

TOURIST ROUTE – A TRAIL OF AUTHORS AND POETS OF THE COUNTY OF ZAGREB

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The topic of this paper is the development of literary tourism in the County of Zagreb where it comprehensively and synergistically comprises the themes that unite the presentation and interpretation of the spirit of the place inspired by the life and work of more or less known authors and poets. This will encompass all the significant themes that contribute to understanding the history, culture, civilisation and specific lifestyle in the County. Through interpretation and storytelling, this project will emphasise the richness of the literary and poetic heritage in the County of Zagreb by showing the periods in which famous authors and poets used to work. It will also include some cult and well-known as well as intimate anecdotes from the urban and suburban life at the time. The aim is to connect citizens and the local community with their own history, literature and surroundings in an interesting, informal, motivating and emotionally close way and to point out the tourist potential of localities, which are not hubs of tourist offer.

Key words: literary tourism, County of Zagreb, tourist attraction, interpretation, storytelling

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INTRODUCTION

The objective of this article is to comprehensively and synergistically define those topics that shall combine the presentation and interpretation of the spirit of the place that is inspired by the life and work of, more or less known, Croatian literary authors, which means encompassing all of the essential elements important for understanding the history, culture, civilisation and specific way of life. The story of literary authors is a story of journeys through characters, verses, some forgotten times often reminisced upon with nostalgia, and therefore, naturally imposed is the connection with tourism.

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Tourism implies cyclical movement that returns us to the place from where we set off – we make a full circle. It is precisely the place from where we set off on the journey that is the same place where we return, changed by one or more experiences (Lekić 2013). It is the sincere desire of this project for new knowledge to be gained, to encourage love towards the non-material heritage, especially towards literature, and to contribute to increasing the number of visitors to the County of Zagreb. It is in the nature of tourism to integrate the natural, cultural and human environment. Besides recognising traditional elements, tourism must promote identity, culture and the interests of the local community – this question should be in the centre of attention of the development of the tourist destination (Lekić 2013). Cultural resources (Kušen 2002) become tourist attractions by planned shaping, while with the process of interpretation, which includes selection and forming, as well as packing, they become a product. This packing is not simply cosmetic furnishing that helps to progress or to simplify, but rather this interpretation is actually the essence or basic content of the product being sold.

In this process, it is precisely prose and poetry that can become the “trademark”, i.e. brand – actually becoming the inspiration and basic attraction for the building of the story of the tourist destination. In the tourist destination, similarly as in an artistic text as a space in the universe through conceptual metaphors (up-down, high-low) and spatial verticals and horizontals, symbols can be projected of the most diverse values.



The description of interpretation of some space can be drawn from the analysis of two spaces: material and symbolic. Material (physical) space represents concrete, actual space, the distribution of spatial objects, buildings (Lekić 2014). In creating tourist destinations as meta-levels, spatial components serve as a depiction of the totality of objects that fill that space. Symbolically looking, a tourist destination expresses through the symbolic space “the importance of space as socially produced and consumed” (Hubbard 2008, 72) and so becomes a unique microcosm of interwoven complex components that are given symbolic meanings. In contemporary tourism, space in the context of a tourist destination often loses the symbols of the mythical space and receive the new symbolism of the historical, i.e. tourist space. Related to the topic of the project, the life and work of the literary author becomes material, a spatial fact.

The spaces in which they lived and worked the topics and characters in their words take on a specific physical, as well as imaginary space in places in the County of Zagreb. All of those spaces become symbols and, in an archetype manner, they connect us to the character and works of the author, and this to the period of time when his or her characters lived. The space and physical places receive and give symbolism, i.e. residents inscribe symbolic meaning to material objects. The tourist as “a place’s reader of space”, the author’s birthplace or space in which the plot of the novel took place, or where the main characters lived as the object, demonstrate that people who left a mark lived here. It is shown that, in this place, formed was identity, therefore, at the same time, we join both the material and symbolic space, which is emphasised in the tourism presentation of heritage. In this manner, the County of Zagreb is being created as a region of literary tourism, returning the symbolism of the mythical space and reviving the “spirit” of the place.

The cultural space does not necessary have to be the space of cultural heritage, i.e. exclusively the birth house or space where the writer, the literary author lived, but rather this could also be a regular place for holding performances, specific artefacts, collections or landscapes. Here, museology is closely connected with tourism and with methods of tourism presentation (Antoš



2010). In the context of festivals inspired by the character and works of the writer or poet, it is possible to take advantage of streets and parks, schools and kindergartens, cafés and restaurants, as well as other buildings and complexes. The connection between the intangible heritage and the cultural space can have its root in the past, as well as in the present. An example of a connection with the past in this project is the narrator (on the audio-guide or a “live” guide-animator), which represents a continuity, i.e. a continuation of the past. Such a place can be considered appropriate to the cultural space for presenting intangible heritage (regardless of its current physical state). In this manner, culture comes alive and can be experienced in the streets and in cafés that organise alternative cultural events; for instance, exhibitions, installations and performances. Culture and its experience in restaurants and cafés, compared to traditional visits to museums and historical places with guides, wipe the visible line between what is a traditional experience of heritage tourism and today’s dynamic shapes, where the street is an integral part of culture.

