

This publication was reproduced by using the papers supplied by their authors. The layout, figures and tables of some papers needed to conform more precisely to the standard requirements. In some cases, the layout of the papers was rebuilt. Therefore, the readers are asked to excuse any deficiencies in this publication that may have arisen from the above causes. The editors of the Journal are not responsible either for the statements made or for the opinions expressed in this publication.

With all our hearts and sincerity, we wish to express our deepest gratitude to all the authors, reviewers, and editorial board members for their valuable contribution to this journal. We look forward to successful cooperation.

Editors In Chief

PUBLISHERS

DAAAM INTERNATIONAL VIENNA

FACULTY OF TOURISM AND RURAL DEVELOPMENT POZEGA

EDITORS IN CHIEF

Professor Dr.sc. Dr.mult.h.c.Prof.h.c. BRANKO KATALINIĆ

BERISLAV ANDRLIC, PhD

PUBLICATION PERIOD

BIANNUAL

CONTACT:

Faculty of Tourism and Rural Development Požega, Vukovarska 17, HR 34000 Požega,
e-mail: vallisaurea@ftrr.hr, homepage: <https://journal.vallisaurea.org/> or DAAAM International
Vienna, TU Wien, Karlsplatz 13/311, A-1040 Vienna, Austria, e-mail: president@daaam.com,
<https://daaam.info/>

EDITORIAL BOARD

- ADAMCZAK, STANISLAW (POL)**- Technical University of Kielce, Poland
- ANDRLIC, BERISLAV (HRV)**- Polytechnic in Pozega, Croatia
- ARIWA, EZENDU (GB)**- Digital Academy of Business Enterprise, Technology and Sustainability, Great Britain
- AZZOUZI, MESSAOUDA (ALG)**- Ziane Achour University of Delfa Artificial Intelligence, Control Systems Engineering, Algeria
- BANDOI, ANCA (ROM)**- University of Craiova, Faculty of Economics and Business Administration
- BARTOLUCI, MATO (HRV)**- Faculty of Economics and Business, Croatia
- BERCEANU, DOREL (ROM)**- University of Craiova, Faculty of Economics and Business Administration, Romania
- BEZAK, KARLO**, Croatian Forestry Institute, Croatia
- BILBERG, ARNE (DK)**- SDU Technology Entrepreneurship and Innovation, Denmark
- BIZEREA, MARIUS (ROM)**- Faculty of Economics and Business Administration Timisoara, Romania
- BLEICHER, FRIEDRICH (AUT)**- Institute for Production Engineering and Laser Technology, Vienna University of Technology, Austria
- BLEY, HELMUT (AUT)**- Saarland University – Austria
- BUCHMEISTER, BORUT**- University of Maribor, Slovenia
- CAPRARU, BOGDAN (ROM)**- “Al. I. Cuza” University of Iasi, Romania
- CELAR, STIPE (HR)**- University in Split, Croatia
- COTET, COSTEL EMIL (ROM)**- Chair of Machines and Manufacturing Systems, University Politehnica of Bucharest, Romania
- CRNJAC MILIC, DOMINIKA (HRV)**- Faculty of Electrical Engineering, Computer Science and Information Technology Osijek, Croatia
- DE ALWIS, ADAMBARAGE CHAMARU (CL)**- University of Kelaniya, Kelaniya • Department of Human Resource Management
- DESPA, ELENA GABRIELA (ROM)**- Faculty of Dentistry, University Titu maiorescu, Bucharest, Romania
- DZAFIC, ZIJAD (BH)**- University of Tuzla, Faculty of Economics, BIH
- EGOROV, SERGEY B. (RUS)**- South-West State University, Department of Computer Science and Engineering, Kursk, Russia
- ERDOGAN, EKIZ (TR)**- King Abdulaziz University services marketing, tourist behavior, service failure/recovery, complaining behavior, culture, Turkey
- FILARETOV, VLADIMIR, F. (RUS)** – Eastern State Technical University, Vladivostok, Russia
- FUJII, NORIO (JPN)**- Teikyo University, Japan
- GERSAK, JELKA (SLO)**- University of Maribor, Faculty of Mechanical Engineering, Department of Textilematerials and Design, Slovenia
- GRABENWEGER, JOHANN (AUT)**- KHS- Filing and Packing, Austria
- GRONALT, MANFRED (AUT)**- University of Natural Resources and Life Sciences, Vienna, Austria
- GRUESCU, RAMONA (ROM)**- University of Craiova, Faculty of Economics and Business Administration, Romania
- HAREESH, N RAMATHAN**, Cochin University of Science and Technology, Kerala, India
- HORVAT, ĐURO (HRV)**- Tehnix, Croatia
- JAKOBI, AKOS (HUN)**- Institute of Geography and Earth Sciences Department of Regional Science, Hungary
- JARVIS, CHRISTINE W. (USA)**- University of Huddersfield, USA
- KATALINIC, BRANKO (AUT)**- University of Technology, Austria
- KEINER, WOLFGANG (AUT)**- Former General Manager Festo Vienna, Austria
- KJOSEV, SASHO (MK)**- University “Ss. Cyril and Methodius”, Faculty of Economics, Skopje, Republic of Macedonia
- KONELL, SIDNEY (USA)**- Business and Economics. University of Wisconsin-Barron County
- KOSMOL, JAN (POL)**- Silesian Technical University Mechanical Faculty, Poland
- KURTOVIC, EMIR (BH)**- University of Sarajevo, School of Economics and Business, BIH
- KUSIAK, ANDREW (USA)**- College of Nursing Affiliate, University of Iowa Informatics Initiative, USA
- KUTNJAK, GORAN (HRV)**- University of Rijeka, Faculty of Economics, Croatia

LACKOVIC , ZLATKO (HRV)- Faculty of Civil Engineering Osijek, Croatia

LYMBERSKY, CHRISTOPH (GER)- University of Applied Sciences, Turnaround Management, Germany

MAJSTOROVIC, VLADO (BIH)- Faculty of Mechanical Engineering Mostar, BIH

MARCOS, MARIANO (ESP)- Department of Mechanical Engineering and Industrial Design, University of Cadiz, Spain

MOUSAVI, SIAMAK (GER)- SRH Hotel-Akademie Dresden

MUELLER, ANDREA (GER)- Technical University Dresden,Germany

NAGLA, KULDEEP SINGH (IND)- National Institute of Technology Jalandhar, India

NANASI, JOZEF (SK)- Volkswagen

NARDONI, GIUSEPPE (ITA)- I&T Nardoni Inst, Brescia, Italy

NEDANOVSKI, PECE (FYM)- Ss. Cyril and Methodius University, Faculty of Economics Skopje, Macedonia

PANCURAK, FRANTIŠEK, General Manager, Slovakia

PAPANIKOS T., GREGORY (GR)- Athens Institute for Education and Research, Greece

PARK, HONG- SEOK (KOR)- Laboratory for Production Engineering, School of Mechanical Engineering, University of Ulsan, South Korea

PJERO, ELENICA (ALB)- University of Vlora Ismail Qemali, Albania

POPOV, OLEG, Business Consultant in Packaging IndustryUkraine

PREMAWARDHENA, C. NEELAKSHI (IND)- The University of Kelaniya (SRI Lanka, CL)

PROSTREDNIK, DANIEL (CZS)- University of Technology, Brno, Czech Republic

PRYANICHNIKOV, VALENTIN (RUS)- Russian Academic of Science, Russia

RAAB-OBERMAYR, STEFAN (AUT)- Manufacturing & Automation Ing., Austria

RAJU , OLEV (EST)- University of Tartu, Institute of Mathematics and Statistics, Estonia

SANDU, CRISTINA (ROM)- Faculty of Law Sciences and Economic Sciences, Romania

SANTOS, JOSE ANTONIO CARLOS (POR)- Autonoma University,Portugal

SERZHANOV, VITALIY, Uzhhorod National University, Faculty of Economics (Ukraine

SHOBEIRI, SAEED (USA)- Concordia University Montreal, USA

SIPOS, CIPRIAN (ROM)- The Faculty of Economic and Business Administration, Romania

STAZHKOV, SERGEY (RUS)- Baltic State Technical University «VOENMEH», Russia

STEFANIC, EDITA (HRV)- Faculty of Agriculture Osijek, Croatia

STOPPER, MARKUS (AUT)- University of Technology, DAAAM International Vienna, Austria

SUBARIC, DRAGO (HRV)- Faculty of Food Technology Osijek, Croatia

TAN, KOK KIONG (SGP)- Department of Technical & Computer Engineering, Faculty of Engineering, Singapore

TEICH, TOBIAS (DEN)- University of Applied Science,

TOMASEVIC LISANIN, MARIJA (HR)- Faculty of Economics and Business, Croatia

TORIMS, TOMS (LET)- Riga Technical University, Mechanical Engineering Institute, Letonia

VAARIO, JARI (FIN)- University of Vaasa, Finland

VASEK, VLADIMIR (CZS)- Tomas Bata University in Zlín Faculty of Applied Informatics

VASICEK, VESNA (HRV)- Faculty of Economics and Business, Croatia

VOLOSHYNA, YULIANNNA (UKR)- Uzhgorod National University, Uzhgorod, Ukraine

WEIGL, K. HEINZ (AUT)- ELSA Solutions, Wien, Austria

WESSELY, EMIL (SK)- Technical University of Kosice,Faculty of Mechanical Engineering, Slovakia

YOSHIDA, SUSUMU (JPN)- Kyoto University, Japan

ZAVRSNIK, BRUNO (SLO)- Univerza v Mariboru, Ekonomsko-poslovna fakulteta, Slovenia



IMPACT OF ENTREPRENEURIAL SUPPORT INSTITUTIONS ON THE ENTREPRENEURSHIP AND THE BUSINESS ENVIRONMENT IN ZAGREB - A CASE STUDY OF ZICER

Rončević, Ante, *Ph.D., Full Professor*; Orcid: <https://orcid.org/0000-0003-2527-9506>, University North, Koprivnica, Croatia, aroncevic@unin.hr

Ostojić, Petra, *MA, student*; Orcid: <https://orcid.org/0000-0002-9482-2894>, University North, Koprivnica, Croatia, peostojic@unin.hr

Mihelić, Sanja, *MSc, student*; Orcid: <https://orcid.org/0000-0002-2545-627X>, University North, Koprivnica, Croatia, samihelic@unin.hr

Abstract:

Entrepreneurial support institutions offer a wide range of services to their tenants, which in the long run affects their development, the development of the local environment in which they operate and the development of the overall Croatian economy. The aim of this paper is to examine the impact of entrepreneurial support institutions on the entrepreneurship and the business environment in Zagreb, the capital of Croatia. Throughout the paper, the method of description, comparison, deduction and synthetic were used. The problem investigated in the paper refers to the question of the success of ESI in meeting the needs of creating an entrepreneurial environment in the area in which they operate. Through the example of the Zagreb Innovation Center (ZICER), empirical data were collected by a survey questionnaire to examine the satisfaction and the acceptance of the services by their users. Conducting primary research sources, the authors proved that users are satisfied with the received services, showed the importance and benefit that users, local and national economy have from entrepreneurial support institutions. The results of the research can be the basis for further research and strengthening the role of entrepreneurial support institutions.

Keywords: *accelerators, centers of excellence, entrepreneurial support institutions, incubators, ZICER*

1. Introduction

Small and medium-sized enterprises are the drivers of economic growth. The regional development is a dynamic phenomenon that permanently affects changes in business activities that can be caused by innovation, but also with the creation and closure of firms. The development of the SME sector plays a key role in the development of the territory in which they operate. An important role in changing the conditions for entrepreneurship refers to the regional system (education, culture, social support, etc.) (Chaudhary and Kalia, 2018: 59). Due to the relationship between entrepreneurial activity and regional development it is necessary to develop an appropriate entrepreneurial environment (Korent

et al., 2015: 940). The beginners but also those who are already engaged in entrepreneurship need help and information to develop or continue to develop. As a response to helping entrepreneurs, entrepreneurial support institutions (ESI) have been created. Entrepreneurial support institutions offer a wide range of services to their tenants, which in the long run affects their development, the development of the local environment in which they operate and the development of the overall Croatian economy.

The paper analyses the impact of entrepreneurial support institutions on the development of region and entrepreneurship in the City of Zagreb, its form, tasks and its founders. The objective of the paper is to analyse the impact of public funding of ESI on the development of entrepreneurship in the City of Zagreb through the example of ZICER, as the longest incubator in the City of Zagreb, by exploring the services and its impact on the strengthening and development of entrepreneurial activity in the City of Zagreb. Consequently, a hypothesis have been set:

H1: ZICER services have fully met the needs and expectations of their users.

H2: Public funding of ESIs have a positive effect on increasing entrepreneurial activity and creating an entrepreneurial environment in the City of Zagreb.

The paper is divided into two parts, theoretical and research part.

The paper consists of five sections. First is Introduction, which defines the problem, scope of paper, used methodology as well as the hypothesis of the research. The second part is Entrepreneurial support institutions, relating to the theoretical part and development of ESI in Croatia. The second part of the paper referred to the analysis of ZICER. The choice of ZICER is based on its historical development and the importance of establishment by the City of Zagreb, which recognized the importance of investment in the initial phases of entrepreneurial development. The review of the analysis is divided into two parts. The first part Analysis of ZICER - entrepreneurial support institution of the City of Zagreb referred to the review of secondary data sources. The second part, ZICER - success analysis - questionnaire, sample and research methods, referred to results following with the Discussion on the assessment of the satisfaction, the acceptance of the services and the importance of its existence at the City of Zagreb, by their users. The last, fifth part, of the paper the Conclusion is presented.

2. Theoretical Background Article structure

2.1. ESI forms and its founders

ESI are institutions that implement programs aimed at the development of entrepreneurship. They are a part of the overall entrepreneurial infrastructure (Entrepreneurship Infrastructure Improvement Act, 2021). Through ESI entrepreneur realizes his business faster and easier and is motivated to invest more and employ more people. On the other hand, the state achieves lower unemployment and better economic growth through incentives (Nikolić and Zorić, 2014: 100).

The importance of ESI is visible in the enactment of the Entrepreneurship Infrastructure Improvement Act, Article 4, which defines them as entities aimed at creating a quality, the user-oriented entrepreneurial environment in the Republic of Croatia. Table 1 summarizes the main forms of entrepreneurial support institutions defined by the Entrepreneurship Infrastructure Improvement Act.

Table 1: ESI form and their definition by the Entrepreneurship Infrastructure Improvement Act

ESI forms	
Development agencies	Registered legal entities in charge of operational implementation of measures for economic development and entrepreneurship.
Entrepreneurship centers	Registered legal entities in charge of operational implementation of measures for the development and promotion of entrepreneurship in the local and / or wider area (county, region).
Business incubators	Registered legal entities that provide professional technical and educational assistance for starting entrepreneurial ventures. They help companies in their faster and sustainable development.
Business accelerators	Registered legal entities, ie specialized business entities in charge of providing support services to entrepreneurs in the post-incubation phase, ie in the phase of development and expansion of business in the domestic and foreign markets.
BUSINESS PARKS	Registered legal entities have physical spaces, land and resources for the accommodation of small, medium and large entrepreneurs on a commercial basis, with a special focus on attracting domestic and foreign investments
Science and technology park	Registered legal entities established for the purpose of commercialization of scientific results, encouragement of cooperation between scientists and businessmen.
Centers of Competence	Specialized business entities that conduct research projects of development or production character and develop competencies in certain areas. Centers of competence are institution with which other business entities can contract research and development services in order to strengthen certain industries. They are independent legal entities that form part of the scientific research infrastructure of the Republic of Croatia.

Source: Authors according to the Entrepreneurship Infrastructure Improvement Act

As additional explanations of the law, the authors discussed the different forms of ESI as follows: Tupek and Ćorić (2018: 130) explain the concept of the virtual incubator as a web platform through which business incubators provide business, technical and educational services to its residents. For Šimunković (2016: 67) student business incubators have an increasingly important role in economic growth as a meeting places for education, research and economy. Hunjet, Ivetić and Kozina (2018: 135) emphasize the importance of technology parks in the fact that the International Association of Science Parks and Innovation Areas - IASP has been operating since 1984. Scientific technology parks have a positive impact on the local, national and regional economy (Brčić and Brodar, 2008: 374). Research by Diez-Vial and Fernández-Olmos (2014: 80) confirmed that companies that have concluded cooperation agreements with universities and other research institutions are better able to use the acquired knowledge. Such cooperation allows them to improve their innovative capacity and they are more capable of understand basic research, experience and advice provided by these institutions.

