Translation from Croatian into English: Translation of Short Texts from Croatian into English with an Analysis and Explanation of the Problems Encountered

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UNIVERSITY OF RIJEKA

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURE

Helena Bakan

TRANSLATION FROM CROATIAN INTO ENGLISH:

Translation of short texts from Croatian into English with an analysis and explanation of the problems encountered

Submitted in partial fulfillment of the requirement for the B.A. in English Language and Literature and German Language and Literature at the University of Rijeka

Supervisor:

Dr. sc. Anita Memišević

September 2016

ABSTRACT

This B.A. thesis was written with the purpose of obtaining a B.A. degree at the Faculty of Humanities and Social Sciences in Rijeka. It consists of translations of four texts from the Croatian into the English language. The chosen texts are of different genres and they also differ in topic, style of writing and vocabulary. The first text tackled in this thesis was a medical text dealing with the theme of alternative medicine, more precisely acupuncture, found on the Croatian medical portal Vaše zdravlje, the second one was a scientific paper on the topic of gastronomy in the light of experience tourism and experience economy written by a professor at the College for Management in Tourism and Informatics in Virovitica, the third text was a translation of a tourist guide book of sorts found on the website of Jutarnji List and the fourth text that I dealt with was an article found on the Croatian portal Globus which specializes mostly in political issues. The reason I have chosen such a variety of topics to translate in this thesis is my interest in coping with texts of varying levels of difficulty and different vocabulary and my desire to try to overcome the barriers that are presented while dealing with different text genres, styles of writing and problems that they pose to me as a translator.

Each translation found in this thesis is preceded by a concise introduction to the original text in order to present the reader with the main topic and the type of text. Following the translation of each source text, there is a commentary and analysis section where the main problems that I have encountered are presented, as well as the description of my elaboration on those problems and the solutions that I decided upon.

Preceding the main part of this thesis, i.e. the translations and the analyses themselves, there is a short introductory section which handles the topic of translation in general where some of the most prominent theories of translation are outlined. There is also a short conclusion at the end of this thesis which consists of a personal reflection on the experience and the process of translation.

The source texts can be found in the appendix and their sources are listed in bibliography among other sources used for this B.A. thesis.

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1. INTRODUCTION

Taking into consideration that the main purpose of this B.A. thesis was the translation of texts from Croatian into English and the analysis of the overall process of the translation, it seems logical to start by explaining the term *translation* itself and by giving insight into the most relevant terminology connected to the theory of translation.

There are many different explanations of the term *translation* and a great number of different views on the act of translation within the theory of translation. According to J. Munday, the word translation has several different meanings: *''it can refer to the general subject field, the product (the text that has been translated) or the process (the act of producing the translation, otherwise known as* ***translating****).''* (Munday, J., 2001: 5). Without unnecessarily going deeper into the theory of translation, as that is not the central point of this thesis, it is sufficient to provide one of the definitions of translation on which the majority of scholars agree- that translation is the process of transforming the text from a source language into the target language as described in the definition given by Susan Bassnett: *''(...) translation involves the rendering of a source language (SL) text into the target language (TL) so as to ensure that (1) the surface meaning of the two will be approximately similar and (2) the structures of the SL will be preserved as closely as possible but not so closely that the TL structures will be seriously distorted''* (Bassnett, S., 2002:12).

With the main purpose of this B.A. thesis being the analysis and the personal reflection on the act of translation itself, it is necessary to mention the seven translation procedures proposed by Vinay and Darbelnet which can be used for transferring the text from a source language into the target language. Some of the following procedures were used on different occasions in the process of translating the texts in this B.A. thesis. As cited in Munday[1] the translation procedures include the following:

1. Borrowing – the SL word is transferred directly to the TL
2. Calque – the SL expression or structure is transferred in a literal translation
3. Literal translation – word-for-word translation, most common between languages of the same family and culture
4. Transposition – changing one part of speech for another without changing the sense
5. Modulation – changing the semantics and the point of view in SL

[1]Munday (2001:56-58)

6. Equivalence – describing the same situation by different stylistic or structural means; particularly useful in translating idioms and proverbs
7. Adaption – changing the cultural reference when a situation in the source culture does not exist in the target culture

Another important aspect of translating is the effect that the translation produces on the readers. As agreed by many scholars, it is important for the translated text to create the same (or at least a similar) effect on the readers as the text in the source language does. This phenomenon is called the communicative approach, a term which was coined by the professor P. Newmark in 1981. As Newmark put it, the aim of the communicative approach is to *''(...) produce on its readers an effect as close as possible to that obtained on the readers of the original.''* (in Munday 2001:44). Throughout this thesis, I have tried to use the communicative approach in order to produce that same effect on my readers.

The sources that I have consulted throughout the writing of this thesis were various dictionaries such as bilingual (Croatian-English and English-Croatian) and monolingual English dictionaries, English dictionary of idioms and collocations, and occasionally two specialized English dictionaries (the dictionary of medical terms and the dictionary of economic terms), as well as various online resources such as a thesaurus, online English dictionaries and various websites which I used to gain insight into the definitions of different terms and their usage.

The parts which make up this B.A. thesis are as follows: an abstract, an introduction, the main body of the thesis which consists of four translations accompanied by their introductions, commentaries and analyses, a brief conclusion, appendices and a bibliography.

2. TRANSLATION OF A TEXT ON ALTERNATIVE MEDICINE

2.1 Introduction to the text

The first text that I have chosen to translate is an article on the topic of alternative medicine, more precisely on the topic of acupuncture, which was published on the Croatian medical portal Vaše zdravlje. This article describes the discipline of acupuncture and how it is performed. It deals with the origin of acupuncture, its development and spread, as well as its arrival to Europe and Croatia. It also gives us information about acupuncture in the contemporary world and gives us insight into the ways in which acupuncture is applied and which diseases can be treated with the application of acupuncture. The reason I have chosen this topic is my interest in alternative medicine and the fact that I have already read numerous articles on the topic of acupuncture itself, because this discipline became of a great interest to me during the past year. Apart from being interested in the topic itself, this particular article attracted my attention because, although it can be considered a medical text, it was written in a slightly informal style and it can be understood by a wider audience and by people with little or even without any previous knowledge about the topic of acupuncture. What also intrigued me were some medical terms used in this article, which encouraged me to do some research and broaden my knowledge of medical vocabulary.

2.2 Translation

Alternative Medicine

Needles with Miraculous Powers (Part 1)

According to the WHO, acupuncture is a simple, safe, effective, scientifically proven and an economical method of treatment

Acupuncture is one of the methods of treatment within traditional Chinese medicine which is performed by inserting thick needles into specific points on the body. The term is derived from Latin words *acus*= needle and *pungere*= to sting. It was coined by the European missionaries who visited China at the end of the 16th century and brought back stories about Chinese methods of treatment. The Chinese term for acupuncture is *zhen-jiu.* In China, this

method is often combined with other forms of traditional Chinese medicine such as phytotherapy, dietetics, animal and mineral concoctions, gymnastics and micro massage.

Effective and scientifically proven

According to the World Health Organization (WHO), acupuncture is a simple, safe, effective, scientifically proven and economical method of treatment which has been practiced for centuries to treat many diseases. It does not deny the diagnostic and therapeutic values of the so-called official western medicine. It rather complements them in the case of precisely proven and prescribed indications. This method can generally be called medical acupuncture with good reason due to such an approach. More and more doctors from all areas of medicine agree that the future of medicine lies in the tolerant cooperation of the scientific and traditional medicine, accompanied by an adequate and impartial critical appraisal of all of their components.

Back in history

According to the modern knowledge, the history of acupuncture began around 2800 BC during the reign of Huang-Ti (the Yellow Emperor) with the emergence of the book Neijing (The Emperor's Inner Cannon). This is the oldest known medical book which covers all the skills and methods of the medicine of that time and its second part deals specifically with acupuncture. The basic idea of this capital work from the field of medicine can be summarized in the following aphorism: ''Prevention is better than cure. To wait until one gets sick in order to cure a disease is like waiting until one is thirsty before digging a well.''

As the story goes, the royal doctors noticed, observing a large number of wounded soldiers from the wars of that time, that there was some improvement in some other diseases that the patient previously had in the area of the stab wound from an arrow or a spear. As for the needles, the first ones to be used were made of stone, followed by the ones made of bone and bamboo, and finally, with the development of metallurgy around 1500 BC the ones made of gold and silver, and later also of iron.

After the Chinese, the next to adopt acupuncture were Japanese doctors around the year 600. Speaking of Europe, the acupuncture made its breakthrough in the 16th century thanks to the missionaries and travelers impressed by the effectiveness of Chinese medicine. A PhD thesis dealing with the topic of treating rheumatic arthritis by using this method, which was written

by a doctor named Willem ten Rhijne and successfully defended in London in 1628, is considered to be the first significant work in the field of acupuncture in Europe.

Acupuncture owes its significant breakthrough in the 20th century Europe to George Soulie de Morant, a Frenchman who worked as a diplomatic officer in China. Upon his return to France in 1928, he wrote a study on Chinese diagnostics which is performed by examining the pulse. Sometime later, his book 'Chinese Acupuncture' became the main cause of the rapid spread of acupuncture throughout Europe and an incentive for the establishment of the first society of acupuncturists in Paris in 1943.

Acupuncture experienced a new uplift in China after the World War II. In 1948 Mao Zedong introduced the concept of 'barefoot doctors' who learned how to treat around 40 diseases with the help of quick acupuncture courses and thus provided an inexpensive and effective health care for the poor people of that populous land.

Acupuncture gained the highest official recognition in 1979 when the Commission of World Health Organization for Traditional Medicine equated it with other recognized methods of treatment and clearly defined its indications and counterindications

In Croatia, acupuncture has been present since 1979, when a group of doctors returned from an acupuncture training program in China. They established the Croatian Acupuncture Association and wrote the first books from the field of acupuncture in the Croatian language.

The place of acupuncture in modern medicine and the world

Nowadays, acupuncture is accepted by the official or western medicine as one of the methods of the so-called complementary medicine (along with, for example, phyto-aromatheraphy and chiropractic). It is important to differentiate between the term complementary medicine and that of alternative medicine. While the term alternative medicine encompasses any old or recently designed method of treatment which is not subject to any scientific assessment and is often at odds with the official medical points of view, complementary medicine is characterized by a longer tradition, harmonious complementing of the official western medicine in practice and mutual inclusion, as well as by its focus on the scientific research of the modes of action and an objective assessment of therapeutic results. In accordance with that, the number of scientific works, clinical studies and dissertations from the field of acupuncture has risen significantly in the Western world, especially over the past twenty

years. The number of patients that have used acupuncture at least once ranges between 30 and 60 per cent according to statistical surveys in Western Europe.

Regarding the perception of acupuncture among doctors themselves, the main argument against the acceptance of this method is the lack of the interpretation of its pharmacological effects that is clear, unambiguous and founded in science. An interesting parallel from the history of medicine can be drawn here- and it is the most used and probably the most useful concoction- the acetylsalicylic acid or, more commonly- Aspirin. North American Indians have used white willow bark (Salis alba) for thousands of years to reduce pain, fever and inflammation. The chemists of the Bayer company extracted the active ingredient, called it a salicylate after the Latin name for willow and stabilized it pharmacologically in the form of acetylsalicylic acid. Aspirin and similar concoctions have been used in this form for more than a hundred years. However, scientists discovered how this drug works only some 30 years ago. The drug in question, of course, had the same efficiency before and after the discovery of how it actually worked. From that example, we can draw a parallel in relation to the acceptance of acupuncture and pose a sort of a hypothetical question: is it more important that something works (which is often the case with acupuncture), or to know how and in which way it works?

Nowadays, more than 350,000 doctors practice acupuncture outside of China. It is being increasingly encompassed into everyday medical practice and its popularity among patients is growing rapidly.

When is it useful

The indications for the use of acupuncture encompass around 50 diseases proposed by the World Health Organization in 1979, but the selection of indications also greatly depends on the skills of each acupuncturist. The list of the World Health Organization is based on clinical experience, not controlled studies. Among the ones included, the acupuncture is most frequently used for the following pathological conditions:

- **neuromuscular system:** headaches / migraines, trigeminal neuralgia, facial nerve paralysis, intercostal neuralgia, cervicobrachial syndrome, sciatica, lumbago (lumbosacral syndrome), frozen shoulder, tennis elbow, osteoarthritis (arthrosis of the hip and knee)
- **respiratory system:** acute sinusitis, inflammation of the nasal mucosa (rhinitis), common cold, acute inflammation of the tonsils (tonsillitis), acute bronchitis, asthma

- **eye:** acute inflammation of the conjunctiva (conjunctivitis), central retinitis, childhood nmyopia, uncomplicated cataract
- **mouth:** toothache, pain after tooth extraction, inflammation of the gums (gingivitis), acute and chronic inflammation of the pharynx (pharyngitis)
- **digestive system:** hiccups, gastritis, duodenal ulcer, acute and chronic colitis, constipation, diarrhea

A significant and beneficial effect of acupuncture has also been noted in everyday work, so it is routinely applied in the case of following conditions:

- sports injuries
- rheumatoid arthritis
- stress and chronic fatigue
- neurosis, depression, insomnia
- various forms of addiction (especially smoking)
- menstrual pain (dysmenorrhea)
- nausea during pregnancy, preparation for childbirth and painless delivery
- help in the treatment of infertility
- various skin diseases and cosmetic treatments (wrinkles, cellulite)
- prevention and treatment of metabolic syndrome and obesity.

Nonetheless, it is crucial to explain clearly to each patient that acupuncture is not a miraculous, much less an almighty therapy. As with every other treatment, it accomplishes good results only in cases where a full indication for its use has been set based on an adequate diagnostic procedure, based both on traditional Chinese medicine, as well as on the principles of modern medical science. It should also be stressed that acupuncture can be applied alone or, more commonly, in combination with other conventional therapies.

2.3 Commentary and analysis

Although this text may be considered a medical article, it was not written in a scientific manner because it was intended for a wider range of readers of the portal Vaše zdravlje, some of which lack the knowledge of certain medical terms. Due to this, it did not abound in medical terminology and professional language and it was not particularly hard to translate as I presume some other medical articles would be. The overall impression of the text was that it was well written. It was not written in a strictly formal, but also not in an informal style, it was coherent and it did not present me any major issues in understanding what was written.

What presented most problems were the syntactic structures typical of the Croatian language, i.e. sentences that sometimes consist of three or more clauses. Sentences like that are difficult to translate into English because they lose sense and the sentence becomes incoherent, so a number of sentences in this translation had to be broken down into smaller syntactic units in order for the translation to remain coherent. One example of such a structure is the following sentence: ‘‘U Hrvatskoj je akupunktura prisutna od 1979. godine, kad se iz Kine s edukacije iz akupunkture vratila grupa liječnika koja osniva **Hrvatsko društvo za akupunkturu** te piše prve knjige iz akupunkture na našem jeziku.’’ In order for the English translation to maintain its coherence, this sentence was split into two separate sentences: ‘‘In Croatia, acupuncture has been present since 1979, when a group of doctors returned from an acupuncture training programme in China. They established the Croatian Acupuncture Association and wrote the first books from the field of acupuncture in the Croatian language.’’

Another syntactic feature in which the Croatian and English language differ is word order. There were a number of instances where the sentence in English required the change of the type of phrase or of the word order. While it is normal for the Croatian language to place the clause of time in the middle of the sentence separated by commas, that is not the case in the English language, so word order had to be changed in some of the translated sentences. One example of this found in this text is the sentence ‘‘Tako je u zapadnom svijetu, posebice u posljednjih dvadesetak godina, u velikom porastu broj znanstvenih radova, kliničkih studija I disertacija iz područja akupunkture.’’ In order for the English translation of this sentence to make sense, the translated sentence needed to be written with a different word order, with the clause of time placed at the end of the sentence: ‘‘In accordance with that, the number of

scientific works, clinical studies and dissertations from the field of acupuncture has risen significantly in the Western world, especially over the past twenty years.''