PROSE AND POETRY AS INSPIRATION – STORYTELLING METHOD AND SCHEHERAZADE STRATEGY

Twitchell James (Salmon 2011), author of *Branded Nation*, said that “one of the most important discoveries of modern times lies in the fact that human beings, through stories, can form connections with products. For this reason, our everyday lives are constantly interwoven with stories”. Today, to sell a tourist destination and its competitiveness to the global market, and in the public space saturated with information, nearly every destination must be presented in the form of a story so that the tourist offer reaches its target group. The image of a tourist destination can no longer be left to chance, but rather must become an object of narrative constructs.

Each personal memory of the tourist, each character trait, each experience becomes an atom of a coherent narrative that reflects in the tourist destination brand. In that context, “creating tradition” (Hobsbawm 1983), heritage in tourism often



becomes a means, a strategy for the collective sub-conscious, whereas in a mirror through the tourist destination offer placed are the dispersed narrative elements. For heritage to attain the desired brand status, it is no longer enough to bombard passive viewers with commercials; an unforgettable experience must be offered because commercials are watched, while brands are experienced. In this manner, the tourist destination becomes, at the same time, its own stylist, director and narrator.

According to Lekić (2014), the methodology of presenting an individual writer and poet is diverse, and begins with the presentation of their work with photographs, films, live plays and performances, and can be divided into three basic types:

- Museum presentation through artefacts, i.e. exhibits from the period of life and the work of the writer or poet,
- Interpretation through thematically led tours with tour guide-animator,
- Manifestations, festivals and events organised for tourists, and inspired by the character and work of the literary author.

A significant role in the shaping of the tourist destination, besides the birth houses and houses in which literary authors lived, is also played by the houses of members of the family – parents, spouses, close friends, etc.⁵

Usually the interpretations are divided into periods of the writer's or poet's life, and consequently, there can be several destinations interwoven with the story of the birth, childhood, growing up, adult period and works, as well as death.

Placing the heritage concept in the context of the tourist destination means much more than “having” a story, because already from the beginning, through the strategy of destination

5 The great interest of tourists in Great Britain is stirred by locations that are woven into literary works and that today have geographic symbolic markings of the period that is described or where the story took place. A large part of the birthplaces and houses in which famous authors lived and worked in Great Britain are today museums, however, some have been transformed into places where visitors could stay, as for instance Agatha Christie's house.

management and marketing, constructed are special fables and an identity is given – a mirror in which diverse groups of tourists will identify themselves, who are looking for additional value and emotional experiences. Heritage in such a context, through the system of presenting tourist attractions and animation, receive the function of division of the narrative, and techniques through which such animations increasingly serve are found in the area of pedagogy and therapeutic work (Lekić 2013).

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On the example of the County of Zagreb as a tourist region, the use of the “storytelling” model and the “Scheherazade strategy” (Salmon 2011) include the integration of four functions:

- Presenting the heritage with a story about the writers and poets to construct the narrative identity of the place (*storyline*),
- The story must be placed in the desired time period (“the past in the present”, managing the rhythm and the narrative with suspense during the entire duration (*timing*)),
- Frame the destination’s message (*framing*), i.e. emphasise the tourist attractions as the main tourist draws,
- Create a network on the Internet and on the ground, i.e. a hybrid and infectious environment through which attracted are attention and structured are desirable niches of tourists (*networking*).

The story enables a focus and awareness of the relationship between the place and the topic, and the “story” experience could be a hotspot for the development of the place. Ever too often the “message” of the place situates in the foreground the intended communication, and the attractions must be founded on encouraging “changes of opinion or attitude” of visitors. The “story” is much more than mere access to information, it is enabling visitors to identify with the place and the story that is only offered to them in that place, so the story has its purpose and goal, and is not its own purpose (Tilden 1952; Shouten 2002).

Stories in the project can be connected as a timeline, which is suitable for use in tourism because they can be very easily offered as half-day, day or multi-day tours, and they can also, through the same or similar topics, i.e. stories, connect Zagreb with surrounding counties. The weaving of creativity and historical memory are



the foundation of maintaining identity and a connection with entire County of Zagreb. Within the context of creative tourism, the tourist destination itself becomes creative in this manner, because maintaining and contemporary creation in cooperation with usability and aesthetics form diversity, uniqueness, distinctive features and recognisability (Richards 2002).

The appropriate relationship toward the past is very important because, with literary tourism, we have created new challenges, new possibilities and opened new horizons, for this reason, the entire project has been set up as an open system that can be complemented, modified and further developed through the dynamics of one's own life. A look into the heritage is not only nostalgia, but it is a discovery of useful knowledge for contemporaneity so that we could live better today.

PROJECT OUTCOMES – LITERARY AUTHORS WHO HAVE LEFT A PERMANENT MARK WITH THEIR LIVES AND WORKS IN THE AREA OF THE COUNTY OF ZAGREB

The project is related to the below stated goals that follow a three step approach – literature review, research and practical implications. The first step was an in-depth literature review, whose analysis was used to select what author, that is, writers and poets to include in the route.⁶ The initial selection criterion was inclusion in the literary of canon of Croatia, followed by inclusion in the literature for primary or secondary school, and popularity such as film adaptations of certain pieces. After this, through the analysis of archives, libraries, museums, publishing companies, and available data, conducted was the mapping of the cities, towns and municipalities of the County of Zagreb with the most interesting future stopping points on the route, whether they possess artefacts and points of interest as links in space with a specific author and his or her life and work.

