ARE WE READY FOR CREATIVE TOURISM? EDUCATIONAL MISMATCH OF SEASONAL EMPLOYEES IN DUBROVNIK-NERETVA COUNTY

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Abstract

Purpose – The purpose of this paper is to explore creativity among seasonal workers in Dubrovnik-Neretva County, as well as the incidence and determinants of horizontal educational mismatch among seasonal employees in Dubrovnik – Neretva County. Furthermore, purpose is to establish the linkages between horizontal educational mismatch, creativity and worker's intentions of investing in additional education.

Methodology – Dataset used in this paper is taken from the Seasonal Employment Survey undertaken by Dubrovnik regional office of Croatian Employment Service (CES) in the 2011 – 2015 period and it includes 1670 observation. In order to examine the incidence and determinants of horizontal educational mismatch among seasonal workers in Dubrovnik – Neretva County multivariate statistical methods will be used.

Findings – Finding indicate that there is a significant share of seasonal workers mismatched and approximately 60% of them are not working in the field of their education. Statistical tests show that there are statistically significant relations between horizontal educational mismatch, creativity and worker's intentions of investing in additional education.

Contribution – This paper contributes to the Croatian scientific literature in the field of labour economics as well as in the field of tourism. It represents one of the rare analyses linking these two fields and exploring patterns in seasonal tourism employment. This kind of a research provide grounds for future research of tourism and related labour market.

Keywords creativity, creative tourism, seasonal workforce, educational mismatch, Dubrovnik – Neretva County

1. INTRODUCTION

Nowadays, creative industries are linked to national cultural and economic policy. Creativity and economic development have become a key feature of the economic theory and practice. Nixon and Crewe (2004) emphasize creative industries as a positive model for work and employment. The concept of creative industry influences not only intelligence and technology but also has economic benefits and it has become the new economic growth point in the modern service industry. Potts and Cunningham (2008) emphasized that the economic value of the creative industries may extend beyond the manifest production of cultural goods or the employment of creative people. Creative industries may have a more general role in driving and facilitating the process of change across the entire economy, as evidenced by its dynamic parameters and degree of embedding in the broader economy.

As in many other disciplines, creativity has increasingly become a focus of attention for tourism scholars. Strategic position or the major private sector markets for creative industry products are the tourism, services and retail sectors. Several authors (Evans, 2009; Sleuwaegen and Boiardi, 2014) find tourism to be one of the most creative industries that increases economic development. The concept of creativity has great significance, not just for tourism and leisure, but also in terms of social and cultural development more generally (Rogerson, 2006). Richard and Wilson (2006) see creative tourism as an extension of cultural tourism but less oriented to the mass reproduction of culture.

Although the concept of creativity remains elusive to define, it has been integrated into tourism in a range of different forms, via creative people, products, processes and places (Richards 2011.). Jarabkova and Hamada (2012) suggests that creativity represents a mean of developing distinction and authenticity and therefore many cities and regions adopted a strategy incorporating creativity as a strategy for individual skill development and subsequently as a strategy for growth (Ray, 1998). The development of 'creative tourism' mirrors the growing integration between tourism and different destination strategies promoting creativity through the promotion of the 'creative class'.

To the best of our knowledge, there are just a few rare researches exploring economic aspects of creativity in Croatia. For example, Stojčić et al. (2016) explored the link between creativity and growth while Jelinčić and Žuvela (2012, 2013) explored the link between creativity and tourism. However, the role of Croatian workforce in creative industries is largely unexplored. Hence, this study represents one of the first attempts to link labour market educational mismatches and creativity. The aim of this paper is to explore creativity of seasonal workforce in Dubrovnik-Neretva County. The intention is to examine whether labour market (seasonal human capital) is ready or not for the development of creative tourism. Furthermore, the purpose is to determine the incidence and determinants of horizontal educational mismatch among seasonal employees and to establish the linkages between horizontal educational mismatch, creativity and worker's intentions of personal improvement through enrolling additional educational program.