Centers of Competence can be established by local self-government units, companies and their associations, educational, research or financial institutions and investment funds (Ranić, 2017: 8).

Bearing in mind the above-mentioned division, the Republic of Croatia has published a United Register of Entrepreneurial Infrastructure (UREI)¹ maintained by the Ministry of Economy and Sustainable Development. UREI is an electronic database of business infrastructure entities consisting of: The Register of Business Zones and the Register of Business Support Institutions (BSI). UREI is defined by the Act on the Improvement of Entrepreneurial Infrastructure (OG 93/13, OG 114/13, OG 41/14, OG 57/18) and the Instruction on the Use of the United Register of Entrepreneurial Infrastructure (OG 86/18).

2.2. Strategic framework for the development of ESI on national and local level

Local self-government units and counties formulate incentive programs for SMEs that contain incentive measures. The state and the state management system play a major role in stimulating innovative ideas. Especially when it comes to entrepreneurship (Gregorić et al., 2018: 25).

¹ Ministry of Economy and Sustainable Development; United Register of Entrepreneurial Infrastructure (Jedinstveni registar poduzetničke infrastrukture) <http://reg.mingo.hr/pi/public/>

The main document when it comes to strategic development is the Strategy for the Development of Entrepreneurship of the Republic of Croatia 2013-2020 (2013) as a direct response to provide support to entrepreneurs. It has five goals: 1) improving economic performance; 2) improved access to finance; 3) promotion of entrepreneurship; 4) improving entrepreneurial skills and 5) improved business environment.

The successful adaptation of incubators and innovation programs leads to economic growth based on the development of a number of companies with high survival rates and the creation of high value-added products. At the same time, they have a positive impact on the creation of a stimulating entrepreneurial environment and the commercialization of technology transfer (Al-Mubarak and Busler, 2017: 3).

However, there are also authors who disagree with the above statements and point out the negative aspects of ESI. Their uneven distribution leads to negative consequences for the development of entrepreneurship, given that the main concentration is in the counties with the largest cities, so access to them is limited. ESI provides incomplete business start-up services that do not allow entrepreneurs to become independent and that their education takes too long (Koščević, 2020: 30).

At the local level, there is the Development Strategy of the City of Zagreb for the period until 2020 as a basic strategic document of regional development policy for the City of Zagreb. The document defines the goals and priorities for development of the City of Zagreb. The chapter covering the Economy clearly emphasizes the entrepreneurial infrastructure and the development need for strengthening and development of entrepreneurial support infrastructure (Zagreb.hr, 2017).

Part of the measures to encourage SMEs and ESIs are implemented in cooperation with ministries, primarily with the Ministry of Economy and Sustainable Development. Cooperation with commercial banks and Croatian Bank for Reconstruction and Development (HBOR) and sectoral associations is also mentioned. These are *de minimis grants*² whose amounts vary depending on the capacities of local governments and entrepreneurs.

One of the types of support is the Entrepreneurship Awards. For example, at the Zagreb Connect conference in 2018, organized by ZICER, five prizes were awarded for HRK 160,000 for the best ideas of a start-up entrepreneur and for starting your own company (Ecorys Hrvatska d.o.o, Ecorys South East Europe Ltd, 2019).

2.3. Role of ESI

The main role of entrepreneurship centres is to offer entrepreneurial courses and programs that are paid or free for students at the university or for the public (Finkle et al., 2013: 69). Building a stimulating institutional environment in which science and technology parks operate is very important for the state (Brčić and Brodar, 2008: 374).

The access to professional services is one of the most important functions of support institutions. They “facilitate access to funding, enable the transfer of knowledge and skills needed to successfully start a business, provide information necessary to make all important decisions starting a business or planning the growth and development of a business.” The mutual networking affects not only the quality of services offered by institutions, but also the quality of programs and projects created at the state level (Delić et al., 2012: 37). According to the report of the European Court of Auditors (2014: 30): “Incubators were unable to offer comprehensive, individually tailored assistance to their clients. The range of services offered was limited. Most audited incubators did not offer support to prospective entrepreneurs at the pre-incubation stage, or to non-resident clients. The incubation

² De minimis aid taken from state aid control because it is considered not to affect competition and trade in the EU internal market. EU Member States are not obliged to notify the European Commission of this aid. The ceiling is 200,000 euros per entrepreneur over a period of three years.

programmes were of a basic nature and did not take into account the specific individual needs or business development objectives of their clients.“

The most researched form of ESI is business incubator - a powerful instrument that provides the business sector with empowerment and competitive advantage (Aerts et al., 2007: 264). Their activities include business (working) premises on terms that are more favorable for start-up entrepreneurs up to the third year of operation. Through institutionalized networks, they facilitate access to different types of resources and service providers (Bruneel et al., 2011: 117). When analysing the best accepted services, an analysis done by Robinson and Stubberud (2014: 36) showed that physical services had the highest proportion of incubator tenants who had not used them, while services based on business expertise (financial consulting and business development) were used more frequently than the other services and had the lowest proportions of people who had not used them in the period of last three months. One of the criticisms of ESI is their poor visibility, because entrepreneurs are not even aware of their existence. Another criticism relates to the fact that not all services are easily accessible due to the excessive criteria that need to be met for their participation. Programs do not meet the needs of micro and small enterprises while small enterprises in urban environments benefit the most (Molapo et al., 2008: 38).

However, in addition to all the activities offered by ESI, the author Bošnjak (2011: 55) states that the key to incubator success is the provision of free or privileged services through business consulting. The incubator is in an entrepreneurial environment, connected to the university sector. The importance of the human factor is a generator of success. On the other hand, an analysis by Queiroz Silva and Da Cunha (2018: 302) showed that technology incubators are unaware of what is happening to users because they do not provide evidence to assess the evolution of incubated companies or feedback on whether they meet their purpose. It is considered that evaluation of business incubators must be carried out periodically in order to be able to improve their business and results. Regardless of the incubator evaluation model used, it must be adapted to the type of incubator, the country, the region and the institution that owns it.

2. 4. Source of ESI financing

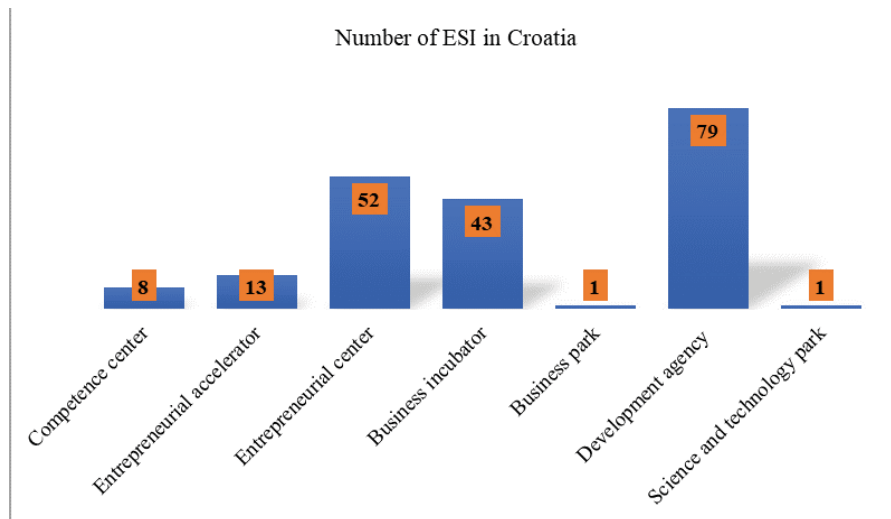
Analysis of the available literature shows conflicting views of entrepreneurial support institutions. It is a common opinion that ESI are regionally based institutions. Institutions outside the mainstream of central and local government publicly fund them (Halkier, 2006: 4). The purpose of development agencies is: “development of the region as well as coordination between plans and strategies of regional development policy adopted at the state level and their implementation at lower levels” (Pišmiš, 2019: 4). However, with regard to the further financing of the ESI, the question has been raised whether public funding should continue or whether it should find a way to ensure its own sustainability. Mijačić (2011: 20) state that business support institutions are looking for solutions for the further operation of BSI in donations from founders and donor funds, which is not sustainable in the long run. The visibility of the grant problems came to the force at a time of economic crisis when the revenues of the local self-government, which could no longer finance the work of the incubator, were reduced. The accelerators: „disaggregate the financial resources and knowledge resources previously offered by incubators and angel investors and provide more advice and less money than either one. The limited duration of accelerator programs is the feature that most clearly defines them“(Cohen, 2018: 25).

2.5. Forms and geographical distribution of ESI

Entrepreneurship carries with it a certain risk of initial investment, developed infrastructure and insufficient knowledge and skills needed to succeed in entrepreneurship. In response to bridging the mentioned obstacles, public authorities established ESI. The purpose of development and

improvement of entrepreneurial infrastructure is to stimulate economic growth through planning and timely construction of entrepreneurial infrastructure. Their function is to balance regional development of the Republic of Croatia, faster growth of entrepreneurship and increase investment and employment within the area where the entrepreneurial infrastructure is planned. The largest number of ESI form is Development agencies, the second is Entrepreneurial center and the third is Business incubator.

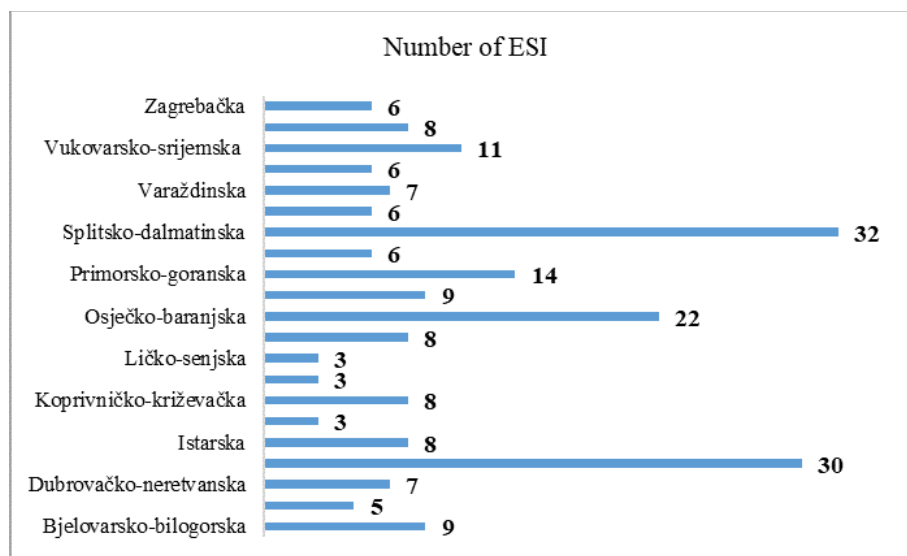
Chart 1: Number of ESI in Croatia by different form



Source: Authors according the United Register of Entrepreneurial Infrastructure (accessed 20.7. 2022)

The main concentration of entrepreneurial support institutions is in the counties that gravitate to the largest centers of the Republic of Croatia: Zagreb, Split, Osijek and Rijeka. The largest number of ESIs are established in the counties: Split-Dalmatia, Grad, Zagreb, and the County of Osijek-Baranja, while in the other counties have around 15 or less ESI. The founders of ESI are local and regional self-government units (counties, cities and municipalities) but also the universities and private companies. (United Register of Entrepreneurial Infrastructure, 2022.)

Chart 2: Number of ESI by county



Source: Authors according the United Register of Entrepreneurial Infrastructure (accessed 20.7. 2022)

3. Materials and Methodology

Zagreb Innovation Center (ZICER) is an entrepreneurial support institution owned by the City of Zagreb. It implements support and development activities as well as the improvement of the entrepreneurial environment and society as a whole. The mission of the Zagreb Innovation Center is to implement activities to support the development and improvement of the business environment and society as a whole. ZICER wants to contribute to the realization of the goals of the Development Strategy of the City of Zagreb - ZagrebPlan and the vision of the City of Zagreb as an urban incubator (ZICER, 2021).

ZICER is one of the main stakeholders in the implementation of the Crafts, Small and Medium Entrepreneurship Development Program in the City of Zagreb. It is located at the Zagreb Fair on an area of 7363 m². ZICER has more than 100 modular office spaces, coworking spaces and smart infrastructure - 6 technology centers. ZICER funding is provided through the European Regional Development Fund, Operational Program Competitiveness and Cohesion. Until June 2018, ZICER operated under the name Zagreb Development Agency and through three related departments: Technology Park Zagreb, Entrepreneurship Center - Blue Office and the Center for Development Projects. Since 2018, ZICER has included the Blue Office, first entrepreneurial center of the City of Zagreb, in its scope of work. The Office provides education, counseling, support programs and promotion of entrepreneurial culture, which are free for end users. Due to its establishment in the capital, longevity as well as constant investment in development, further analysis will be focused on ZICER and its significance for strengthening regional development. The first part of the analysis refers to the review of secondary data sources of its services while the second part the acceptance of the services and the refers to survey research on the satisfaction of its services according to its users.

Throughout the paper, the method of description was used in describing the term entrepreneurial support institutions and its different forms as well as in to the analysis of empirical research because the aim of this paper is to provide a detailed description of the current state, characteristics and importance of ZICER for its users. The second method used was the comparative method when comparing data related to the main concentration of entrepreneurial support institutions in Croatian counties. The deductive method was used to test the theory of the importance of ESI that leads to competitive advantage of entrepreneurship and the business environment in Zagreb through the example of ZICER. Synthetic analysis was used in order to present the research problem in the simplest possible way. In the research part of the study, the authors conducted a survey in November 2021 by sending an online questionnaire to ZICER users. In March 2022, the second part of a survey (interviewed online in the form of a survey) was conducted to get deeper answers about the benefits of acquired services, the existence of ZICER and its impact on the development of entrepreneurial environment and the City of Zagreb. The purpose of the online survey was to examine, from the primary data sources, insights on satisfaction and the acceptance of the ZICER's services by their users. In the analyses, statistical and descriptive methods are applied.

4. Results

Based on the analysis of secondary sources, the main services of ZICER are listed below:

1. Pre-incubation - a process in which Development Teams receive support, with the aim of realizing their business idea and turning it into a sustainable entrepreneurial venture. It is the period required for the development of an entrepreneurial idea, preparation and establishment of a business entity. The program lasts a maximum of 3 months.

2. Incubation - a period of growth and development of entrepreneurs. It includes activities that support entrepreneurs in their beginnings and during business development. The entrepreneurs have infrastructure and professional consulting support. Incubation aims to bring the entrepreneur to the stage of stable business and opportunities for growth and development outside of ZICER. The maximum duration of Incubation is 4 years.
3. Post-incubation - the process of business cooperation with entrepreneurs at a later stage of growth and development. It enables the entrepreneur to develop new products, services and projects. It helps in internationalisation the business and in finding an additional source of financing for new products. It lasts a maximum of 5 years.
4. Pre-acceleration/acceleration - participants in the program, after their completion, exercise the right of priority to use the Incubation program in relation to other candidates.
5. Coworking – the duration of the stay can be taken on a daily, weekly or monthly basis. The service includes an office desk and chair in a shared office, the costs of electricity, heating and cooling, cleaning and maintenance, utilities and other fees, high-speed internet connection and Wi-Fi.

In addition to the above mentioned, ZICER also provides services for the use of 7 development centers established to encourage the development of innovative entrepreneurship. The goal of the centers is to create a favorable business environment as a precondition for a significant increase in competitiveness, innovation potential and efficiency of the business sector in the City of Zagreb. ZICER also participated in the preparation and application of various projects for tenders financed from EU funds as a lead partner or project partner, which is additional evidence of the importance that contributes to the development of ESI.

Further analysis of ZICER included research based on primary data sources. The ZICER analyses referred to a conducted survey in November 2021 and in March 2022 to examine the insights on satisfaction and the acceptance of the ZICER's services by their users. For the purposes of the analysis, the questionnaire was sent to companies that were or are users of ZICER. The companies are divided into micro, small, medium and large companies. The main goal of the research was to get reflections on the use of services and information by ZICER when starting a business and its improvement.