6 The project has been set up as an open system so that the local community, by means of their tourist board, could add new writers and poets, as well as related content and activities, linking them into events, festivals, thematic tours etc.



Furthermore, by means of the quantitative methods of semi-structured interview and focus group, obtained were the necessary data in the manner that interviewed were all tourist board directors in the County of Zagreb. Two focus groups were conducted at the County of Zagreb level, which included, in addition to tourism stakeholders such as travel agencies, tour guides, tourist boards, souvenir producers, hotels and hospitality and catering facilities, development agencies, reading rooms, archives, libraries, theatres, literature professors from local primary and elementary schools who lead literary groups, community colleges, cultural centres, tourism professors, culture and arts associations and amateur acting groups, representatives of local media. These focus groups were structured around their set of values, and acceptance of the idea that they could mutually connect through literary tourism and together participate in the creation of activities and content necessary for the tourism offer, that is, content and activities that could be offered on the writers' and poets' route.

Used in this case was triangulation as a mechanism by which we ensured the validity and credibility of the research, as well as alignment with the local identity and the desires of the receptive community. Triangulation was used in the sense of comparing the responses of the different stakeholders and interest groups, as well as in the sense of using various sources of data on individual authors and their works. A synthesis of the received results and their comparison were applied as a platform for interpretation models, that is, which all manners were available for the presentation of an individual writer or poet, as well as his or her work, what content and activities to embed in the route, as well as what locations and points of interests to include in each individual city or municipality within the area of the Zagreb ring.

The goals of the project are:

- To point out through interpretation the wealth of the intangible literary and poetic heritage of the County of Zagreb;
- To point out the tourism potential of localities that are not the centres of the tourism offer;

- *Mutually network the cities and towns of the County of Zagreb* through literary tourism and connect the stakeholders from culture and tourism that will together, through various contents and activities, present the character and work of famous writers and poets, as well as be inspired by them when creating new tourism products, festivals and events.⁷
- *Set up the Internet platform (website) to present the content of the project* and its guidelines, enabling (free) access to audio recordings, as well as comments and obtaining feedback from users; Networking began in the manner that the Tourist Board of the County of Zagreb (which funded the first part of the project) is the central platform, from where branching off are all of the other city and town tourist boards of the County of Zagreb. Each city or town tourist board within the County of Zagreb further develops its network within the destination in the manner that it connects with the birth house of the writer or poet, the birth house of his family, place where he or she worked, place that is part of the plot in his or her novel or short story, writer or poets final resting place⁸, reading rooms and museums that contain originals or manuscripts, as well as artefacts from the life and work of the writer or poet, with events and manifestations, literary evenings, theatre performances, publishing companies etc. that are connected to a specific author.
- *Organise the training of existing, as well as new tour guides and animators* who will, through thematic tours (costumed if possible) for tourists, guide tourists on the route, connect with the performing arts so that the individual tours will resemble

7 Here, we are thinking about connecting hospitality and accommodation entities, culinary offer, as well as existing and potential attractions on the route. The project has been set up as an open system so cooperation at all levels is possible, including the local communities such as literary groups, drama groups, amateur groups, school groups, archives, libraries, museums, souvenir producers, publishing companies etc.

8 For instance, the unfortunate love story of Stanko Vraz and his prematurely deceased Ljubica inspired the local community in Samobor to organize poetry readings and performances on Ljubica's tomb in Samobor, in memory of this timeless love story and the figure and work of the great poet.



performances and history brought to life, as well as the possibility of interactively involving tourists by means of specially conceived workshops (for instance, writing stories, writing love songs, writing poems, writing blogs, *instawak* etc.) for special niches of guests. Offered for now are a few tours connecting cities and towns in the County of Zagreb on the route: A Walk with M.J. Zagorka, A Tour with August Šenoa, Through the County with a Book in Hand etc.

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- Preparation of a functional *audio tour guide for anticipated steps on the route* in Croatian and English, and later in other foreign languages.
- In accordance with the financial possibilities of the specific tourist board of the cities and towns, with the help of the local government, investments will be made in the production of *smart benches with QR codes* whereby tourists will be able to connect with the figure and work of well-known authors and poets (possibility of connecting with works that have been adapted to film, that is, that have served as a template for television series and films, connecting with actors who have played well-known characters, the possibility of recording certain scenes from novels, poems etc.).
- Apart from smart benches, certain tourist boards of cities and towns will place *touch screens* showing the life and work of authors and poets through photographs, artefacts, clips from novels and short stories adapted to film, interviews with authors, overviews of literary critiques, newspaper clips etc. The place of installation depends on the local community's selection, and is related spatially to the life and work, that is, the plot of his or her work. This can be a tourist information centre, as well as a school or reading room bearing the name of the particular author or writer etc.

It is recommended that each tourist board strive, as much as possible, for transmedia narration⁹, also known as multiplatform narration. This is a technique of writing stories (in this case

9 Transmedia has a wider meaning than the term '*multimedia*'. For instance, talking to tourists by means of diverse media, each part of the



about the life and work of writers and poets) on several platforms and formats that use digital technologies. In order to achieve this engagement, transmedia production must be used to develop the story in several forms of media in order to enable a unique experience of the content on several channels. It is important that the contents are not only connected (openly and subtly), but that they are in a narrative synchronicity with each other.

