



**Edward
Bernays**

University College

*Communications
Tourism*



1. CROATIAN CONGRESS ON FOREST THERAPY

„The combination of dendrotherapy and phytotherapy through
transformative tourism of New Age

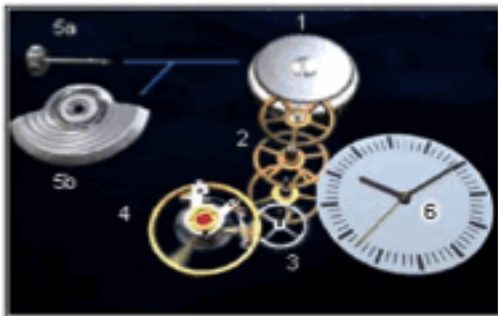
Zagreb, Sljeme – Tomislavov dom, September 12 and 13, 2022

Romana Lekić, PhD, College Professor

Shifting paradigms

An industrial, mechanical paradigm
ANALYTIC

Time and place : two dimensional

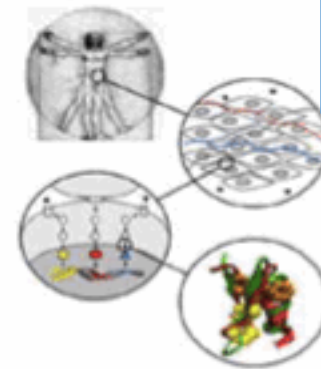


Based on the study of **DYNAMICAL SYSTEMS...**

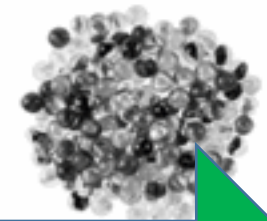
A 'biological' paradigm emerges

HOLISTIC

Time, place,
personal intent:
four dimensional



(Source: Diane Nijs, Breda NHTV)



The goal of ambient narratives is to improve performance in everyday life, all incidents should be causally related to a central action (unity of action).

Reducing OXIDATIVE STRESS

Positive Social Network
(Family, Friends, Coworkers...)

Mind Cultivation

Stress
Hormones
Control
(Yoga,
Meditation,
Mindfulness)

Nutrition

Antioxidants
(Medicinal
Herbs)

Activities

Negative Ions
(Healthy Air)

Integrative Approach
Modern Medicine + Traditional Medicine

Healthy Environment (Thermomineral water, Forests,)

Tourism=selling dreams!

- The essence and the main point of tourism is selling and making dreams come true
- Each locality should have a myth which is able to attract by its magical strength.
- VA= DM3 Visitor attraction is a Dream consisting of Myth, Magic and Mystery (*Shouten*)

***New model of sustainable outdoor
hospitality management in connection
with the creative industry***



Transformative tourism

- Transformative tourism is a type of tourism where tourists participate in travel that offers a high level of immersion with the host culture through backpacking, volunteer, educational/study abroad, ecological/nature based and cultural/creative programs.
- Their key foundation is engagement in activities designed for personal and spiritual development – through particular forms of primarily spiritual/religious travel; wellness/health tourism; and/or immersion in nature through rural tourism and extreme sports.

‘To travel is to discover that human beings in other lands and cultures are also people with whom we can share our laughter and our tears, and that what we have in common is a great deal more than the sum of all our differences’

(Margaret Silf , *Ways of Wisdom*)

Manifestation of a deep human need for change of the existing system

- *Respect for the environment*
- *Importance of human relations*
- *Fostering the joy of creation*
- *Contact with nature, link with the Cosmos*
- *Interiority, spiritual dimension*

Nature tourism

Responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area.

Examples include birdwatching, photography, stargazing, camping, hiking, hunting, fishing, and visiting parks.

Nature-based tourism presents a form of self relief for many adventure and relaxation seeking tourists around the globe. The combination of nature-based solutions and nature-based tourism presents an economic, livelihood, climate positive, and a non-formal method in promoting the multi-use and benefits of nature. There is a positive relationship between nature protection, tourism promotion and creating green jobs.



Countries which have vast green spaces ranging from coastal ecosystems to dense forests rely on nature-based tourism as one source of income whereas some countries consider it the main source of income.

Traveling around the forest allows tourists to observe and interact with local plant and animal life in their natural habitats.

The experience is beyond words and the intangible, psychological benefits of the visit are countless.

The beauty , peace, quiet and pure air are factors that attract tourists.

Change of Paradigm – new mission of tourism as healing industry

Retreat centers, whose popularity is growing, offer a combination of **wellness and spirituality**, as they offer a holistic approach to personal development, with activities including yoga, meditation, nature-based activities and special diets.

Herbal medicine tourism include outdoor activities and tourist workshops in herbal medicine parks/farms or in the plants' natural habitats.

