

MARIJETA RAJKOVIĆ

Department of Ethnology and Cultural Anthropology, Faculty of Humanities and Social Sciences

POSSIBILITIES FOR THE DEVELOPMENT OF RURAL TOURISM –SENJ AND ITS SURROUNDINGS

Under the scientific project *Identity and Ethnogenesis of Coastal Bunjevci*, we have conducted, during the last four years, extensive ethnological research in the hinterland of the city of Senj and the region of Velika Kapela (Krivi Put) and northern Velebit (Senjsko bilo and Krasno). The aim of this project was, except to conduct scientific research, to preserve the cultural heritage of the region, to recognize specific elements in the life of this community, which distinguish it from surrounding population, as well as to emphasize the possibility of revitalization of this region through projects of sustainable development. The aim of this presentation is to point to the role the ethnologists could have in this process and to the possibilities of applying ethnological research in the development of regional tourism through various aspects of rural tourism (production of health food, herbal plants, eco-ethno souvenirs, participation in traditional economy).

Detailed attention is paid to the importance of preservation of the traditional architecture adapted to the contemporary life but under the condition that the nature and integrity of the architecture itself remain unaffected. Instructions how to incorporate resources of the rural tourism into already existing tourist offer of Senj are given. A specific life style of this community could also be a tourist attraction.

At the end of the presentation, it is scrutinized how resources of this region could be „branches“ of an ecomuseum at the territory of Senj (as a centre) and its surroundings.