Given that the project has been set up as an open system, anticipated is training and monitoring by the umbrella tourist board of the County of Zagreb, which has gathered a team of experts from cultural tourism and storytelling and experience economy, literature professors, as well as experts for new technologies and multimedia narration.

With each individual tourist destination within the county that wanted to take part in the route, conducted was counselling and training of its employees and all interested tourism stakeholders, and especially tour guides and animators. Through the workshop section, they were introduced to the project and to what is expected of them, and they were motivated to systematically upgrade the content and activities in the destination. Going in favour of sustainability is the rapid development and massive availability of new technologies, as well as the favourable price of producing the individual interfaces for the communication of interpretations (such as mobile applications), which means that various content can, in a relatively simple and favourable manner in terms of price, be distributed to a large number of users. Thereby, the possibilities of interactive design, upgrading of the form and supplementing content provide valuable flexibility and the quick possibility of reacting to user requests, allowing in this manner flexibility that may represent a response to the current challenges of rapid aging of technology.

Success indicators:

- Feeling of pride and awareness of the value of the interpreted in local inhabitants;

County of Zagreb can calibrate its messages and develop the story of its writer or poet, and mutually connect them.



- Inspiration of local community and motivation to participate in the protection of local heritage;
- Development of feeling of public good and ownership in the community;
- Physical protection of localities;
- Preserving the collective memory;
- Educational experience;
- Motivation to visit other heritage sites (which can have a positive effect on the tourism development of the entire region);
- Encompassment of diverse topics related to the life and work of writers and poets and their contemporaries in interpretations online and offline – in this manner attracting various groups of users, which directs the *development of special interest tourism*.

The cities and places in the County of Zagreb can be connected in several manners: by road for individual guests and group visits, already existing bus lines, existing railway traffic and cycling trails.

Figure 1: Map with locations and places



Source: Author's work

Brdovec – Adam Alojzije Baričević

From a child without adequate parental care and without anyone to give him self-confidence or to believe in him, he developed into a man who achieved his dreams, becoming one of the greatest Croatian latinists, bibliophiles, polyhistorians, and one of the first Croatian biographers. He completed secondary school in Zagreb, and the so-called *Collegium Croaticum* in Vienna. Later, he was sent to Pest for two-years of university studies. He returned as a professor of Latin and became a professor at Zagreb's *arhigimnazija* (Classical Secondary School), of which he wrote a chronicle. Seven years later, Baričević was named parish priest in St Mary's church in Zagreb. Nevertheless, he left his permanent mark in Brdovec, where he stayed as of 1803, remaining there until his death. The inspirational Brdovec story follows after the greatest disappointment in his life. Namely, renovating the local church in the parish of Sveta Marija, he was soon faced with a fire that not only burned the newly renovated church to the ground, but also destroyed all of his memories, i.e. his birth house that housed a large and excellent library. All of the books that he had carefully collected for years burned. Nevertheless, this did not discourage him. Baričević was aware of his role and continued to collect valuable materials for the history of Croatian literature. The result of everything was an even larger and more complete library containing the most famous works from foreign and Croatian literature; later, Brdovec himself, thanks to his great love, dedication and work of Adam Alojzije Baričević, became an inspirational literary centre. Besides cultural works in Latin, he is also accredited with authorship of the songs *Radujte se narodi, Svim na zemlji, O Betleme, Kyrie eleison, Veselje ti navješćujem* (famous Croatian Christmas songs). Some of these songs most likely originate from Brdovec.

Zaprešić – M. J. Zagorka

In Zaprešić and the surroundings, as in the case of Samobor, preserved are the castles of aristocratic families that are described by Zagorka in her novels, and probably visited during her life, exploring in detail their history and past. Zagorka was familiar with the life of the nobility already in her childhood, while



she was being educated in the Stubički Golubovec castle, with the aristocratic children of Rauch. As a reminder, Novi Dvori castles were in the past the ownership of the Sermage Family, from where the governor's wife from the 18th century came from, countess Sermage-Rauch, whose letters Zagorka had access to in Šenjugovo Castle in Zagorje. Furthermore, today's preserved Lužnica Castle was, in the past, in the possession of the Čikulini Family (as well as Novi Dvori after the failure of the Zrinski-Frankokpan conspiracy), and from the end of the 18th century, also in the possession of the Rauch Family (as well as the majority of the former Susedgrad-Stubički estate). Born in Lužnica were Zagorka's two sisters, where they also died, while Lužnica is also mentioned as the final resting place of her father, Ivan Jurić. On the other hand, Zaprešić and the surroundings are a historical place also for Croatian folk tradition, which we can connect with Zagorka's biography and with her journalistic work. Coming from Marija Gorica is Ilija Gregorić, the fellow fighter of Matija Gubec in the peasant rebellion from 1573, Zagorka's great national topic, especially in the book "Neznana junakinja hrvatskog naroda" (Unknown heroine of the Croatian people) from 1939 or in the patriotic drama "Evica Gupčeva" (in manuscript form). Zagorka found the basis in that drama on Gubec's apparent fiancée, Evica, in the person of sixteen year old Anica Jug from Zaprešić, who in March 1903, threw off the Hungarian national flag from the train station, thereby marking the beginning of the national rebellion against the hated Count of Croatia, Khuen Héderváry, after which he had to leave Croatia after governing for 20 years.

