



Ivan Cvitanić is a Supetar Tourist Board director. His job is to organize and encourage travellers to visit his country, region and city. Ivan spent his childhood in Supetar where he also finished elementary and private school. Because of that he is able to promote his hometown very well. He continued his education in Dubrovnik where he attended the American College of Management and Technology. Volunteering is also a very important part of his career and life. That is why we have to mention that he is a co-founder of the Brač Folk Ensemble “Ciciljona” and founder of the Association for Brač stone promotion “Stinja”. He is the president of Supetar sport fishing club “Arbun” and Fishermen Local Activity Group “Brač”. This information about his life shows us how strong his dedication to his job and love for his island is.

1. How long have you been working at Tourist Board in Supetar and what made you choose that job?

Well, I've been working in Supetar Tourist Board since 2009, early January 2009. So it's been 13 and a half years already. And honestly, this job chose me. I didn't choose this job at the beginning. I was 29 when I got the job. And at a certain point in my life, I was completely messed up. I didn't know what I wanted to do with my life. I was living in Zagreb, then in Hvar, and then I came back to Supetar, and suddenly there was a tender. I applied, got the job and the rest is history!



2. We can see that you have a really busy schedule, besides your primary job, what do you do in your spare time?

Well, as I told you in the presentation, I'm very much involved in the community. I'm the President of the "ARBUN" Fishing Club in Supetar. Also, I am the President of the local fisherman activity group. Besides that, I'm an uncle, so I spend some time with my nieces. And I especially like hiking. So every time I have some spare time, especially on the weekends, I go hiking with my friends. Usually we hike around the island of Brač. We covered the whole island, but also we go to national parks or parks of nature. And this is something that really makes me happy.

3. How does tourism affect the city and its development, both in positive and negative ways?

Tourism definitely has both sides. We've been in tourism for almost 70 years, and Supetar has changed in that period, not only because the 70 year period passed, but also because tourism brought some certain aspects to our community. If I can make it simple, positive is, of course, the economic part and all the money and income that we got from the tourism and we've been getting from tourism in the last 70 years. And negative ways is, of course, influence on the environment, influence on the resources that we have. And I'm especially sad because tourism usually brings a negative effect on the local culture, its tradition and changes it in a negative way.

4. In which ways do you consider yourself responsible for acting sustainable in your job and in personal life?

Well, in my job, all the events that we create, we try them to be sustainable in a way that we don't use plastic, especially if we have some food involved. All the events that we are not organizing, but are financing them, we also ask of people not to create extra garbage or something like that. Also, we are a part of the Eco Tourism project, and we try to communicate with our members, which are of course all the private accommodation people, hotels and similar. We try to make an impact on them so they don't use that much water, separate the garbage and other similar things. And in personal life, as I said, I'm a hiker and many times when in the nature I try not to put any garbage over there. Personally at home, I separate the garbage, plastic, glass and stuff like that. And of course, as I told you, I'm an uncle, so I'm trying to make an influence on my nieces and their friends to act the same way.



5.If you had the chance to improve the situation in the city, regarding tourism, what would you do?

Well, with my job, I do have a certain role in the possibility of changing the situation. Unfortunately, as I said before, tourism has been happening in Supetar for almost 70 years and during that period people got used to what they do even today. And for me it's very hard to impact those people that are in tourism. It's much easier to create certain standards and rules in the areas where there was no tourism before, which are the new tourist destinations. There, you can impact on the people regarding the environment from the beginning. In the places like Bol, Supetar or other tourist destinations, people got used to certain activities in certain ways. They do things and it's very hard to change them. If I had a magic wand to change it, I would definitely change their heads a little bit because we need to tell them that it's our environment. Many tourists come to our destinations in a very short period of time and it has created impact on our resources, water, electricity and environment in general.

6.How does the Tourist Board promote Supetar and is there any space for improvement?

There's always space for improvement. We promote Supetar in many ways which are defined by lots of things we can do. We do events, social media and Internet promotion. My personal opinion is that the best way to promote a certain destination is to make those people who visit the destination feel welcome and feeling not ripped off. If we show them the value for what they paid, they will be the best promoters of the destination. Marketing and promotion cost a lot of money. But if we get the people to promote because they were happy with the destination, then we can't pay for it. It's the best promotion.

7.Do you think the local community feels that Tourist Board supports their traditional values?

I hope so. We really do all the events and all the promotions, what we think, how it should be done and what should be done. People's reactions are very hard to get because there are so many of them. But mostly yes, those who communicate back with us, I think they have the feeling that we support the traditional values.





8. Do you think your Tourist Board has something that makes it different from the others?

Definitely. I'm a director of this tourist board. I'm single, I don't have kids. And of course because of that I can give more of my time and thinking into that job. My colleagues around the island, they're also great people, but most of them have children, have some other obligations and then of course they can't be as much involved as I am in it. And Supetar with its geographical position is one of the biggest, if not the biggest ferry port in Croatia. It of course brings people to come to the island of Brač. Some of the people who come to the island of Brač come through Makarska to Sumartin ferry and some with the airplanes on the Brač Airport. But I would say some 96% tourists come with this ferry line, Supetar-Split and then of course that makes Supetar different than all others around us.

9. Does sustainable tourism have any risks, (explain)?

Yeah, a lot of them. I'm especially worried about water. Because last five years there have been a lot of swimming pools built in the private accommodation and people of course want to get more money, be a better private accommodation renter. But this problem could create a lot of damage in the future. Besides water, I would say the garbage is also a big problem because on the island of Brač there is still no collection of the garbage done in a sustainable way that separates the garbage. Unfortunately, we in Supetar at the households, we separate the garbage, but then they bring everything back to one place and it's in a way pointless. So it's water and garbage.

10. What are the future goals of Tourist Board of Supetar?

That is a hard question. It would take one hour to answer it. But let's say that the goal is definitely being greener, turning our promotional materials into digital formation, applications and QR codes so that we don't use that much paper. And of course to prolong the season, to make it longer so that more people can come in pre and post season, to release the pressure that is there during the peak of the season.

11. Are you satisfied with what you have achieved and what are your personal future goals?





I'm very much satisfied. Of course there is always a little percentage of what I could have done better in the past but then there is a chance for me to do it in the future. Yes I am I'm very happy that I got this job. At the age of 29 I became a director and at a certain point I was thinking OK you got a job at your own home. A well paid job which I could do certain things differently with. Then I decided even back then that it was going to be the best job of my life no matter what, how and how long I do it. The possibility of doing such a job in my community where I was born was a really great opportunity for me and I'm so happy with it. I can say that this is the best job that I can do right now. And personal goals is of course I want to grow on the professional and personal level and do my job even better.