The first questionnaire contained 11 questions, some of which related to general questions regarding the company size and area of activity. (Table 2.) The second set of questions was related to information and satisfaction of services received by ZICER. The third set referred to information about future cooperation or support to ZICER in its further work. (Table 3.) Papers must be formatted to allow printing on paper size A4 (210 x 297 mm). Times New Roman, size 12 (unless otherwise stated herein) should be used, and line spacing should be 1.5.

The margins (left, right, top and bottom) should be 20mm wide. The text should be aligned with Both the right and left margins (justified). The paper should have between 4500 and 6500 words (including references). Do not include page numbers.

Table 2: Basic information about the respondents

Basic information about the respondents	Number of answers
Company size	
• Micro	17
• Small	4
• Medium	/
• Large	/
Indicate the field of activity according to the National Classification of Activities (NKD 2007)	
• J62	10
• J58	2
• C14	1
• M74	1
• M70	1
• M71	1
• M72	1
• N79	1
State the year of joining ZICER:	
• 2015	2
• 2016	1
• 2017	3
• 2018	2
• 2019	4
• 2020	3
• 2021	1

Source: Authors

Table 3. Information regarding the satisfaction of provided ZICER services

Select the ZICER services you used	
• Pre-incubation	2
• Incubation	15
• Postincubation	1
• Coworking	2
How did you find out about ZICER?	
• By other entrepreneurs	12
• Media	4
• Social media	4
• Other	3 (Google search, Startup Factory)
Please indicate how satisfied you are with the ZICER service/services (From 1-5) (1 - I am not satisfied; 5- I am extremely satisfied)	
• 0	0
• 1	0
• 2	0
• 3	3
• 4	7
• 5	13
Please indicate how long you are doing business	
• 1 year	3
• 2 yaers	1
• 3 yoars	8
• 4 years	4
• 5 and more	5
Did you withdraw funds from EU funds, or did you apply for projects and sign the Grant Agreement?	
• Yes	13
• No	7
• Planning	1
Do you cooperate with ZICER through any other activities apart from the above	
• Yes	6
• No	15
Have you recommended ZICER to anyone?	
• Yes	20
• N0	1

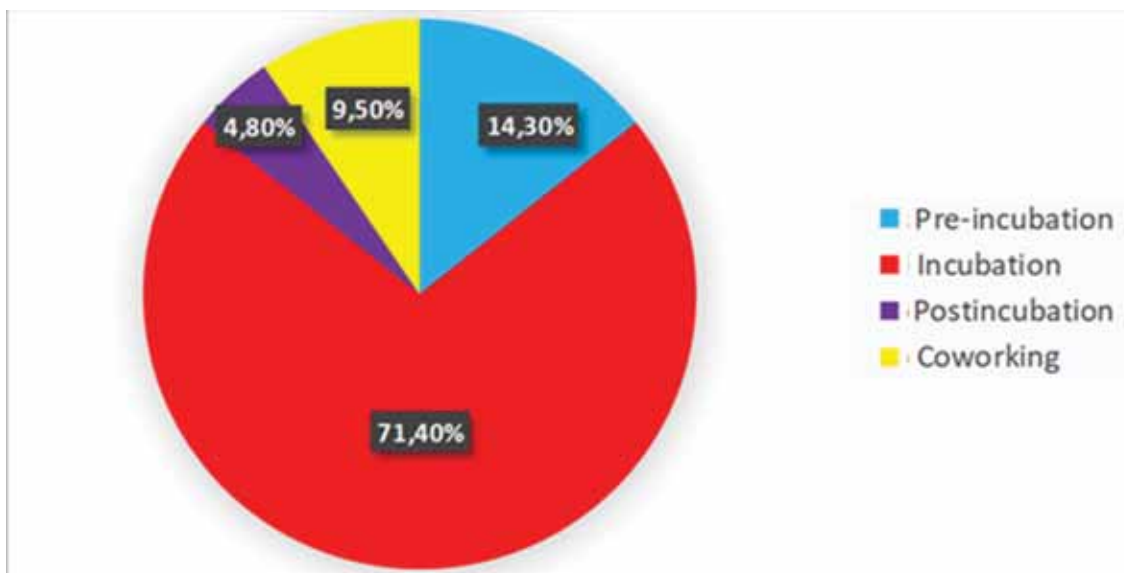
Source: Authors

From the companies that responded to the questionnaire, 80% are micro and 20% are small companies. Most companies, 50% of them operate in the field of computer programming, followed by the release of other software that deals with 10% of surveyed companies. One company (each) is engaged in following activities: clothing production, specialized design activities, business and management consulting, engineering and technical consulting, research and experimental development in natural, technical and technological sciences as well as travel agencies. When it comes to the year of entry into ZICER, it is evident that ZICER users date back to 2015.

5. Discussion

The analyses of answers at the first question referred to ZICER services, 71.4% companies, stated that they used the incubation service. A 14.3% of enterprises used pre-incubation services, 9.5% Coworking services while 4.8% enterprises used postincubation services.

Chart 3: Please select the ZICER services you have used



Source: Authors

What is certainly worth pointing out is the fact that 60% of companies have heard of ZICER by other entrepreneurs while 20% were informed through the media and 20% through social media. However, some of them also heard about ZICER and found information through the Google search or participated in the 2018 Startup Factory. A further question was that companies, ie their representatives, as users of ZICER services, assess how satisfied they are with the ZICER services from number 1 to 5. The number 1 meant that the user was not satisfied while number 5 indicated that the user was extremely satisfied with the provided service. The users, 67.9% of them are extremely satisfied, 33.3% are very satisfied while 4.8% are satisfied with the received services of ZICER.

As a positive answer to the question related to the withdrawal from EU funds, 61.9% of companies said they withdrew funds, 4.8% said they planned and 33.3% said they did not withdraw funds.

The last set of questions referred to the existence of additional cooperation with ZICER. The additional cooperation did not take place for 71.4% of companies, while 28.6% said they had. When explaining what kind of cooperation it is, the most common answer was related to education and counseling, organization of events.

On the overall impression of ZICER, covered by the question of whether they recommended ZICER to other stakeholders in the business environment, 95.2% of companies said yes, while 4.8% did not recommend ZICER to anyone. The second part of the analysis was conducted in March 2022 in order to gain more detailed answers about the satisfaction of the services provided, approach towards the users, the impact on the creation of entrepreneurial ecosystem and impact on the development of the City of Zagreb.

As the most important services of ZICER that the respondents used were: incubation, start-up factory, promotion, space, internet, education, legal support, selfless help of employees.

From the statements of the users, it can be concluded that they are satisfied with the services received and that these services are visible to entrepreneurs. One of them stated: "ZICER's services have fully met our needs and as long as we can be in ZICER, we will be happy to be their member, and even after that, if they offer to help us as external partners, we will be very happy to respond and help as much as we can."

The visibility and ZICER care for entrepreneurs in the City of Zagreb is also visible in the statement: "The services also more than met our needs. In addition to the help we would receive each time we asked for it, suggestions arrived before we opened the company that were extremely helpful to us." The users also commented the given infrastructure: "We have a secured space and a stimulating work environment, as well as faster and more responsive answers to our specific inquiries" as well as the educations: "We also have the opportunity to participate in workshops that are often useful and interesting."

The strongest support for the work of ZICER is visible through the praise of the interviewed user. One of the user said: "Yes, this is exactly what we needed at an early stage when we were a fragile entrepreneurial idea, then through a micro-enterprise, to a small enterprise when our specific needs and significant business resilience capacity are likely to allow us to exit the incubator environment."

When asked about possible improvements to ZICER's work, users consider: "Connecting with industry through concrete pilot projects and collaborations, expanding and putting more focus on the needs of hardware start-ups." Additional suggestions are relate to improving the advisory services provided: "additional professional services in terms of systematic monitoring of business and development of the company and ensuring continuous professional consultations would be the most important element that would enable us to develop better". There is also suggestion of: "the possibility of structured support to companies in later stages of development. Something like a scale-up factory" as well as: "support in the form of match-making with B2B clients, new customers, new markets, investors of this phase, strategic partners."

When asked if they think that ZICER influenced the development of the economy of the City of Zagreb, one of the answer was: „I think that ZICER is certainly part of the positive energy that the City gives to the development of the economy of the City of Zagreb.“ The another user stressed the importance of start-ups: "I think that ZICER, as the main source of promising start-ups in the Republic of Croatia, has had a great impact on the economy of the city of Zagreb." The further importance of ZICER for one of the user was the impact on the development of innovative companies: "Yes, because it supports young innovative companies." One of the users pointed out: "Without ZICER and entrepreneurs, Croatia has a difficult future."

The established hypothesis H1: ZICER services have fully met the needs and expectations of their users was tested by performing empirical research. Based on answer of ZICER users, the same was confirmed.

6. Conclusion

The paper confirmed that a common characteristic of all entrepreneurial support institutions is informing, advising, helping young and start-ups, educating about entrepreneurship and running a business, attracting investment, as well as encouraging employment. The importance of ESI is visible through the financial support of the Operational Program and strategic guidelines of the regions in which it operates.

Based on the observed results it can be concluded that the users of ZICER are satisfied with the received services. They see the importance of ESI in the development of the business environment and the development of the City of Zagreb. Through conducting primary research sources, the authors proved that users are satisfied with the services received, with additional suggestions for improvement, which confirmed Hypothesis 1.

Furthermore, ZICER participated and contributed to all major working bodies of the City of Zagreb level, but also at the national level through expert groups, commissions, national events and activities aimed at strengthening the entrepreneurial environment. The stated is proof of the desire to create the strengthening of entrepreneurship and the development of the region in which it operates. Through additional in-depth research conducted in March 2022, on the importance of ESI in the City of Zagreb from primary sources, proved that users consider ESI extremely important for the development of entrepreneurship and the region in which they are located. The research also confirmed Hypothesis 2.

With respect to the analysis of the satisfaction of ZICER users that shown extremely high positive results, the analyses of other authors needs to be taken into account how the further research of ESI must put attention its relation to the country, form and region in which it operates. These elements should not be ignored. ESI funding is certainly an important item in its further development and impact on regional development. In addition, taking into account the some authors' criticisms of the uneven distribution of EIS, it is necessary to make analyses of their establishment in certain environments so that all interested stakeholders in the business ecosystem have access to support in entrepreneurial activities.

The results of the research can be the basis for further research and strengthening the role of entrepreneurial support institutions.

ACKNOWLEDGMENTS: The authors would like to thank the management and staff of ZICER for their contribution and effort in the research conducted for the purposes of this paper.

References

1. Aerts, K., Matthyssens, P., & Vandenbempt, K. (2007). Critical role and screening practices of European business incubators, *Technovation*, Vol. 27, No. 5, pp. 254-267. <https://doi.org/10.1016/j.technovation.2006.12.002>
2. Al-Mubarak, H.M., & Busler, M. (2017). Challenges and opportunities of innovation and incubators as a tool for knowledge-based economy, *Journal of Innovation and Entrepreneurship*, Vol. 6, No. 15, pp. 1-18. <https://doi.org/10.1186/s13731-017-0075-y>
3. Bošnjak, S. (2011). Poslovni inkubatori kao generatori razvoja poduzetništva [Business incubators as generators of entrepreneurship development], *Praktični menadžment*, Vol. 2, No. 2, pp. 51-56. <https://hrcak.srce.hr/76452>

4. Brčić, R., & Brodar, K. (2008). Role of Science and Technology Parks in Entrepreneurship Development: The Case of Varaždin County, International Conference Economy & Business, in: Journal Economy & Business Vol 2, No. 1, pp. 363-375.
5. Bruneel, J., Ratinho, T., Clarysse, B., & Groen, A. (2012). The Evolution of Business Incubators: Comparing demand and supply of business incubation services across different incubator generations, *Technovation*, Vol. 32, No. 2, pp. 110-121. <https://doi.org/10.1016/j.technovation.2011.11.003>
6. Chaudhary D., & Kalia, G. (2018). Entrepreneurship And Regional Development, *International Journal of Advanced Research in Management and Social Sciences*, Vol. 7, No. 11, pp. 55-67. <https://garph.co.uk/IJARMSS/Nov2018/6.pdf>
7. Cohen, S. (2018). What Do Accelerators Do? Insights from Incubators and Angels, *Innovations: Technology, Governance, Globalization 2013*, Vol. 8, No. 3/4, pp. 19-25. https://doi.org/10.1162/INOV_a_00184
8. Delić, A., Alpeza, M., & Oberman Peterka, S. (2012). Role Of Entrepreneurship Support Institutions In Development Of The Economy Of Eastern Croatia – Case Of Centre For Entrepreneurship Osijek, *Economy of eastern Croatia yesterday, today, tomorrow*, Josip Juraj Strossmayer University of Osijek, Faculty of Economics, Croatia, 1, pp. 32-42. https://www.cepor.hr/App%205-Delic_Alpeza_Oberman%20Peterka_Osijek%20conference_2012.pdf
9. Díez-Vial, I., & Fernández-Olmos, M. (2015). Knowledge spillovers in science and technology parks: how can firms benefit most?, *Journal of Technology Transfer*, Vol. 40, No.1, pp. 70-84. <https://doi.org/10.1007/s10961-013-9329-4>
10. Finkle, T.A., Menzies T.V., Kuratko D.F., & Goldsby M.G. (2013). An examination of the financial challenges of entrepreneurship centers throughout the world, *Journal of Small Business & Entrepreneurship*, Vol. 26, No. 1, pp. 67-85. <https://doi.org/10.1080/08276331.2012.761803>
11. Gregorić, M., Hegeduš, I., & Kolenko, K. (2018). Važnost inovacija i poduzetništva za ekonomski razvoj Republike Hrvatske [The importance of innovation and entrepreneurship for the economic development of the Republic of Croatia], *Obrazovanje za poduzetništvo - E4E*, Vol. 8, Special issue), pp. 23-43. <https://hrcak.srce.hr/file/290124>
12. Halkier, H. (2006). Regional Development Agencies and Multilevel Governance: European Perspectives, in: *Bölgesel Kalkınma ve Yönetişim Sempozyumu*, July, 7-8, 2006, Ankara: TEPAV, pp. 3-17.
13. Hunjet, A., Ivetić, E., & Kozina, G. (2018) The Role Of Technology Parks In The Entrepreneurial Process: The Case Of Technology Park Varaždin, *Review of Innovation and Competitiveness*, Vol. 4, No. 1, pp. 131-156. <https://doi.org/10.32728/ric.2018.41/6>
14. Korent, D., Vuković, K., & Brčić, R. (2015). Entrepreneurial activity and regional development, *Economic research - Ekonomska istraživanja*, Vol. 28, No. 1, pp. 939-958. <https://doi.org/10.1080/1331677X.2015.1084237>
15. Košćević, S. (2020). *Tamna strana poduzetništva* [The dark side of entrepreneurship], [Undergraduate thesis]. Josip Juraj Strossmayer University of Osijek, Faculty of Economics in Osijek <https://urn.nsk.hr/urn:nbn:hr:145:506320>
16. Mijačić, D. (2011). Analysis of Business Support Infrastructure in the Republic of Serbia, National Agency for Regional Development, Beograd, 1-74.