Kostanjevac - How a misunderstood painter with his sad fate made Kostanjevac and its Pannonian mud famous (Miroslav Krleža, Povratak Filipa Latinovicza)

Given that it is precisely Miroslav Krleža who is the author of the most important works of Croatian literature of the 20th century and the driver of many cultural initiatives, his opus has become part of the obligatory corpus, as well as material that every serious reader should be familiar with. Krleža's works have become part of school book reports and obligatory content of the "matura"

(state leaving exam). Krleža would draw inspiration from everywhere, especially social issues, however, often from the landscape itself. The setting of his novel *Povratak Filipa Latinovicza* (The Return of Philip Latinowicz), which, due to its topic, represented something new in the domestic literary scene of the time, experienced unheard of success, is the small village of Kostanjevac.

Samobor

- a. *Samobor – eternal inspiration (author Milan Lang)*. Although linked by birth to the area of Jastrebarsko, Milan Lang spent his entire life in Samobor, working as a teacher. He set himself apart as an active member of non-school associations, and in school, he established the library, scientific collections, as well as acquired instruments. Later he even became principal. He is particularly known for his work as a writer, translator and ethnographer. He is most significant in this context for his work *Samobor- narodni život i običaji* (Samobor – Folk Customs and Family Life), in which he described the way of life in Samobor and the surroundings at the time. The book was first published in the *Zbornik za narodni život i običaje* (Collection of Folk Customs and Family Life, JAZU was the publisher), and in 1915, it began being issued as a separate book. Due to his capabilities and versatility, he became an honorary citizen of Samobor.
- b. *The unfortunate love that made him famous (Stanko Vraz, Đulabije)*. Many authors, such as Danijel Vojak and Miro Kolar, wrote about Stanko Vraz's connection to Samobor. Describing the broader socio-political and economic context, Vojak especially refers to the role of Samobor in the national revival. Furthermore, he also emphasises Vraz's relationship with a merchant's daughter, Ljubica Cantilly, whom Vraz meets precisely in Samobor. The unrequited love becomes an inspiration for the origin of the first love songbook of newer Croatian literature, *Đulabija*. Ljubica Cantilly was later buried in the local cemetery in Samobor, and a monument was erected. Literary author Josip Milaković was editor of the first newspaper in Samobor, which were symbolically called *Ljubica*, published around 1880.



- c. *Promising young author, Goran Čolakhodžić Goran winner.* Living and working in Samobor is Goran Čolakhodžić, Croatian poet and translator, winner of the 2015 Goran Award for young poets (*Na kraju taj vrt – At the End of that Garden* collection), as well as the international award Mostovi Struge for 2017. In 2016, he participated in the European network, Versopolis. He translates prose and primarily poetry from Romanian and English, and onto both of those languages.
- d. *Samobor as a sanctuary in the war years.* It is a less known fact that the significant Croatian author Gustav Krklec spent a part of the Second World War in Samobor, where he successfully awaited its end.
- e. *M. J. Zagorka.* A part of the intriguing story of “Gričke vještice” (Witches of Grič) takes place in Samobor in the 18th century in the house of Austrian count Rosenberg, advisor and close friend of Emperor Joseph. Zagorka’s mother, Josipa Domin, is a Samobor native. Located in the Marton private collection, in the Museum of Samobor, is Zagorka’s furniture legacy (from the apartment on Dolac Market, Zagreb).

Sveta Nedjelja – Marija Jurić Zagorka

A part of the intriguing story from “Grička vještica” (Witch of Grič) takes place in the 18th century in the *curiae* of today’s Sveta Nedjelja. Those are the rural estates of Croatian nobility families, Ratkay, Auersperg and Čikolini. Only with the recent discovery of Zakorka’s birth certificate has her connection been indisputably confirmed to the aristocratic family Erdödy (godmother’s name, Marianne), whose tomb used to be located in the church *Presveto Trojstvo* (Holy Trinity) in Sveta Nedelja and their property, Kerestinec Castle.

Velika Gorica and Turopolje – Marija Jurić Zagorka (novels “Kći Lotrščaka” and “Republikanci”)

The plot of Zagorka’s novel, *Kći Lotrščaka* (Daughter of the Lotrščak), in large part, takes place in Turopolje and Lukavac Castle. Also related to Turopolje is the plot of the novel *Republikanci* (Republicans), about the Hungaro-Croatian Jacobin conspiracy from 1793-95, led by Ignjat Martinović.



Confirmation of the fear of the greats of this “Hungaro-Croatian revolution” from the 18th century, was found by Matko Peić, in a drawing in Bedeković curia (Donja Lomnica), where the revolution is shown as the body of a swamp snake, branching into multiple heads of wild ducks. The main head carries the inscription Martinovich, and the one at the top, Rasty Paul (Peić 2002, 51).