To achieve the research objectives, this paper is divided into five sections. Following this introduction, the second section provides the selected literature review. The methodology is discussed in the third section, while the fourth presents research results and the discussion of findings. The final section of the paper draws certain concluding remarks and directions for the future research.

2. LITERATURE REVIEW

The creative industries have been highlighted as a key source of employment growth in the 'knowledge economies' of post-industrialised nations (Huws, 2010). The creative industries may include different levels of workforce, especially creative class. Creative class uses combination of creativity and skills to add value in their work and therefore they are widespread among different sectors, including tourism. Creative class "see

themselves simply as 'creative people' with creative values, working in increasingly creative workplaces, living essentially creative lifestyles" (Florida, 2002, p. 211). Several authors (Richards, 2011; Wu, Wu, Chen, and Chen, 2014) describe creativity as a reflection of the wisdom and knowledge of human capital transformed into value creation. Following that assumption, Potts and Cunningham (2008) found that creative industries have higher human capital than aggregate economy. Marrocu and Paci (2011) also suggest that there is a strong overlapping between graduates and creatives citing the fact that the most creatives are indeed graduates.

For Florida (2002), the incorporation of creative class knowledge and talent into the local economy such as tourism is not problematic. According to him, the creative class consists of two parts: the creative core and the creative professionals. Beyond this core group, the creative class also includes 'creative professionals' who work in a wide range of knowledge-intensive industries such as high-tech sectors, financial services, the legal and healthcare professions, business management and tourism. Hansen and Niedomysl (2009) find that most Swedish creative class people move for jobs rather than local quality of life. Therefore, the creative class should be analysed as influential aspect in creative industry, especially in tourism sector.

The creative class thesis argues that not only educated people are necessary to promote regional growth, other parameters are equally important for regional growth in combination with a tolerant, open-minded and diverse people climate (Asheim and Hansen, 2009). On the other hand, Stolarick and Currid-Halkett (2013) analysed the impact of the creative class in comparison with other occupational groups and they found that creative class, highly skilled human capital is associated with lower unemployment. Regional job opportunities also have a large effect on the size of a region population of the creative class. The findings reveal some evidence of a positive relation among creative class occupation, employment growth and entrepreneurship at the regional level in EU (Boschma and Fritsch, 2009): So, the type of industry such as tourism with the higher amenity areas can determine the creative class location and growth. Also, adding creative elements to tourism industry can impact creative class and the productivity of its members.

Already Arthur and Rousseau (1996) characterised careers in creative industries as 'boundaryless' - the opposite of organisational careers, meaning that they are mostly individually navigated. Bridgstock (2005) as well as Cunningham and Higgs (2010) described those careers as careers with minimal employment stability and minimal opportunity for promotion within a firm. Employment decisions in creative industries very often depend on informal contacts and the quality of previous work (Bridgstock, 2011) implying that formal credentials are not the key element in hiring a worker. Therefore, Bridgstock (2011) suggests that there is permanent mismatch between the skills of Creative Industries graduates, and those required in the workforce. Creatives find it difficult to enter in the labour market, establish themselves and therefore they commonly experience spells of underemployment or even unemployment (Ball et al., 2010; Blackwell and Harvey, 1999).

Better understanding of human capital structure and better understanding of seasonal labour shifts, as well as understanding educational mismatch and its influence on creativity may reduce those same inefficiencies and consequently it can benefit the local economy.

3. SEASONAL EMPLOYMENT IN DUBROVNIK-NERETVA COUNTY

The main labour market characteristics of Dubrovnik-Neretva County are mirrored through two main indicators: the number of unemployed and employed workers listed at CES Regional Office in Dubrovnik per year. Table 1 shows mentioned indicators in the period from 2011 to 2015.

Table 1: **Unemployment and employment trends in Dubrovnik – Neretva County**

Year	Unemployed registered at CES	Chain indices	Employed through CES	Chain indices
2011	7341	98.4	5843	120.4
2012	7579	103.2	6285	107.6
2013	8025	105.9	7114	113.2
2014	8150	101.6	7868	110.6
2015	7763	95.3	8291	105.4

Source: CES - Dubrovnik

In the referred period, unemployment in Dubrovnik – Neretva County increased by the average rate of 0,9% per year and employment also increased by much higher rate of 11,4% per year. At the same time, the number of seasonal workers has been increasing by the rate of 11,6% per year (Table 2).