17. Molapo, S., Mears, R.R., & Viljoen, J.M.M. (2008). Developments and reforms in small business support institutions since 1996, *Acta Commercii*, Vol. 8, No. 1, pp. 27-40. <https://doi.org/10.4102/ac.v8i1.59>
18. Nikolić, G., & Zorić, D. (2014) Razvoj startup kulture u Hrvatskoj u funkciji razvoja gospodarstva [Development of startup culture in Croatia in the function of economic development], *Praktični menadžment*, Vol. 5, No. 2, pp. 98-102. <https://hrcak.srce.hr/135710>
19. Pišmiš, V. (2019): *Analiza zadovoljstva klijenata na primjeru rada razvojne agencije [Customer satisfaction analysis on the example of the work of a development agency]*, [Master's thesis], Polytechnic in Pozega <https://zir.nsk.hr/islandora/object/vup%3A1281>
20. Queiroz Silva, A., & Da Cunha, J.C. (2018). Are Technology Business Incubators Fulfilling Their Objectives? A Study Of The TBI's Performance Located In Brazil, *International Journal of Innovation*, Vol. 6, No. 3, pp. 298-313. <https://doi.org/10.5585/iji.v6i3.313>
21. Ranilović, J. (2017). Razvoj ideje za Centar kompetencija inovativnih prehrambenih proizvoda u Koprivnici [Development of an idea for the Competence Center for Innovative Food Products in Koprivnica], *Podravski zbornik*, 43, pp. 7-14. <https://hrcak.srce.hr/227028>
22. Robinson, S., & Stubberud, H.A. (2014). Business incubators: what services do business owners really use?, *International Journal of Entrepreneurship*, Vol. 18, 29-40.
23. Special report of the European Court of Auditors: Has the ERDF successfully supported the development of business incubators?, Issue 7., Luxembourg., pp. 1-52, 2014. https://www.eca.europa.eu/Lists/ECADocuments/SR14_07/SR14_07_EN.pdf
24. Šimunković, M. (2016). Studentski poduzetnički inkubatori kao potporna institucija za razvoj malog i srednjeg poduzetništva [Student business incubators as a support institution for the development of small and medium enterprises], *Praktični menadžment*, Vol. 7, No. 1, pp. 66-69. <https://hrcak.srce.hr/file/252566>
25. Tupek, K.L., & Ćorić, G. (2018). Utjecaj poduzetničkih inkubatora na generiranje ideja i uspjeh start-up projekata u Hrvatskoj [The impact of business incubators on the generation of ideas and the success of start-up projects in Croatia], *Obrazovanje za poduzetništvo - E4E*, Vol. 8, No. 1, pp. 125-152. <https://hrcak.srce.hr/202733>

Legal Sources

26. Entrepreneurship Infrastructure Improvement Act (OG 93/13, 114/13, 41/14, 57/18, 138/21)
27. Instructions on how to use the Unified Register of Entrepreneurial Infrastructure (OG 86/18)

Internet Sources

28. East Europe Ltd. (2019): Ministarstvo regionalnoga razvoja i fondova Europske unije, https://strukturnifondovi.hr/wp-content/uploads/2019/09/Zavr%C5%A1no-izvje%C5%A1%C4%87e_Vrednovanje-u%C4%8Dinka-PO3.pdf
29. Ministarstvo gospodarstva i održivog razvoja: Jedinstveni registar poduzetničke infrastrukture, <http://reg.mingo.hr/pi/public/>
30. Operational Program Competitiveness and Cohesion 2014-2020, https://strukturnifondovi.hr/wp-content/uploads/2017/03/OPKK_eng-1.pdf
31. Program poticanja razvoja obrta, malog i srednjeg poduzetništva u Gradu Zagrebu 2019.-2023., <https://www.zagreb.hr/userdocsimages/arhiva/gospodarstvo/program%20poticanja%20>

razvoja%20obrta%20malog%20i%20srednjeg%20poduzetni%C5%A1tva/Program%20poticanja%20razvoja%20obrta%20malog%20i%20srednjeg%20poduzetni%C5%A1tva%20u%20GZ%202019-2023.pdf

32. Razvojna agencija Zagreb za koordinaciju i poticanje regionalnog razvoja, <https://www.razvojnaagencijazagreb.hr/images/dokumenti/STATUT-JU-RAZVOJNA-AGENCIJA-ZAGREB.pdf>
33. Razvojna strategija Grada Zagreba za razdoblje do 2020. godine, https://www.zagreb.hr/UserDocsImages/gu%20za%20strategijsko%20planiranje/Razvojna%20strategija%20Grada%20Zagreba_SGGZ_18-17.pdf
34. StartUp Factory Zagreb - Inkubator za visoke tehnologije, <https://www.zicer.hr/Projekti-natjecaji-i-potpore/Zavrzeni-projekti/StartUp-Factory-Zagreb-Inkubator-za-visoke-tehnologije>
35. Strategija razvoja poduzetništva Republike Hrvatske 2013. - 2020. (2013), Ministarstvo poduzetništva i obrta, NN 136/2013-2926, https://narodne-novine.nn.hr/clanci/sluzbeni/2013_11_136_2926.html
36. Vrednovanje učinka Prioritetne osi 3 Poslovna konkurentnost Operativnog programa „Konkurentnost i kohezija“ 2014.-2020.; Ecorys Hrvatska d.o.o i Ecorys South Ecorys Hrvatska d.o.o i Ecorys South East Europe Ltd. (2019). Ministarstvo regionalnoga razvoja i fondova Europske unije, https://strukturnifondovi.hr/wp-content/uploads/2019/09/Zavr%C5%A1no-izvje%C5%A1%C4%87e_Vrednovanje-u%C4%8Dinka-PO3.pdf



MARKETING SIGNIFICANCE OF LOCAL TRADITIONAL FOOD IN THE TOURIST HOSPITALITY OFFER

Mario Banožić, Polytechnic "Lavoslav Ružička" in Vukovar, Vukovar, Croatia, mario.banozic@gmail.com

Tomislav Ružić, ruzict23@gmail.com

Abstract:

The global population is projected to reach nearly 10 billion by 2050, increasing the need for food from a variety of sources, and the preservation and sustainability of food crops and feed is more important than ever before. However, today sufficient food supply is limited to existing resources. Additionally, the food expected to be needed by 2050 is only discussed in the context of quantity needed, not the quality and types that such increased demand will require. This will put enormous pressure on global economic systems, especially given the economic shift in consumption patterns that are slowly but surely moving towards the mass market. It is a fact that global requirements for food quality and hygiene, as well as technological advances, have helped in the distribution of a larger amount of food - from basic food components to quality meat, fish and poultry, to the convenience of snacks and drinks. The growing shift towards healthy, functional and/or organic foods consumed by consumers in many countries, and the increasing demand for traditional and ethnic foods outside their region, may be the driving force for innovating new approaches to feeding the growing world population in the future. In this context, governments, research institutions and the global food industry, especially those focused on ethnic and traditional food gathering and food production, are likely to develop strategies that will target more people.

Key words: *gastronomy, culinary arts, tourism, food marketing*

1. Introduction

The subject of research in this paper is food and nutrition in a broader sense as a basis for a later focus in the work on traditional local nutrition.

The paper tried to indicate the answers to several questions. The main question relates to the significance of local traditional food in general and theoretically in modern society and in the context of tourism, and this is also the main question to be answered in the primary survey research. In addition to the answer to that fundamental question, the hypothesis was put forward that local traditional food has more importance among the more educated group of respondents and also that the influence on decisions about choosing a tourist destination is greater among older respondents.

In the theoretical part of the work, the data was collected from various sources, which mainly refer to the literature, reports of competent institutions, articles, data obtained via the Internet and statistical analysis. The description method was used, which simply describes relationships, facts and

phenomena, and the deductive method, which is based on gradual reasoning from the general to the individual.

In order to answer the basic research questions, an online survey was conducted through available e-mail addresses and through a request to fill out surveys on social networks. The data collected does not have the necessary representativeness, so this primary research can only be treated as a scouting pilot research. The goal of the research is to present relevant sources of information, both domestic and foreign, about the importance of local traditional food in the modern life of people, especially in the context of tourism.

2. Trends in consumer preferences and trust in the food supply chain

The desire for food is not simply the satisfaction of basic nutritional needs, but a part of the social discourse in which personal and collective identities are defined and represented. Food is thus thoroughly transformed into a symbol, icon, sign, and status. Food has become a source of entertainment and pleasure. It could be argued that since the beginnings of the European restaurant in the seventeenth century, food has always been more about entertainment and fashion than just food. (Finkelstein, 2004: 78) Regardless of the economic organization of society as agrarian, feudal, capitalist, or socialist, food is always a system of symbols that conveys cultural messages. Down-to-earth personal attributes such as status, gender, age, sexuality, and ethnic identity become visible in the food that is selected and served.

Consumer preferences for food and drink depend on a wide range of factors, including:¹

- Biological determinants (including hunger, appetite and taste);
- Economic determinants (such as costs, income, availability);
- Physical determinants (access, education, skills-for example cooking, and time);
- Social determinants (e.g. culture, family, peers and type of diet);
- Psychological determinants that may include mood, stress, guilt, etc.;
- Attitudes, beliefs and knowledge about food.

Price remains the most important factor that determines the choice of food. However, for consumers with higher disposable income, factors other than price may influence their consumption pattern. The wealthier a person is, the more factors such as food safety, quality, shelf life, non-GMO and expected health benefits influence consumer behavior (Hockmann, Levkovych, and Grau, 2013) Besides price, consumer preferences are shaped by factors related to health (allergies and intolerances, healthy lifestyle, food safety), social responsibility (local products, animal welfare) and convenience.

Food practices and gastronomic personal heritage play an important role in the creation of human identity. Nostalgia has received considerable attention in the scientific literature regarding the connection between food and personal heritage, and nostalgia often determines one's favorite food. (Baker et al. 2005).

2.1. Characteristics of traditional and local food

We usually see cuisines and food culture rooted in a certain place (space). The recognizable environment, history and characteristics of the place are a combination in providing authenticity and originality. Two examples illustrate this well. The first takes place around the Mediterranean, an

¹ European Food Information Council (2005). Determinants of food choice. EUFIC REVIEW 04/2005.

environment where olives thrive and accordingly become the main ingredient in various Mediterranean cuisines. Moving north, the climate becomes too cold for olives, and they have historically had little place in Northern European cooking. Another example is rice. In Southeast Asia and southern China, paddy rice is a major part of agriculture and cuisine. In the north, far from the tropics, the environment is unsuitable for rice and its role as food decreases.

An exception to this connection between place and food is the diaspora. Diaspora - born of migration and separation - develops its own cuisines in new environments. Complex and fluid processes affected by tensions between old and new countries and their cultures. Far from home (origin), these cuisines function as permanent markers of cultural identity and evolve in new hybridized forms and characteristics. Following on from the latter examples of olives and rice, diaspora communities take olives and rice with them to their new homes, valuing them as essential components of their heritage and introducing their new neighbors to this unknown food, creating a new identity contributing to the heritage and culture in the new space. Migrations are caused by the interaction of push and pull factors. Conditions at home push some to think about leaving. Stories of better opportunities elsewhere provide the appeal. Once settled in a new place, successful migrants send news and subsidies to family and friends in their former homes, encouraging others to follow - a process known as "chain migration". Although not all migrants follow this path, these factors lead to the tendency of migrants to cherish traditions and traditional food, especially if they are an ethnic minority in their new place (Simon 1989).

Food preservation, food culture and rituals were important to these diaspora communities. Food was a means of social bonding, maintaining identity and dealing with nostalgia (Timothy and Ron 2013a). The first generation of some migrant population was dominated by single men. Cut off from established relationships and networks, they quickly sought to develop new connections. Even if they considered themselves newcomers, simply making a quick buck with the goal of returning home, they tend to seek the company of others from their homeland. At the end of the working day, they would gather, looking for company, news and acquaintances. Food was important to this gathering. Some migrants saw entrepreneurial opportunities in providing food using recipes from home for their compatriots. For example, for post-war Italian migrants in Australia, nostalgia was fed by small cafes serving espresso coffee and pasta (Frost et al. 2010; Pricolo and Swan 2013).

Very quickly, keeping and nurturing the cuisine became the main indicator of diaspora culture. As migrants have assimilated over time, this may be one of their few remaining differences. However, it should be noted that the conceptions of cuisine in the diaspora are strongly shaped by mythology. It is easy - and comforting - to imagine and romanticize the image of simple folk traditions and rituals of generations after they had left the old country. However, cuisines and customs in the diaspora are often examples of what Hobsbawm (1983: 1) has called "invented traditions", where "traditions that appear or claim to be old are very often only in origin and are sometimes invented".

2.2. The significance of traditional local food for tourism

All the local sourcing and heritage of ingredients, traditions and meanings associated with food preparation and consumption and the preservation of certain food-based heritages often lead to the use of food and cuisine in heritage and cultural tourism. As Hall and Sharples (2003) suggest, food and cuisine are expressions of regional culture and environment, so they are natural links to heritage identity and marketing for heritage tourism. Indeed, food and cuisine can be a powerful producer and signifier of a place and can be a source of differentiation and uniqueness in a globally competitive tourism environment (Hall and Sharples 2003). Contrary to that, culinary heritage tourism, especially the one involving extreme foods (such as insects), can also be seen less as a means of experiencing

other cultures and nationalities and more as a way of expressing personal identity and acquiring capital (Molz 2007). At a national level, distinctive cuisine can be one of the main ways destinations attract tourists and are often some of the most memorable parts of a trip for tourists. The fact that many of the most prominent countries in terms of international tourist arrivals, such as France, Italy and Spain, also have well-known and significant culinary heritages, is surely no coincidence.

Although an “authentic” regional or national dish is almost always an essential part of the wider leisure tourism experience, the fact that many destinations have focused specifically on food and culinary heritage as a means of developing new and innovative products shows the potential of culinary heritage in tourism development (Alonso 2013; Febriani 2015; Metro-Roland 2013; Timothy and Ron 2013) The development of food-based routes is also seen as a sustainable strategy for cultural tourism as well as for enhancing rural tourism development (Timothy and Boyd 2015). According to Boyne, Hall and Williams (2003), food-based legacies can offer positive economic and social benefits to regions, including strengthening tourism products in a given area, improving the visitor experience and helping to maintain and improve the sustainability of local food production and processing sectors. The construction of place identity is another important relationship between tourism and culinary heritage. In addition to creating “real” and “authentic” experiences through culinary experiences, food is one of the mechanisms for creating distinctive heritage-based place identities. In the global race between places for tourism, investment and attention, heritage is one of the ways in which all homogeneous communities differ from their competitors (Morley and Robins 1995) and is the reason why regional or national cuisines become a particularly sensual and memorable heritage experience, they play a vital role in place-building and competition.

In contemporary cooking, the trend of heritagization (presenting food as inherited) and fusion (combining different things) is noticeable.

Heritagization, as described by Poria (2010), is a way and procedure by which the past is presented and interpreted in the present. All heritage, in some aspects, goes through the process of heritagization, because the past needs to be consciously maintained and used in the present for various reasons and circumstances. However, one of the consequences of the process of heritagization is that a particular past can become a backbone and inflexible for innovation, which is especially challenging when culture (seen as the present) and heritage (seen as the past) are often created and consumed simultaneously (Roberts 2014).

Fusion cuisines are now common, and the fusion of past and present in food preparation is in line with the expectations of many consumers. But the tension between keeping the cuisine “traditional”, regardless of how complex or non-traditional the “traditional” cuisine may be (Pilcher 2014), and the desire to create “newness” from the heritage template is a problem. Of course, this issue is complex when considering the significant role that food plays in the creation of regional and national identities.

3. Primary research

For the purposes of creating this final paper, primary online research was done using a Google form and via direct e-mail and a Facebook profile. The research sample does not have the characteristics of representativeness, because it does not represent the whole population or a particular segment of the population, so the research can only be characterized as a reconnaissance pilot study.

3.1. Descriptive data analysis

The research ultimately included 80 respondents. According to demographic characteristics, 55% of respondents were men and 45% were women.

The educational structure of the respondents is dominated by respondents who completed postgraduate studies (48.7%) and those who completed college (34.6%), while only (11.5%) of them completed secondary school (4.9%) or elementary school (0.3%). Respondents between the ages of 30 and 50 dominate the sample of respondents. That is, between the ages of 30 and 39 (30.4%), and between 40 and 49 (35.4%). 21.5% of respondents are over 50 years old, and 12.7% are 20-29 years old, while the rest are 17 years old or younger. The fundamental question that was asked to the respondents was their level of agreement with the statement about the extent to which local traditional dishes are important to them at the tourist destination. The majority of the respondents (40%) stated that they strongly agree with the positive statement or to a lesser extent - that they agree (31.3%). Thus, for almost two thirds of all respondents, local traditional dishes are important or very important.

The next question that was asked to the respondents related to the qualitative significance of the importance of local traditional food in choosing a tourist destination (scale from 1 to 10). The results of the research show considerable dispersion on the scale of importance, although it is observed that for over 50% of all respondents, local traditional dishes are of great importance. Given that a tourist stay is connected with a change of place of permanent residence where the food offer is unknown and subject to research, respondents were offered a list of potential local traditional food offers and they were asked to name an association with that offer. It is evident from the answers that eight out of ten respondents associate local traditional food with family tourism farms. When it comes to the dominant way in which the respondents participate in the use of local traditional food in the place of residence, it is noticeable that almost 40% of the respondents buy groceries and preparations from small local food growers (Figure 1).