Staro Čiče - Moral and didactic literature from Staro Čiče (Juraj Habdelić, Jesuit, literary author and philosopher)

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Staro Čiče is home of the moral and didactic writer and lexicographer, Juraj Habdelić, who had an immeasurable influence on Kajkavian literature. A Jesuit and philosopher, he fought to raise the status of the Zagreb University of Applied Science to university (Charter of Leopold I from 1669). According to the Croatian Encyclopaedia, attributed to him are eight works, of which authorship has been confirmed for three. *Dictionar ili reči slovenske zvekšega v kup zebrane, v red postavljene i dijačkemi zlahkotene* (1670), is a Croatian-Latin dictionary with approximately 12000 words. *Dictionar*, compiled for use in school, is an important document that bears witness to the care for language and literacy of our people. Habdelić left a permanent mark in the history of Baroque literature in collections of religious and moral content, *Zrcalo Marijansko (Mirror of Saint Mary – 1662)* and *Prvi oca našega Adama greh (First sin of our father Adam – 1674)*. *The particular value of Habdelić's works lie in their stylistic execution, which according to the method of structuring sentences, repetition of sounds, syntactic parallelism and use of figures belongs to Baroque rhetoric, and also impressive is his influence on similar Kajkavian literature in the 18th century.*

Kostanj – The Barn as gathering place for artists

Besides being immortalised in a poem of the same name by Fran Galović, thanks to the Barn (Štagalj) by poet Mirjana Sačer Bobanac, Kostanj became a kind of artistic gathering place. In question is a unique case that, in a village in the province, a barn is transformed into a theatre, a platform for poets and an exhibition place. Mirjana Sačer Bobanac spent her working life in the Croatian National Theatre and, in that manner, met numerous



actors, writers, poets and other artists. All of them gather in their hall, and also cooperate with numerous other artistic organisations in the country and abroad. In Kostanj, in the Barn, director Tena Orečić Tonković regularly performs her so-called theatrical poems, a particular type of poetry, rarely written in Croatia, and directs her plays. She was born on 18 May 1982. She completed the Theatre Direction and Radiophony study programme at the Academy of Drama Art in Zagreb. She actively engaged in acting and playing classical and acoustic guitar. She worked in the Croatian National Theatre as assistant director. She writes poetry and short stories, and directs theatrical pieces. With the status of director and actor, she is a member of the Croatian Association of Drama Artists (HDDU). She is author of the collection *Teatar u marginama (Theatre in the Margins)*.

Dugo Selo

- a. *Marija Jurić Zagorka and the novels “Kameni križari” and “Vitez slavonske ravni”*. Zagorka can be associated with Dugo Selo thematically by connecting the “knight novels”, *Kameni križari* (Stone Crusaders) and *Vitez slavonske ravni* (The Knight of the Slavonian Plain) with the Dugo Selo international knight tournament.
- b. *Stari krovovi – traveling work and love towards arts that is transferred from one generation to the next*. *Stari krovovi* (Old Roofs) is the most enduring and most famous restaurant in Dugo Selo. Traces of this restaurant go back to the 19th century. Namely, when the railway passed through Dugo Selo in 1870 and the first train station, probably there was a restaurant somewhere. At this location, a restaurant existed in 1890, and it was owned by the Šterk family. Recorded along with the restaurant are many events. We know that held here were events with prize draws, that there was a meeting of the management board of the Hrvatska dugoselska banka (Croatian Bank of Dugo Selo) in 1914, as well as diverse other gatherings. *Stari krovovi* and Dugo Selo lived in symbiosis for decades. Many passengers who waited for trains, sat and waited and – drank. Nevertheless, when taking over the restaurant, the Šešet family transformed *Stari krovovi* into a



gathering place for literary authors, and Dugo Selo became a stop where everyone could write something, and return to it years later. In recent times, affirmed in *Stari krovovi* were new authors, and opened was a new literary scene called *Slam scena na jednom kolodvoru* (Matasović-Jovanovski duet), which is a unique case in Croatia. Siniša Matasović, member of the Croatian Writers' Association, although from Sisak, considers the location especially intriguing, and several times annually organises literary evenings in *Stari krovovi*. He is a member of Matrix Croatica and the Zagreb poetry tribune *Jutro poezije* (*Poetry Morning*). Žarko Jovanovski was born in 1966. He finished the Academy of Fine Arts in Zagreb, Graphic Art Department in the class of Professor Ante Kuduza. He published five books of poetry under the name *Petoknjižje*.

Vrbovec

- a. *Marija Jurić Zagorka*. Zagorka was born in Negovec, near Vrbovec, on 2 March 1873, in the aristocratic manor house of the Erdödy counts, i.e. her baptism godparents. Here it is possible to connect the marking of Zagorka's birthday with the event *Kaj su jeli naši stari* (What Our Ancestors Ate), as another possibility for linking another historical figure to this event, and connecting with the history of this region and its customs. In Zagorka's *Ženski list* (*Women's Magazine* – published from 1925 to 1938), published were numerous recipes from that time, which is another link that can be used at the manifestation itself.
- b. *Vrbovec and contemporary literature* (Branko Čegec). Branko Čegec was born on 22 June 1957 in Kraljev Vrh, Vrbovec. He graduated Yugoslav languages and literature and comparative literature at the Faculty of Humanities and Social Sciences in Zagreb. He was editor of literature in the youth newspapers and journals *Polet* and *Pitanja*. From 1985 until the end of 1989, he was the editor in chief of the magazine *Quorum*. From 1989 until the end of 1990, he was the editor in chief and responsible editor for the cultural newspaper, *Oko*. After that, until 1993, he was an editor in the publishing company *Mladost*. In 1992, he founded his own publishing company



Meandar, which is active from the summer of 1993. He works there as director and editor in chief until 2000, afterwards as editor in chief. In 2005, he initiated Meandarmedia as the second phase of the Meandar project. Until the present, he is its director and editor in chief. In 1999, he was elected as president of the *Goranovo proljeće* committee, the largest Croatian poetry manifestation, remaining at its helm until autumn 2007. From 2000 to 2002, he was Assistant Minister of Culture of the Republic of Croatia. In 2003, he initiated the Centre for books and the magazine for books, *Tema*, where he is director, i.e. editor in chief. His books have been entered in some thirty anthologies, selections and reviews in the country and abroad. He is an author or co-author of several selections and reviews of Croatian literature (poetry and prose) in the country and abroad, participating in domestic and international poetry festivals.

