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Innovating the Music and Sound Management Model in Tourist Destinations

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ABSTRACT

This paper presents an analysis of the current level of sound and music valorisation in offerings in Croatian tourism and their promotion, and proposals for innovation, among which emphasis is placed on an audio management model based on the principles of acoustic ecology. Croatia is one of the more competitive Mediterranean destinations, focused on cultural tourism in which music offerings have a vital role. The first phase of research is based on in-depth interviews with and surveys of the representatives of tourist boards in Croatia, as a starting point for the situation analysis of music valorisation in Croatian tourism. The second phase is based on in-depth interviews with a target sample of tourist board representatives regarding music development as well as on the authors' views based on recent scientific literature sources. The results of the study can be considered on two levels: the theoretical level, at which a management model for music valorisation in tourism is defined, and the practical level, with situation and scenario analysis of music valorisation in Croatian tourism and the design of an audio management model based on synergistic networking at both the micro-destination level and at the stakeholder level in order to diversify the attractions of the musical offering and create an integrated tourism product. Research results confirm that music has an insufficient position in strategic thinking in developing Croatian tourism, despite awareness of the considerable impact of music on the tourist experience in Croatia.

KEY WORDS

Music, tourism offering, promotion, Croatian tourism, audio management

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