Figure 1 Dominant way of participation in the use of local traditional food

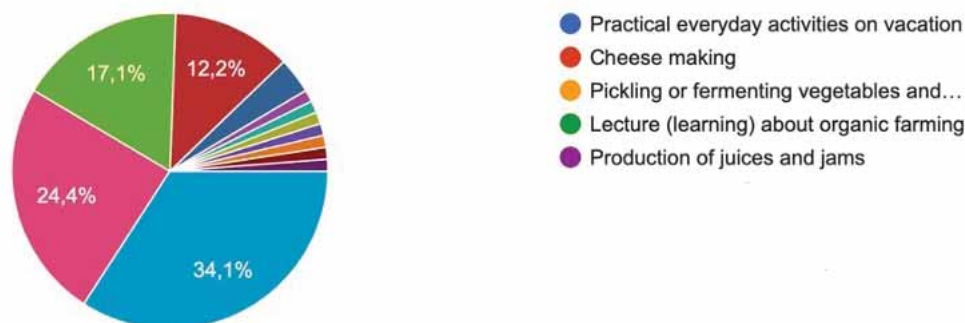
Please select the dominant way in which you currently participate in the use of local and traditional food in the place of residence



A third of the respondents do not have a defined opinion on the preference for activities with local food producers (32.1%), and the rest of the respondents show quite a dispersion of interests (Figure 2).

Figure 2 Interest in activities at a local producer of traditional food

Which of the following activities would you be happy to participate in if you were included in a trip to a local food producer?



On the question about proactive interest in a one-day trip, significant interest was expressed (somewhat interested and very interested, almost 80%).

3.2. Statistical data analysis

The analysis carried out includes variables q1 (question 1 - Local traditional dishes are important to me at a tourist destination) and variables q2 (question 2 - The place of local traditional food in terms of the importance of choosing a tourist destination) according to 3 demographic variables: gender, age, and level of education. Regarding the age structure, the initial groups are grouped into 1) younger (up to 39 years of age) and 2) older (40 and older). Regarding the level of education, and considering the size of each segment, the respondents were grouped into two groups: 1) university educated and below, and 2) those with post-graduate and higher education (other categorizations were not suitable due to the small percentages of all but university and post-graduate study).

Table 1 Gender (T-test use)

Group Statistics					
	What gender do you identify with?	N	Mean	Std. Deviation	Std. Error Mean
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	Female	37	3.54	1.386	.228
	Male	43	3.86	1.537	.234
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	Female	37	6.14	2.699	.444
	Male	43	7.42	1.776	.271

Table 2 Independent sample test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	Equal variances assumed	.741	.392	-.971	78	.334	-.320	.329	-.976	.336
	Equal variances not assumed			-.979	77.811	.331	-.320	.327	-.971	.331
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	Equal variances assumed	11.683	.001	-2.544	78	.013	-1.283	.504	-2.288	-.279
	Equal variances not assumed			-2.469	60.603	.016	-1.283	.520	-2.323	-.244

The T-test (at a confidence level of 95%) shows that there is no statistically significant difference in the perception of the importance of local traditional dishes at the tourist destination according to gender ($x_{1f}=3.54$, $sd=1.386$ and $x_{1m}=3.86$, $sd=1.537$; $p=0.334$). However, the t-test indicates statistically significant differences according to gender in the perception of local traditional food places for choosing a tourist destination ($x_{2f}=6.14$, $sd=2.699$ and $x_{2m}=7.42$, $sd=1.776$; $p=0.016$, $t=-2.469$, $df=60.603$). In other words, for men, local traditional food is more important for choosing a tourist destination compared to women.

Table 3 Age (T-test)

Group Statistics					
	Younger and older group	N	Mean	Std. Deviation	Std. Error Mean
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	Younger (up to 40)	35	3.57	1.481	.250
	Older (40+)	45	3.82	1.466	.219
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	Younger (up to 40)	35	6.34	2.612	.441
	Older (40+)	45	7.20	2.029	.303

Table 4 Independent sample test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	Equal variances assumed	.118	.732	-.756	78	.452	-.251	.332	-.912	.410
	Equal variances not assumed			-.755	72.871	.453	-.251	.332	-.913	.412
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	Equal variances assumed	3.209	.077	-1.653	78	.102	-.857	.519	-1.890	.175
	Equal variances not assumed			-1.602	62.741	.114	-.857	.535	-1.927	.212

The T-test (at a confidence level of 95%) shows that there is no statistically significant difference in the perception of the importance of local traditional dishes at the tourist destination according to the formed age groups ($x_{1yng}=3.57$, $sd=1.481$ and $x_{1old}=3.82$, $sd=1.466$; $p=0.452$). Also, the t-test shows that there is no statistically significant difference in the perception of local traditional food places for choosing a tourist destination according to the same age groups ($x_{2yng}=6.34$, $sd=2.612$ and $x_{2old}=7.20$, $sd=2.029$; $p=0.102$).

Table 5 Level of education (T-test)

Group Statistics						
	University and post-graduate+	N	Mean	Std. Deviation	Std. Error Mean	
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	University and below	41	3.85	1.276	.199	
	Post-graduate and higher	38	3.55	1.672	.271	
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	University and below	41	6.22	2.660	.415	
	Post-graduate and higher	38	7.47	1.751	.284	

The T-test (at a confidence level of 95%) shows that there is no statistically significant difference in the perception of the importance of local traditional dishes at the tourist destination according to the proposed categorization of the level of education ($x_{1f}=3.85$, $sd=1.276$ and $x_{1p}=3.55$, $sd= 1.672$; $p=0.374$).

Table 6 Independent sample test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local traditional dishes are important to me in a tourist destination (indicate the level of agreement with the statement)	Equal variances assumed	8.542	.005	.904	77	.369	.301	.333	-.362	.964
	Equal variances not assumed			.895	69.108	.374	.301	.337	-.370	.972
The place of local traditional food according to the importance of choosing a tourist destination - on a scale of 1-10	Equal variances assumed	6.530	.013	-2.454	77	.016	-1.254	.511	-2.272	-.237
	Equal variances not assumed			-2.492	69.685	.015	-1.254	.503	-2.258	-.250

However, the t-test indicates statistically significant differences according to the proposed categorization of the level of education in the perception of local traditional food places for choosing a tourist destination ($x_{2f}=6.22$, $sd=2.660$ and $x_{2p}=7.47$, $sd=1.751$; $p=0.015$, $t=-2.492$, $df=69.685$). In other words, respondents with post-graduate and higher education levels find local traditional food more important for choosing a tourist destination in comparison to respondents with university and lower education levels.

4. Conclusion

Culinary tourism has an increasing importance in modern tourism as a motivating factor for travel. It can be defined as a visit to primary and secondary food producers, food festivals, restaurants, and specific places where they will taste food and/or experience the characteristics of the region of special food production.

It is possible to find a relationship between different types of tourism in which food has a different position - from the main factor for choosing a destination (gourmet tourism) to basic services together with accommodation (rural tourism). When food is the main factor in choosing a destination, food tourism can be considered an example of culinary, gastronomic, gourmet or kitchen tourism that reflects consumers for whom an interest in food and wine is a form of “serious leisure”. The range between “high interest” and “low interest” describes the main tourist motive of the trip.

Culinary tourism can be described as part of rural tourism when traditional food and regional specialties are offered to tourists, and as part of cultural tourism when tourists discover a destination through food, wine, and cultural heritage. The increased demand for rural tourism with an emphasis on traditional food is the result of many factors, but the most common are demographics and household changes; increased requirements for food quality, including aspects of health and health reevaluation of food as a cultural heritage destination; awareness of sustainability, etc. The aging of the population and changes in the way of life increase the possibilities of food tourism. Gastronomy enables tourists to access the cultural and historical heritage of destinations through tasting, experience, and purchase. Travelers want to experience authentic dishes, so they are looking for a local food experience.

The exploratory pilot research mostly confirmed the assumption that the importance of local traditional food in general, theoretically, but also practically, in modern society and in the context of tourism is great. For men, local traditional food is more important for choosing a tourist destination compared to women. Respondents with a postgraduate and higher level of education consider local traditional food to be more important for choosing a tourist destination in comparison to respondents with a university and lower level of education, which partly confirms the hypothesis that local traditional food is more important for a more educated group of respondents and also that this influence on decisions about choice tourist destination would be higher among older respondents.

References

1. Alonso, A.D. (2013) Tannat: the positioning of a wine grape as a symbol and ‘referent’ of a nation’s gastronomic heritage. *Journal of Heritage Tourism*, 8(2/3): pp. 105–119.
DOI: <https://doi.org/10.1080/1743873X.2013.767806>
2. Baker, S.M., Karrer, H.C., Veeck, A. (2005) My favorite recipes: recreating emotions and memories through cooking. *Advances in Consumer Research*, pp. 402–403.
3. Boyne, S., Hall, D., Williams, F. (2003) Policy, support and promotion for food-related tourism initiatives. *Journal of Travel & Tourism Marketing*, 14(3): 131–154.
DOI: https://doi.org/10.1300/J073v14n03_08
4. Febriani, I. (2015) Tasting Indonesia: cosmopolitanism in culinary tourism. *International Journal of Tourism Anthropology*, 4(2): 111–121. DOI: 10.1504/IJTA.2015.070039
5. Frost, W.et al. (2010) Coffee culture, heritage and destination image: Melbourne and the Italian model. In L. Jolliffe (ed.) *Coffee Culture, Destinations and Tourism*. Clevedon: Channel View Publications, pp.99–110. DOI: <https://doi.org/10.21832/9781845411442-009>
6. Hall, C.M., Sharples, L. (2003) The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C.M. Hall, L. Sharples, R. Mitchell, N. Macionis and B. Cambourne (eds) *Food Tourism around the World: Development, Management and Markets*. Oxford: Butterworth Heinemann, pp.1–24..
7. Hobsbawm, E. (1983) Introduction: inventing traditions. In E. Hobsbawm and T. Ranger (eds) *The Invention of Tradition*. Cambridge: Cambridge University Press pp.1–14..

8. Hockmann, H., Levkovich, I., Grau, A. 2013. Review of Recent Developments in the Agri-Food Sector: Working Paper. URL: www.compete-project.eu .
9. Finkelstein, J. (2004) *Chic cuisine: the impact of fashion on food* in Sloan, Donald: Culinary taste: consumer behaviour in the international restaurant sector, Elsevier Butterworth-Heinemann, pp. 78.
10. Metro-Roland, M.M. (2013) Goulash nationalism: the culinary identity of a nation. *Journal of Heritage Tourism*, 8(2/3): 172–181. DOI: 10.1080/1743873X.2013.767814
11. Molz, J.G. (2007) Eating difference: the cosmopolitan mobilities of culinary tourism. *Space and Culture*, 10: 77–93. DOI: <https://doi.org/10.1177/1206331206296383>
12. Morley, D. and Robins, K. (1995) *Spaces of Identity: Global Media, Electronic Landscapes and Cultural Boundaries*. London: Routledge.
13. Pilcher, J.M. (2014) “Old Stock” tamales and migrant tacos: taste, authenticity, and the naturalization of Mexican food. *Social Research*, 81(2): 441–462. DOI: 10.4324/9781315680347-27
14. Poria, Y. (2010) The story behind the picture: preferences for the visual display at heritage sites. In E. Waterton and S. Watson (eds) *Culture, Heritage and Representation: Perspectives on Visuality and the Past*. Farnham: Ashgate pp. 217–228.
15. Pricolo, A., Swan, S. (2013) *Lygon St – Si Parla Italiano* (Documentary). Melbourne: Two Taps Productions.
16. Roberts, L. (2014) Talkin bout my generation: popular music and the culture of heritage. *International Journal of Heritage Studies*, 20(3): 262–280. DOI: 10.1080/13527258.2012.740497
17. Simon, J. (1989) *The Economic Consequences of Migration*. Oxford: Basil Blackwell.
18. The European Food Information Council (2005). *Determinants of food choice*. EUFIC REVIEW 04/2005.
19. Timothy, D.J., Boyd, S.W. (2015) *Tourism and Trails: Cultural, Ecological and Management Issues*. Bristol: Channel View Publications.
20. Timothy, D.J., Ron, A.S. (2013) Understanding heritage cuisines and tourism: identity, image, authenticity, and change. *Journal of Heritage Tourism*, 8 (2/3): 99–104.
21. Timothy, D.J. and Ron, A.S. (2013a) Heritage cuisines, regional identity and sustainable tourism. In C.M. Hall and S. Gössling (eds) *Sustainable Culinary Systems: Local Foods, Innovation, Tourism and Hospitality*. London: Routledge pp. 275–290.



DIGITAL TECHNOLOGY AND PARENTAL SUPPORT IN PRE-SCHOOL ENGLISH LANGUAGE ACQUISITION

Harwood, Mirna *Master of Arts in Education, Orcid: orcid.org/0000-0001-7734-9110,
harwood.mirna@gmail.com*

Omar, Abdul Rahman, *PhD Researcher, Orcid: <https://orcid.org/0000-0003-4238-2273>, Oxford International
Education Group, Aomar@oxfordinternational.com*

Konuralp, Hilmiye, *student, University of Dundee, 2392272@dundee.ac.uk*

Abstract:

This paper presents a study focusing on parental support in pre-school use of digital technology. The context of the study was home-based English language learning. The aim is to contribute to the understanding of the effect of digital technology on English education and family life. The study specifically investigated the scope of the indirect parental support during digital technology use to determine whether pre-school children used digital technology such as tablets and smartphones to learn English independently. The study also aimed to determine parents' attitudes towards the increasing digital technology use by their children. Six parents from Pozega, Pozesko-Slavonska County filled in questionnaires and were interviewed regarding the indirect role in supporting their children's use of smartphones and tablets to learn English. According to previous studies, parents generally considered their support non-existent, however, the findings of these studies indicated that parents provided indirect instructions to their children on how to use digital devices. Present study findings point to significantly less parental support and reinforce the contrary argument - that pre-school children use digital devices and learn English independently.

Keywords: *digital technology, pre-school, English language acquisition, parental support, independent learning*

Introduction

Heavy integration of digital technology into social life is indicative of the increased significant role of some devices such as smartphones and tablets in completing everyday tasks. Parents use digital devices to perform professional and personal tasks, and children use them not only to pass time but to learn. Even young children are keeping pace with digitalisation of our society. Powered by their 'socio-semiotic' instinct to learn about the world around them and communicate (Halliday and Webster, 2004), young children are showing remarkable skills when navigating digital devices. Considering the effects of the digital revolution in the 21st century, tablets and smartphones often replace people in children's immediate environment. Therefore, digital technology not only facilitates the learning process but also creates the need for a child to communicate with their surroundings (Vygotsky, 2011). Through the increasing exposure to English content on digital devices, pre-school children may use digital technology to reach specific objectives such as learning English. Independent use of digital technology by pre-school children in the English language learning context is still under-researched.

This study investigated the type and level of indirect parental support to their pre-school children while using digital devices for learning English. The aim was also to determine parents' attitudes towards the increasing use of digital technology by their children. In this study, six parents of pre-school children from Pozega, Pozesko-Slavonska County, Croatia, were provided with a questionnaire each and were then interviewed.

According to previous studies, learning English often happens without parents' intention. They underestimate their roles in the digital learning process of their children. Parents were surprised by their children's linguistic competence claiming they had not encouraged them to learn English independently. Previous findings suggest that parental support was often indirect, subtle, and easily overlooked. Parents potentially underestimated their role in their children's learning process due to their support not being visible (Plowman, McPake and Stephen, 2008). A study based on a socio-cultural approach involving 'tool-mediated action' (Plowman, McPake and Stephen, 2008) found that the learning process of English can be examined through obscure tools such as dialogue in the family and family practices. During the study, the support was often provided indirectly by people such as parents, siblings, or relatives engaging in their activities. The study indicated that the participating children learned English by watching others make videos or use the Internet for shopping or browsing (Plowman, McPake and Stephen, 2008).

These activities were defined as 'intent participation' (Plowman, McPake and Stephen, 2008). However, it was not determined whether the participants were 'intent' in their learning (Plowman, McPake and Stephen, 2008). Findings also indicated that people indirectly tutored the children through demonstration which might have encouraged independent digital technology use. The researchers stressed that providing an example was important for 'guiding interaction' (Plowman, McPake and Stephen, 2008), however, when providing an example, the parents did not consider this to be a form of teaching.