Jastrebarsko – M. J. Zagorka

Significant is the park of Erdödy's Castle (as a reminder that Ivan Nepomuk Erdödy, the final, sixteenth in a row, successor great prefect of Varaždin, with wife Tereza, Countess Racsinszky, were Zagorka's baptism godparents on 3 March 1873, when she was christened with the name Marianna). The objective is, through a special niche of cultural tourism – literary tourism to connect historical events and famous people from the political and cultural life, with events from Zagorka's life, and to show the importance of the culture of remembering, as well as the cultural and national identity of the Croatian people.

Ivanić Grad – M.J. Zagorka and firemen

Founded in 1892 in Ivanić Grad is one of the oldest volunteer firefighting associations (DVD) in Croatia, and Zagorka wrote about the importance of founding a firefighting service (in her book *Buntovnik na prijestolju*, Rebel on the Throne) and cooperated with firefighting associations (of which there exists a framed certificate of recognition as protected heritage in the memorial Apartment of M. J. Zagorka at the Address Dolac 8 in Zagreb).



Križ - Josip Badalić and the Croatian-Russian connection

Josip Badalić is a Croatian literary historian and Slavist. He attended the Faculty of Humanities and Social Sciences, and also studied in Berlin. He worked in the University Library in Zagreb, and as of 1945 was a professor of Russian literature. He researched the ties between Croatian connections with Russian literature, published works, most frequently travelogues, researched incunabula. He died and was buried in Križ.

Šenkovec – Baltazar Adam Krčelić

Famous Croatian historian, legal expert, theologian, author of a large number of historical works in the Croatian and Latin language, is connected by birth to Šenkovec, a place near Zaprešić. During his life, he was close to the reformist circle around Maria Theresa, and supported the ideas of enlightened absolutism. The Croatian Encyclopaedia (Miroslav Krleža Institute of Lexicography) presents him as an exceptionally important author whose opus is the key work *Annuae ili povijest od uključivo 1748. godine i sljedećih (do 1767.) na znanje potomstvu (Annuae sive historia ab anno inclusive 1748. et subsequis (1767) ad posteritatis notitiam, 1901)*, in which he politically and socially described Croatia of the eighteenth century. Later, this work inspired August Šenoa to first write the novel *Diogenes* (one author served the other as inspiration). Krčelić's activities are deeply woven into the foundation of today's National and University Library because, before his death, he donated all of his books and manuscripts to the library of the Royal Academy at the time. A good part of that opus can be found today in the National and University Library.

Marija Gorica – An author that shares the fate of his character (Ante Kovačić in the context of Ivica Kičmanović)

Born into a poor peasant family, Ante Kovačić has much in common with his character, Ivica Kičmanović, hero of the novel *U registraturi*. He went to primary school in Marija Gorica, and completed his law studies in Zagreb. Both experienced a nervous breakdown and died afterwards. The novel was banned at first, but later became one of the most impressive works of Croatian narrative prose during the second half of the 19th century.



Krče near Zelina – Works of Dragutin Domjanić

Croatian writer and doctor of law, Dragutin Domjanić, is known for his Kajkavian works, although he did not write only dialectical lyrical verse. Nevertheless, literary history remembers him as a poet who maintained the diversity of the Croatian language, opting for the musicality of a dialect, and in the school curriculum, interpreted are mostly his dialectical poems. Interwoven in his poetry are the motives of nature, landscape and morning ambience. Literary critics considered that he could best bring to life such motives through direct contact with his homeland and its specific language, therefore, this locality could be called Domjanić's eternal inspiration.

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Dubravica and Pokupsko – Pavao Štoos and his permanent effect on Dubravica and Pokupsko

Born in Dubravica, he served as parish priest in Pokupsko. He is a national revivalist, author of the famous elegy *Kip domovine vu početku leta 1831*, an associate of Gaj's *Danica*, eternally worried due to questions of language and the people during turbulent times. Literary history will remember him as a great fighter for the language of the common people.

Pušća – Home of Croatian literary criticism

Josip Pasarić is a Croatian literary critic, philosopher, born in Pušća. He worked as a professor in Zagreb and Osijek, and he wrote critical reviews in *Vienac* and *Obzor*. He was a polemicist on the literary scene at the beginning on the side of the young, only to later side with the elders. He published his works in *Savremeniku*, as well as studies about other authors – Mažuranić, Preradović etc.