What also presented certain problems was the typical Croatian flexibility in the use of tenses. While the Croatian language uses the present simple for most of the occurrences in the present and mostly the past simple for past occurrences, that cannot be said for the English language, which causes Croatian speakers a lot of problems. Another example of Croatian flexibility in the use of tenses is the typical use of the present simple while referring to something that started in the past, which can be seen in the following example ''(…) povijest akupunkture počinje oko 2800. Godine prije naše ere'' where the verb in present *počinje=begins* is used instead of the verb in past *began*, so the translated sentence needed to be adjusted to the rules of the English language and a change in the tense had to be made.

Throughout the text, there were a number of false pairs which required a bit of research in order to find the actual English equivalents. One example of such false pairs is the Croatian word *klasična terapija* which I first translated incorrectly as *classic therapy* and for which I later discovered, by reading some other articles on the topic of the alternative medicine, is translated into English as *conventional therapy*.

The part that required a great amount of research while translating this article was the part where the author listed some pathological conditions that can be treated with the application of acupuncture. Since I lack the experience in translating the terms that belong to medical vocabulary and medical texts in general, I needed to search for help in the dictionary of medical terms as well as on the Internet.

The most challenging part was, surprisingly, trying to find the English equivalent of the phrase *mehanizam djelovanja*. Since the article was intended for a wider audience and not only for people who have the knowledge of medicine, this phrase could not be translated as *mechanisms of action* or *pharmacological effects*, which were my first attempts, because those terms are too professional and they belong to the medical jargon, and they would not be understood by someone who does not have the knowledge of medical terms. This problem was solved by substituting the term with a descriptive phrase *how this drug works.*

To sum up, this article was not particularly difficult to deal with, save the medical terms for different pathological conditions, which required a little more time to investigate. All in all, the article was coherent and easily comprehensible and most of the problems encountered during this translation were connected to the already mentioned syntactic

structure of the Croatian language, which is slightly different than that of the English language and which required the most adjustment in the translated text.

3. TRANSLATION OF A TEXT ON GASTRONOMY

3.1 Introduction to the text

The following text translated in this thesis is a scientific paper by professor Rikard Bakan from the College for Management in Tourism and Informatics in Virovitica. This text deals with the topic of culinary tourism in the light of the experience economy. It provides us with information on how gastronomy and other tourism products influence tourism in Croatia and its development. It also gives us insight into two surveys conducted by UNWTO and their results- the first one deals with the marketing activities used for promoting the culinary tourism and the second one deals with the representation of certain gastronomic activities in tourist destinations. The author also gives some recommendations on how to attract more guests to continental Croatia and how to spread the tourist offer to whole Croatia, not only the coastal area. At the end of the paper, there is a concise conclusion which summarizes the main points and once again gives recommendations on how to improve the tourist offer in Croatia. The topic of tourism was always my favorite topic to translate, as I began to discover the terminology and translate some of my father's work when I was still in high school. I chose precisely this text and not some text that deals with the tourism in the coastal area of Croatia because I think that tourism in continental Croatia is not sufficiently discussed.

3.2 Translation

Local gastronomy as a path towards the experience tourism

1. Introduction

One of the newer paradigms in the economics is the economics of experience or the experience economy, as it is referred to in the field of tourism. According to Gilmore and Pine (1999), economy has gone through its three phases throughout the history: the agrarian, the industrial and the service phase, and it is now entering its fourth phase- the economics of experience or the experience economy. Gilmore and Pine came to an agreement that this is happening due to the influence of the increased competition in the markets of final consumption. In order to be successful on the market, companies complement their products and services with elements such as fun, aesthetics, learning and creating an environment that provides the user with a feeling of escaping the reality.

The aim of this paper is to examine tourism and specific tourism products, such as culinary tourism, in the light of the experience economy and to suggest that it is precisely the creation of new tourism experiences based on the comparative advantages offered by the local culture of living that is the path to creating competitive advantages of Croatian tourism. This paper aims at defining the position of gastronomy-based tourism within the experience economy, examining the elements of managing this specific form of tourism, its influence on the development of tourist destination, and finally, at indicating the efficacy of that concept in practice by examining the case of a family restaurant and resort 'Zlatni Klas' in Otrovanec.

2. Culinary tourism in the light of the experience economy

The omnipresent globalization seems to be suppressing identity and making the world a ''global village''. However, it is precisely these new experiences based on the local culture and customs that the tourists seek. New tourism trends respect the local culture and tradition, healthy lifestyle, authenticity, sustainability and new experiences. Local culture is becoming one of the paramount bases for the development of new tourism products that can attract and satisfy the tourists. Gastronomy plays an important role here not only because the consumption of food and beverages at the destination presents one of the basic tourist activities, but also due to the fact that gastronomy has become an important means of preserving the identity in postmodern societies. This fact is often disregarded so it is one of the main tasks of marketing in tourism to elevate the culture and the culinary experience to the level of a new and unforgettable experience, and for the local gastronomy to give an additional value to the tourist product of the whole destination.

Culinary tourism product within the experience economy, but also within the theory of marketing actually represents an extended tourism product which consists of:

- the physical surrounding (atmosphere, environment, location)
- the interaction of the client with the service system
- the involvement of the client in the ''production'' and providing the services
- the mutual interaction of clients

The atmosphere is the key element of culinary tourism – the appearance and the authenticity of the environment, colors, themes, aromas, music. The atmosphere can serve as a means of

attracting guests, as a medium for sending messages, and, most importantly, as one of the key elements for creating a distinctive feeling.

Tourists should, whenever it is possible and desirable, be enabled to participate in the preparation of food and beverages- from harvesting, choosing the fish and meat, all the way to the preparation of meals and beverages themselves. That way, we can reduce the costs and at the same time increase the client's satisfaction by creating a unique experience.

Culinary tourists generally share a number of common interests and points. By interacting with each other, they exchange experiences, interests, features of their personal lifestyles and, finally, they feel comfortable when surrounded by people who understand each other. However, this fact becomes even more important in the post-sales period when communication continues on the social media and thus leads to an indirect promotion of the culinary tourism destination.

The tourist's center of interests has shifted from the classic ''I have to see'' to ''I have to experience''. What has become important in the tourist destination are the intangible elements- the atmosphere, creativity, lifestyle and gastronomy, which is given special attention here as it is one of the key elements for attracting tourists.

Over the past few years, there has been a noticeable growth in tourism based on gastronomy. It has become one of the most dynamic and most creative segments of tourism, which has made the companies in the field of culinary tourism as well as destination management organizations comprehend its exceptional importance as a means of diversifying tourism and encouraging the development of local, regional and national economies.

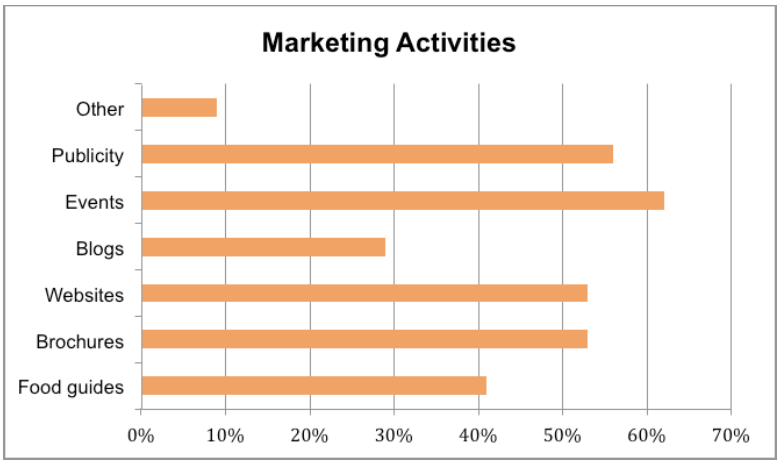
According to the survey which included the affiliated members of UNWTO, 88.2 % of the members included in the survey consider gastronomy to be a strategic element which defines the recognition, brand and reputation of their destination. Hjalager and Richards (2002) agree that gastronomy can become a very powerful marketing tool if it is commercially associated with a certain country or region.

3. Managing the culinary tourism product

Recognizable and authentic dishes, beverages and groceries are ‘‘the materials’’ for creating a successful tourism product. Each ‘‘material’’ should have its own story connected to the tradition, customs and production- from fields, vineyards, olive groves and stables all the way to the guest’s table. Tourists want to try something new and different but at the same time they are skeptical about completely unfamiliar foods. If we want to sell top quality local foods and beverages as a part of an original tourism product, we must first inform and educate the potential tourists in order for them to learn to appreciate the authenticity and to prepare themselves for the ultimate experience upon their arrival in the destination. Marketing and communication with the market are prominent here. Any region or country that wants to develop culinary tourism must make every effort to spread the knowledge about their gastronomy on a global scale. Top chefs and national restaurants outside the country play an important role in this process and they have to be the key figures in organizing special events, food fairs and the promotion of gastronomic guides abroad. A great number of potential tourists from the markets of the highest tourist demand where some of the mentioned marketing activities are conducted and who try authentic Croatian food or some other gastronomic products will certainly want to visit Croatia and try the local gastronomic offer ‘‘in situ’’.

Chart 1 shows the most common marketing activities used by the affiliated members of UNWTO in order to promote their gastronomic tourism.

Chart 1: Culinary tourism – marketing activities according to their importance



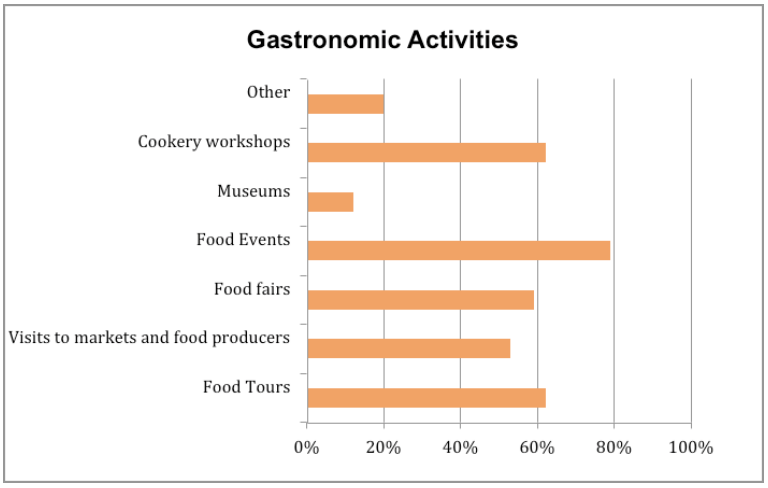
Source: UNWTO Affiliate Member Reports: Global report on food tourism, pg. 13

3.1 Tourism products of culinary tourism

According to the aforementioned survey conducted by the UNWTO, the most common products on the market are various events connected to gastronomy, popularly called ‘‘food fairs’’. They are organized on the markets where the majority of tourists come from, as well as at the destinations themselves and have multiple roles. They are a powerful marketing tool, as they are generally organized as extensive manifestations. In addition to gastronomy, they also include contents like local customs, music, culture and traditional crafts and in that way they attract a great number of visitors each one of which is a potential tourist. Moreover, they are places of local product sales and places where local producers can meet experts from the fields of gastronomy and tourism and thus gain additional knowledge. On the other hand, if such events are organized at the destination itself, they are a magnet for tourists. It is precisely these types of events that include all four elements of the extended tourism product mentioned at the beginning of the paper.

The second most important tourism product are thematic routes which are perhaps the most developed culinary tourism products of most destinations that attract primarily tourists within the national market. Thematic routes are specific tourism products with an elaborate gastronomic theme through which they are also branded (wine, cheese, olive oil, prosciutto, fish, truffles…). They encompass a smaller or a larger area of a certain region or country, or, as is the case with the Olive route, several countries- in this case 22 of them inside the route and 3 more affiliated members, one of which is Croatia. Thematic culinary routes include places connected to the production and consumption of a certain product, as well as agricultural producers, processing facilities and restaurants, but they are also an excellent tool for connecting with other tourist attractions in the destination where they were organized. Indeed, culinary themes are combined with other themes wherever it is possible and they thus comprise special thematic routes such as ‘‘food and wine, food and history, food and health, food and customs.’’

Chart 2: Products of culinary tourism according to their representation



Source: UNWTO Affiliate Member Reports: Global report on food tourism, pg. 13

As shown in Chart 2, food events are underlined in the first place with 79%, followed by food tours and cooking workshops with 62%, local food fairs with 59% and visits to markets and food producers with 53% according to the tourist attendance.

In order for certain products be successful on the market, it is necessary to connect different stakeholders in that particular tourist destination. The most important goal is to connect organizations of the destination management with restaurants, which are the first link in the promotion of the local and regional culinary offer. First, we have to persuade as many caterers as possible to create menus dominated by regional and local dishes. It is often the case, at least in Croatia, that restaurant owners cut the corner by offering well-known, unoriginal dishes that are selling well.

Branding is not an easy and quick process, but it is the most profitable one in the long run. It was mentioned in the previous sections of this paper that tourists have to be educated in order for them to learn to appreciate the authentic local gastronomy. However, my opinion is that we first have to educate the caterers and raise their awareness about the value of the rich Croatian regional and local cuisine, but this is a task that has to involve a much larger number of stakeholders.

We should establish a system of labeling, branding and protection of the product's origin among the producers of agricultural products and they, on the other hand, have to work with caterers and create good distribution chains. It is highly important to connect all those who

participate in the process of creating a unique tourist experience and to create satisfactory tourism value chains.

The managing of culinary tourism product should, among other elements, comprise the following:

- Connecting the culinary tourism offer with other attractions of a certain destination
- Branding of local culinary culture as a means of achieving recognition
- Ensuring and maintaining the quality and consistency (the creation of standards and labeling the facilities of culinary tourism)
- Creating clusters
- Converting culinary tourism into creative tourism and thus achieving that the visitors learn about the culture of the place that they visit

Local, regional and national holders of the system of destination management should play the most important role in building networks and tourism value chains if not for any other reason, then because of the influence of culinary tourism on local, regional and national economies.

4. The influence of culinary tourism on the development of the tourist destination

The development of tourism based on gastronomy can be a very good strategy for the development of local and regional economy. Experience has shown that this special form of tourism is highly lucrative, as it attracts tourists with higher income. Richards (2012) mentions, for example, that eno (wine) and gastro tourists in Italy in 2010 spent roughly 200 Euros a day, as opposed to 55 Euros which is the average daily consumption. According to the latest available data for Croatia, daily tourist consumption was 58 Euro on average, only 14.35 Euros of which was spent on food and beverages. These data alone indicate that gastronomy-based tourism is at the top of the tourist's daily consumption and that it is one of the most lucrative forms of tourism that has to be developed in order to achieve better effects of tourist consumption on local and national economy.

Direct, indirect and induced effects of culinary tourist consumption lead to:

- the diversification of rural economy
- employment, since culinary tourism is a labor-intensive activity

- the sustainability of local community and cultural heritage
- prolonging the tourist season
- the stimulation of local agricultural production, manufacturing and services connected to tourism

On the other hand, the development of culinary tourism does not generally require large new investments, but it contributes to the enhancement of the attractiveness of the destination and strengthening of the identity of local communities.

5. Conclusion

In the light of the recent experience economy, tourism has been recognized as the branch with the best potential for increasing the competitive advantages based on special and unforgettable experiences. Gastronomy and gastronomy-based tourism play a special role here, being one of the strongest elements that attract tourists to a certain destination. Recent trends on the tourism market indicate that this special form of tourism is one of the most dynamic ones, that it attracts guests of greater purchasing power, that it is one of the best means of making the destination recognizable and that it has a great influence on local economies. However, it still remains a regional phenomenon and broader marketing activities need to be undertaken on the global market in order to attract more visitors.