Table 2: **Seasonal employment in Dubrovnik-Neretva County**

Year Month	2012	2013	2014	2015
January	11	4	28	18
February	38	43	50	94
March	239	244	381	514
April	862	818	1283	1206
May	971	1127	1069	1169
June	662	748	880	815
July	350	384	383	343
August	68	84	94	154
September	41	50	198	71
October	256	178	146	189
November	11	18	8	28
December	5	10	16	28
Total	3514	3708	4536	4629

Source: CES Dubrovnik

The dynamics of seasonal employment in Dubrovnik – Neretva County can be seen from the previous table. There are almost no (or just some) employment activities in November, December and January while the highest seasonal employment intensity had been in May until 2013 and since 2014 a whole month earlier - in April. This situation implies earlier start and longer duration of tourist season in the last few years. Due to increased demand, many facilities have an earlier seasonal opening; especially in hospitality, but also in sector of retail what means earlier staff recruitment. This tendency is the realisation of the continuous efforts to prolong season and consequently, to increase income from tourism in Dubrovnik-Neretva county. According to CES statistics, seasonal employment is mostly concentrated in the sector of accommodation and food service (Table 3).

Table 3: **Seasonal employment through CES Dubrovnik by industry**

	2012	**2013**	**2014**	**2015**
Agriculture, forestry and fishing	113	74	138	127
Mining and quarrying	0	1	4	1
Manufacturing	101	94	164	155
Water supply; sewerage, waste management and remediation activities	40	24	52	25
Construction	46	60	116	97
Wholesale and retail trade; repair of motor vehicles and motorcycles	551	642	912	772
Transportation and storage	102	164	157	186
Accommodation and food service activities	1.749	1.840	2.244	2.450
Information and communication	11	1	9	13
Financial and insurance activities	15	12	19	17
Real estate activities	15	24	29	30
Professional, scientific and technical activities	16	20	37	36
Administrative and support service activities	432	500	363	367
Public administration and defence; compulsory social security	77	27	39	99
Education	19	11	11	15
Human health and social work activities	18	10	13	10
Arts, entertainment and recreation	59	37	54	48
Other service activities	142	161	169	173
Activities of households as employers; undifferentiated goods – and services – producing activities of households for own use	8	6	6	8
Total	3.514	3.708	4.536	4.629

Source: CES Dubrovnik

Sector of accommodation and food service activities employs the largest share of seasonal workers in Dubrovnik – Neretva County (8283 workers in four years or about 50% of total seasonal employment). The sector of Wholesale and retail trade follows hospitality with 2877 seasonal employees or 17% of total seasonal employment. Other

worth mentioning sectors are Administrative and support service activities (1662 workers, 10%), Other service activities (645 workers, 4%) and Manufacturing (514 workers, 3%). It is interesting that the sector of Arts, entertainment and recreation, which we can relate to creativity, had employed only 198 seasonal workers in four years period or just 1,2% of total seasonal employment.

Educational structure of seasonal workers in Dubrovnik – Neretva County is given in the following Table 4.

Table 4: **Educational structure of seasonal workers in Dubrovnik – Neretva County**

	2012	**2013**	**2014**	**2015**	**Total**
No school	1	1	3	0	4
Uncompleted elementary school	32	25	31	21	149
Basic school	510	520	591	667	2.766
Secondary vocational school lasting up to three years and school for skilled workers	1.302	1.390	1.738	1.775	7.275
Secondary vocational school lasting four or more years	1.145	1.251	1.577	1.590	6.493
Grammar school	122	118	164	155	646
College	167	162	154	159	771
Undergraduate university study	7	6	7	4	28
Professional study	30	40	58	52	189
Specialist graduate professional study	2	8	8	5	23
Faculty, Academy	150	137	133	131	693
Master study	4	4	2	3	17
Doctorate	0	0	0	0	0
Integrated undergraduate and graduate university	2	4	8	5	19
Graduate university study	39	41	61	60	219
Postgraduate university study	1	1	1	2	5
Total	3.514	3.708	4.536	4.629	19.298