Jurkovo Selo, Žumberak – Petar Skok, Croatian linguist

Founder of Romance studies in Croatia, a famous linguist and great expert on older Croatian, as well as Romance literature, a full professor at Zagreb's Faculty of Humanities and Social Sciences and a member of JAZU (Yugoslav Academy of Arts and Sciences), today's HAZU (Croatian Academy of Arts and Sciences), he is connected by birth to Žumberak, i.e. Jurkovo



Selo. Attempting to clarify language questions to the highest extent possible, in their complexity and layers, he left significant works on the research on the dead Illyrian language, Albanian, Romanian, Bulgarian, as well as questions of the so-called Balkan language alliance (from 1930–40 he was the editor of the significant magazine *Revue internationale des études balkaniques*), as well as Slavic-Romanian, Slavic-Albanian, Slavic-Greek and Slavic-Turkish language connections and touching all of his significant works is the book *Pojave vulgarno-latinskoga jezika na natpisima rimske provincije Dalmacije* (1915), and he dealt with Medieval Croatian Latinity, for instance, in the book *Supetarski kartular* (1952). Some of his other works: *Dolazak Slovena na Mediteran* (1934), *Naša ribarska i pomorska terminologija na Jadranu* (1935), *Pregled francuske gramatike* (I–II, 1938–39), *Osnovi romanske lingvistike* (I–III, 1940), *Rekonstrukcija dačkoslavenskog vokabulara* (*Rad JAZU*, 1948), *Leksikologijske studije* (*Rad JAZU*, 1948), *Slavenstvo i romanstvo na jadranskim otocima* (1950).

Kloštar Ivanić – Feliks Barušić (Inspired by babbitttry)

Feliks Barušić, Croatian storyteller and pedagogue, is the author of a collection of humorous and satirical stories and tales related to babbitttry. He is known for his aphorisms such as: “Many people have their Achilles’ heel in their head.” He often emphasised that his works are inspired by the truth and that they depict diverse entertaining events from all classes. From his works we can learn a great deal about the relationships and life habits of the people at the time, as well as the situation in education, given that he was a teacher for a long time, and later a principal.

Dubrava – The immeasurable heritage of Slavko Ježić

Literary author, literary historian and translator, he obtained his doctorate on a thesis on F. K. Frankopan. In his rich and diverse career, he filled various positions. The Croatian Encyclopaedia of the Miroslav Krleža Lexicography Institute states that he was a secondary school professor, director of Minerva and editor of its publications, intendent of Zagreb’s Croatian National Theatre, head of the Literature and Arts Department in the Ministry of National Education, and professor of Croatian literature at the



Pedagogy College and French literature at the Faculty of the Humanities and Social Sciences in Zagreb. He is the author of the first comprehensive history of Croatian literature (*Hrvatska književnost od početka do danas: 1100.–1941.*, 1944), he compiled numerous anthologies, prepared the collected works of our most significant authors of newer literature, wrote about the theatre (*Problemi Hrvatskog narodnog kazališta*, 1940). He published the novel *Brak male Ra: roman iz običnog života u veliko doba*, the collection of poems *Somnia vitae* (1933), and the novel collection *Životi u sjeni* (1943).

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Jastrebarsko – Croatia's Andersen and anthological author of Chakavian verses (childhood memories)

Besides the birth of Milan Lang, who has already been mentioned, Jastrebarsko is also marked by *Ivana Brlić Mažuranić*. A representative of women's writing, Croatia's Andersen, one of the rare women literary writers at the time, she spent her childhood, just like *Drago Gervais*, in Jastrebarsko. Listening to fairy tales as a girl, growing up inspired by the magnificent characters, as well as the unusual, unreal twists and turns, forming in her was the idea that, just like numerous male authors, she could paint her thoughts through words on paper. No one at the time could even image that the little girl would transform into a literary giant, surpassing numerous widely publicised male authors. Besides fairy tales, she also proved her worth as a great author of essays, poetry, and she also wrote a diary.

CONCLUSION AND IMPLICATIONS FOR THE FUTURE

Literary tourism, as part of cultural tourism, is based on nostalgia for the past and the desire for experiencing diverse cultures (tradition, works, architecture, way of life, crafts, art, folklore, literature, religious traditions, sacral celebrations, etc.), and in such cases authenticity is the most important factor. When presenting the places and cities of the County of Zagreb, in the building of the entire image, we consciously create a certain picture that we would like to send.



Interpretation is an immeasurably important factor in this project of literary tourism because without good interpretation there is no cultural tourism product. Without information, which, in the end, is itself an interpretation of tourism, cultural goods do not exist. The possibilities for development of the project in the future are numerous, and given that, in addition to tourism exploitation, present is also the establishment of the identification relationship with users who love literature, and, in the ideal case, also a part of the local and broader community, creating a kind of platform (whether virtual or physical) that would function according to the principle of communication of content generated by users themselves (user generated content) imposes itself as a logical development of the project in the future. This means that the project in the future would not develop only formally, through the possible change of the communication media and content distribution technology, but also at the level of the content itself, through the participative methodology of involving citizens in the process of creating stories that are connected with specific localities, as well as writers and poets, but also the identity itself of the cities of the entire county and its citizens. Although without a doubt extremely complex to implement, only such an approach would truly open the door to the critically potent integration of personal, intimate stories and memories inspired by individual writers and poets and their works, in the service of the narrative, which would also mean a possibility for creating critical “bottom-up initiatives” in the sense of re-examining the meaning of literary culture within the framework of the contemporary life of citizens.

It is precisely this inclusive, participatory approach that is the added value of this project, which is not intended exclusively for tourists, but for local individuals as well, students and the younger generations, who, in this manner, could be inspired to read quality literature and to become more emotionally attached with famous poets and writers and their masterpieces, as well as with contemporary writers and poets and their works.



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