3.3 Commentary and analysis

As I already have some experience in translating some of my father's scientific works, I decided to include another one of them in this B.A. thesis. Taking into consideration that this topic, and some of the vocabulary connected to it, was something that I was already familiar with, I presumed that this task would not be as demanding as other translations in this thesis. However, I must admit that I was wrong and that this task was quite demanding and it required quite an amount of time and dedication. Since this is a scientific paper which was written for the purpose of the International Scientific and Professional Conference in Šibenik, it is logical that it was written in a formal, scholarly style and it is abounds in professional terminology.

The first problem encountered in this translation was the need to decide between the terms *gastronomic tourism* and *culinary tourism* as translations of the Croatian term *gastroturizam.* After doing some research and reading a few of the other works on this topic, I realized that both of the terms are used in scientific circles, but it seemed that the term *culinary tourism* was present in more places and it sounded more in the spirit of the English language, so I decided to use that term throughout my translation.

Moreover, the term *ekonomija doživljaja* also posed a problem. Even though this term should be translated as *experience economics* according to the rules of the English language, this was not the case in the professional literature that I consulted while translating this paper- the authors of every article or scientific paper on the topic of economics and tourism that I came across on the Internet used the term *experience economy* in lieu of *experience economics*, so I also opted for that term.

As already mentioned, this paper was rich in economic and tourism jargon, so this was the source of the majority of obstacles that I came across in this translation. The most problematic term was *emitivno tržište.* After consulting numerous websites and works on the topic of tourism, there was no source where I could find the term *emitive market*, which was my first attempt at translating this term, so it became clear to me that there must be some other translation of that term in the English language. However, as the meaning of that term in Croatian was entirely unfamiliar to me and there was no other way to discover the English equivalent of the term without knowing its meaning in the source language in the first place, I had to turn to the author for his help and explanation of the term. The explanation was ‘‘the

markets where the majority of tourists come from'', so I decided to translate this term with the use of the descriptive phrase *the markets of the highest tourist demand*.

Another problematic term was *lanac isporuke vrijednosti.* As I have never encountered this term in English, my first attempt at translating it was *the chain of value delivery*. However, when I searched for that term on the Internet, there were no results which included that term and most of the results that were listed were titled simply as *value chain*. As it turned out, *tourism value chain* was the correct English translation of the abovementioned Croatian term, as the author of the paper once again explained to me.

Other problematic parts of this translation were connected mostly to the stylistic form of the paper, i.e. the stylistic differences between the Croatian and the English language. In order for the English translation to flow smoothly and to maintain its coherence, some of the sentences needed to be reduced into smaller syntactic units, but there was also an instance where I had to connect two sentences in order for the English translation to remain understandable. This can be seen on the example of the sentences ''Organiziraju se kako na emitivnim tržištima tako i u samim destinacijama. Oni imaju višestruku ulogu.'', which I connected into one English sentence- ''They are organized on the markets where the majority of tourists come from, as well as at the destinations themselves and have multiple roles.''

Some other stylistic changes also included the change of Croatian imperatives into the passive form in English, such as in the following example: ''treba educirati turiste'' became ''the tourists have to be educated'' and replacing certain nouns from the Croatian version with gerunds, as can be seen in the following example where *turistički proizvod* in the clause ''Prepoznatljiva i autentična jela, pića i namirnice „sirovina" su uspješnog turističkog proizvoda'' was replaced by a gerund ''for creating a successful tourism product'', instead of only *a successful tourism product*.

The sentence ''Oni obuhvaćaju manje ili veće područje pojedine regije, zemlje, a kako je to slučaj kod Puteva masline i nekoliko zemalja, u ovom slučaju dvadesetdvije zemlje unutar rute i još tri pridružene članice, među kojima je i Hrvatska.'' was particularly difficult to translate and it required a few attempts before I managed to translate the sentence into English without the English version losing its emphasis. I managed to solve the problem by connecting the dependent clauses with a hyphen: ''They encompass a smaller or a larger area of a certain region or country, or, as is the case with the Olive route, several countries- in this case 22 of them inside the route and 3 more affiliated members, one of which is Croatia.''

To conclude, this text was more demanding than I expected taking into consideration the fact that I had previous experience in translating texts of similar topic. What posed the most problems was the economic and tourism jargon used by the author of this paper. Even though many of the scientific terms used in this paper were familiar to me, there was also a great number of them which I had never encountered before and which required a considerable amount of research and help from the author.

4. TRANSLATION OF A TOURIST GUIDE BOOK ABOUT BALI

4.1 Introduction to the text

This text is a sort of a tourist guide book about the Island of Bali. It contains interesting information about the history of the island, most important facts about Bali such as the number of inhabitants, the language, the currency, and other. The readers can learn about the way of life of the local inhabitants, such as how they dress and act, and they can get useful advice on how they themselves should act and dress in order to fit in with the local people. This text also provides tourists with information about beautiful places to visit, how to have fun and where to look for adventure, as well as where they can eat and drink at low prices. As I am a big fan of traveling, I wanted one of my texts to deal with precisely this topic. One of my biggest wishes is to visit some exotic place, so I searched for an article on that topic and I came across this text about Bali, which I considered perfect for translating.

4.2 Translation

Bali

An ultimate journey through hidden experiences you cannot find in tourist guide books

Welcome to the island of gods. Where can you eat shrimps for 75 Kuna while watching the sunset laying on the hot sand, and where can you look for dolphins? Why shouldn't you pat children on the head and why is it important to know who Dek Ulik is? And does water from the seven springs really have magical powers? We explored the secrets of Bali by talking to the people who live there…

Bali is a Hindu island.

Unlike the rest of Islamic Indonesia which has 280 million inhabitants, this island the size of which is 100 times 120 kilometers was inhabited by the Hindus. More precisely, they are a mix of Buddhists, Hindus and Animalists. They don't mind eating pork and beef and they also drink beer. The Balinese are incredibly kind, smiling and peaceful people. They smile and wave to every stranger that they see.

You are going to realize that as soon as you land at the Ngurah Rai international airport in Denpasar. You are going to be captivated by the people, dramatic nature, good energy and the atmosphere… However, don't expect a small exotic island – Bali is ruled by traffic jams. Thousands of motorcycles fight for space between cars and trucks and if you have never been to Asia, you might find this experience frightening.

However, when you get to a beach in the south or in the center of the island around the volcano, everything looks just like in postcards and pictures – turquoise, blue sky with white little clouds. In addition to all of this, this island of gods possesses a magic that makes you want to stay here forever.

FACTBOOK

- Number of inhabitants: 4.225,000
- Language: Indonesian, Balinese
- 15,000 Indonesian Rupees = 1 Euro = 7.5 Kuna (the exchange rate varies daily)
- Espresso 2 Euros
- Bali kopi coffee 0.70 Eurocents
- Local Bintang beer 2 Euros (in stores), 7 Euros (in bars and restaurants)
- Pizza from 4 to 8 Euros

UNEXPLORED HISTORY

The Balinese are spiritual people and they respect their gods and karma. Deep in the forests around the sacred temple of Tirta Empul in the center of Bali, people still consider their priests to be holy men. There you can find water springs discovered in 962 that the Balinese consider to be magical.

A legend says that an arrogant Balinese king Maya Denawu, who didn't believe in god and who condemned everyone that thought differently, was chastised for his wrongdoings. He was once attacked by a warrior named Bhatara Indra who wanted to take over his kingdom, but Maya used poison to kill Indra's warriors. When Indra saw this, full of anger, he drove a spear into the ground and all of a sudden, water started gushing from the ground. They poured that water onto the wounds of warriors and each one of them was cured. Since then, people believe that this water is a source of life and well-being. What is more, the irrigation system of that area was built using that water and it thus irrigates hundreds of hectares of rice fields from Tampaksiring to Pejeng.

Even a thousand years later, it is still believed that the water that runs from the seven springs of Titra Empulu has magical powers. Hundreds of thousands of people come here to take a bath in the holy water and to find themselves again, to find answers to their questions or just to pray.

NIGHT LIFE: TOP 5 BARS WITH THE MOST BEAUTIFUL VIEWS

One of the most alluring activities on Bali is watching beautiful sunsets, and is there a better place for that than a rooftop? Rooftop bars are the most popular form of bars and restaurants on the island. Here are some of the best ones:

1.Unique Rooftop Bar, Jimbaran

It offers a 360 degree panorama, martinis and fruit punch and all of that with a lounge atmosphere.

Address: Rimba Jimbaran Bali, Jalan Karang Mas Sejahtera, Jimbaran

2. U-Paasha, Seminyak

A boutique-hotel where you can sit back in a bean bag and sip organic cocktails or the island's most famous margarita mixed by the world's most famous bartenders.

Address: Jalan Laksmana No. 77, Seminyak

3. Vertical Point, Legian

Guests can take a dip in a big hot-tub or a pool while sipping their drinks.

Address: Jl. Legian Raya No.91, Kuta

4. Jim'Bar'N Rooftop Bar, Uluwatu

The highest rooftop on Bali which, aside from the view, also offers a buffet full of fresh fish from a nearby fish market.

Address: Jalan Raya Uluwatu, Kuta Selatan, Badung, Bali

5. Double-Six Rooftop, Seminyak

One of the world's biggest rooftop bars which takes up 1,700 square meters of space and offers you a pool with floating oases from which you can watch the sunset.

Address: Double Six Beach, Seminyak

WHAT TO EAT: TOP 5 LOCAL DISHES

1. NASI GORENG

or fried rice is eaten with pieces of meat or fish and lots of vegetables. It is made in a wok with the addition of soy and it doesn't take more than a few minutes to make. Indonesians eat it accompanied with a hot sauce made from chili peppers – sambal.

2. RENDANG

is beef cooked for hours in coconut milk and a mix of spices such as turmeric, ginger, lemongrass, garlic and chili. It is, of course, eaten accompanied with rice.

3. SOTO AYAM

is a soup made of yellow chicken, which looks that way thanks to turmeric. It is eaten accompanied by noodles, a boiled egg, fried onion and garlic, krupuk (a kind of rice snack) and hot samba sauce.

4. BAKSO

are meat or fish balls which resemble our hot dogs, eaten mostly in a vegetable soup. This is the favorite meal of the American President Barack Obama, who lived in Indonesia for a while.

5. SODA GEMBIRA

is such a crazy drink that it must be mentioned. It has an intensive pink color because of the pink syrup that is mixed with milk and elderberry-flavored Fanta. Everyone drinks it – from small children to bikers.

HIDDEN RESTAURANTS

Ibu Oka

Babi guling or roasted pork is this restaurant's specialty. Around 30 pigs arrive everyday by motorcycles and after they are carved, they are served with rice, fried intestines and hot vegetables accompanied by a sauce which is so good that its recipe is kept secret.

Address: Jalan Tegal, Ubud

Raja

There are fish restaurants on the beach of Jimbaran where you can eat a kilo of shrimps for 75 Kuna. You can choose breams, clams, lobsters, and take a look at what is offered. They weigh it and bring it to you together with rice, vegetables, sauces and, finally, watermelon. A perfect place for a romantic dinner.

Address: Jimbaran Beach, next to the Four Seasons hotel

Republik 45

An elegant restaurant where you can eat all the Indonesian specialties but in the fancy versions. While you are sipping an appletini, the chef will prepare your prawns or rending. One of the popular dishes is TugaNelayan or Three fishermen - tiger prawns and trout prepared in three different ways.

Address: Jalan Raya, Kerobokan 86

Puteri Minang

Food called Padang comes from the Islamic island of Sumatra, which means that it is halal and that there is no pork on the menu. However, it has become very popular in Bali – these are ten plates placed next to each other from which you can choose whatever you want to eat with your rice. In Minang, these include prawns in chilli sauce, curry fish, fried small eels, hot rendang, okra, tofu, eggplants.

Address: Jalan Raya Ubud 77

Clear Café

The restaurant's philosophy is ''Eat the food you want''. The organic food coming from local farmers is their motto. You can start with the Crazy coconut juice made from fresh coconut water and coconut meat with honey and spirulina and continue with a Love Burger – a vegetarian burger with melted cheddar cheese, grilled onion, tomato, avocado, rocket and tropic sauce. Meat is not served.

Address: Jalan Campuhan, Ubud

STREET FASHION

You will easily recognize the Balinese and Indonesians because every part of their bodies is covered with clothes, even though the temperature is around 30 degrees Celsius throughout

the whole year and everyone else is melting. The Indonesian women don't want to tan so they mostly wear jeans, long-sleeved shirts or jackets. When they sit on a motorcycle, they also wear socks on which they put flip-flops and they often wear gloves too, in order not to get tanned. Since they are mostly short, the most popular shoes are flip-flops with full heels, which add a few centimeters. Street fashion in Bali doesn't exist among the locals.

Foreigners walk around in sleeveless t-shirts, shorts or short dresses in which they also drive motorcycles, which are the main means of transport. How can you recognize Caucasians who live on Bali? They drive around on motorcycles dressed from head to toe in long shirts, sarongs or pants in order not to get scorched by the dangerous tropical sun. Fashion scene exists only in Ubud, where all the foreign girls and women are dressed in yoga pants, Turkish trousers, without bras, in asymmetrical dresses and without make-up. All the clothes are, of course, made of organic materials and are free trade.

YOU CAN'T MISS THIS…

Uluwatu, surf spot and temple

The place where the world's best surfers surf and where the timing of the waves repeats in a perfect rhythm and the waves roll for hundreds of meters. You can watch them from one of the many cafés on the cliff and you will feel like you're in a movie. After that, go to watch the sunset from the 11th century Uluwatu temple, which is located 70 meters above the ocean. The view is unforgettable, but the only thing you have to bear in mind are the monkeys which love to steal cell phones, sunglasses and handbags.

Rice fields near Ubud

It is so green and relaxing that you will want to sit next to rice fields forever. Tours of terraces are also offered or you can simply sit in one of the many restaurants across from them and enjoy the view.

Tanah Lot temple

An incredible temple built on a rock which is a part of a ring of seven temples in the southwest of Bali. If you come here during the low tide, you can cross the ocean to the temple, where the Balinese priests will bless you with the holy water from the spring and put frangipani behind your ear and rice on your forehead. It is most beautiful during the sunset.

Ubud

Despite the masses of tourists which have begun flocking here after the movie ‘‘Eat Pray Love’’, Ubud is a place you shouldn’t miss. Concerts, events, yoga, movies, museums, temples, boutiques with unique clothes – you can find all of that in Ubud. Treat yourself to a spa with essential oils and a fragrant bath, go on a rafting trip nearby or haggle over household items at the market.

Geger Beach, Nusa Dua

If you are not staying in one of the expensive hotels in Nusa Dua, go take a swim at one of the most beautiful beaches in Bali. White sand, turquoise sea, the sound of waves and deck chairs with beach umbrellas for 25 Kuna for a whole day.

LONGING FOR ADVENTURE?

SURFING

To come to Bali, the top-surfing destination, and not to ride the waves is a sin. You can rent a surfing board and hire a coach at the beach in Kuta for 100 Kuna per hour. Of course, you will not accept that and you will haggle until you lower the price to half the amount. The adrenaline that consumes you when you feel the power of the wave will easily overcome you so much that you will come for more.

CAMPING IN BEDUGULU

You can rent a tent for 50 Kuna per night, grill some fish and sit next to a camp fire by a lake in the mountains of Bali. This part of Bali is the only part where you can find some refreshment, as the temperature is always 10 degrees lower than at the coast.

IN SEARCH OF DOLPHINS

The northern coast of Bali with black volcanic sand is famous for being the favorite destination of dolphins. Rent a small, narrow wooden boat from a local fisherman and start your search.