Source: CES Dubrovnik

General educational characteristics of seasonal workers employed through CES Dubrovnik in the referred period show that the majority of workers attained secondary vocational education (71%) - lasting up to three years (37,7%) or lasting up to four years (33,7%). Together with the individuals with only basic education attained (14,3%) they make around 86% of seasonal workforce in Dubrovnik – Neretva County. As far as the other educational profiles is concerned, the largest share make the college graduates (4%) followed by the workers with faculty degrees (3,6%). An overview of educational structure shows that a majority of seasonal labour force has lower levels of education what corresponds with the structure of the jobs during the tourist season. To illustrate, the most demanded professions in Dubrovnik – Neretva County labour market in the seven months of 2015 are shown in the following table (Table 5).

Table 5: **The most demanded professions in Dubrovnik – Neretva labour market**

Occupation	Employed I. - VIII. 2015.
Waiter	757
Salesman	730
Cook	517
Hotel maid	289
Assistant cook	239
Cleaning staff	190
Receptionist	180
Administrative clerk	147
Kitchen worker	136
Graduate economist	101
Assistant waiter	101
Warehouse worker	83
Economist	80
Economist of hospitality and tourism	73

Source: CES Dubrovnik

As it can be seen from the previous table, ten out of fourteen professions that were highly demanded in Dubrovnik – Neretva County in the first half of 2015 are exclusively related to the sector of accommodation and/or food service, i.e. they were related to tourism activities of the County. This fact confirms the role and the importance of tourism in the County's labour market and in County's economy generally.

4. METHODOLOGY

The analysis in this paper is based on dataset drawn from the Seasonal Employment Survey undertaken annually by Dubrovnik regional office of Croatian Employment Service (CES). For the purpose of this paper, data for the years 2012, 2013, 2014 and 2015 are used.

Questionnaire of the Seasonal Employment Survey has been designed by CES Regional Office in Dubrovnik and consists of two parts - the first one provides data on general characteristics of the seasonal workers such as gender, age and education. This part has not been changed over the years. However, the second part of questionnaire that provides data on the specific aspects of individual's seasonal employment has been changed over the years. Datasets characteristics are shown in the Table 6.

Table 6: **General sample characteristics and variables in the analyses**

	2012	**2013**	**2014**	**2015**
Number of observations	479	422	402	367
Gender (Binary variable)				
Male	44.7%	45.5%	43.5%	49.0%
Female	55.3%	54.5%	56.5%	51.0%
Age				
15-29	24.2%	50.2%	52.5%	54.0%
30-39	48.2%	25.6%	25.4%	21.0%
40-49	14.8%	14.00%	15.7%	14.4%
50-65	12.7%	10.2%	6.5%	10.6%
Education (Binary variable)				
Elementary and secondary	89.1%	90.00%	85.4%	85.8%
Higher education	10.9%	10.0%	14.6%	14.2%
Channels of employment				
CES	19.2%	22.5%	16.4%	
Job application	18.8%	23.0%	20.1%	
Personal acquaintance	34.7%	31.5%	35.5%	
Other	27.4%	23.00%	28.00%	
Part of Dubrovnik – Neretva County (Binary variable)				
Dubrovnik	44.9%	45.0%	45.2%	33.0%
Metković. Ploče. Korčula and Lastovo	55.1%	55.0%	54.8%	67.0%

Source: CES Dubrovnik (2012-2015)

First step of the analysis was to determine the incidence of horizontal educational mismatch among seasonal workers in Dubrovnik-Neretva County in order to test the first research hypothesis:

H1: There is a high level of horizontal education mismatch among seasonal workers in Dubrovnik-Neretva County.

Horizontal educational mismatch arise when a worker's field of education differs from the field of the worker's job (Sattinger, 2012, p.25). Variable that represents horizontal educational mismatch in this paper is designed by comparing the individual's profession with her/his current seasonal workplace. Variable *Educational Mismatch* is dummy variable with value 1 representing the existence of horizontal educational mismatch.