Sergia, et al. conducted a study with parents and children aged between four and seven years old about their daily use of portable digital technology at home (Sergi et al., 2017). The aim was to capture their daily habits, experiences, and attitudes from different angles. Findings suggest that parents believed digital devices helped their children improve memory, attention, language, reading, and maths skills. Parents also believed digital devices helped their children develop cognitive and language skills via e-books, repeated words, sentences, or email. Finally, parents considered touch screens to help improve children's dexterity. However, parents were concerned about the excessive use of portable digital devices due to free Internet navigation, uncontrollable pop-up advertisements, and unlimited use of entertainment apps (Sergi et al., 2017).

Methodology

The study was conducted in Pozega, Pozesko-Slavonska County. Six non-English speaking parents of pre-school children participated in this study. Pre-school children in Pozega are not generally taught English at home and they do not have access to native English speakers. Therefore, during the study, the only available resource in English was the content via digital technology. As previously mentioned, portable digital devices – tablets and smartphones are becoming heavily integrated into our social lives, including the lives of young children. The most accessible online content is written in English and a large proportion of that content is specifically designed to encourage English language learning. Therefore, pre-school children in Pozega are extremely likely to be exposed to English and encouraged to learn it while using these apps. In order to establish the presence of support on behalf of parents, a quantitative research method was used in a form of a questionnaire. This was followed up by a qualitative method – interviews with parents in order to support the first method and add credibility to the study.

Questionnaires

Questionnaires were used to measure the level of indirect parental support while the children were using smartphones and tablets during the study. In accordance with previous research, all participating parents claimed they had not instructed or provided support (e.g. scaffolding, guided participation) to their children on how to use portable digital devices (The Open University, 2017). The questionnaire comprised of multi-choice questions and closed-ended questions in order to collect as much precise data as possible about the type of support the parents were potentially providing to their children while using digital technology.

The first question was multi-choice and the parents were required to choose an option which best described how frequently they assisted their children with using tablets and mobile phones.

While my child was using digital device, I...					
	never	rarely	sometimes	often	always
assisted with navigation (e.g. switched device on/off, swiped left/right)					

Example:

Questionnaire example 1

The second question was designed to validate answers to the previous question. Parents provided multiple choice answers – ‘yes’, ‘no’ and ‘none of the above’ to the statement ‘*I am always prepared to help my child with using tablets and mobile phones*’.

The fourth question was presented as a chart in order to establish whether the parents used subtle techniques such as indirect demonstrations and guidance to support their children in using tablets and mobile phones. The parents were required to read examples of potential demonstrations and guidance, and circle either ‘yes’ or ‘no’. On this occasion, the parents were required to provide the same information for siblings and other household members.

Example:

My child was observing siblings or other household members while they were:	yes	no
communicating via Zoom/Skype		
browsing websites		
shopping online		
playing online games		
watching YouTube		

Questionnaire –Example 2

In the last question, the parents were asked to mark their gender if they felt comfortable doing so. This information was valuable to the research in terms of accuracy as well as to identify whether gender played a role in the research findings.

Interviews

Interviews with the parents were carried out as a part of the qualitative research method. They were used to complement the answers in the questionnaires due to potential limitations. Each interview was open-ended with a list of questions as a written guide. The parents had an opportunity to provide

the information they considered important for the research. For example, the parents elaborated on potential parental influence such as instruction, guided participation and scaffolding (The Open University, 2017) as well as their concerns regarding excessive use of digital devices.

Example:

Q1 Do you assist your child in using digital devices? If yes, how?

Q2 Tell me about the apps your child is using on tablets or smart phones? Do they need help?

Q3 Do you have any concerns about unlimited access of games and apps on smart phones and tablets? Please explain.

Findings

Parents did not believe they had assisted their children in with digital technology according to previous study. According to parents, children’s English language acquisition while using digital devices was considered a natural process that occurs spontaneously and without any specific instruction (Plowman, McPake and Stephen, 2008).

Previous research findings indicated that parents had underestimated their role in their children’s use of digital technology due to their perception of parental support in this context. The parents did not realise that their support had potentially been indirect (Plowman, McPake and Stephen, 2008). Findings of the present study suggest that the parents’ general perception of their support was marginal and that they did not train their children to use digital devices. The interviews indicated that the parents considered the learning process to occur mainly by trial and error.

The results of the present study suggest that the parental support was minimal while the children used digital devices.

Questionnaire analysis

Table 1: Questionnaire findings

While child was using digital device, parent...	never	rarely	sometimes	often	always
assisted with navigation (e.g. switched device on/off, swiped left/right)	83.3%	16.7%	0%	0%	0%
answered questions regarding apps/games/operating system (e.g. ‘I’m stuck. What do I do now?’, ‘What does this mean?’, etc.)	66.6%	16.7%	16.7%	0%	0%
joined games	100%	0%	0%	0%	0%
demonstrated how to use an app/play a game	100%	0%	0%	0%	0%

According to the questionnaire, 83.3% of the parents claim they never assisted their child with navigating a tablet or smartphone. Only 16.7% of the parents claimed they rarely assisted their children. An equal percentage of the parents stated they never responded if their child asked a question regarding an app, game, or device they were using. In comparison, 16.7% of the parents rarely responded and an equal percentage of the parents sometimes responded if asked. 100% of the parents never joined a game if their child asked them to. Likewise, 100% of the parents never demonstrated to their children how to play a digital game.

Table 2: Questionnaire findings

	yes	no	none of the above
I always help my child with using smartphones and tablets	16.7%	83.3%	0%

All participating parents apart from one, would not be prepared to assist their children if they needed help with using digital technology. This question served as a validity check for the previous four, to ensure the participants did not provide random answers.

Table 4: Questionnaire findings

Child observing parent while:	yes	no
working online	0%	100%
communicating via Zoom/Skype	16.7%	83.3%
browsing websites	0%	100%
shopping online	0%	100%
playing online games	33.3%	66.7%
watching YouTube	16.7%	83.3%
typing in English	0%	100%
typing in Croatian	0%	100%

Table 5: Questionnaire findings

Child observing siblings or other household members while:	yes	no
working online	0%	100%
communicating via Zoom/Skype	0%	100%
browsing websites	0%	100%
shopping online	0%	100%
playing online games	16.7%	83.3%
watching YouTube	16.7%	83.3%
typing in English	0%	100%
typing in Croatian	0%	100%

In comparison, only 16.7% of the parents confirmed the children were observing their communication via Zoom or Skype. Also 16.7 % of the children, according to results, were observing the participating parent, their siblings, or other household members watching YouTube. 100% of the participating parents stated their children were not observing them while they were working online, browsing websites, shopping online, playing online games, typing in English, or typing in Croatian. Equally, the children were not observing their siblings or other household members communicating via Zoom or Skype, browsing websites, playing online games, or watching YouTube. In addition, 100 % of parents confirmed the children were not observing other household members working online, shopping online, or typing in English or Croatian.

According to the questionnaire, 16.7 % of the parents who rarely assisted their children were female. Female parents also stated their children were observing them while they were communicating via Zoom or Skype and watching YouTube. In comparison, 33.3 % of the parents who were observed while playing online games were male. In addition, 16.7 % of these stated their children were also observing their siblings or other household members while playing online games.

Table 6: Questionnaire findings

	FEMALE	MALE	NOT ANSWERED
GENDER	66.7%	33.3%	0%

Interviews with the parents analysis

Interview findings supported results from the questionnaire. According to the findings, only one parent rarely assisted their child in using digital devices. The support was provided in a form of phone charging according to further information provided. The remaining five parents claimed they never assisted their children in using smartphones or tablets. With regards to asking questions about apps, games or devices, only one parent rarely responded, and one parent sometimes responded due to screen freezing. In the follow-up interviews, the parents stated they did not consider charging devices or frozen screens a form of continuous support, highlighting that the assistance was seldom provided. The parents also stressed they did not consider this a form of support in connection with learning English.

Example:

Q1 Do you assist your child in using digital devices? If yes, how?

Parent 3:

No! [laughs] Yesterday she made a sort of animation all by herself. The guidelines were in English. I wouldn't be able to do it.

Q2 Tell me about the apps your child is using on tablets or smart phones? Do they need help?

Parent 5:

He's using a game to build worlds. I can hear instructions in English sometimes, but he never asks for help. He's also watching YouTube videos in English, mostly DIY for kids.

Q3 Do you have any concerns about unlimited access of games and apps on smart phones and tablets?

Parent 6:

Of course. There's too much content on the Internet...I'm concerned about the long term effects. I do think it's fine though. As long as it's limited and controlled. There are many useful learning apps out there.

According to the interview findings, 100% of the parents stated their children have excellent motor skills and navigate devices and operating systems smoothly. The parents stated that the children have no issues following instructions in English when using apps and games. The interview findings also indicated that the children frequently engaged with videos and apps either verbally or nonverbally without asking for assistance from their parents.

33.3 % of the parents expressed concern over the overuse of tablets and smart phones in the interviews, however they stated that limited use is beneficial due to availability of educational content.

Discussion –Parental support in using digital devices

Previous research indicated that parents provided indirect support to their children through observation of Internet browsing, shopping online, video gaming, etc., despite the general perception this support was non-existent. According to Plowman, McPake and Stephen study, this was considered indirect support - guidance and demonstration in the learning process (Plowman, McPake and Stephen, 2008). Generally, parents believe they do not play an important role in supporting their children while using digital devices. Parents consider the use of technology a natural process acquired by trial and error.

According to the present study, only 16,7% of participants rarely assisted their children in navigating tablets or smartphones. The assistance was usually with frozen screens and charging phones, which did not occur frequently according to the interview answers. The participants did not consider non-continuous assistance a form of support. Furthermore, 100% of the parents confirmed their children were not observing them while they were working online, browsing websites, shopping online, and typing in English or Croatian. Only 16.7% of the participants stated their children were observing them or their siblings while they were watching YouTube, and 16.7% while the parents were participating in a Zoom or Skype conference. In addition, 66.6% of participants confirmed they did not demonstrate how to use apps or play games to their children. Parents also did not play digital games with their children. Only 16.7% of participants rarely and 16.7% sometimes resorted to answering questions if asked. This indicates the absence of indirect instruction or demonstration that most parents were unaware of in the previous studies (Plowman, McPake and Stephen, 2008). A female parent assisted her child with charging devices and frozen screens, and stated her child was observing her while watching YouTube. In comparison, a male parent confirmed his child was observing him during Zoom or Skype conferences as well as his siblings while they were playing online games and watching YouTube.

In the interviews, 33.3% of participants expressed concern over the excessive use of tablets and smartphones by their children. The concern was due to potentially uncontrollable content advertisements rather than educational or gaming apps the children were normally using. A previous study indicated similar results over children using a variety of contents (Sergi et al., 2017). However, 66.7% of participants highlighted positive sides of digital technology such as faster vocabulary learning and spelling improvement. Some studies found a positive impact of digital games focusing on literacy skills such as phonemes and high-frequency words (Holmes, 2011). In the Holmes study, digital games received positive feedback from the parents due to improving children's spelling techniques and comprehension skills (Holmes, 2011).

In conclusion, parents generally support their children in using digital technology. The concerns that parents may have arise from the potential inability to control the available content.

Conclusion

The study focused on the role of parents in pre-school use of digital technology in the English language learning context. Previous studies suggested that parents were unaware of the support they were providing to their children in the form of indirect guidance and demonstration. Previous findings also supported the argument that parents were supporting their children's learning process through digital technology in subtle ways and that the parents' perception of that support indicated they were often unaware they were providing support. Additionally, parents were concerned about

the excessive use of portable digital devices due unlimited access to the apps and uncontrollable advertisements. Present study suggests that parents, siblings, and other household members do not provide indirect support to their children through observations of online activities. The results also suggest that parents do not demonstrate how to use digital devices, online content, or apps. In addition, parents generally support their children in using digital technology providing the access to the content is controlled and the time spent using the technology is limited. There is evidence that pre-school children use digital devices independently and that the support provided to them by their parents is minimal, limited to charging devices or fixing frozen screens. Due to a clear discrepancy between the findings in present study and previous study, a large-scale research would be need to be conducted. Parental support in pre-school use of digital technology and the effects of digital technology on pre-school children remain under-researched, so further study involving both parents and pre-school children will be outlined.

References

1. Halliday, M.A.K. (2004). *Language of early childhood*, Vo.4. London: Bloomsbury Publishing, pp. 267 – 310,
2. Holmes, W. (2011). Using game-based learning to support struggling readers at home. *Learning, Media and Technology*, Vol. 36, No. 1, pp. 5 – 19.
DOI: <https://doi.org/10.1080/17439884.2010.531023>
3. Kulakci-Altintas, H. (2019) Technological Device Use Among 0–3 Year Old Children and Attitudes and Behaviors of Their Parents Towards Technological Devices. *Journal of Child and Family Studies*, Vol. 29, No. 1, pp.1-7. DOI: <https://doi.org/10.1007/s10826-019-01457-x>
4. Plowman, L.; McPake, J.; Stephen, C. (2008). Just picking it up? Young children learning with technology at home. *Cambridge Journal of Education*, Vol. 38, No. 3, pp. 303 – 319. DOI: <https://doi.org/10.1080/03057640802287564>
5. Sergi, K. et al. (2017). Parental Perspectives on Children’s Use of Portable Digital Devices. *Behaviour & Information Technology*, Vol. 36, No. 11, pp. 1148–1161,
DOI: <https://doi.org/10.1080/0144929X.2017.1360941>
6. The Open University (2017). 3.2 Scaffolding, guided participation and synergy EE818 Weeks 4-5, Assisting learners to learn, URL: <https://www.open.ac.uk/> Accessed on 2022-02-18
7. Vygotsky, L. [translated in 2011]. The dynamics of the schoolchild’s mental development in relation to teaching and learning. *Journal of Cognitive Education & Psychology*, Vol. 10, No. 2, pp. 198–211, DOI: <https://doi.org/10.1891/1945-8959.10.2.198>
8. Wu, C.S.T.et al. (2014). Parenting approaches and digital technology use of preschool age children in a Chinese community. *Italian Journal of Pediatrics*,
DOI: <https://doi.org/10.1186/1824-7288-40-44>



SOME OF THE MOST IMPORTANT RULINGS OF THE CONSTITUTIONAL COURT OF REPUBLIC OF KOSOVO

Berisha, Dardan, *Ph.D., Teaching Assistant, Faculty of Law, University "Ukshin Hoti", Prizren, Kosovo;*
dardan.Berisha@uni-prizren.com

Vuniq, Dardan, *Ph.D., Assistant Professor, Faculty of Law, University "Ukshin Hoti", Prizren, Kosovo.*
vuniqu@uni-prizren.com

Abstract:

Almost all countries with liberal democracies have established specialized courts whose primary function and paramount role fulfil an extremely important role in the protection of human rights, interpretation and protection of the constitution as well as defining and promoting important principles such as the separation of powers, rule of law and the protection of minorities and other constitutional values. Constitutional courts utilizing case law and precedent have played pivotal roles in determining the constitutional identities of their respective states. Since its establishment, The Constitutional Court of the Republic of Kosovo ("CCK" or "The Court") has been very active in its decision-making and has greatly influenced the definition and cultivation of the constitutional identity of Kosovo. Its decisions have defined important constitutional frameworks such as the protection of human rights, protection of the rights of national minorities, separation of powers and unity of the state and many other important principles. It can be said that, in general, the Court has been the guardian of the Constitution and constitutional democracy, fulfilling the main purpose of its establishment. This paper will address the jurisdiction and organization of the Constitutional Court of Kosovo, and some of the important decisions which have undoubtedly played an important role in determining the constitutional identity of the country.