PAY SPECIAL ATTENTION TO…

Do not pat Indonesian children on the head because it is believed that they will never grow if you do

- Do not give a strong hand-shake– a strong hand-shake is considered aggressive
- It is very rude to speak loud or to shout in public. Every local person will give you a wide berth.

WHO IS WHO

1. NI LUH AYU PERTAM

is a Balinese woman from a small village of Kintamani, who went from poverty to becoming the owner of a shoe factory. When she was little, she always wore big shoes because they had to last her for a long time and she swore that one day she would have decent shoes. After she managed to get an education in Jakarta, she started making shoes and today her shoes Niluh Djelantik are worn by celebrities like Cate Blanchett, Uma Thurman, Julia Roberts, Paris Hilton, Cameron Diaz and Gisele Bundchen. All the shoes are made of leather and are handmade, and you can fix them for free as long as you wear them.

2. DEK ULIK

is the Balinese pop-star loved by the young, as well as old people. It is not pop in the western sense, it is more folk-pop but everyone loves her since she sings about the lifestyle of Bali. In general, the Balinese and Indonesians like love songs, slow songs with a lot of sorrow, drama and finally – a happy end.

4.3 Commentary and analysis

As this tourist guide book was intended for a wider audience which consist of people of all ages and levels of education, it was written in an informal style. The sentences are simple and not particularly long and the text is written more in the spirit of the spoken language. Even though upon the first reading of the original text I had expected this translation not to be especially difficult to cope with, and even though it was not overflowing with unknown vocabulary, I must admit that it took quite some time and dedication.

The most challenging part of this translation was to find the English equivalents of certain Croatian slang words such as *brčkati se* and *oprljiti*. Even though their English counterparts *to dip* and *scorch* do not give such a strong emphasis to the message that the author is trying to convey as the words in the original do, they seemed like the best possible solution in this translation.

Moreover, particular collocations characteristic of the Croatian language demanded a bit of research and could not be translated literally into English. The examples are *sjesti na motocikl* and *fancy pakiranje*. On the first try of the translation, I translated the first phrase literally as *sit on the motorcycle* but I later realized that this does not convey the same message as the original, so I changed the phrase into *drive motorcycles.* My first attempt at translating the latter phrase was *fancy edition* but upon the second reading, I realized that I translated this phrase incorrectly and that *pakiranje* implies a version of something, not an edition, so I decided to use the phrase *fancy versions*.

Trying to find the English equivalent of the phrase *zaobilaziti u širokom luku* was also quite demanding. My first attempts at translating this phrase were *pass you by at a long distance* and *keep at distance*, both of which turned out to be incorrect. I tried to find the correct fixed phrase by searching the Internet and I came across the phrase *give a wide berth* - to keep a reasonable distance from someone or something; to steer clear (of someone or something) in an online dictionary of idioms[2].

Other obstacles that are worth mentioning were, as it was the case in the previous two texts, again connected to the syntactic structure of the original text. Given the already mentioned flexibility of the Croatian language, some of the sentences in the English version needed to be adapted to the spirit of the English language. I used a lot of inversion in this

[2] http://idioms.thefreedictionary.com/give+a+wide+berth

translation in order for the English version to produce the effect similar to that of the original, as Newmark[3] suggests. The following examples illustrate this. The sentence ‘‘U planinama Balija, kraj jezera, mogu se unajmiti šatori za 50 kuna na noć, pećiriba na roštilju i sjediti kraj logorske vatre.’’ was re-written in English as follows ‘‘You can rent a tent for 50 Kuna per night, grill some fish and sit next to a camp fire by a lake in the mountains of Bali.’’ because otherwise, the emphasis would be given to the place where you can grill fish and sit next to a camp fire, and not to the prices, which was the focus of that sentence. Another example is the sentence ‘‘Dek Ulik je pop zvijezda Balija koju voli mlado i staro. Nije to pop u zapadnjačkom smislu, više folklorni pop. Ali kako pjeva o lifestyleu Balija, svi je vole.’’ This sentence was perhaps the best representative of the style of spoken language which I mentioned before and it had to go through a number of changes in order for the English version not to sound clumsy and ungrammatical. I used inversion and also joined two of the three sentences together in order to form a meaningful unit in the English language which would convey the same message as the original and produce a similar effect as the original so the final version of the sentence was ‘‘Dek Ulik is the Balinese pop-star loved by the young, as well as old people. It is not pop in the western sense, it is more folk-pop but everyone loves her since she sings about the lifestyle of Bali.’’

The most challenging sentence was the following: ‘‘Stranci šeću uokolo u majicama bez rukava, kratkim hlačama ili kratkim haljinicama, a tako sjedaju i na motore koji su glavno prijevozno sredstvo.’’, which was difficult to translate without the English version losing the emphasis on the fact that the strangers drive motorcycles dressed in shorts and short dresses, so I had to change the word order and write that information in the form of an apposition to the nouns *sleeveless t-shirts, shorts* and *short dresses* so the final solution was: ‘‘Foreigners walk around in sleeveless t-shirts, shorts or short dresses in which they also drive motorcycles, which are the main means of transport’’.

In conclusion, this text was of moderate difficulty. Given its style and informal language which in some places even turned to slang, I expected this translation not to be particularly dfficult. However, those slang words were the hardest to translate, but it was also interesting to engage into some research and I was glad to learn something new and to expand my vocabulary.

[3]Newmark (in Munday 2001:44)

5. TRANSLATION OF A POLITICAL TEXT

5.1 Introduction to the text

With terrorism and the refugees being some of the most current topics in the past few years, I decided to find a text that deals with this opic for my last translation. The following article can be found on the website of the Croatian magazine Globus which addresses mainly political issues. The central figure of this article is a Syrian man named Abu Hamza who has been a citizen of Bosnia and Herzegovina since the 1990's. In this text, we learn that he had been imprisoned for seven-and-a-half years without any firm evidence and that he had been declared a potential threat to the national security under allegations that he was a terrorist. The text provides us with information about what Abu Hamza's life looked like before and during his committing to custody and how exactly it came to his imprisonment in the first place. It also informs us that the government wants to deport him from Bosnia and Herzegovina and it gives us insight into how Abu Hamza and his team of lawyers fight to prove Abu Hamza's innocence. It also tells us about his decision to sue the state at the Court of Human Rights because he thinks that he has been unjustly accused.

5.2 Translation

ABU HAMZA: PUBLIC ENEMY AT LARGE

The leader of the Salafi community has been released from custody in Sarajevo after seven-and-a-half years. He was never indicted.

The charismatic leader of the Salafi community, a Syrian who fought in the El Mujahid unit in Bosnia in the 90's was released from custody in Sarajevo after seven-and-a-half years. He was never indicted. As he prepares a lawsuit against Bosnia and Herzegovina at the Court of Human Rights, the government frantically warns: He poses a potential threat to the national security. We do not want him in Bosnia.

Through the case of my father, Imad al Husin, Bosnia has proven its incompetence. With his committing to custody, the government wanted to show the EU that they have been fighting 'terrorism' but then they released him at the request of that same European Union – says Nudžejma Softić in an exclusive interview with Globus. She is the daughter of Imad al Husin,

better known as Abu Hamza, who was released last week after seven-and-a-half years, from the Immigration center in Bosnia and Herzegovina, where he was in a detention of sorts. The attempts of the Bosnian government to deport Imad al Husin, who is originally from Syria, from their country lasted for seven-and-a-half years. The reason for that is the decision of the authorities in Sarajevo to label him a threat to national security. Neither Nudžejma Softić, nor her father, nor anybody else have ever found out the exact reason why Imad al Husin was labeled a threat to national security.

‘‘The reason for him being committed to custody, to quote the current Minister of Security, was that Abu Hamza ‘posed a threat to national security, which was declared based on secret evidence.’ Neither we nor our lawyers, nor anyone else have had access to this secret evidence. A journalist of the Al Jazeera once insisted that the current Minister of Security Mektić provide him with an answer to this question, and Mektić then said, quote: ‘‘Someone does not have to be a threat in order for him to be committed to custody- he can be a potential threat.’’ I am his daughter but I have frequently repeated– if my father is guilty of anything, let him be accused and let him stand trial for it. Some war criminals have been in custody for less than seven years, but he had served seven-and-a-half years based on nothing. We, as well as the public to a greater extent, are sure that, given the circumstances, they actually do not have any evidence against him. If they had any, it would be in their interest to present the evidence and solve his case. He was in their way because of his appearance, his beard, because they wanted to enter the European Union at his cost – to show that they are fighting ‘terrorism’ – and in the end, that same European Union demanded that they adopt the legislation that freed him from the Immigration center. Through the case of Imad al Husin, this state has proven its incompetence’, says Nudžejma Softić, explaining that her father’s release from custody actually does not represent the Bosnian government’s volition but that it is the result of the harmonizing of Bosnian legislature with the acquis communautaire of the European Union. Bosnia and Herzegovina is in fact in the process of joining the EU and it has recently submitted an application for membership. The harmonizing of the country’s legislature with the European standards is thus a part of that process. One of the laws that had to be altered is the one regarding immigrant detention.

In order to understand the whole context of the story, we have to go back some ten years. Imad al Husin was one of several dozens of naturalized citizens of Bosnia and Herzegovina who originated from the Arabic countries. Most of them came to Bosnia during the war. There were about several hundred people from almost every Arabic state. Upon their arrival

to Bosnia, they mostly settled in central Bosnia, more precisely in the villages near Maglaj, Travnik… Upon their arrival almost every one of them became a member of the unit called El Mujahid. This unit operated within the Third Corps of the Army of the Republic of Bosnia and Herzegovina (RB&H). However, although it was formally a part of the Army of RB&H, it was largely independent when it came to making decisions and participating in combats. Imad al Husin was a member of that unit and he dealt with the logistics. Some members of the El Mujahid left Bosnia and Herzegovina immediately after the end of the war and went off to fight in some other countries. Most of them were granted Bosnian citizenships during their stay in Bosnia and some of them, like Abu Hamza, stayed in Bosnia. Several years after the war, those same authorities- truth be told, under very strong pressure from the international community - started the process of revising the citizenships that were granted after April 1992. This process was headed by a special commission headed by Vjekoslav Vuković, the Assistant Minister of Security of Bosnia and Herzegovina. The commission had identified a series of illegal acts at the time of the granting of the citizenships of Bosnia and Herzegovina and persons who gained the right to reside in the country in that way were deported. In several cases, the reason for deportation given by the government was that the persons in question posed a threat to the national security. This formulation was based on the assessments of the Intelligence-Security Agency of Bosnia and Herzegovina. Neither the public nor the persons concerned were ever given any more details about the particular reason why they were suspected.

The current Minister of Security of Bosnia and Herzegovina, Dragan Mektić, was the head of the Service for Foreigners' Affairs. Mektić also signed the decision according to which Imad al Husin was committed to custody. On the behalf of the state, Mektić started to fight for deportation, and Imad al Husin's lawyers started their battle for his stay in Bosnia. The authorities of Bosnia and Herzegovina took away Al Husin's citizenship, identification number and his right of residence and they put him in the center for deportation. The center is actually a modern detention unit located in the suburban area of Sarajevo.

From that moment on, the battle for deportation started for the authorities of Bosnia and Herzegovina. They sent requests to a total of 39 countries and none of them wanted to accept Al Husin. He was originally to be deported to Syria, the country where he was born, but that was forbidden by the decision of the European Court in Strasbourg because Syria was already at war, but also because it had capital punishment. In his interview for Globus, which Abu Hamza gave during the time when he was to be deported, he emphasized that he wanted to be

deported to the country where he was born even though he was aware of the fact that he would be imprisoned there and tried for taking part in the war on the side of the Army of the Republic of Bosnia and Herzegovina.

‘‘I hope they deport me to Syria. That is the country where I was born and I want to go back. Trial awaits for me in Syria, and probably jail. I am a terrorist in the eyes of the Syrian authorities, some kind of Osama Bin Laden, and I am sure that I will be charged because I fought in the armed forces of another country and organized military units. It is known that I can also be sentenced to a death penalty in Syria’’, said Abu Hamza for Globus almost eight years ago and explained why he wanted to be deported to Syria at that time.

‘‘I want to be deported to Syria so I can sue Bosnia and Herzegovina at the International court of Human Rights in Strasbourg. I claim, and I will prove, that I was granted Bosnian citizenship in a completely legal manner and that it was taken from me in an unlawful manner. I will also sue the authorities of Bosnia and Herzegovina because they are deporting me to a country with a death penalty in force, which is contrary to a number of international conventions, and because they are separating me from my family’’, said Al Husin.

Today, eight years after that interview and several days after he was released from detention, Al Husin and his family repeat that they will not give up their lawsuit against Bosnia and Herzegovina. On the contrary, preparing the lawsuit will be one of their first moves- this was confirmed by Nudžejma Softić in her interview for Globus, but also by Imad al Husin himself in a short statement for the media which he gave upon his release from detention.

‘‘**I will demand that the state be found responsible. I will not do it to get some kind of compensation, but for my own satisfaction when the truth comes to light. Someone is responsible for me being held in custody all these years’’, said Abu Hamza.**

Being released from detention in the Immigration center of Bosnia and Herzegovina still does not mean absolute freedom for Imad al Husin. The authorities have put him under some sort of house arrest. In accordance with that decision Al Husin, i.e. Abu Hamza, is not allowed to leave Sarajevo and he must report to the police station that is closest to his place of residence three times a week. The current head of the Service for Foreigners' Affairs, Slobodan Ujić, maintains that conditions for a moderate form of control over this person have been obtained. This implies restricting his movements to the territory of the Sarajevo Canton, with the exclusion of the Trnovo borough, as well as the obligation to report to the Police Department Ilidža, the Service for Foreigners’ Affairs, i.e. its authorized Field Office in Sarajevo, three

times a week. Moreover, an inspection supervision under the jurisdiction of the Service for Foreigners' Affairs of Bosnia and Herzegovina was also planned. Responding to a journalist's question on which grounds was Imad al Husin considered a threat if he had never been indicted during the seven-and-a-half years which he spent in the Immigration center, Ujić said, while noting that he cannot comment on that, that each decision of the Service for Foreigners' Affairs was confirmed by the competent court. He also added that the assessments of other relevant security agencies have been included into the context of the case as ''Imad al Husin still poses a potential threat to the national security of Bosnia and Herzegovina''.

Imad al Husin lived in Croatia from the mid 80's until the beginning of the war in Bosnia and Herzegovina. He came to Croatia, more precisely to Rijeka, from Belgrade. He came to the former Yugoslavia in order to study medicine. In an earlier interview for Globus he explained that Yugoslavia had excellent relations with all Arab countries and that a part of those relations was also student exchange.

Imad al Husin enrolled at the Faculty of Medicine in Belgrade in 1983 and he soon switched to the Faculty of Medicine in Rijeka. He did this because, as he says, living and studying in Rijeka was much cheaper than in Belgrade. He stayed in Rijeka until 1992, and when the war in Bosnia started, he added, he thought that the right thing to do was to go to Bosnia and try to help the Muslim brothers, as he says.

What was cited as the grounds for his deportation to Croatia is precisely the fact that he lived in Rijeka for years some time ago. However, Al Husin himself rejected such a possibility and explained the reason why he thought that this was impossible:

''Because Croatia probably does not want to accept me'', ha said. ''I am the state enemy number one in Bosnia and Herzegovina. My citizenship was taken from me on the grounds that I pose a threat to the national security. Why would Croatia take such a man regardless of the fact that I know that all those allegations are unfounded? Moreover, Croatia has very good relations with Syria. These two countries are also bound by strong economic ties. Croatia will certainly not spoil its relations with Syria because of me. Syria, on the other hand, wants to interrogate me, verify all those allegations. On top of all that, I would be together with my people in Syria, which is very important, and in Croatia, I would be living among people that I do not know'', said Imad al Husin.