Second step was to establish the link between creativity of seasonal workforce and educational mismatch. In 2014, 379 examinees were asked to assess the necessity of creativity usage at their workplace. The statement they were asked to fill in was: "Please mark the percentage of your knowledge and/or your skills needed at seasonal workplace." One of the given knowledge/skill options was creativity.

In order to examine thoroughly the influence of educational mismatch on creativity usage the following hypothesis will be tested:

H2: There is a negative relationship between educational mismatch and creativity usage.

To test the previous hypothesis and in order to examine additional elements influencing worker's creativity usage the following logistic regression was estimated:

Creativity usage = ƒ (gender, age, education, educational mismatch, channel of employment, part of the County)

Next step in the research was to explore factors that influence educational mismatch among seasonal workers in Dubrovnik-Neretva County. Theoretical models and empirical evidence suggest that educational mismatch may be related to the set of individual characteristics, such as gender, age, education, etc. Therefore, following hypothesis will be tested:

H3: There is a higher probability of educational mismatch for females than for males.

H4: There is a higher probability of educational mismatch for older workers than for those younger than 30.

H5: There is a higher probability of educational mismatch for individuals with high levels of education than for those with lower educational attainment.

Binary character of dependent variable and longitudinal character of data impose panel probit regression as a method of analysis. Generally, the model could be expressed as:

Educational mismatch = ƒ (gender, age, level of education, wage, part of Dubrovnik-Neretva County)

The problem of changing questionnaire limited analysis to the mentioned variables, as those were the only variables repeating in all databases.

As mentioned previously, literature suggests that creative industry employs higher educated workers than the rest of the economy does. Therefore analyses of the intentions of attaining additional education and influence of educational mismatch on such a decision have been done. The following function was examined:

Additional education = ƒ (gender, age, level of education, educational mismatch, part of Dubrovnik-Neretva County)

Intention of the previous two equation was to analyse the individual objectives related to personal educational improvement.

5. RESEARCH RESULTS

The incidence of horizontal educational mismatch County based on the comparison of the individual's profession with her/his current seasonal workplace and self-assesment of creativity usage among seasonal workers in Dubrovnik-Neretva are shown in the Table 7.

Table 7: **Horizontal educational mismatch and creativity usage among seasonal workers**

Horizontal educational mismatch		
Mismatched	**Frequency**	**Percentage**
2012	312	65.10%
2013	247	58.50%
2014	250	62.00%
2015	229	69.80%
Total	1038	63.60%
Creativity usage		
Creativity usage	**Frequency**	**Percent**
Up to 25%	46	12.1%
Up to 50%	78	20.6%
Up to 75%	107	28.2%
Up to 100%	148	39.1%
Total	379	100.0%

Source: Research results based on CES Seasonal Workers Survey (2012-2015)

According to the previous table, hypothesis H1 is confirmed – the incidence of educational mismatch in Dubrovnik Neretva County is high with two thirds of a seasonal workforce not adequately matched. Furthermore, majority of examinees stated that their creativity was highly used.

First estimated logit regression was the one exploring the determinants of creativity usage. Creativity usage variable is binary which takes the value of 1 if a person uses more than 75% and up to 100% of his/her creativity. The method used to explore factors influencing the probability of high creativity usage is binary logit regression since dependent variable is binary. Dependent variable of logistic regression is odds ratio (probability of high creativity against probability of low creativity usage). Variable *Age* is suppressed in two categories – younger and older than 30. All other variables are already binary. Results are presented in the Table 8.

