

Cannabis Tourism in Croatia

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Undergraduate thesis / Završni rad

2022

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **RIT Croatia / RIT Croatia**

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Download date / Datum preuzimanja: **2024-09-26**



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WHAT DO YOU
THINK OF
WHEN YOU
SEE THIS
PLANT?



A CONCEPT OF

Cannabis Tourism in Croatia

The locals perspective.



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HSPT.490.700-701

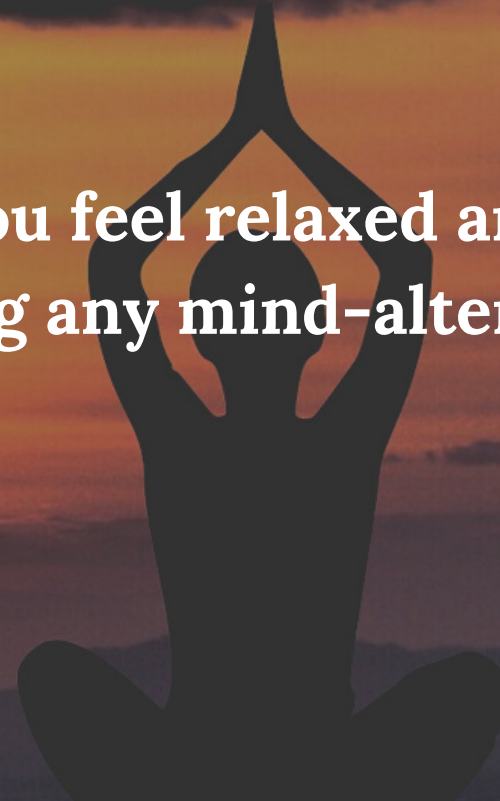
THC


The "High"

THC is the main psychoactive compound in cannabis that produces the "high sensation".

CBD

CBD makes you feel relaxed and calm *without* producing any mind-altering effects.

A silhouette of a person in a yoga pose, specifically the Bhujangasana (Cobra) pose, is centered in the lower half of the right panel. The person is sitting on their heels with their hands on the floor behind them, lifting their chest and head. The background is a sunset or sunrise over a landscape with mountains, with a warm orange and yellow sky and a dark horizon.

- 
- MMGY Travel Intelligence and Enlightn Strategies,
 - 29 percent of all active leisure travelers are interested in cannabis-related activities on vacation.

What is Cannabis Tourism

"CannaTourism"

- Cannabis Tourism is leisure travel for the purpose of indulging in cannabis activities in areas where it is legal or implemented into a service.

High Yoga

Puff & Paint

Bud and Breakfast



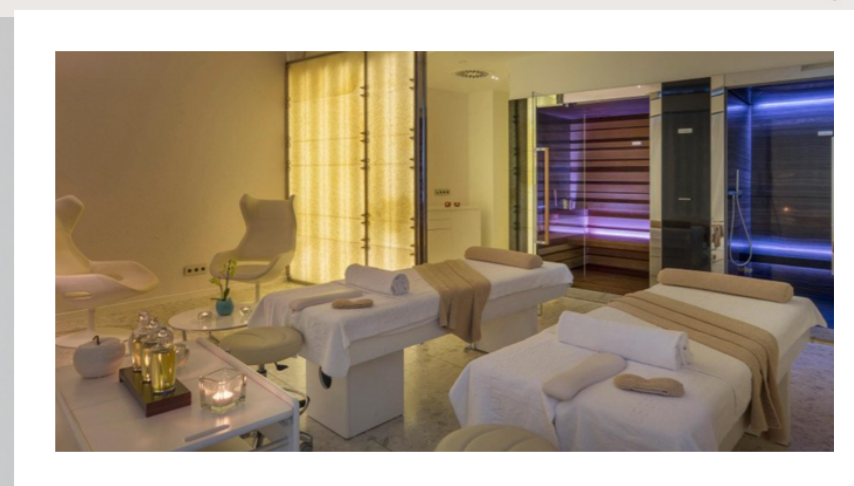
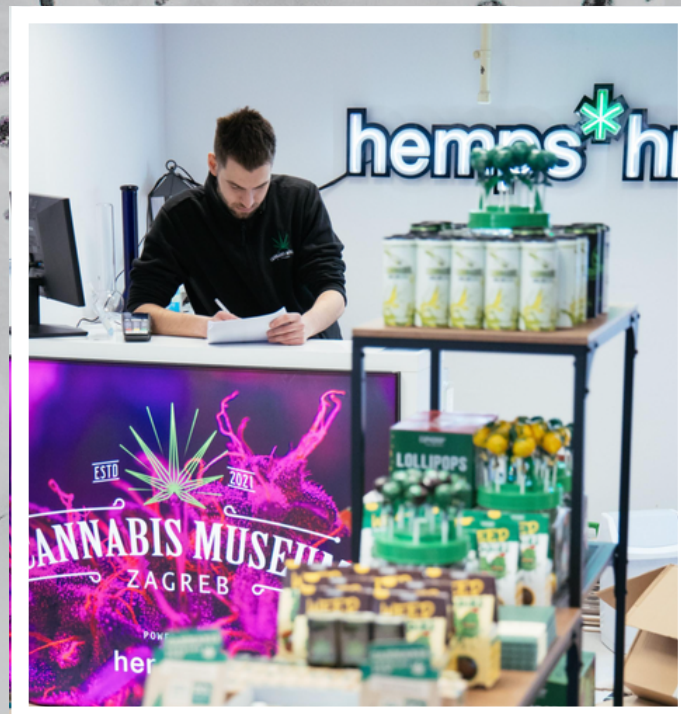
Education