Croatian authorities have never even considered the possibility of taking Al Husin in and the Bosnian authorities refuse to reveal if Croatia was one of the 39 countries to which they sent a request to take him in. In either case, Abu Hamza is staying in Bosnia. He has been living in Sarajevo for years, and when he came to Bosnia from Rijeka, he lived in Maglaj. The so called Salafi community was formed soon after the end of the war in the village of Bočinja near Maglaj. Imad al Husin was the informal leader of the community and the members of the El Mujahid unit of the Army of RB&H bought houses in that village. The residents of this village have been claiming all these years that they respected the law and that they have tried to organize small businesses. Despite those claims, the village of Bočinja became very interesting to the media, but it was also put under surveillance by the domestic and foreign intelligence agencies.

Abu Hamza was a real myth throughout those years. And he shattered the myth himself. He started to appear in the media and to talk about his ideas. Soon, this community was disbanded.

Abu Hamza's daughter Nudžejma Softić says that life in Bočinja was almost idyllic for her and her siblings: ''Our life was in the center of the attention of the public, which turned out to be positive in this case, as my father could not be deported due to public pressure, unlike some other foreigners who had Bosnian citizenship and who were deported without even knowing that there would be a deportation until it happened. We lived in Bočinja and we spent the happiest years of our childhood there during that time, the first years after the war. When the circumstances changed, we moved to Sarajevo, and this was during the period when my sister started college.''

5.3 Commentary and analysis

The last text that I have tackled in this thesis was this article from the political magazine Globus, which implies that this text was written in a formal, journalistic style. As this text handles a sort of a political and legal topic, it was certainly not the easiest text to translate.

The majority of the issues that I confronted while translating this text were connected to the legal vocabulary, a vocabulary that I did not have much opportunities to deal with. The first problem encountered in this text was finding the right translation of the phrase ‘‘optužnica nikad nije podignuta’’, which is a term from legal jargon. My first attempt was ‘‘He never stood trial’’, but that would not convey the same meaning as the original sentence. After consulting an online dictionary, I still could not find the right term, so I searched for the word *optužnica* in a bilingual dictionary and found the word *indictment*, after which I found the verb *to be indicted*, which I then used in my translation.

Furthermore, finding the right equivalent for the term *usklađivanje zakonodavstva* also posed a problem. Even though my first translation was *adjusting the law*, this proved to be the wrong solution, so my next attempt was *harmonizing the law*, which proved to be the right solution as I discovered after reading some online articles about the European Union which concerned the same law. In addition, the term *priprema tužbe* was also hard to translate. My first attempt was *forming a lawsuit*, which was not the right legal term. I then tried to use the term *prepare a lawsuit*, which proved to be the right choice.

Further problems were caused by fixed phrases in Croatian, which I sometimes automatically translated into English, and for which I later discovered that they are not used in English in that form. For example, I translated the Croatian *pogođena ratom* as *hit by war* instead of simply *[Syria was] at war*. Another example was when I automatically translated *migracijski centar* as *migration center* throughout the text, instead of using the right term used in the English language, which is *immigration center*. Another example was the phrase *dati uvjet*, which I at first translated incorrectly as *give condition*, which does not exist as a phrase in the English language. I solved this problem by simply using the term *to demand.*

Moreover, it was hard to find the right equivalent of the phrase *blaži uvjeti* in the sentence ‘‘Aktualni director Službe za poslove sa strancima BiH Slobodan Ujić, ističe da su se u ovom slučaju stekli uvjeti za blaži oblik nadzora nad tom osobom, (…)’’. The possible

solutions were *gentle, mild* and *moderate conditions*. My first decision was to use the term *mild conditions,* which later turned out not to be the best option, so I corrected it and used *moderate conditions* instead, which proved to be the right solution.

This last translation required the most syntactic changes compared to the previous three texts. There were several sentences which needed to be completely changed in terms of syntactic structure in order for the English translations to remain understandable and coherent. Sometimes thes changes included changing the word class, expanding a noun into a dependent clause or vice versa, using inversion and so on.

In order for the English version of the translated text to maintain its coherence and stay grammatically correct, the following two sentences needed to be translated using transposition (changing one part of speech for another). The Croatian sentence ‘‘Tražit ću odgovornost države, ali ne zbog neke odštete, već satisfakcije da istina izađe na vidjelo. Netko je kriv što sam sve ove godine bio pritvoren’’ was the most problematic one. After two unsuccessful attempts at translating it, I decided to transform the noun phrase *odgovornost države* into a dependent clause *that the state be found responsible* in order for the English version to cohere. Another instance of transforming a noun phrase into a dependent clause for the same purpose can be found in the sentence ‘‘Uza sve to, veoma važna je i činjenica da ću u Siriji biti uz svoj narod, a u Hrvatskoj bih živio s ljudima koje ne poznajem’’ where the noun phrase *činjenica* was transformed into a clause *which is very important*.

The same problem, but this time caused by a clause which had to be transformed, was posed by the sentence ‘‘Nudžejma Softić, njezin otac, ali ni bilo tko drugi, nikad nisu saznali zbog čega je konkretno Imad al Husin bio proglašen prijetnjom po nacionalnu sigurnost’’ where the clause *zbog čega je konkretno (...)* had to be transformed into a noun phrase *the exact reason why (...)*.

Lastly, a sentence that caused a lot of problems was the following: ‘‘Ova država je kroz slučaj Imada al Husina pokazala da je nesposobna’’. My first attempt was to translate the last part of the sentence with a clause *that it is incompetent*, which did not prove as the best option for this sentence, as the English version would turn out to be clumsy. I solved this problem by using a noun instead of a dependent clause and the solution was: ‘‘Through the case of Imad al Husin, this state has proven its incompetence.’’

After translating this last text, I can conclude that it was the most difficult one to cope with and that it required the most time and dedication in order to be translated well. The

majority of the problems were connected to the syntactic structures in the Croatian version of the text, which was also the case in the previous three texts, but the author of this text used by far the most complicated sentences, which is characteristic of Croatian texts of this type, i.e. texts that belong to the journalistic style. The legal jargon also presented a number of problems, so I had to do a lot of research on legal terminology in order to find the right translations for the Croatian legal vocabulary. Nevertheless, it was interesting and convenient to learn something new and to enrich my vocabulary.

6. CONCLUSION

As I have already encountered the demands posed by translating while translating some texts for my friends and family, and because I am considering making translation my future career, I thought that it would be a good idea to take it to a more professional level and make translation the subject of my B.A. thesis.

In this thesis, I have translated four texts of different genres, analyzed the texts and their translations and commented on each of the four processes of translation. While translating the chosen texts, I have encountered many difficulties, some of which arose from my lack of knowledge of a certain jargon, the others from the syntactic differences between the Croatian and the English language, some from the fact that English is my second language and that I made certain mistakes regarding grammar and spelling, and some from the fact that I am still quite inexperienced when it comes to translating and choosing the best options for my translations.

The difference between my previous attempts at translating and this one was that my previous translations have never been proofread and I have never before received feedback, so I was never sure if I was doing a good job. Throughout the process of this translation, I had the opportunity to learn from my mistakes, which were pointed out to me by my supervisor, to whom I am very thankful.

Translating these texts was a time-consuming and a very demanding task. This task required a lot of effort, research and above all my full dedication. Nevertheless, it was a very interesting and educational endeavor that I do not regret making. What I learned from this experience is that the job of a translator requires a lot of knowledge, time, patience and most of all a lot of dedication and practice. It is certainly not easy and I can conclude from my personal experience that this job is without doubt underrated by many people.

7. APPENDICES

7.1 APPENDIX A

Alternativna medicina

Iglice čudotvornih moći (1. dio)

Prema mišljenju SZO-a, akupunktura je jednostavna, sigurna, učinkovita, znanstveno dokazana i ekonomična metoda liječenja

Akupunktura je jedna od metoda liječenja u tradicionalnoj kineskoj medicini, koja se provodi ubadanjem tankih igala u određene točke na koži. Naziv vuče podrijetlo iz latinskih riječi *acus* = igla i *pungere* = ubadati, a skovali su ga europski misionari koji su potkraj 16. stoljeća posjetili Kinu i na povratku donijeli glas o kineskom načinu liječenja. Kineski termin za akupunkturu je *zhen-jiu.* Ta metoda u Kini se često kombinira s ostalim oblicima tradicionalne kineske medicine - fitoterapijom, dijetetikom, životinjskim i mineralnim pripravcima, gimnastikom i mikromasažom.

Učinkovita i znanstveno dokazana

Prema mišljenju Svjetske zdravstvene organizacije (SZO / WHO), akupunktura je jednostavna, sigurna, učinkovita, znanstveno dokazana i ekonomična metoda liječenja koja se stoljećima prakticira u tretiranju mnogih bolesti. Ne niječe dijagnostičke i terapijske vrijednosti takozvane službene zapadne medicine, nego ih nadopunjava u točno dokazanim i propisanim indikacijskim područjima. Uz takav pristup, ova se metoda s punim pravom globalno može nazivati medicinskom akupunkturom. Sve više liječnika svih specijalnosti slažu se kako je budućnost medicine u tolerantnoj suradnji znanstvene i tradicionalne medicine, uz kvalitetnu i nepristranu kritičku prosudbu svake njihove sastavnice.

Povratak u povijest

Prema današnjim spoznajama, povijest akupunkture počinje oko 2800. godine prije naše ere za vladavine Huang-Tija (Žuti car), kad nastaje djelo *Nei Jing (Knjiga unutrašnjega).* To je najstarije poznato medicinsko djelo, koje objedinjuje sva znanja i metode tadašnje medicine, a u drugom dijelu posebno se bavi akupunkturom. Osnovna je ideja toga kapitalnog djela

sažeta u aforizmu: "Bolje je spriječiti nego liječiti. Onaj tko čeka da se razboli da bi se liječio sličan je čovjeku koji je uzeo kopati bunar tek nakon što je ožednio".

Anegdote govore kako su kraljevski liječnici, promatrajući velik broj ranjenika iz tadašnjih ratova, zamjećivali da se uz ubodne rane od strijele ili koplja na određenim mjestima često javljalo poboljšanje nekoga drugog oboljenja koje je pacijent prethodno imao. Što se tiče igala, u početku su se upotrebljavale kamene, zatim one izrađene od kosti i bambusove trske, da bi se razvitkom metalurgije oko 1500. godine prije naše ere počele koristiti igle od zlata i srebra, a kasnije i od željeza.

Nakon Kineza akupunkturu su najprije oko 600. godine usvojili japanski liječnici, a u Europu je počela prodirati u 16. stoljeću preko misionara i putnika impresioniranih učinkovitošću kineske medicine. Prvim značajnijim djelom iz područja akupunkture u Europi smatra se doktorat liječnika Williema Tena Rhijnea na temu liječenja reumatskih upala zglobova tom metodom, koji je uspješno obranio u Londonu 1682. godine.

Do markantnog prodora akupunkture u Europu početkom 20. stoljeća doveo je George Soulie de Morant, Francuz koji je radio u diplomatskoj službi u Kini. Nakon povratka u Francusku 1928. godine napisao je studiju o kineskoj dijagnostici putem ispitivanja pulsa. Nešto kasnije njegova knjiga Kineska akupunktura postala je glavnim uzrokom brzog širenja akupunkture Europom i poticaj osnivanju prvog društva liječnika akupunkturologa 1943. u Parizu.

U Kini je akupunktura doživjela novi zamah nakon II. svjetskog rata. Naime, Mao Zedong je 1948. uveo koncept "bosonogih liječnika", koji su na brzim tečajevima akupunkture naučili liječiti četrdesetak bolesti i time osigurali jeftinu i učinkovitu zdravstvenu zaštitu siromašnog stanovništva te mnogoljudne zemlje.

Najveće službeno priznanje medicinska je akupunktura doživjela 1979. godine, kad je komisija Svjetske zdravstvene organizacije za tradicionalnu medicinu izjednačila akupunkturu sa svim priznatim metodama liječenja, uz točno definirane indikacije i kontraindikacije.

U Hrvatskoj je akupunktura prisutna od 1979. godine, kad se iz Kine s edukacije iz akupunkture vratila grupa liječnika koja osniva **Hrvatsko društvo za akupunkturu** te piše prve knjige iz akupunkture na našem jeziku.

Mjesto akupunkture u suvremenoj medicini i svijetu

Danas službena ili zapadna medicina akupunkturu prihvaća kao jednu od metoda takozvane komplementarne medicine (uz, primjerice, fitoaromaterapiju i kiropraktiku). Bitno je razlikovati termin komplementarne od alternativne medicine. Naime, dok se alternativnom medicinom može nazvati bilo koja stara ili novosmišljena metoda liječenja koja ne podliježe nikakvu znanstvenom vrednovanju i često je u sukobu sa službenim liječničkim stajalištima, komplementarnu medicinu obilježavaju dulja tradicija, skladno nadopunjavanje u praksi sa službenom zapadnom medicinom i međusobno neisključivanje, te napose usmjerenost k znanstvenom istraživanju načina djelovanja i objektivnom vrednovanju terapijskih rezultata. Tako je u zapadnom svijetu, posebice u posljednjih dvadesetak godina, u velikom porastu broj znanstvenih radova, kliničkih studija i disertacija iz područja akupunkture. Prema statističkim istraživanjima u Zapadnoj Europi, broj pacijenata koji su barem jednom koristili akupunkturu kreće se između 30 i 60 posto.

Što se tiče percepcije akupunkture od samih liječnika, glavni je argument za neprihvaćanje te metode nedostatak jasna i nedvosmislena znanstveno utvrđenog tumačenja načina djelovanja. Ovdje se može povući zanimljiva paralela iz povijesti medicine, a riječ je o najviše korištenom i vjerojatno najkorisnijem preparatu - acetilsalicilnoj kiselini, popularnom Aspirinu ili Andolu. Naime, sjevernoamerički Indijanci tisućama godina koriste koru bijele vrbe (*Salix alba*) za smanjenje boli, temperature i upale. Kemičari tvornice Bayer potkraj 19. stoljeća izdvojili su aktivnu tvar, nazvali je salicilatom prema latinskom nazivu vrbe i farmakološki stabilizirali u obliku acetilsalicilne kiseline. U tom se obliku Aspirin i paralelni pripravci proizvode i troše već više od stotinu godina. Mehanizam djelovanja tog lijeka poznat je, pak, tek tridesetak godina. Naravno, dotični je lijek jednako dobro djelovao i prije i nakon otkrića mehanizma djelovanja. Iz tog se primjera povlači očita paralela u vezi s prihvaćanjem akupunkture, svojevrsno konceptualno pitanje: je li važnije da nešto djeluje (što kod akupunkture očito jest slučaj), ili da znamo kako i na koji način djeluje?

Danas se izvan Kine akupunkturom bavi više od 350 tisuća liječnika. Sve više se uključuje u svakodnevnu medicinsku praksu, te velikom brzinom raste i njezina popularnost među pacijentima.

Kad je korisna

Indikacijsko područje za akupunkturu obuhvaća pedesetak bolesti koje je 1979. preporučila Svjetska zdravstvena organizacija, no odabir indikacija uvelike ovisi i o umijeću svakoga pojedinog akupunkturologa. Lista Svjetske zdravstvene organizacije temelji se na kliničkom iskustvu, a ne na kontroliranim studijama. Među onima koji su uključeni, akupunktura se najčešće koristi u sljedećim patološkim stanjima:

- **živčano-mišićni sustav**: glavobolje / migrene, neuralgija n. trigeminusa, paraliza n. facijalisa, međurebrena (interkostalna) neuralgija, cervikobrahijalni sindrom, išijas (lumboishialgija), križobolja (lumbosakralni sindrom), smrznuto rame, "teniski" lakat, osteoartritis (artroza kuka i koljena)
- **dišni putovi**: akutna upala sinusa (sinuitis), akutna upala sluznice nosa (rinitis), obična prehlada, akutna upala tonzila (tonzilitis), akutni bronhitis, astma
- **oko**: akutna upala spojnice oka (konjunktivitis), centralni retinitis, dječja kratkovidnost (miopija), nekomplicirana katarakta
- **usta**: zubobolja, bol nakon vađenja zuba, upala desni (gingivitis), akutna i kronična upala ždrijela (faringitis)
- **probavni sustav**: štucanje, gastritis, vrijed (ulkus) dvanaesnika, akutni i kronični kolitis, konstipacija (zatvor), dijareja (proljev).