Table 8: **Determinants of probability of high creativity usage among seasonal workers**

Dep. var. Creativity usage	Coef.	Std.err.	z	P>|z|	Odds
Gender	.3548395	.2291255	1.55	0.121	1.425952
Younger than 30	-.2494593	.2273799	-1.10	0.273	.779222
College/University education	-.7454942	.3444739	-2.16	0.030	.4744997
Educational mismatch	-.5279334	.2314727	-2.28	0.023	.5898226
Channel of employment					
CES	-.5738415	.3490788	-1.64	0.100	.5633572
Job application	.2803069	.3172754	0.88	0.377	1.323536
Personal acquaintance	-.2329952	.2811115	-0.83	0.407	.7921574
Dubrovnik	-.6825684	.2264283	-3.01	0.003	.5053175
Constant	.3355342	.3202199	1.05	0.295	1.398687
Number of observation = 378					

Source: Research results

Previous table shows that gender, age and channel of employment are not statistically significant in determining creativity. Predictors that meet the conventional 0.05 standard for statistical significance (Table 8), are going to be interpreted:

- negative coefficient sign and 0.474 odds ratio for education mean that the odds of a person's high creativity usage decreases for highly educated individuals;

- negative coefficient and 0.589 odds ratio for *Educational mismatch* mean that probability of high creativity decreases for educationally mismatched. This means that properly matched workers were more creative than their mismatched counterparts were. This confirms H2 hypothesis.

- negative coefficient for variable *Dubrovnik* means a lower probability of creativity in Dubrovnik comparing to other parts of the country.

However, one should bear in mind that creativity in this survey is strictly based on personal assessment and that there could be discrepancies in each individual perception of creativity.

Previous analysis shows negative relationship between educational mismatch and creativity. Therefore, educational mismatch is analysed more thoroughly. To examine the factors influencing educational mismatch, panel probit regression is used. This time variable *Age* is divided in four categories and combined with gender as it is shown in the following table (Table 9).

Table 9: **Probit Research results on Educational Mismatch Determinants**

Dep. variable - Education mismatch	Coefficient	Std. Err.	z	P>|z|
Gender # age				
Male # 30 – 39	-.0405105	.1098133	-0.37	0.712
Male # 40 - 49	.1379649	.1691644	0.82	0.415
Male # 50 - 65	.0127732	.1694825	0.08	0.940
Female # 15 - 29	.1728447	.0976705	1.77	0.077
Female # 30 – 39	.0729973	.1059838	0.69	0.491
Female # 40 - 49	.239286	.124204	1.93	0.054
Female # 50 - 65	.738609	.1722022	4.29	0.000
College/University education	.681351	.1105886	6.16	0.000
Dubrovnik	-.2634741	.0683967	-3.89	0.000
Wage higher than 4000 HRK	-.3079817	.0683967	-4.50	0.000
Constant	.4093193	.087016	4.70	0.000
lnsig2u	-5.024873	1.213274		
sigma_u	.0810705	.0491804		
rho |	.065295	.0078704		

Number of obs   =   1631
Number of groups =   4
Obs per group: min =   328
                     avg =   407.8
                     max =   479
Wald chi2(10)   =   103.64
Log likelihood = -1012.5512   Prob > chi2   =   0.0000

Source: Research results

As it can be seen from the Table 9, variables representing education, part of the County and wage are statistically significant in determining educational mismatch. Furthermore, some of the gender#age combinations also influence the probability of being educationally mismatched:

- Positive coefficients for statistically significant gender#age combinations show that there is a higher probability of being educationally mismatched for women in the early age (15-29) as well for females older than 39. This confirms H3 and H4 hypotheses.

- Positive coefficient for education implies that individuals with the higher education (college or university) are more likely to be in workplaces that differ from their field of education, comparing to their lower educated counterparts. This confirms H5 hypothesis.

- Negative coefficient by the variable indicating the part of the County (Dubrovnik) implies that there is a lower probability of educational mismatch comparing to the other parts of the county;

- In addition, there is a lower probability of educational mismatch for the individuals earning more than 4000 kunas comparing to the individuals with the lower wages.

Finally, analysis of the intentions of attaining additional education and influence of educational mismatch on such a decision were done and the results are shown in the Table 10. Again, the binary character of dependent variable imposed binary logistic regression as a method with the odds ratio being the probability that person will the probability that he/she will not undertake additional schooling. The results are shown in the Table 10.