Wine + Weed

Guided Hikes

Wellness

CBD & LAPIS LASULI SOUL TONIC (BY ISUN)



BELLEVUE
HOTEL / LOŠINJ



The Amsterdam Disaster

The Drug Capital of Europe Is sick of...

"Low Budget Bud Tourists"

"Organized Crime"

"Mass Tourism from Cheap flights"

"Public Nuisances "

If Mayor of Amsterdam Femke Halsema gets her way, then Cannabis will only be for locals.



Research Question



**What are the views of Cannabis
Tourism for Croatians ?**

**Would the locals be up for this alternative
offer ?**

Why am I asking the Locals?

Asking locals about Cannabis tourism is crucial from a management perspective.

A tale of two states

(McGrady, Kang, Siders, & Lane, 2020,).



My Hypothesis

I speculate the ages of 21- 35 will be in favor of Cannabis Tourism.

Ages 36+ will be in not in favor of Cannabis Tourism.

Locals will side with Cannabis Tourism will ruin the image of Croatia.



Survey

Focus was to get a broad selection of Croatian natives.

Croatian Apartments 124k followers
Dubrovnik Apartments 30k followers

Duration of Survey Availability

4.19.22 - 17:00

4.20.22 - 20:00

30 Questions both Positive and Negative



Survey Results

Amount of Participants: 225

Number of Women: 131 - 58%

Number of Men: 94 - 41%

91% of Responses were from the Dubrovnik-Neretva County

Ages 75+ did not answer the survey.

Examples

6.) I would support the legalization of marijuana tourism in Croatia.

(Favor of Cannabis Tourism 179/225 - 79%)

1.) Legalizing marijuana would negatively affect the current tourist image of Croatia
(# of locals that agreed: 26/225 - 11%)

Number of Participants: *226*

Women: 131 - 57%

Men: 95 - 43%

Croatian Apartments 124k followers
Dubrovnik Apartments 30k followers

Key Takeaways

Cannabis Tourism personal Importance wasn't significant - Mean: 2.8 (Disagree to Neutral)

Legalizing marijuana would improve pride of Croatia - Mean: 2.7 (Disagree to Neutral)

Legalizing marijuana would increase state budget tax revenues - Mean: 4.4 (Agree)

Legalizing marijuana & developing cannabis tourism would make my community better to live
Mean: 3.4 (Neutral)

(1)-Completely Disagree (2)-Disagree (3)-Neutral (4)-Agree (5)-Completely Agree

Was my Hypothesis correct?

Ages 21- 34 will be in favor.

True, 62% in favor

116/140

Ages 35+ will not be in favor.

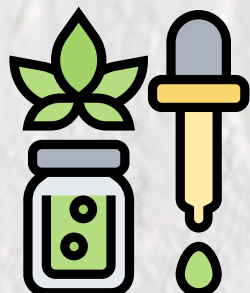
False, 100% in favor

75/85

Locals will side with Cannabis Tourism will ruin the image of Croatia.

False, 24% dont agree

56/225



Discussion

Croatian's views on cannabis cannot be justified from this survey.

The Dubrovnik residence pool was the majority.

Due to the facebook apartments page distribution. My survey was taken by a group of individuals that are seeking accommodation, a majority where under 34.

Croatians realize the potential of Economic benefits and tourism offer.





Future Research



🕒 Longer Survey Duration

💧 Characteristics of a "Cannatourist"

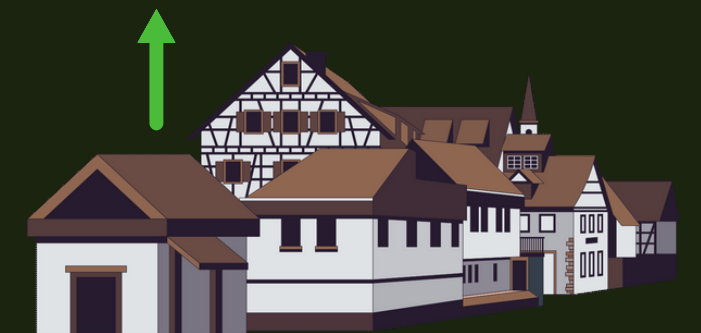
🧑🏿‍🌾 Preferences of Cannabinoids



Future Research



- Economic Benefits
- Improve Agriculture
- Natural PTSD Treatments
- Increase Rural Tourism





**THANK YOU
FOR
LISTENING!**

For more information about the topic. Search "Dubrovniko" on youtube for more.