Značajan i blagotvoran učinak akupunkturne terapije primijećen je i u svakodnevnom radu, te se ona rutinski primjenjuje i kod sljedećih stanja:

- sportske ozljede
- reumatoidni artritis
- stres i kronični umor
- neuroza, depresija, nesanica
- bolesti ovisnosti (naročito pušenje)
- menstrualna bol (dismenoreja)
- mučnina u trudnoći, priprema za porođaj i bezbolni porođaj
- pomoć u terapiji neplodnosti
- razne kožne bolesti i kozmetički tretmani (bore, celulit)
- prevencija i liječenje metaboličkog sindroma i debljine.

Ipak, nužno je svakom pacijentu nedvojbeno izložiti kako akupunktura nije čarobna, a još manje svemoguća terapija. Kao i svaki drugi način liječenja, postiže dobre rezultate samo u slučajevima gdje je na temelju dobroga dijagnostičkog postupka postavljena puna indikacija za njezinu primjenu, kako na temelju tradicionalne kineske medicine, tako i po principima suvremene medicinske znanosti. Treba naglasiti i to da se može primjenjivati sama ili, što je češće, u kombinaciji s drugim klasičnim terapijama.

7.2 APPENDIX B

Lokalna gastronomija kao put prema turizmu doživljaja

1. Uvod

Jedna od novijih paradigmi u ekonomiji je i ekonomija iskustva ili primjenjivo na turizam, ekonomija doživljaja. Ekonomija je prema Gilmoreu i Pineu (1999) kroz povijest prošla svoje tri faze: agrarna, industrijska i uslužna te ulazi u četvrtu – ekonomiju iskustva, odnosno doživljaja. Složili su se kako se to događa pod utjecajem povećane konkurencije na tržištima krajnje potrošnje. Da bi bile uspješne na tržištu, tvrtke svoje osnovne proizvode i usluge nadopunjuju elementima poput zabave, estetike, učenja i stvaranja okružja koje korisniku pruža osjećaj bijega od stvarnosti.

Predmet ovoga rada je sagledati turizam i specifične turističke proizvode kao što je gastronomski turizam u svjetlu ekonomije doživljaja te ukazati kako je upravo stvaranje novih turističkih doživljaja temeljenih na komparativnim prednostima koje pruža lokalna kultura življenja, put ka stvaranju konkurentskih prednosti hrvatskoga turizma. U radu se nastoji definirati pozicija turizma temeljenog na gastronomiji u okviru ekonomije doživljaja, sagledati elemente upravljanja ovim specifičnim oblikom turizma, njegov utjecaj na razvoj turističke destinacije te na kraju, kroz studiju slučaja obiteljskog restorana i izletišta Zlatni Klas iz Otrovanca prikazati uspješnost ove koncepcije u praksi.

2. Gastroturizam u svijetlu ekonomije doživljaja

Sveprisutna globalizacija naizgled zatire identitet te pretvara svijet u „globalno selo“, ipak turisti upravo traže nova iskustva temeljena na lokalnoj kulturi i običajima. Novi trendovi u turizmu uvažavaju lokalnu kulturu i tradiciju, zdravi stil života, autentičnost, održivost i nove doživljaje. Lokalna kultura postaje jedan od najvažnijih temelja za razvoj novih turističkih proizvoda koji mogu privući i zadovoljiti turiste. Gastronomija ovdje ima svoju posebnu ulogu, ne samo iz razloga što konzumacija hrane i pića u destinaciji predstavlja jednu od osnovnih aktivnosti turista, već zato što je gastronomija postala jedno od značajnih sredstava očuvanja identiteta u postmodernim društvima. Ova činjenica se vrlo često zanemaruje, stoga je jedna od glavnih zadaća marketinga u turizmu da kulturu i doživljaj jela podigne na razinu

novoga, nezaboravnoga iskustva te da lokalna gastronomija da značajnu dodanu vrijednost turističkom proizvodu cijele destinacije.

Gastroturistički proizvod u okviru ekonomije doživljaja, ali i u teoriji marketinga zapravo predstavlja prošireni turistički proizvod kojega čine:

- Fizičko okruženje (atmosfera, ambijent, lokacija)
- Interakcija klijenta sa sustavom usluživanja
- Sudjelovanje klijenata pri „proizvodnji“, pružanju usluga
- Međusobna interakcija klijenata

Atmosfera je ključni element u gastroturizmu. Izgled i autentičnost ambijenta, boje, tematika, mirisi, glazba. Atmosfera može biti faktor privlačenja gostiju, medij za slanje poruka, a što je najvažnije, jedan od ključnih elemenata stvaranja prepoznatljivog ugođaja.

Turistima kad je god to moguće, naravno i ukoliko oni to žele, treba omogućiti sudjelovanje u pripremi hrane i pića. Od ubiranja plodova, biranja ribe, mesa pa sve do same pripreme jela ili pića. Na taj se način mogu smanjiti troškovi a povećati zadovoljstvo klijenata stvaranjem posebnog doživljaja.

Gastroturisti obično imaju puno zajedničkih interesa i dodirnih točaka. Međusobnom interakcijom oni razmjenjuju iskustva, interese, značajke osobnog životnog stila i na kraju ugodno se osjećaju u okruženju ljudi koji se međusobno razumiju. Ipak ova činjenica još je i važnija u postprodajnom razdoblju kada se putem društvenih mreža komunikacija nastavlja te na taj način indirektno vrši promidžba gastroturističke destinacije.

Središte interesa turista promijenilo se od onog klasičnog „moram vidjeti“ prema onome „moram doživjeti“. U turističkoj destinaciji postalo je važno ono neopipljivo, atmosfera, kreativnost, lifestyle, a tu gastronomija dolazi do posebnog izražaja jer je jedan od najvažnijih elemenata koji privlače turiste.

Zadnjih godina zamjetan je značajan rast turizma temeljenog na gastronomiji te je on postao jedan od najdinamičnijih i najkreativnijih segmenata turizma tako da su i turističko-ugostiteljske tvrtke kao i organizacije destinacijskog menadžmenta shvatile njegovu izuzetnu važnost kao sredstva za diverzifikaciju turizma i poticanje razvoja lokalnih, regionalnih i nacionalnih gospodarstava. Vezano uz istraživanje provedeno među pridruženim članicama UNWTO-a, 88,2% njih koji su se uključili u istraživanje smatraju da je gastronomija strateški element kojim se definira prepoznatljivost, brend i imidž njihove destinacije. Hjalager i

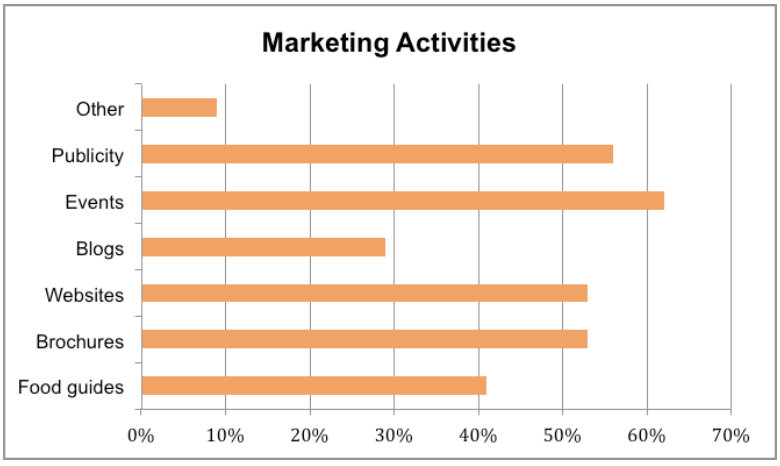
Richards (2002) slažu se da ukoliko se gastronomija marketinški poveže s određenom zemljom ili regijom, ona može postati vrlo snažno marketinško oruđe.

3. Upravljanje proizvodom gastroturizma

Prepoznatljiva i autentična jela, pića i namirnice „sirovina“ su uspješnog turističkog proizvoda. Oko svake te „sirovine“ treba napraviti priču, povezati je s tradicijom, običajima, proizvodnjom, od polja, vinograda, maslinika, štale pa sve do stola gosta. Turisti žele probati nešto novo, drukčije ali istovremeno teže prihvaćaju totalno nepoznatu hranu. Ukoliko se u sklopu originalnog turističkog proizvoda želi prodavati vrhunska lokalna hrana i piće, potencijalni turisti moraju se najprije informirati i educirati kako bi znali cijeniti autentičnost te se pripremili za vrhunski doživljaj pri dolasku u destinaciju. Ovdje dolazi do izražaja marketing i komunikacija s tržištem. Svaka regija ili zemlja koja želi razvijati gastroturizam mora poduzeti sve kako bi proširila znanje o svojoj gastronomiji globalno. Veliku ulogu u ovome procesu imaju vrhunski kuhari te nacionalni restorani u inozemstvu koji moraju biti ključne figure kod organizacije specijalnih događanja, gastro festivala ili promocije gastro vodiča u inozemstvu. Veliki broj potencijalnih turista s emitivnih tržišta na kojima se poduzme neka od navedenih marketinških aktivnosti, koji probaju autentičnu hrvatsku hranu ili neki drugi gastronomski proizvod, zasigurno će željeti posjetiti Hrvatsku i probati lokalnu gastronomsku ponudu „in situ“.

Na grafikonu 1. prikazane su najčešće marketinške aktivnosti koje pridružene članice UNWTO koriste kako bi promovirale svoj gastro turizam.

Grafikon 1. Gastroturizam – marketinške aktivnosti prema važnosti



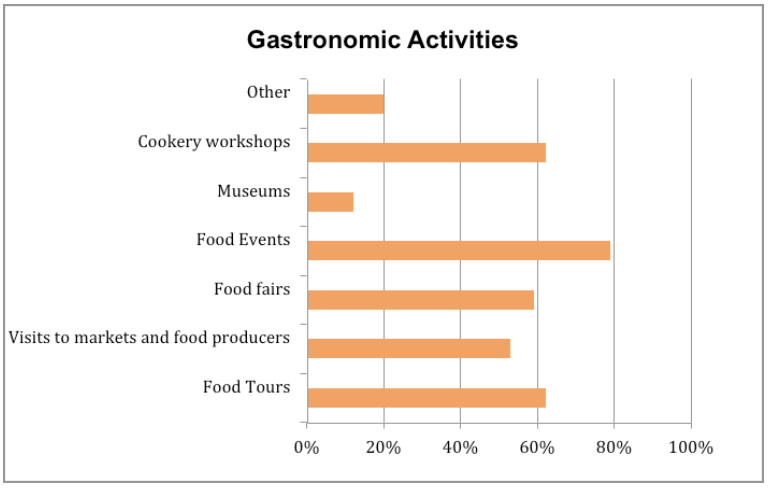
Izvor:UNWTO Affiliate Member Reports: Global report on food tourism, str.13

3.1. Turistički proizvodi gastroturizma

Prema već spomenutom istraživanju UNWTO, najzastupljeniji proizvodi na tržištu su razna specijalna događanja povezana s gastronomijom, popularno nazvani „festivali gastronomije“. Organiziraju se kako na emitivnim tržištima tako i u samim destinacijama. Oni imaju višestruku ulogu. Snažno su marketinško oruđe jer su obično organizirani kao sveobuhvatne manifestacije koje pored gastronomije uključuju i sadržaje kao što su lokalni običaji, glazba, kultura, tradicionalni obrti te na taj način privlače veliki broj posjetitelja od kojih je svatko potencijalni turist. Također one su mjesto prodaje lokalnih proizvoda te mjesta gdje se lokalni proizvođači susreću s ekspertima s polja gastronomije i turizma pa se na taj način i dodatno educiraju. S druge strane ako se organiziraju u samoj destinaciji magnet su za turiste jer upravo na takvim događanjima realiziraju se sva četiri elementa proširenog turističkog proizvoda o kojem je bilo riječi na početku rada.

Drugi proizvod po važnosti su tematski putovi za koje se može reći da su možda i najrazvijeniji gastroturistički proizvodi u većini destinacija koje prvenstveno privlače turiste unutar nacionalnog tržišta. Tematski putovi ili rute su specifični turistički proizvodi s dobro razrađenom gastronomskom temom preko koje su i brendirani (vino, sir, maslinovo ulje, pršut, riba, tartufi…). Oni obuhvaćaju manje ili veće područje pojedine regije, zemlje, a kako je to slučaj kod Puteva masline i nekoliko zemalja, u ovom slučaju dvadeset dvije zemlje unutar rute i još tri pridružene članice, među kojima je i Hrvatska. Tematski gastro putovi obuhvaćaju mjesta povezana s proizvodnjom ili konzumacijom određenog proizvoda, poljoprivredne proizvođače, prerađivačke pogone, restorane, ali oni su i odlično sredstvo za povezivanje s drugim turističkim atrakcijama unutar destinacije na kojoj su organizirani. Dapače, gdje je to god moguće gastro teme kombiniraju se s drugim temama te tako nastaju posebne tematske rute kao što su „hrana i vino, hrana i povijest, hrana i zdravlje, hrana i običaji.“

Grafikon 2. Proizvodi gastrourizma prema zastupljenosti



Izvor:UNWTO Affiliate Member Reports: Global report on food tourism, str.13

Prema grafikonu broj 2 vidljivo je da su prvi po zastupljenosti sa 79% gastro događaji, nakon toga slijede gastro putovi i gastro radionice s 62%, pa s 59% lokalni festivali hrane te posjeti proizvođačima s 53% zastupljenosti prema posjećenosti turista

Da bi pojedini proizvodi bili uspješni na tržištu upravo je nužno povezivanje različitih dionika u pojedinoj turističkoj destinaciji. Najvažnije je povezivanje organizacija destinacijskog menadžmenta s restoranima koji su prva karika u promociji lokalne i regionalne gastro ponude. Prvo što je potrebno ostvariti je da što više ugostitelja sastave meni karte na kojima prevladavaju regionalna i lokalna jela. Vrlo često, barem u Hrvatskoj, vlasnici restorana idu linijom manjeg otpora pa tako nude općepoznata, bezlična jela „koja idu“.

Brendiranje nije lagan i brz proces, ali je dugoročno najviše isplativ. U prethodnim poglavljima ovoga rada spomenuto je kako treba educirati turiste kako bi znali cijeniti autentičnu lokalnu gastronomiju, no mišljenja sam kako je u nas najprije potrebno educirati i osvijestiti ugostitelje o vrijednostima bogate hrvatske regionalne i lokalne kuhinje. No to je posao koji mora obuhvatiti puno širi krug dionika.

Kod proizvođača poljoprivrednih proizvoda treba se ustrojiti sustav označavanja, brendiranja i zaštite izvornosti sirovine a oni se pak trebaju povezati s ugostiteljima i stvarati kvalitetne distribucijske lance . Vrlo je važno povezivanje svih onih koji sudjeluju u procesu stvaranja jedinstvenog doživljaja za turista i stvaranje kvalitetnih lanaca isporuke vrijednosti.