Keywords: *Identity, Constitutional Court, Judicial Decisions, Human and Minority Rights.*

1. Introduction

The comprehensive proposal for the settlement of Kosovo's status, known as the Ahtisaari package, laid the foundations for the formation of the Constitutional Court of the Republic of Kosovo. It set out several aspects related to the functioning of the Court, such as the number of judges, the manner of their election and appointment, and points regarding the jurisdiction of the Constitutional Court, which were afterwards incorporated into the text of the Constitution (Comprehensive Proposal For the Kosovo Status Settlement, 2007). The constitution defined the jurisdiction of the court, its composition and manner of appointment for its judges as well as defining the general principles and legal effect of its decisions (Constitution of the Republic of Kosovo, 2008). After the adoption of the Constitution, the process of drafting the Law on the Constitutional Court began with The Ministry of Justice, together with representatives of civil society and international experts discussing the issues that the law should contain and their concretization (Mansfield, 2013) Finally, the Assembly approved Law no. 03 / L-121 on the Constitutional Court of the Republic of Kosovo. The law regulates

important issues of the Court's work, such as procedures for submitting and reviewing claims, conditions and procedures for the appointment of judges and other procedural and organizational aspects (Law On the Constitutional Court of the Republic of Kosovo, 2009). In addition to the Law, the Court also adopted the internal rules of procedure, which generally formalize and supplement the organizational decision-making procedures (Rules of Procedure of the Constitutional Court of the Republic of Kosovo, 2018) The establishment and functioning of the Constitutional Court through the adoption of constitutional and legal acts was and is one of the main elements of the development of a constitutional democracy and the promotion of rule of law in the Republic of Kosovo (Mushkolaj, Morina and van Lamoen, 2014).. The CCK consists of a total of 9 judges, who are appointed by the President of the Republic upon the proposal to the Assembly of the Republic of Kosovo, for a non-renewable 9 year term (Constitution of the Republic of Kosovo, 2008).

2. Jurisdiction and model of the Constitutional court of Kosovo

firstly, the CCK is modelled upon the European pattern of constitutional judiciary, meaning that it is completely separate from the regular judiciary and is not part of the justice system or any other legislative or executive branch (Hasani, 2014). Secondly, the Constitution entrusts the CCK with a primary authority for the interpretation of the Constitution and the constitutional review of its laws (Constitution of the Republic of Kosovo, 2008). It has full jurisdiction over substantive and abstract constitutional validity of the laws of the Kosovo Assembly as well as the legal actions of public authorities in Kosovo (Hasani, 2011). Finally, the CCK has jurisdiction to exercise substantial control the constitutionality of individual decisions by the respective state bodies violating constitutional rights and freedoms of the individual. Thus, all individuals who claim that their constitutional rights have been violated by a decision made by public authorities have the right to file a constitutional complaint, after the exhaustion of all available legal remedies (Hasani., Korenica, and Doli, 2012). One important feature of the CCK is that it, cannot on its own, *sua sponte*, initiate proceedings. Only constitutionally authorized parties can set the Court in motion (Doli, Korenica and Rexha ,2016). According to the Constitution, the parties authorized to raise cases before the Constitutional Court are: the President, the Assembly, the Ombudsperson, the Government, the municipalities, individuals and the lower courts.

Despite the fact that the Court has an important role to play in interpreting the provisions and meaning of the Constitution, its jurisdiction is nevertheless not unlimited. Its decisions and interpretations are made within the jurisdiction defined by the constitution, which include:

- compatibility of laws, decrees of the President and Prime Minister, and government regulations and the municipal statute with the Constitution;
- conflict over competence, the constitutionality of the referendum, the state of emergency and proposed amendments to the Constitution;
- constitutionality of the election of the Assembly;
- serious violations of the Constitution by the President;
- constitutional validity of acts by the Government which are deemed to have undermined the responsibilities of municipalities;
- incidental control triggered by a referral from regular courts;
- individual complaints of persons alleging the violation of their constitutional rights (Constitution of the Republic of Kosovo, 2008).

Additional jurisdiction can be assigned by law (Constitution of the Republic of Kosovo, 2008). Decisions of the CCK are final and unappealable as well as being binding on all institutions within the Republic of Kosovo (Constitution of the Republic of Kosovo, 2008).. The role of the Constitutional Court has been very important in creating the Constitutional Identity of Kosovo as a guardian of democracy, separation of powers and human rights (Hasani, 2020). Through its interpretations, the Court has created and cultivated a constitutional identity, detached from the previous traditions and structures of Kosovar society (Hasani,2016). From case law and subsequent decisions of the Court, such as Diana Kastrati (which interpreted the right to life), the decision of the Prizren Logo (regarding the interpretation of minority rights) the decision on the Association of Serb-majority municipalities and decisions on constitutional amendments for the establishment of the Special Court we can see examples of pivotal moments in Kosovos legal democratic identity being defined.

2.1. The case of Diana Kastrati

In the case known as Diana Kastrati, the CCK interpreted the right to life and responsibility of the state of Kosovo in relation to protection of life. In its judgment, the Constitutional Court dealt accurately with the positive obligation of the state, and found that the responsibility of the state of Kosovo in relation to the loss of life of the individual from the violence of a third person be upheld (Constitutional Court of the Republic of Kosovo, 2013). In 2011, Diana Kastrati was shot dead by her husband. Prior to her murder, she had sought protection orders from the Municipal Court in Pristina due to the constant threats from her husband (Constitutional Court of the Republic of Kosovo, 2013). According to the law on protection from domestic violence, the competent court may impose protective measures in order to prevent domestic violence, to protect the person at risk of violence and has applied for such a protection order. The court makes a decision on such cases within 24 hours after the submission of the request, while the responsibility for the execution of these protective measures is the Kosovo Police. (Law On Protection Against Domestic Violence, 2010)

Diana Kastrati's parents filed their appeal with the Constitutional Court, alleging that the Municipal Court of Prishtina, by failing to comply with the legal obligations regarding the interim measure, had violated the constitutional guarantees of the deceased, specifically Article 25, Article 31 and Article 54 of the Constitution of the Republic of Kosovo in conjunction with those laws established by the European Convention on Human Rights. According to the Applicants, the court through this case, should raise public awareness and avoid such cases in the future (Constitutional Court of the Republic of Kosovo, 2013)..

The Constitutional Court initially stressed that the right to life is the most important human constitutional value and right. According to the Court, the Municipal Court in Prishtina, based on the course of events, should have known that the deceased was seriously endangered by her husband. Therefore, the Municipal Court of Prishtina was responsible for acting in accordance with the law on protection from domestic violence (Constitutional Court of the Republic of Kosovo, 2013).. The Constitutional Court ruled that the inaction of the Municipal Court to protect the deceased through a protection order was a violation of the right to life, guaranteed by the Constitution of Kosovo and other International acts relating to the victims human rights (Constitutional Court of the Republic of Kosovo, 2013)..

2.2. The case of the Prizren Logo

On October 15, 2008, the Municipal Assembly of Prizren approved the Statute of the Municipality which regulated the internal organization of the Municipality, including the functions and responsibilities of municipal bodies (The Assembly of the Prizren Municipality,2008) the rights of minority

communities to be proportionally represented in public bodies and services of local government and also defined the official languages of the Municipality of Prizren as Albanian, Serbian, Bosnian and Turkish (The Assembly of the Prizren Municipality, 2008). Within this Statute it was stipulated that the Emblem of the Municipality of Prizren consists of the house of the League of Prizren, while inside it will be the text “1878-Prizren” (The Assembly of the Prizren Municipality, 2008).. Article 7 of the Municipal Statute prompted the Deputy Mayor of Prizren, Cemal Kurtishi, to send a request to the Constitutional Court of the Republic of Kosovo. The Applicant alleged that the emblem of the Municipality of Prizren, which contained the year “1878-Prizren”, was contrary to some of the articles of the Constitution of Kosovo relating to the rights of minority communities, and that the decision on the symbols was not obtained according to established legal procedures (Hasani, 2016). According to the Applicant, the emblem of the Municipality of Prizren should not contain the year 1878 within it. This is due to the fact that, according to him, this represents only the identity of the Albanian majority in Prizren, entirely ignoring the identity and culture of other ethnic communities in the municipality of Prizren. From the Applicant’s point of view, the emblem does not convey the multiethnicity that is characteristic of the Municipality of Prizren (Constitutional Court of the Republic of Kosovo, 2010). On March 18, 2010, the Constitutional Court of the Republic of Kosovo issued a final judgment in this case (Constitutional Court of the Republic of Kosovo, 2010). The court argued that the symbol “1878” within the emblem of the Municipality, significantly favoured the majority community within the Municipality, excluding the identity and cultural heritage of other communities. Consequently, statutory and constitutional rights were violated (Constitutional Court of the Republic of Kosovo, 2010). According to the Court, Albanians and other communities should have equal opportunities to preserve and promote their tradition, culture and identity through symbols. The court found that the emblem of the Municipality of Prizren had placed the Albanian majority in a privileged position, and that it had not reflected the concerns and demands of traditional non-majority communities (Constitutional Court of the Republic of Kosovo, 2010). In this sense, the emblem should symbolize a multi-ethnic society, thus contributing to tolerance and dialogue between all communities (Constitutional Court of the Republic of Kosovo, 2010).. The court finally ruled that the Emblem of the Municipality of Prizren violates the rights of non-majority communities to preserve, maintain and promote their identity (Constitutional Court of the Republic of Kosovo, 2010). The Municipality of Prizren, on March 24, 2011, finally approved the decision to amend the Statute of the Municipality of Prizren.

2.3. The case of the Association

The First Agreement of Principles Governing the Normalization of Relations between Kosovo and Serbia, reached on 19 April 2013, provided for the establishment of an association or community of Serb-majority municipalities. It was determined that the Association will be established by statute on the same basis as the association of Kosovo municipalities. According to the agreement, the municipalities of the association will cooperate in exercising their competencies in important areas such as, economic development, health, education and urban planning (Government of the Republic of Kosovo, 2013). The Second Agreement of 2015, signed between Kosovo and Serbian high ranking officials, in this case the President of Serbia and the Prime Minister of Kosovo respectively, implemented the First Agreement. It defined the general principles on which the Association will be founded as well as the structure and competencies it would have. In legal terms, the Second Agreement stipulated that the Association would be established by Government decree, while the statute would be the internal act of the association to be approved by its founding assembly (Association of Serb-majority municipalities in Kosovo, 2013). In terms of objectives, the agreement provided that the association would perform various functions, including, the strengthening of local

democracy, developing the local economy, health, education, urban and rural planning, providing public services for its members and others. In terms of structure, the Association would consist of the Assembly as the highest body, the Chairman and Vice-Chairman, the Council, the Board and Administration with employees. In relation to the central authorities, the Association would have the right to propose legal changes related to the realization of its objectives, to initiate lawsuits in the courts (including the Constitutional Court) against any legal act that undermines the defined competencies represented before the Community Advisory Council. The Association would also have its own budget to include its own funds as well Governmental funding provided by both the Republic of Kosovo and that of Serbia. The Association will be able to accept new members only by full consensus. It will have a coat of arms and flag, and eventually, the founding statute would be confirmed by government decree, which will be subject to review by the Constitutional Court (Association of Serb-majority municipalities in Kosovo, 2013).. All the controversies and concerns of the public opinion regarding the constitutionality of the Association prompted the President of Kosovo, Atifete Jahjaga to send the case to the Constitutional Court of the Republic of Kosovo to assess the principles of the agreement (Bajrami and Mushkolaj, 2020)

The Applicant requested that the Court assess whether the principles of the second agreement, which regulate the establishment of the Association be in accordance with the goals of the Constitution of Kosovo and its provisions. The Applicant also requested that due to public interest, the Court impose an interim measure in order to suspend any further action of the Government regarding the establishment of the Association (The Constitutional Court of the Republic of Kosovo, 2015). The Constitutional Court ruled on said interim measure, arguing that such a thing was in the public interest (The Constitutional Court of the Republic of Kosovo, 2015)

The Constitutional Court also issued a final judgment on this issue, in which it asserted its jurisdiction over the request and elaborated upon the principles of the Association in relation to the Constitution of Kosovo and its goals (The Constitutional Court of the Republic of Kosovo, 2015). The Court found that the President's request was a constitutional issue, and that the principles for the formation of the Association would have a significant impact on the form of government and the constitutional order of the Republic of Kosovo (The Constitutional Court of the Republic of Kosovo, 2015).. In the judgment, the Court ruled, *inter alia*, that the statute of the Association could not replace or undermine the status of the participating municipalities and that the objectives of the Association defined by its principles of formation do not fully meet the constitutional standards and cannot be vested with full and exclusive authority to protect the interests of the Serb community while reducing the rights of participating municipalities to manage their expenditures and budget (The Constitutional Court of the Republic of Kosovo, 2015)..

2.4. The case of the “Special Court”

The Assembly of the Republic of Kosovo, on August 3, 2015, approved constitutional amendment number 24, presented by the Government of Kosovo (Assembly of Republic of Kosovo, 2015). The amendments provided for the establishment of Specialist Chambers and a Specialist Prosecutor's Office within the Kosovo judicial system. The establishment of a specialist chamber of the Constitutional Court, consisting of 3 international judges and a special Ombudsperson with specialized chambers, was also envisaged. All administrative procedures and functions of the specialist chambers and the specialist prosecutor's office were to be regulated by a special law (Assembly of Republic of Kosovo, 2015).

The Constitution of Kosovo stipulates that the judiciary is both unique and independent and enforcement of law be solely the remit of the courts with a provision that specialized courts can be established by law, if necessary, but in no way can extraordinary to the existing courts (Constitution of the Republic

of Kosovo, 2008).. The constitutional amendments for the establishment of the Special Court were necessary for two essential reasons. First, only through constitutional amendments could a special court be established otherwise the unitary constitutional and legal system of the country would be disrupted; Secondly, through constitutional amendments, the internal autonomy of the Special Court was established, which was one of the requirements of the International pressure (Korenica, Zhubi Argjend and Doli, 2016) The proposed amendments were reviewed by the Constitutional Court of the Republic of Kosovo, in accordance with the Constitution of Kosovo (Constitution of the Republic of Kosovo, 2008).

In its judgment, the Constitutional Court analysed the proposed constitutional amendments in relation to the two requirements of the Constitution for the establishment of specialized courts: that it be provided by law, and that its establishment be necessary. The Court stressed that the proposed amendments provide for the adoption of a special law on the functioning of the Special Court, and that consequently the first condition of the Constitution is met. Also, regarding the second condition, that it be necessary, the Constitutional Court found that the establishment of the Special Court was necessary for Kosovo, in order to fulfill the international obligations, which arose from the report of the Parliamentary Assembly of the Council of Europe (The Constitutional Court of the Republic of Kosovo, 2015).. The Court also stressed that the proposed amendments provide assurance on the implementation of international standards in the field of human rights, and that in this way, the Special Court is within the framework of the justice system of the Republic of Kosovo. As such, it is within the unique and independent judiciary exercised by the courts under the Constitution (The Constitutional Court of the Republic of Kosovo, 2015).. Finally, the Constitutional Court concluded that Amendment No. 24 does not diminish the constitutional human rights guaranteed by Chapters II and III of the Constitution and its spirit and letter, and that it is therefore in full compliance with the Constitution of the country (The Constitutional Court of the Republic of Kosovo, 2015)..

3. Conclusion

This paper has addressed the function of the CCK, its organization, model of jurisdiction as well as analysis of some of the cases which have been important in the founding of the constitutional system in the country such as the protection of human rights, minority rights and other constitutional principles. The Constitutional Court has been very active in its decision-making with a result that the extended jurisdiction of the Court and the subjects that can be brought before the court; consolidation and promoting Kosovo's constitutional democracy. Since declaring independence in 2008, and perhaps for the first time a purely constitutional judiciary has been established in Kosovo in line with principles of Western constitutionalism.

In the first case dealt with in the article, the Court ruled on the right to life, which is a fundamental right in the catalogue of constitutional human rights, and the responsibility of the state in protecting this right. The court protected the human rights, defined in Chapter II of the Constitution, which undoubtedly constitute the constitutional identity of the country. In the second case, the Court interpreted and protected the rights of national minorities in Kosovo, namely the right to promote their ethnic identity in governing institutions. The rights of minorities in Kosovo are found in Chapter III of the Constitution, and together with human rights, constitute the most important chapters. This is also due to the path that Kosovo has taken until the declaration of independence, and the influence of the international factor in this process. In the third case, the Court dealt with the agreement providing for the establishment of the Association of Serb-majority municipalities in Kosovo. In this important decision, the Court upheld the principle of state unity and the normal functioning of municipalities, protecting their independent constitutional powers. In the fourth case, the Court dealt

with constitutional amendments providing for the establishment of a Special Court, which would address allegations of war crimes in Kosovo. The Constitutional Court held that the establishment of such a Court does not diminish human rights, and is in line with the constitutional provisions governing the justice system. The Constitutional Court, through its decisions, has played a vital role in consolidating the constitutional democracy of the state, defending constitutional principles such as human and minority rights, separation of powers, state unity, rule of law and other important issues. Finally, it can be said that the Court has protected and refined the Constitutional Identity of Kosovo.

