

Cannabis Tourism in Croatia - PP Presentation

Nenada, Nikolas

Undergraduate thesis / Završni rad

2022

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

Permanent link / Trajna poveznica: <https://um.nsk.hr/um:nbn:hr:229:361096>

Rights / Prava: [In copyright](#)/[Zaštićeno autorskim pravom.](#)

Download date / Datum preuzimanja: **2023-12-01**



image not found or type unknown

Repository / Repozitorij:

[RIT Croatia Digital repository - Rochester Institute of Technology](#)



image not found or type unknown

Could Croatia Be a Cannabis Friendly Destination?

Would the trending leisure activity be a boost for Croatia's tourism offer and what are locals attitudes towards cannabis tourism implementation?

By Nikolas Pero Nenada

Hospitality and Tourism Management, Rochester Institute of Technology in Dubrovnik, Croatia

CAST-HSPT-490: Senior Capstone Project

Mentor: Prof. Rebecca Charry

May, 8, 2022

Scripts

Before you watch

- * Warning, audio is choppy from inconsistent locations of recording audio.
- * This is not my best work in my opinion.
- * Watch in HD :)

Format of videos

Scholastic - Podcast style - Slideshow

Video 1 - What is Cannabis Tourism and the current industry.

Video Length: 6:30 min

Link - https://youtu.be/vuJ3me_5LZ4

Hello my good people, I hope you're all well. In this video I'll be explaining or unrolling the untraditional form of tourism, a trending topic of cannabis tourism.

I'll be clarifying what is Cannabis tourism and what's going on in the industry today

Sit back relax and enjoy

What is cannabis tourism?

- Cannabis tourism can be simply defined as leisure travel done for the purpose of indulging in cannabis use in areas where it is legal.

- You can say cannabis tourism. Is like the wine industry but at an earlier age. where people gather from all over the country and the world to check out the vineyards in a specific region. Similar is the case with cannabis tourism when people visit the places where pot is legal.”
- Region in Northern California is called the Emerald triangle. It's like the Napa Valley of California as well. As The emerald triangle is known for cannabis Napa is known for wine.
- There's Gonna Be these specific regions that are going to be by offering the cannabis experience and that are made around the cannabis cultivation scene.
- Like in California we have Humboldt County that's in the Emerald triangle you could say Amsterdam as well but that's more of a soft drug epicenter.
- Cannabis tourism is a new idea or concept in tourism, and over time it became increasingly influential in the growth of the tourist offer. This type of offer allows tourists to experience cannabis on their trip. Which is for a large number of tourists now, just the reason for coming to a particular destination.
- And that reason is to consume cannabis. Or these related activities that are involved around this on the minute offer but limited today. There is an astronomical amount of versatility in this plan that the world really doesn't know its true potential yet.
-
- S5 Cannabis tourism is sensitive to a destinations' legal environment, testing the views of the progression of society. Governments of various states and countries increasingly acknowledge the taxing potential and relative harmlessness of recreational cannabis use. Liu, Y. L. (2021) it's a matter of time until tourism hotspots take this into account.

What is happening with it today?

- “.Cannabis tourism is present wherever cannabis is legalized. Countries that have legalized recreational use of cannabis are Canada, Georgia, Malta, Mexico, South Africa, and Uruguay, plus 18 states, 2 territories, and the District of Columbia in the United States and the Australian Capital Territory in Australia.”

- It is like the wine industry, where people gather from all over the country and the world to check out the vineyards in a specific region. Similar is the case with cannabis tourism when people visit the places where pot is legal.”
- These destinations are involving cannabis, enhancing experiences leaving people with extraordinary memories. Literally Tourist destinations involving cannabis are infusing, a traditional tourist attraction enhanced with cannabis.
- You were going to be Visiting regional operations (grow houses, like a winery), Spas (Massages), F&B-fusion, Educational centers (Museums/agricultural), Promotion of wellness
- Promotion of the wellness sector that are going to complement the alternative cannabinoids that are present in the plant like CBD .
- Myself and many others see Cannabis as an enhancer of an experience to any offer.
- One can experience a guided hike. There's an increasing trend involving low THC with wine. I wouldn't recommend the two if you're active. There are many options to explore. With time, the world's development will reflect on that change.
- People are now, involving the hospitality industry. This is one of my life goals.
- The states that have legalized cannabis are a great comparison of what could happen in Croatia at the same time it isn't and there should be more research for the Baltic countries on locals perceptions /views.
- We all need a wait and see what Amsterdam does with their laws with cannabis for tourists. There's a big gap if Amsterdam restricts consumption for tourists.
- We are going to have Malaysia that is looking to legalize you're having North Macedonia that is about to legalize Cannabis use as a subculture, it is a group. Once more we'll see in time if the group will spread or not and it seemingly has. It will test the progression of society. Strap on your seatbelts because the ride is here and it's a rollercoaster so be ready because Cannabis will be here to stay.
- Final thoughts, Cannabis is a great economic driver, improves agriculture, also it's great for alternative wellness.

- Thank you for watching and look out for video 2, the results.