Upravljanje gastroturističkim proizvodom trebalo bi obuhvati između ostaloga i:

- Povezivanje gastroturističke ponude s ostalim atrakcijama u pojedinoj destinaciji
- Brendiranje lokalne gastronomske kulture kao sredstva za postizanje prepoznatljivosti
- Osiguravanje i očuvanje kvalitete i konzistentnosti (stvaranje standarda i označavanje objekata gastro turizma)
- Stvaranje klastera
- Gastroturizam pretočiti u kreativni turizam te preko njega postići da posjetitelji uče o kulturi mjesta kojega posjećuju

Najveću ulogu u izgradnji mreža i lanaca isporuke vrijednosti trebali bi imati lokalni, regionalni i nacionalni nositelji sustava destinacijskog menadžmenta, ako zbog ničeg drugog onda radi utjecaja koji gastroturizam ima na lokalno, regionalno i nacionalno gospodarstvo.

4. Utjecaj gastroturizma na razvoj turističke destinacije

Razvoj turizma temeljenog na gastronomiji može biti jako dobra strategija za razvoj lokalnog i regionalnog gospodarstva jer su iskustva pokazala da je ovaj posebni oblik turizma visoko dohodovan jer privlači turiste s višim prihodima. Na primjer Richards (2012) spominje kako su enogastro turisti u Italiji 2010. godine dnevno trošili oko 200 Eura za razliku od prosječne dnevne potrošnje u iznosu od 55 Eura. Prema zadnjim dostupnim podacima za Hrvatsku, prosječna dnevna potrošnja turista bila je na razini od 58 Eura, od toga je na usluge hrane i pića otpadalo svega 14,35 Eura dnevno. Ovaj podatak sam po sebi govori kako turizam temeljen na gastronomiji spada u sam vrh prema prosječnoj dnevnoj potrošnji turista te da je jedan od najdohodovnijih oblika kojeg se treba razvijati kako bi se postigli što bolji učinci turističke potrošnje na lokalno i nacionalno gospodarstvo.

Izravni, neizravni i inducirani učinci potrošnje gastroturista pridonose:

- Diverzifikaciji ruralnog gospodarstva
- Zapošljavanju, jer je gastroturizam radno intenzivna djelatnost
- Održivosti lokalne zajednice i kulturnog nasljeđa
- Produljenju sezone
- Stimuliranju lokalne poljoprivredne proizvodnje, prerađivačke industrije i s turizmom povezanih uslužnih djelatnosti

S druge strane razvoj gastroturizma obično ne zahtjeva velika nova ulaganja, a pridonosi atraktivnosti destinacije i jačanju identiteta lokalnih zajednica.

5. Zaključak

U svijetlu recentne ekonomije doživljaja, turizam je prepoznat kao grana s najboljim mogućnostima povećanja konkurentskih prednosti temeljenih na posebnim i nezaboravnim iskustvima. Gastronomija i na njoj temeljen turizam tu ima posebnu ulogu jer je jedan od najjačih elementa koji privlače turiste u pojedinu destinaciju. Trendovi na turističkom tržištu pokazuju da ovaj poseban oblik turizma jedan od najdinamičnijih, da privlači goste većih platežnih mogućnosti, da je jedno od najboljih sredstava za stvaranje prepoznatljivosti destinacije te da ima velik utjecaj na lokalna gospodarstva. No istovremeno on je još uvijek regionalni fenomen te se moraju poduzeti šire marketinške aktivnosti na globalnom tržištu kako bi se privukao veći broj posjetitelja.

7.3 APPENDIX C

Bali

Ultimativno putovanje kroz skrivena iskustva koja ne možete pronaći u turističkim vodičima

Dobrodošli na otok bogova. Gdje možete jesti škampe za 75 kuna, gledajući zalazak sunca na vrućem pjesku, a gdje tražiti dupine? Zašto ne biste trebali gladiti djecu po glavi, a zašto je važno znati tko je Dek Ulik? I ima li doista voda iz sedam izvora magične moći? Tajne Balija istražili smo zajedno sa sugovornicima koji žive ondje…

Bali je hinduski otok.

Za razliku od ostatka muslimanske Indonezije sa 280 milijuna stanovnika, ovaj otok veličine 100 puta 120 kilometara nastanili su hindusi. Točnije, mješavina budista, hindusa i animalista. Jedu svinjetinu i govedinu bez problema, popiju i pivu. Balinežani su nevjerojatno ljubazni, nasmijani i miroljubivi. Smiješe se svakom strancu kojeg vide, mašu.

To ćete shvatiti čim sletite u Denpasar na međunarodni aerodrom Ngurah Rai. Osvojit će vas ljudi, dramatična priroda, dobra energija i atmosfera koja ondje vlada… Nemojte, međutim, očekivati mali egzotični otok - na Baliju vlada prometni kaos, tisuće motora bori se za prostor među automobilima i kamionima i ako niste nikada bili u Aziji, iskustvo može biti zastrašujuće.

Ali kad se dočepate plaže na jugu ili sredine otoka oko vulkana, sve izgleda točno kao na razglednicama i slikama - tirkizno, plavo nebo s bijelim oblačcima. Ovaj otok bogova uz to posjeduje i magiju koja na vas djeluje tako da poželite ostati zauvijek

FACTBOOK

• Broj stanovnika: 4,225.000

• Jezik: indonezijski, balinežanski

• 15.000 indonezijskih rupija = 1 euro = 7,5 kuna (tečaj varira svaki dan)

• Espresso 2 eura

• Bali kopi kava 0,70 centi

• Lokalno pivo Bintang 2 eura (u dućanu), 7 eura (u barovima i restoranima)

• Pizza od 4 do 8 eura

NEPOZNATA POVIJEST

Balinežani su spiritualni i poštuju svoje bogove i karmu. Duboko u šumama oko svetog hrama Tirta Empul u središtu Balija, ljudi još doživljavaju svoje svećenike kao svete ljude. Tamo su izvori vode za koje Balinežani vjeruju da je magična, otkriveni još 962. godine.

Legenda kaže da je kazna stigla arogantnog balinežanskog kralja Maya Denawu koji nije vjerovao u Boga i osuđivao je sve one koji su mislili drukčije. U jednom trenutku ga je napao ratnik Bhatara Indra koji je želio njegovo kraljevstvo. No, Maya je upotrijebio otrov da bi ubio Indrine ratnike. Kad je Indra to vidio, zabio je koplje u zemlju od bijesa i odjednom je počela sukljati voda. Njome su polijevali rane ratnicima i svaki od njih je ozdravio. Otada se vjeruje da je ta voda izvor života i blagostanja. Njome je izgrađen i irigacijski sustav u tom području, čime se navodnjavaju stotine hektara rižinih polja od Tampaksiringa do Pejenga.

I nakon tisuću godina vjeruje se da voda koja teče iz sedam izvora u Tirta Empulu ima magične moći. Stotine tisuća ljudi odlazi ondje ne bi li se kupali u svetoj vodi i potražili ponovo sebe, odgovore na pitanja ili se samo molili.

NOĆNI ŽIVOT: TOP 5 BAROVA S NAJLJEPŠIM POGLEDOM

Na Baliju je jedna od najljepših aktivnosti gledanje prekrasnih zalazaka sunca, a za to nema boljeg mjesta od - krova. Rooftop barovi su najpopularnija vrsta kafića i restorana na otoku. Evo nekih od najboljih:

1. Unique Rooftop Bar, Jimbaran

Nudi panoramu od 360 stupnjeva, martini i voćni punč, sve u lounge atmosferi.

Adresa: Rimba Jimbaran Bali, Jalan Karang Mas Sejahtera, Jimbaran

2. U-Paasha, Seminyak

Boutique-hotel gdje se možete zavaliti u bean bag i pijuckati organske koktele koje miksaju najpoznatiji barmeni na svijetu uz najpopularniju margaritu na otoku.

Adresa: Jalan Laksmana No. 77, Seminyak

3. Vertical Point, Legian

Gosti se mogu brčkati u velikom jacuzziju ili bazenu dok pijuckaju piće.

Adresa: Jl. Legian Raya No.91, Kuta

4. Jim'Bar'N Rooftop Bar, Uluwatu

Najviši rooftop na Baliju koji uz pogled nudi i buffet krcat svježom ribom s obližnje riblje tržnice.

Adresa: Jalan Raya Uluwatu, Kuta Selatan, Badung, Bali

5. Double-Six Rooftop, Seminyak

Jedan od najvećih svjetskih rooftop barova koji se proteže na 1700 metara četvornih i nudi plutajuće oaze u bazenu dok gledate zalazak sunca.

Adresa: Double Six Beach, Seminyak

ŠTO JESTI: TOP 5 LOKALNIH JELA

1. NASI GORENG

ili pržena riža, jede se s komadićima mesa ili ribe i uz puno povrća, što se uz dodatak soje napravi u woku za nekoliko minuta. Indonežani ga jedu uz papreno ljuti umak od čili papričica - sambal

2. RENDANG

je govedina koja se satima kuha u kokosovu mlijeku i mješavini začina kao što su turmerik, đumbir, limunska trava, češnjak i čili. Jede se naravno uz rižu.

3. SOTO AYAM

je juha od piletine žute boje, zahvaljujući turmeriku. Jede se uz rezance, kuhano jaje, prženi luk i češnjak, krupuk (vrsta grickalice od riže) i ljuti umak samba

4. BAKSO

su okruglice od mesa ili ribe, jedu se najčešće u juhi s povrćem, nešto najsličnije našim hrenovkama. Najdraže jelo američkog predsjednika Baraka Obame koji je neko vrijeme živio u Indoneziji.

5. SODA GEMBIRA

je toliko ludo piće da se mora spomenuti. Intenzivne roza boje zbog rozog sirupa koji se miješa s mlijekom i Fantom od bazge. Piju je svi - od male djece do bajkera.

SKRIVENI RESTORANI

Ibu Oka

Babi guling ili pečeno prase specijalitet je restorana. Oko 30 komada stiže svaki dan na motorima i nakon što ih narežu, služe ih s tišom, prženim iznutricama i ljutim povrćem uz umak koji je toliko dobar da mu je recept tajna.

Adresa: Jalan Tegal, Ubud

Raja

Na plaži Jimbaran smjestili su se riblji restorani, gdje za primjerice 75 kuna možete pojesti kilogram škampa. Izaberete arbun, školjke, jastog, pogledate što se nudi, izvažu vam i donesu zajedno sa rižom, povrćem, umacima i na kraju s lubenicom. Savršeno mjesto za romantičnu večeru.

Adresa: Plaža Jimbaran, kraj hotela Four Seasons

Republik 45

Elegantan restoran u kojem možete pojesti sve indonežanske specijalitete, ali u fancy pakiranju. Dok pijuckate appletini, chef će vam spremiti kozice ili rendang. Jedno od

popularnih jela je Tiga Nelayan ili Tri ribara - tigraste kozice i pastrva spremljene na tri različita načina.

Adresa: Jalan Raya Kerobokan 86

Puteri Minang

Hrana naziva Padang dolazi s muslimanskog otoka Sumatra, što znači da je halal i da nema svinjetine na meniju. No, na Baliju je postala jako popularna - to su deseci tanjura naslagani jedni na druge iz kojih možete izabrati što ćete jesti uz rižu. U Minangu, to su kozice u čili umaku, riba u curryju, pržene male jegulje, ljuti rendang, okra, tofu, patlidžan.

Adresa: Jalan Raya Ubud 77

Clear Cafe

Filozofija restorana je "jedite hranu koju želite". Organska hrana koja dolazi od lokalnih farmera, njihov je moto. Možete početi sokom Crazy coconut od svježe kokosove vode i mesa zajedno s medom i spirulinom, a nastaviti Love Burgerom - vegetarijanski burger s topljenim cheddar sirom, grilanim lukom, rajčicom, avokadom, rikulom i tropskim umakom. Meso se ne poslužuje.

Adresa: Jalan Campuhan, Ubud

STREET FASHION

Balinežane i Indonežane lako ćete prepoznati jer im je svaki dio tijela prekriven odjećom, iako je cijele godine 30 i više stupnjeva Celzijevih i svi ostali se tope. Indonežanke ne žele još potamniti pa najčešće nose traperice, košulju dugih rukava ili jaknu. Kad sjedaju na motor imaju i čarape na koje obuju japanke, a često i rukavice da im sunce ne potamni kožu. Kako su većinom niske, najpopularnije su japanke s punom potpeticom, koje im dodaju nekoliko centimetara. Ulična moda na Baliju ne postoji među lokalnim stanovništvom.

Stranci šeću uokolo u majicama bez rukava, kratkim hlačama ili kratkim haljinicama, a tako sjedaju i na motore koji su glavno prijevozno sredstvo. Kako prepoznati bijelce koji žive na Baliju? Voze se na motoru prekriveni od glave do pete u duge košulje, saronge ili hlače, da ih ne bi oprljilo opasno tropsko sunce. Modna scena je prisutna jedino u Ubudu, gdje su sve

djevojke i žene strankinje u joga hlačama, dimijama, bez grudnjaka, asimetričnih haljina i nenašminkane. Sva odjeća je naravno od organskih materijala i free trade.

OVO NE SMIJETE PROPUSTITI...

Uluwatu, surf spot i hram

Mjesto gdje surfaju najbolji surferi na svijetu i gdje se valovi u savršenom ritmu ponavljaju i valjaju stotine metara. Gledati ih možete iz jednog od mnogobrojnih kafića na litici i činit će vam se kao da ste u filmu. Nakon toga, za zalazak sunca pođite u hram Uluwatu iz 11. stoljeća, koji se nalazi 70 metara iznad oceana. Pogled je nezaboravan, a jedino na što trebate paziti su majmuni koji jako vole krasti mobitele, sunčane naočale i torbice.

Rižina polja kraj Ubuda

Toliko je zeleno i opuštajuće da ćete zauvijek poželjeti sjediti uz rižina polja. Nude se i ture po terasama. Ili jednostavno možete sjesti u jedan od brojnih restorana preko puta i uživati u pogledu.

Hram Tanah Lot

Fantastičan hram sagrađen na stijeni koji tvori prsten od sedam hramova na jugozapadu Balija. Dođete li u vrijeme oseke, moći ćete prijeći preko oceana do hrama, gdje će vas svetom vodom iz izvora blagosloviti balinežanski svećenici, staviti vam frangipani za uho i rižu na čelo. Najljepši je u zalazak sunca.

Ubud

Usprkos gomilama turista koji su se sjatili nakon filma "Jedi, moli, voli", Ubud je mjesto koje ne smijete propustiti. Koncerti, događanja, joga, filmovi, muzeji, hramovi, butici s unikatnom odjećom - sve je u Ubudu. Priuštite si spa tretman s mirisnim uljima i kupkom, pođite na rafting u blizini ili se cjenkajte na placu za kućne potrepštine.

Geger Beach, Nusa Dua

Ako ne odsjedate u nekom od skupih hotela u Nusa Dui, okupajte se na jednoj od najljepših plaža Balija. Bijeli pijesak, tirkizno more, šum valova i ležaljka sa suncobranom za 25 kuna za cijeli dan.

ŽELITE LI AVANTURU?

SURFANJE

Doći na Bali, top-destinaciju za surfanje, a ne zajahati valove - ravno je grijehu. Na pješčanoj plaži u Kuti možete iznajmiti dasku i instruktora za 100 kuna po satu. To naravno nećete prihvatiti, nego ćete se cjenkati sve dok cijenu ne prepolovite. Adrenalin koji vas obuzme kad osjetite snagu vala, lako će vas toliko obuzeti da ćete se vraćati po još.

KAMPIRANJE U BEDUGULU

U planinama Balija, kraj jezera, mogu se unajmiti šatori za 50 kuna na noć, peći riba na roštilju i sjediti kraj logorske vatre. Taj dio Balija jedini je gdje se može naći osvježenje jer je temperatura uvijek 10 stupnjeva niža nego uz obalu.