Table 10: **Determinants of additional education decision**

Dep.Var – intention of undertaking additional education	Coefficient	Std. Err.	z	P>|z|	Odds
Gender # age					
Male # 30 – 39	.839273	1.055137	1.84	0.066	2.3146
Male # 40 - 49	-.5801488	.4288781	-0.76	0.449	.5598
Male # 50 - 65	-2.29667	.1111107	-2.08	0.038	.1005
Female # 15 - 29	-.3484478	.3747478	-0.66	0.512	.7057
Female # 30 – 39	1.094239	1.42858	2.29	0.022	2.9869
Female # 40 - 49	-.4996947	.353362	-0.86	0.391	.6067
Female # 50 - 65	-1.15299	.2336406	-1.56	0.119	.3156
College/University education	.9002015	1.073596	2.06	0.039	2.4600
Educational mismatch	-.742083	.1268264	-2.79	0.005	.4761
Dubrovnik	-.2084858	.219292	-0.77	0.440	.8118
Constant	-.4320808	.2868152	-0.98	0.328	.6491
Number of obs = 329 Log likelihood = -179,40312		Prob > chi2 = 0.0000		Pseudo R2 =0,1497	

Source: Research results

The analysis results suggest that age level 30-39 and 50-65, level of education and educational mismatch are statistically significant in making decision about additional education. Considering the age, the results are twofold – younger and highly educated individuals are more likely to enrol additional training or education while older generation is less likely to do so. Additionally, the probability that a person will enrol some additional educational programme decreases for educationally mismatched individuals.

6. CONCLUDING REMARKS

Creativity is the key factor in developing process of every region or a country. Creative industries are a relatively new concept risen as an extension of the 'cultural industries' and 'creative arts' concepts. Industries based on individual creativity are increasing rapidly and have a powerful impact on global economy growth. The influence of creative industry on local labour markets is one of the most interesting issues in the last five or ten years. Creative industries are industries that are based on creativity, skill and

talent of individuals who have the potential for creativity in their workplace. Therefore, in the context of the creative industries, the success of the region and the country is also based on a creative class. It should be emphasized that, the activities based on creativity work show the significant impact on the companies and industries development, particularly in tourism.

The aim of this paper was to establish linkages between creativity, education and educational mismatch. Already descriptive statistics revealed that only a small share of seasonal labour in Dubrovnik – Neretva County works in sector of Arts, entertainment and recreation that we can relate to creativity. However, analysis revealed that a large majority of seasonal workers thinks that their creativity is needed at workplace. Contrary to expectations, creativity is negatively related to the level of education and educational mismatch, meaning that highly educated individuals are less likely to use their creativity and that mismatched workers are less creative at their jobs. An issue rising concerning this finding is the fact that more than 60% of seasonal workers turned out to be working at places differing from the field of their education. Exploring the elements that influence the probability of being mismatched, females, especially older than 30, and highly educated individuals are more likely to be mismatched. In addition, individuals in Dubrovnik and receiving larger wages are less likely to be mismatched. Furthermore, since the theory links creativity to higher educated individuals, the intentions of further training are explored. Findings suggest that highly educated people in the age 30-39 are more likely to invest in personal development.

The findings should be considered in the light of the research limitations. Limited sampling, covering just Dubrovnik – Neretva County, may affect the generalization of findings. However, this paper provide solid grounds for the future researches that could be extended by including other Croatian counties. Considering subjective definition of creativity used in this research, it would be interesting to include definition that is more objective and to compare the results to these ones. Finally, including more elements in the research, such as satisfaction with various aspects of the workplace, could be a starting point for the further studies of this issue.

As a final remark, we will refer to the question posed in the title of the paper. Dubrovnik-Neretva County, especially Dubrovnik, is abundant in cultural and natural attractions. This area has a lot to offer to its visitors and with the implementation of creativity – even more so. Recent city development shows that Dubrovnik is indeed striving towards "smart" city concept implementation and that creativity slowly enters as the element in creating tourist offer. However, the labour market structure and analysis of the demand for labour show that seasonal labour market is still lagging behind and that there is a lot of room for improvement in terms of human capital development, and subsequently, in terms of creative tourism development.

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