Video 2 - Croatians views on Cannabis Tourism results.

Link - <https://youtu.be/b-pnJ29qU6U>

Video Length: 7:00 min

- Since I've been studying at RIT Dubrovnik Croatia, I've been thinking about this concept/offer. Because I'm from California I've seen the positives and negatives. With the legalization of cannabis there's an economic driver, agricultural push and an alternative wellness sector. Although I wanted to find out from the locals perspective, what is their interest and skeptical thoughts about Cannabis Tourism.
- As you may know, many countries and municipalities have legalized the consumption of cannabis (marijuana) in recent years. Although cannabis consumption is currently not legal in Croatia, this thesis asks you to hold your biases about the potential possibility of cannabis tourism in Croatia, if illegal restrictions were eliminated in the future. What would the locals think?
- Reasons for asking the locals on their views on cannabis tourism A better understanding of resident perceptions of cannabis tourism is crucial from a management perspective, as resident support is fundamental to achieve further tourism development and community satisfaction (McGrady, Kang, Siders, & Lane, 2020).
- Local communities play a crucial role in tourism development. They are regarded as legitimate and moral stakeholders in their tourism development. A Local community has to be involved in policy and decision making, so that it will enhance the trust and confidence of the local people in the tourism industry.

- My whole goal in sending out the survey was to get as many opinions from the locals as possible of Cannabis Tourism. I had to think as broad as possible. How can I access the most locals in the shortest amount of time? I ended up going with Facebook groups, 226 individuals responded to the survey. I posted on Dubrovnik Apartments and Hrvatska Apartments, I attempted to get on the pages, Zagreb apartments, Zadar apartments, Split apartments, Rijeka apartments but I got denied.
- I sent a 5-point likert scale, 29 question survey based on positive and negative effects of Cannabis Tourism in Croatia.
- I speculated 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.
- The majority that ended up responding were women, that is not so surprising because they traditionally do more surveys than men.
- Because I ended up posting on Dubrovnik apartments and Croatian apartments, I ended up getting a 91% majority in Dubrovnik taking the survey. I wish I could say I got a full View of the local population of Croatia but I didn't.
- Looking back on my Hypothesis Play assumed wrong about the older perspectives on Cannabis Tourism. Legalization of marijuana and development of cannabis tourism is good for Croatia and a 100% acceptance from ages 35 +. Only 62 responded to the survey. I thought a little more were going to respond because it was taken on Facebook as more older generations are using its service.
- I also thought the locals would anticipate a more deviant reaction, promoted by the youth ending up in vandalism and disrespectful activity.
- As my own thought, the youth will be more creative and rebellious.
- In the end for my discussion this was a success for an overall view of the locals perceptions of cannabis tourism. for the Dubrovnik area yes but for the majority of Croatia no. This can be a great foreshadowing of what the locals could think but I can't say this is a definite answer.

- In the future I would love a longer survey. The preferences of what cannabinoids locals would like to try or utilize. Because there are so many cannabinoids with under-value research. In the cannabis industry they need a more definite “Cannatourist profile”. What Would the spending habits be, what is the age, what is the Education level and other factors we should know? Would the CannaTourist be positive or negative for a tourist destination?
- Initially when looking into my topic or research for my Senior Year. I wanted to attempt these four categories four Croatia's future development. I wanted to improve the economic value in GDP, implement more agriculture, Increase rural tourism, and PTSD alternative treatments for the veterans. If creation proves on these factors or categories that allows for the locals to be a much better place.
- As I mentioned before, of all the positive effects of cannabis there are a lot of negatives as well so always educate yourself before everything or anything you do. If you would like more videos about this topic let me know I'm more than glad because the amount of time and effort you put into this research will left a permanent mark for the future to come.
- I would like to thank my prof Rebecca Charry for being the light in the dark tunnel. At some moments during this research I wanted to completely change the topic, because of the negative outlook on my career or or view from the locals.
- Other side remarks.
- The End. Thank You for watching and listening. :)

References

H. (2022, March 23). *Zagreb Ranks Fourth in Europe in Terms of Daily Cannabis Consumption*. Total News Croatia.
<https://www.total-croatia-news.com/lifestyle/61405-zagreb-ranks-fourth-in-europe-in-terms-of-daily-cannabis-consumption>

Kang, S., & McGrady, P. (2020). Support for Cannabis Tourism: A Tale of Two States. *Tourism Review International*, 24(4), 233–250.

Liu, Y. L. (2021). Cannabis tourism: An emerging transformative tourism form. In A. S. Stronczak (Ed.), *Cannabis Tourism: an emerging transformative tourism form* (pp. 202–215). Emerging Transformations in Tourism and Hospitality. <https://doi.org/10.4324/9781003105930-15>

What is cannabis tourism and why is it on the rise? (2021a, January 3). TravelDailyNews International. Retrieved January 27, 2021, from <https://www.traveldailynews.com/post/what-is-cannabis-tourism-and-why-is-it-on-the-rise>

I HAD WAY MORE BUT THEY WERE INTENDED FOR THE LONGER VIDEOS :(