References

1. Bajrami, A., Mushkolaj Gj. (2020). Kosovo-Serbia Dialogue (Dilemmas and Contradictions), *Kosovo Academy of Sciences and Arts*, Prishtina, pp. 13.
2. Doli, D., Korenica, F. and Rexha, A. (2016). Promising Early Years: The Transformative Role of the Constitutional Court of Kosovo', Working Paper 4/2016, published by: Analitika – Center for Social Research, pp. 17.
3. Hasani, E. (2016). Constitutional Identity from a Comparative Perspective and the Case of Kosovo', *E DREJTA/LAW, Journal for Juridical and Social Issues of the Faculty of Law of the University of Prishtina*, Vol.1(4), pp. 26- 28.
4. Hasani, E. (2020). Maintenance of Democracy as a Functionalist Mission in the Jurisprudence of the Constitutional Court of Kosovo, *Judicial Review of Democracy, Südosteuropa, Journal of Politics and Society*, 68(4), pp. 550.
5. Hasani, E. (2011). Relationship between the Constitutional Court and the Supreme Court, 2, *E DREJTA/LAW Law Journal of the University of Pristina-Faculty of Law*, pp. 14.
6. Hasani, E. (2014). Basic features of the constitutional system in Kosovo, *E DREJTA/LAW Law Journal of the University of Pristina-Faculty of Law*, pp. 27-29.
7. Hasani, E. (2016), 'Key Decisions That Made Constitutional History in Kosovo', In *Selected Topics From Constitutional Law*, Jalifat Publishing, USA, pp. 197- 198.
8. Hasani, E., Korenica, F. and Doli, D. (2012) Individual Complaint Mechanism as a Means to Protecting fundamental Human Rights and Freedoms: The Case of the Constitutional Court of Kosovo, *E DREJTA/LAW, Journal for Juridical and Social Issues of the Faculty of Law of the University of Prishtina*, Vol.3(4), pp. 9- 10.
9. Korenica, F., Zhubi Argjend., and Doli, D. (2016). The EU-engineered hybrid and international specialist court in Kosovo: How 'special' is it?', *European Constitutional Law Review*, , pp. 481. DOI: <https://doi.org/10.1017/S1574019616000304>.
10. Mushkolaj, Gj., Morina, V., and van Lamoen, J. (2014). Commentary Law on the Constitutional Court of the Republic of Kosovo, *Published by GIZ*, pp. 39.
11. Mansfield, N. (2013). Creating A Constitutional Court: Lessons From Kosovo, *East-West Management Institute*, pp. 2-4.
12. Comprehensive Proposal For the Kosovo Status Settlement. (2 February 2007), annex I, article 6.<http://pbosnia.kentlaw.edu/Comprehensive%20Proposal%20for%20the%20Kosovo%20Settlement.pdf> accessed 20 January 2022.

13. Constitution of the Republic of Kosovo, (2008), articles: 112- 116, https://mapl.rks-gov.net/wp-content/uploads/2017/10/1.CONSTITUTION_OF_THE_REPUBLIC_OF_KOSOVO.pdf accessed 20 December 2021.
14. Law On the Constitutional Court of the Republic of Kosovo. (2009). Official Gazette of the Republic of Kosova, No. 03/L-121, article 1.
15. Law On Protection Against Domestic Violence. (2010). Official Gazette of the Republic of Kosova, No.03/L –182, article 13.
16. Rules of Procedure of the Constitutional Court of the Republic of Kosovo. (Adopted on 31 May 2018). No. 01/2018, Rule 1, [General provisions]; Article 115 of the Constitution of the Republic of Kosovo.
17. The Assembly of the Prizren Municipality , *Statute of the Municipality*, (15 October 2008) Prizren, <https://kk.rks-gov.net/prizren/statuti-2/> accessed 28 January 2022, articles: 7, 11, 17.
18. Government of the Republic of Kosovo, *The First Agreement of Principles Governing the Normalization of Relationships*, (2013). Prot. No 1039.
19. Association of Serb-majority municipalities in Kosovo - General principles / Key elements (2013), https://eeas.europa.eu/archives/docs/statements-eeas/docs/150825_02_association-community-of-serb-majority-municipalities-in-kosovo-general-principles-main-elements_en.pdf accessed 10 February 2022.
20. Assembly of Republic of Kosovo, *Amendment of the Constitution of the Republic of Kosovo*, (August 2015). [The Specialist Chambers and the Specialist Prosecutor’s Office], Nr. 05-V-139, 3, Amendment no. 24, Article 162
21. Constitutional Court of the Republic of Kosovo, Judgment, (26 February 2013) *Applicants Gëzim and Makfire Kastrati Against Municipal Court in Prishtina and Kosovo Judicial Council*, Case No. Ki 41/12, para.: 27-28, 57, 61, 61, 63, 74.
22. Constitutional Court of the Republic of Kosovo , Judgement [21 June 2010], *Cemailj Kurtisi and The Municipal Assembly of Prizren*, Case No. Ko 01/09. para.: 1, 2, 6-12, 46- 47, 51, 53.
23. The Constitutional Court of the Republic of Kosovo, [10 November 2015] Case No. K0130/15, *Applicant, The President of the Republic of Kosovo*, Decission on Interim Measure, Article 3, para.: 1, 9.
24. The Constitutional Court of the Republic of Kosovo, Judgement [23 December 2015] Ca24 No. KO130/15, *Applicant The President of the Republic of Kosovo*, Prishtina, para.: 107, 108, 109, 149, 149, 166, 176, 181.
25. The Constitutional Court of the Republic of Kosovo, Judgement [15 April 2015] Case No. K026j15, *Assessment of an Amendment to the Constitution of the Republic of Kosovo proposed by the Government of the Republic of Kosovo and referred by the President of the Assembly of the Republic of Kosovo* on 9 March 2015 by Letter No. 05-433jDO-318, Prishtina, para.: para. 57, 58, 59, 105.
26. Decision of the amandament of the Statute of Prizren Municipality, (24 March 2011) No. 01/011-3581.

This document was reviewed by Chris Wilson 21/06/2022, English Language Teacher at The Language Space in Prishtina, Kosovo.

GUIDELINES FOR AUTHORS

Copyright

After the paper is accepted, authors automatically transfer their copyright to the journal. The journal reserves the copyright of all papers published in it. Transfer of author proper means:

- The article has not been published before in the form of submitted to the International Journal Vallis Aurea
- It is not under consideration for publication in any other journal, nor will not be submitted for publication elsewhere before being accepted/rejected by the journal
- Copyright to the above-cited manuscript is transferred in full from the author(s) to the publisher's journal after it has been accepted for publication.
- The author(s) shall request the permission of the journal's Executive editor if they wish to publish the article in another journal or elsewhere.
- Autor charge for correspondence transfers the exclusive copyright interests (also on behalf of all co-authors, if any) to the publisher of this journal and certifies that the submitted manuscript is their original work and that all co-authors, if any, own the copyright and take responsibility for publishing this material in their name, as well as on behalf of all co-authors, if any.

The copyright transfer covers the exclusive right to publish, reproduce, and disseminate the paper under the Creative Common Licence.(CC-BY-NC-ND)

Ethical policy

The ethics statements for International Journal Vallis Aurea are based on the Committee on Publication Ethics (COPE) Best Practice Guidelines for Journal Editors.

Submission of a manuscript implies that its publication has been approved by all co-authors, if any, and by the responsible authorities – tacitly or explicitly – at the institution where the work has been carried out. The publisher will not be held legally responsible should there be any compensation claims.

Types of papers

The journal publishes reviewed papers (scholarly articles), research reports, academic debates and reviews. Within the peer review process, papers published in the journal are categorized into one of the following categories: original scientific papers, preliminary communications, review papers and professional papers. Articles must be in English.

Submission

Submissions should not be published earlier or be under consideration for publication elsewhere. The papers should be submitted electronically to the e-mail address: vallisaurea@ftrr.hr

Submissions *undergo a double blind review* process, in which identities of author(s) and reviewer(s) are not disclosed.

Manuscripts submitted to the *International Journal Vallis Aurea* should be written in English using the Paper template.

The authors are responsible for language editing. The author must ensure that it is complete, grammatically correct and without spelling or typographical errors. The paper should have between 4500 and 6500 words(including references).

The title of the paper should be concise and informative.

The abstract comprising between 200 and 250 words, should be set out under six sub-headings: *purpose, design, methodology, approach, findings, and originality of the research*. The abstract should be accompanied by 4-6 keywords pertinent to the paper's main topics, suitable for indexing and online search purposes.

References to other publications must be made in the Harvard style and carefully checked for completeness, accuracy and consistency. In the text, references must be included using the Harvard "author-date" system of citation, e.g. (Kotler, 2004: 176) or (Bovee and Thill, 2005: 26). A reference list in alphabetical order should be supplied at the end of the paper. The reference in another language must be translated to English (only titles).

Examples:

- *Book*: Surname, Initials (year) *Title of Book*. Place of publication: Publisher.
e.g. Susic, I. (2001) *Statistics*. 2nd ed. Zagreb: Skolska knjiga.
- *Journal article*: Surname, Initials (year) Title of article. *Journal Name*, volume, number, pages. DOI number
e.g. Capizzi, M.T.; Ferguson, R. (2005) Loyalty trends for the twenty-first century. *Journal of Consumer Marketing*, Vol. 22, No. 2, pp. 72-80. <https://doi.org/10.1108/07363760510589235>
- *E-Book*: Surname, Initials (year), *Title of Book*,[e-book] Place of publication: Publisher
e.g. Wheeler, J. C. (2007), *Cosmic catastrophes: exploding stars, black holes and mapping the universe*. 2nd ed.[e-book]. New York: Cambridge University Press. URL:
- *Book chapter*: Surname, Initials (year) Chapter title. Editor's Surname, Initials. *Title of Book*. Place of publication: pages.
e.g. Smith, J. (1980) The instruments of Hungarian folk dance music. In : Jones, R.; Green, D. (Eds.) *Folk music of Eastern Europe.*, London: Edward Arnold, pp. 15-20.

Please include DOIs in your references where it is possible, the DOI number should appear as a link.

Figures, graphs, and tables are to be inserted in their proper location in the text. They should be numbered consecutively in Arabic numerals and given a suitable caption located in the upper left corner of the figure, graph or table.

REVIEWER GUIDELINES

Submissions *undergo a double blind review* process, in which identities of author(s) and reviewer(s) are not disclosed.

Each paper submitted to the *International Journal Vallis Aurea* is subject to the following review procedures:

1. it is reviewed by the editors for general suitability for this publication
2. it is checked using a special software program for preventing plagiarism using Turnitin
3. two reviewers are selected and a double blind review process takes place
4. based on the recommendations of the reviewers, the editors then decide whether the particular article should be accepted, revised or rejected, or the third (fourth) reviewer will be engaged.

Reviewers' comments will be returned to the original author. Where appropriate, authors will be encouraged to revise the paper and to resubmit it for further consideration.

Papers are categorized under one of these *classifications*:

- **Original scientific paper** – it contains unpublished results of original scientific research, and the scientific information is exposed so that the accuracy of the analyzes and extracts, on which the results are based, can be verified
- **Short communication, Note** – An original scientific paper that contains previously unpublished results of a short but completed scientific research, or shows a shorter segment of ongoing research (if that segment can be treated as a complete unit) or describes an original laboratory method.
- **Preliminary communication** – It contains previously unpublished preliminary results of ongoing scientific research that should be published soon. It does not necessarily have enough detail to repeat and verify the results.
- **Review article** – A review paper is a scientific paper that contains an original, concise and critical presentation of an area or part of it in which the author actively works. The role of the author's original contribution in the field must be emphasized, considering the already published works and the review of those works. The review also contains the latest information on the current state of development and direction (so-called state-of-the-art reviews). They can be written by one or a group of authors and are usually written at the request of the editor.

The peer review process is an independent quality control procedure for articles submitted to journal. Because it is so difficult for authors to be objective about their own writing, they benefit greatly from having someone else read and comment upon their work. Peer review is vital for enhancing the quality, credibility and acceptability of published research and practice papers.

Please observe carefully the following *guidelines* on the role of the reviewer:

- **Expertise:** Papers are not always sent to a reviewer whose field is identical to the subject matter of that paper. You do not have to be precisely qualified in a field to be a constructive reviewer. In fact, quite the contrary, an excellent paper will speak beyond its narrowly defined field. If, however, a paper is so distant from your field that you do not feel qualified to judge its merits, please return it to the publishing manager for the journal, who will locate another reviewer.

- **Confidentiality:** Reviewers receive unpublished work which must be treated as confidential until published. Reviewers must not disclose to others which papers they have reviewed; nor are they to share those papers with any other person.
- **Conflict of Interest:** Reviewers must declare any conflict of interest or any other factor, which may affect their independence – in cases for instance where they have received a paper of a colleague or an intellectual opponent. In cases of conflict of interest, please notify the editorial team of your inability to review a particular paper.
- **Intellectual Merit:** A paper must be judged on its intellectual merits alone. Personal criticism or criticism based solely on the political or social views of the reviewer, is not acceptable.
- **Full Explanation:** Critical or negative judgments must be fully supported by detailed reference to evidence from the paper under review or other relevant sources.
- **Plagiarism and Copyright:** If a reviewer considers that a paper may contain plagiarism or that it might breach another party's copyright, they should notify the editors, providing the relevant citations to support their claim.
- **Responsiveness:** Reviewers are asked to return their reports within four weeks.

Contents

Editor's note	1
Rončević, Ante; Ostojić, Petra; Mihelić, Sanja: IMPACT OF ENTREPRENEURIAL SUPPORT INSTITUTIONS ON THE ENTREPRENEURSHIP AND THE BUSINESS ENVIRONMENT IN ZAGREB - A CASE STUDY OF ZICER	5
Mario Banožić; Tomislav Ružić: MARKETING SIGNIFICANCE OF LOCAL TRADITIONAL FOOD IN THE TOURIST HOSPITALITY OFFER	21
Harwood, Mirna; Omar, Abdul Rahman; Konuralp, Hilmiye: DIGITAL TECHNOLOGY AND PARENTAL SUPPORT IN PRE-SCHOOL ENGLISH LANGUAGE ACQUISITION	33
Berisha, Dardan; Vuniq, Dardan: SOME OF THE MOST IMPORTANT RULINGS OF THE CONSTITUTIONAL COURT OF REPUBLIC OF KOSOVO.....	41
GUIDELINES FOR AUTHORS	49
REVIEWER GUIDELINES.....	51

CONTENTS

- 5 Rončević, Ante; Ostojić, Petra; Mihelić, Sanja
IMPACT OF ENTREPRENEURIAL SUPPORT INSTITUTIONS ON THE ENTREPRENEURSHIP AND THE BUSINESS ENVIRONMENT
IN ZAGREB – A CASE STUDY OF ZICER
- 21 Banožić, Mario; Ružić, Tomislav
MARKETING SIGNIFICANCE OF LOCAL TRADITIONAL FOOD IN THE TOURIST HOSPITALITY OFFER
- 33 Harwood, Mirna; Omar, Abdul Rahman; Konuralp, Hilmiye
DIGITAL TECHNOLOGY AND PARENTAL SUPPORT IN PRE-SCHOOL ENGLISH LANGUAGE ACQUISITION
- 41 Berisha, Dardan; Vuniq, Dardan
SOME OF THE MOST IMPORTANT RULINGS OF THE CONSTITUTIONAL COURT OF REPUBLIC OF KOSOVO

Josip Juraj Strossmayer University of Osijek
Faculty of Tourism and Rural Development in Požega
Vukovarska 17 • 34000 Požega • Croatia

DAAAM International Vienna
Danube Adria Association for Automation & Manufacturing
Karlsplatz 13/311 • A-1040 Wien • Austria

vallisaurea@ftrr.hr • journal.vallisaurea.org

Copyright © 2023. Faculty of Tourism and Rural Development in Požega

ISSN 2412-5210