U POTRAZI ZA DUPINIMA

Sjeverna obala Balija, s crnim vulkanskim pijeskom, poznata je po tome što je omiljena destinacija dupinima. Iznajmite mali, uski drveni čamac od lokalnog ribara i krenite u potragu.

POSEBNO PAZITE NA…

• Nemojte gladiti indonežansku djecu po glavi, smatra se da zbog toga neće narasti

• Nemojte se srčano rukovati, čvrst stisak smatra se agresivnim

• Jako je nepristojno glasno pričati ili se derati u javnosti. Svi će vas lokalci zaobilaziti u širokom luku

TKO JE TKO

1. NI LUH AYU PERTAM

je Balinežanka iz Kintamanija, malog sela, koja je iz neimaštine uspjela postati vlasnica tvornice cipela. Kad je bila mala, uvijek je imala prevelike cipele, da joj dulje traju, i zaklela se da će jednog dana imati poštene cipele. Nakon što se uspjela školovati u Jakarti, počela je

izrađivati cipele i danas njezin brand Niluh Djelantik nose celebrityji kao što su Cate Blanchett, Uma Thurman, Julia Roberts, Paris Hilton, Cameron Diaz i Gisele Bundchen. Sve su cipele kožne i ručno rađene i možete ih popraviti besplatno dokle god ih nosite.

1. DEK ULIK

je pop zvijezda Balija koju voli mlado i staro. Nije to pop u zapadnjačkom smislu, više folklorni pop. Ali kako pjeva o lifestyleu Balija, svi je vole. Općenito, Balinežani i Indonežani vole ljubavne, lagane pjesme, uz puno tuge, drame i na kraju - happy end

7.4 APPENDIX D

ABU HAMZA: DRŽAVNI NEPRIJATELJ NA SLOBODI

Vođa selefijske zajednice pušten je iz pritvora u Sarajevu nakon sedam i pol godina. Optužnica nikad nije podignuta.

Karizmatični vođa selefijske zajednice, Sirijac koji je u Bosni 90-ih ratovao u jedinici El mudžahid, pušten je iz pritvora u Sarajevu nakon sedam i pol godina. Optužnica nikad nije podignuta. Dok priprema tužbu protiv BiH Europskom sudu za ljudska prava, iz Vlade panično upozoravaju: On je potencijalna prijetnja nacionalnoj sigurnosti. Ne želimo ga u Bosni.

Bosna i Hercegovina je na slučaju mog oca, Imada al Husina, pokazala da je nesposobna. Vlasti su njegovim pritvaranjem htjele pokazati EU da se bore protiv 'terorizma', a onda su ga oslobodile upravo na zahtjev EU – kaže u ekskluzivnom razgovoru za Globus Nudžejma Softić, kći Imada al Husina, poznatijeg kao Abu Hamza, koji je prošlog tjedna, nakon sedam i pol godina, pušten iz Imigracijskog centra BiH u kojem je bio u nekoj vrsti pritvora. Sedam i pol godina trajali su pokušaji vlasti BiH da Imada al Husina, porijeklom iz Sirije, deportiraju iz BiH. Razlog za to je odluka vlasti u Sarajevu da ga proglasi prijetnjom po nacionalnu sigurnost. Nudžejma Softić, njezin otac, ali ni bilo tko drugi, nikad nisu saznali zbog čega je konkretno Imad al Husin bio proglašen prijetnjom po nacionalnu sigurnost.

“Razlog pritvaranja je, citiram sadašnjeg ministra sigurnosti, to što je Abu Hamza ‘prijetnja nacionalnoj sigurnosti, čime je proglašen na osnovi tajnih dokaza’. Tim tajnim dokazima nismo imali pristupa niti mi niti naši odvjetnici niti bilo tko. Jednom prilikom novinar Al Jazeere inzistirao je na odgovoru na to pitanje kod sadašnjeg ministra sigurnosti Mektića, koji je tada rekao, citiram, da ‘netko ne mora biti prijetnja da bi ga zatvorili, može biti potencijalna prijetnja’. Njegova sam kći, ali sam mnogo puta ponovila – ako je moj otac kriv za bilo što, neka ga optuže i neka mu za to sude. Neki ratni zločinci bili su u pritvoru manje od sedam godina, a on je na osnovi ničega odležao sedam i pol. S obzirom na okolnosti, mi smo sigurni, a sve više i javnost, da oni zapravo nemaju ništa protiv njega, jer da su imali, prvo bi njima u interesu bilo da to iznesu i da ga se riješe. Smetao im je zbog izgleda, zbog brade, zbog toga što su htjeli u Europsku uniju preko njegovih leđa – da pokažu da se bore protiv ‘terorizma’ – i na kraju im je ta ista Europska unija uvjetovala usvajanjem zakona koji ga je oslobodio Imigracijskog centra. Ova država je kroz slučaj Imada al Husina pokazala da je nesposobna”, kaže Nudžejma Softić, pojašnjavajući da

izlazak iz pritvora njezina oca ustvari ne predstavlja volju vlasti u BiH, nego je posljedica usklađivanja zakonodavstva BiH s pravnom stečevinom EU. BiH je, naime, u procesu pridruživanja EU te je nedavno uputila zahtjev za članstvo pa je usklađivanje domaćeg zakonodavstva s europskim standardima dio tog procesa. Jedan od zakona koji su morali biti promijenjeni je i onaj koji se odnosi na imigracijski pritvor.

Za razumijevanje cijelog konteksta priče nužno se vratiti desetak godina u prošlost. Imad al Husin bio je jedan od nekoliko desetaka naturaliziranih državljana BiH koji su porijeklom iz arapskih zemalja. Svi oni su u BiH uglavnom došli tijekom rata. Radilo se o nekoliko stotina osoba porijeklom iz gotovo svih arapskih država. Dolaskom u BiH uglavnom su se smjestili u srednjoj Bosni, odnosno u selima u okolici Maglaja, Travnika... Po dolasku u BiH skoro svi su postali pripadnici jedinice koja je nosila naziv El mudžahid. Ta je jedinica djelovala u sastavu Trećeg korpusa Armije RBiH. No, iako je formalno bila u sastavu Armije RBiH, bila je u znatnoj mjeri samostalna u odlučivanju i sudjelovanju u borbama. Imad al Husin bio je pripadnik te jedinice, u kojoj se bavio logističkim poslovima. Dio pripadnika El mudžahida odmah po okončanju rata napustio je BiH i otišao ratovati u neke druge države. Većina ih je tijekom boravka dobila državljanstvo BiH, a dio je njih, poput Abu Hamze, i ostao u BiH. Nekoliko godina nakon rata iste te vlasti, istini za volju pod izuzetno snažnim pritiskom međunarodne zajednice, pokrenule su proces revizije državljanstava dodijeljenih nakon travnja 1992. godine. Taj proces revizije vodila je posebna komisija na čelu s Vjekoslavom Vukovićem, pomoćnikom ministra sigurnosti BiH. Komisija je utvrdila niz nezakonitosti prilikom dodjele državljanstva BiH, a osobe koje su na takav način stekle pravo boravka u BiH bile su protjerane. U nekoliko slučajeva kao razlog za protjerivanje bilo je navedeno da se radi o osobi koja je prijetnja nacionalnoj sigurnosti. Ova formulacija bazirana je na procjenama Obavještajno-sigurnosne agencije BiH. Javnost, ali ni osobe na koje se odnosilo, nikad nisu dobile više detalja o tome za što ih se konkretno sumnjiči.

Aktualni ministar sigurnosti BiH Dragan Mektić bio je godinama direktor Službe za poslove sa strancima. Mektić je potpisnik odluke o određivanju pritvora za Imada al Husina. Mektić uime države, s jedne strane, i odvjetnici Imada al Husina prije desetak godina počeli su svojevrsnu pravnu bitku za deportaciju odnosno ostanak u BiH. Vlasti BiH Al Husinu su oduzele državljanstvo, matični broj, pravo boravka i smjestile ga u centar za deportacije. Centar je u biti moderna pritvorska jedinica smještena u predgrađu Sarajeva.

Od tog trenutka za vlasti BiH počinje borba za deportaciju. Uputili su zahtjev u ukupno 39 država i niti jedna nije htjela primiti Al Husina. Prvobitno je trebao biti izručen u Siriju, zemlju u kojoj je rođen, ali je to odlukom Europskog suda u Strasbourgu zabranjeno jer je u toj zemlji već buktio rat, ali i zato što je Sirija imala smrtnu kaznu. U razgovoru za Globus koji je Abu Hamza dao u vrijeme kada je trebao biti deportiran, istaknuo je da želi biti izručen u zemlju rođenja iako svjestan da ga tamo čeka zatvor i suđenje zbog sudjelovanja u ratu na strani Armije RBiH.

"Nadam se da će me deportirati u Siriju. To je zemlja u kojoj sam rođen i tamo se želim vratiti. U Siriji me čeka optužnica i vjerojatno zatvor. U očima sirijskih organa vlasti izgledam kao terorist, neka vrsta Osame Bin Ladena, i siguran sam da me čeka optužnica za sudjelovanje u oružanim snagama druge države i za organizaciju militarnih jedinica. U Siriji kao što je poznato mogu biti osuđen i na smrtnu kaznu", kazao je prije gotovo osam godina Abu Hamza za Globus te pojasnio razloge zbog kojih je tada želio deportaciju u Siriju.

"Želim da me deportiraju u Siriju da bih mogao tužiti BiH pred Međunarodnim sudom za ljudska prava u Strasbourgu. Tvrdim i dokazat ću da sam državljanstvo BiH dobio na potpuno zakonit način te da mi je nezakonito oduzeto. Vlasti BiH tužit ću i jer me isporučuju zemlji u kojoj je na snazi smrtna kazna što je suprotno nizu međunarodnih konvencija, i što me odvajaju od moje porodice", rekao je Al Husin.

Danas, osam godina nakon tog razgovora i nekoliko dana nakon izlaska iz pritvora, Al Husin i njegova obitelj ponavljaju da od tužbe protiv BiH neće odustati. Naprotiv, priprema te tužbe bit će jedan od njihovih prvih poteza. Potvrdila je to Nudžejma Softić u razgovoru za Globus, ali i sam Imad al Husin u kratkoj izjavi za medije koju je dao po izlasku iz pritvora.

"Tražit ću odgovornost države, ali ne zbog neke odštete, već satisfakcije da istina izađe na vidjelo. Netko je kriv što sam sve ove godine bio pritvoren", kazao je Abu Hamza.

Izlazak iz pritvora Imigracijskog centra BiH za Imada al Husina i dalje ne znači apsolutnu slobodu. Vlasti su mu odredile neku vrstu kućnog pritvora. Al Husin odnosno Abu Hamza sukladno toj odluci ne smije napuštati Sarajevo i mora se, tri puta tjedno, javljati u policijsku stanicu koja je najbliža mjestu njegova stanovanja. Aktualni direktor Službe za poslove sa strancima BiH Slobodan Ujić, ističe da su se u ovom slučaju stekli uvjeti za blaži oblik nadzora nad tom osobom, što podrazumijeva ograničenje kretanja na područje Kantona

Sarajevo, izuzev općine Trnovo, te obavezu javljanja tri puta tjedno u Policijsku upravu Ilidža, Službu za poslove sa strancima, odnosno njenom nadležnom terenskom centru u Sarajevu. Usto, predviđen je i inspekcijski nadzor koji je u nadležnosti Službe za poslove sa strancima BiH. Odgovarajući na novinarski upit – na temelju čega se Imad al Husin smatra prijetnjom, ako za oko sedam i pol godina, koliko je boravio u Imigracijskom centru, protiv njega nije podignuta optužnica, Ujić je, uz opasku da to ne može komentirati, kazao da je svako rješenje Službe za poslove sa strancima potvrđeno u nadležnom sudu. Dodao je da su u kontekst konkretnog slučaja uključene i procjene drugih relevantnih sigurnosnih agencija, "jer Imad al Husin i dalje predstavlja potencijalnu prijetnju po nacionalnu sigurnost BiH".

Imad al Husin živio je u Hrvatskoj od sredine 80-ih godina do početka rata u BiH. U Hrvatsku odnosno Rijeku došao je iz Beograda. U tadašnju Jugoslaviju pak došao je kako bi studirao medicinu. U ranijem razgovoru za Globus pojasnio je da je Jugoslavija imala izvrsne odnose sa svim arapskim zemljama te da je dio tih odnosa bila i razmjena studenata.

Imad al Husin u Beogradu je upisao Medicinski fakultet 1983. godine, a ubrzo se prebacio na Medicinski fakultet u Rijeci. Uradio je to, kaže, jer su život i studiranje u Rijeci bili mnogo jeftiniji nego u Beogradu. U Rijeci je ostao do 1992. godine, a kada je počeo rat u BiH, dodao je, smatrao je kako je ispravno bilo doći u BiH i pokušati pomoći, kako kaže, braći muslimanima.

Upravo je činjenica da je godinama živio u Rijeci prije nekog vremena bila spominjana kao osnova za njegovo izručenje u Hrvatsku. No, sam Al Husin odbacio je takvu mogućnost, te obrazložio i zašto misli da to nije moguće:

"Zato što me Hrvatska vjerojatno ne želi primiti", rekao je. "U BiH sam državni neprijatelj broj jedan. Državljanstvo mi je oduzeto uz obrazloženje da sam prijetnja nacionalnoj sigurnosti. Zašto bi Hrvatska primila jednog takvog čovjeka bez obzira što znam da su svi ti navodi potpuno neutemeljeni? Također, Hrvatska ima vrlo dobre odnose sa Sirijom. Te dvije zemlje vežu i čvrste privredne veze. Hrvatska sigurno neće kvariti svoje odnose sa Sirijom zbog mene. Sirija me s druge strane želi ispitati, provjeriti sve te navode. Uza sve to, veoma važna je i činjenica da ću u Siriji biti uz svoj narod, a u Hrvatskoj bih živio s ljudima koje ne poznajem", kazao je Imad al Husin.

Hrvatske vlasti nikad nisu ni razmatrale mogućnost da prime Al Husina, a vlasti BiH odbile su otkriti je li Hrvatska jedna od 39 zemalja kojima su uputile molbu da ga prime. U svakom slučaju, Abu Hamza ostaje u BiH. Godinama već živi u Sarajevu, a kad je iz Rijeke bio došao u BiH, živio je u Maglaju. Ubrzo po okončanju rata u selu Bočinja nedaleko od Maglaja formirana je tzv. selefijska zajednica. Imad al Husin bio je neformalni lider te zajednice, a u tom selu kuće su kupili pripadnici jedinice Armije R BiH El mudžahid. Stanovnici toga sela svih ovih godina tvrde da su u potpunosti poštovali zakone te pokušali organizirati male biznise. Unatoč tim tvrdnjama, selo Bočinja postalo je medijima izuzetno zanimljivo, ali i mjesto koje su pod nadzor stavile domaće i inozemne obavještajne službe.

Abu Hamza u tim je godinama bio pravi mit. A mit je sam razbio. Počeo se pojavljivati u medijima, govoriti o svojim idejama. Ubrzo je ta zajednica bila rasformirana.

Abu Hamzina kći Nudžejma Softić priča da je život u Bočinji za nju i njezinu braću i sestre bio gotovo pa idiličan: "Naš život je godinama u fokusu javnosti, što se u ovom slučaju pokazalo pozitivnim, jer zbog pritiska javnosti naš otac nije mogao biti deportiran kao neki drugi stranci koji su imali državljanstvo BiH, kojima su to uradili da se za to doslovno nije ni znalo do same deportacije. Živjeli smo u Bočinji i tamo smo tada, prvih godina poslije rata, proveli najsretnije godine djetinjstva. Kad su se okolnosti izmijenile, preselili smo se u Sarajevo, i to je bilo u periodu kad je sestra krenula na fakultet."

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