We have now more and more tourists who are interested in botany, medicinal plants, and traditional medicine, and who are searching for new experiences.

Of great importance is the careful education of animators and tour guides who are familiar with botany and medicinal plants and the integration of traditional medicine to emphasize the therapeutic properties of medicinal plants.

Wellness and health tourism is motivated by the need for a balance and harmony of mental, emotional, physical and spiritual values. The concept of wellness goes beyond happiness and wellbeing to include physical, mental and spiritual development, social harmony, environmental sustainability, emotional wellbeing and satisfaction with social relationships.

Through health and wellness tourism, one confronts the self and engages in a process of personal development and transformation.



Eco tourism is responsible travel to natural areas that conserve the environment, sustain the wellbeing of the local people, and involve interpretation and education.

Green tourism is defined as environmentally friendly tourism activities with various focuses and meanings. In broad terms, green tourism is about being an environmentally friendly tourist or providing environmentally friendly tourist services.

Geomancy - Marko Pogačnik Artist, educator and author UNESCO Artist for Peace from Slovenia

Book: Nature Spirits & Elemental Beings: Working with the Intelligence in Nature

Marko Pogačnik has written several books based on the results of his research into and practice of what he terms geomancy. In this book, he presents the fundamental research and principles behind this new science of the spirit.

Geomancy is an ancient word denoting knowledge of the invisible and visible dimensions of the Earth and its landscapes.

It is an essential complement to modern geography, which is interested exclusively in one level of reality, the material level of existence.

To convey the idea that geomantic knowledge in a very specific way complements the material point of view of geography,

Pogačnik refer to geomancy as “sacred geography.”

”By “sacred” he means that the task of geomancy in our present day is not simply to foster public interest and tourist interest in etheric, emotional and spiritual levels of places and landscapes, but also to promote a deeper, more loving, and more responsible relationship toward the Earth, the Cosmos, and all beings, visible and invisible.

As a result of tuning in to plants and trees and treating the disrupted flow of energies within the landscape, the true impact of human culture upon the harmony of the natural world is evocatively revealed.

Insight into related topics, such as how the long-suppressed Goddess culture embraces these energies to make strides toward healing the earth, can set anyone with earth and landscape concerns – gardeners, growers, designers, creators of transformative tourism and builders – one step closer toward becoming environmental warriors.



New, different tourist

- Possibility **to step out** of everyday being and enter into another role
- Possibility **to follow dreams** and enter new rolls and life spheres
- Experiences are **endlessly different** and never identical
- Because of that, every experience is **authentic and unique** and each carries a creating element
- Rejects the **standardization and rigid structure** of a package tour
- Searches for what is **"beyond ordinary"**
- The choice of the destination is not only a place for relaxation, but a place for **making changes** in life
- The journey becomes an **act of learning** and the destination becomes a place of development



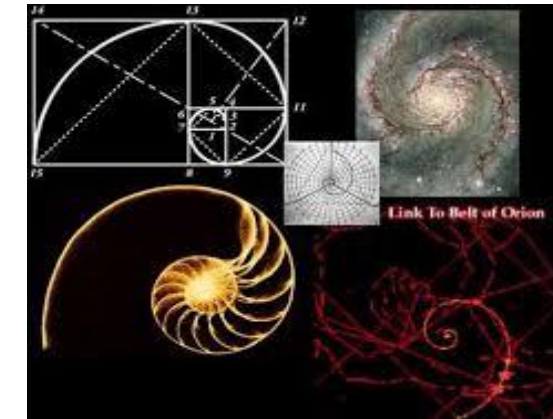
Tourism = to fulfill dreams!

Storytelling for the interpretation of natural heritage

- It is guidelines for the interpretation and formulation for tourist purposes at a more subtle and higher level, outside the known frame of predictable and familiar processes.
- This model indicates the way to interpret meta level with archetype meaning such as for example 'holy geography'. A great resource for experience is the meaning of special places with particular energy, where the myth is carved into the space.
- A special contribution lies in the change of paradigm, where it is shown that tourists with nature can be interpreted in a novel, original way, as a spiritual resource for tourists visiting forests and natural heritage.



Archetype in Jungian psychology is a collectively inherited unconscious idea, pattern of thought, image, etc., universally present in individual psyches.



Look deep into nature, and then you will understand everything better (A. Einstein)



Once upon a time
there was...

*“STORYTELLING
Is the most
powerful way to
put ideas in the
world”*

Robert mc Kee Author of 'Story'





« When the storytelling in a culture
goes bad the result is decadence. »
Aristotle

*Storytelling is the old
tradition of telling a
story*



STORYTELLING

*Connects, offers context
and meaning*

*Makes complex
information easier*

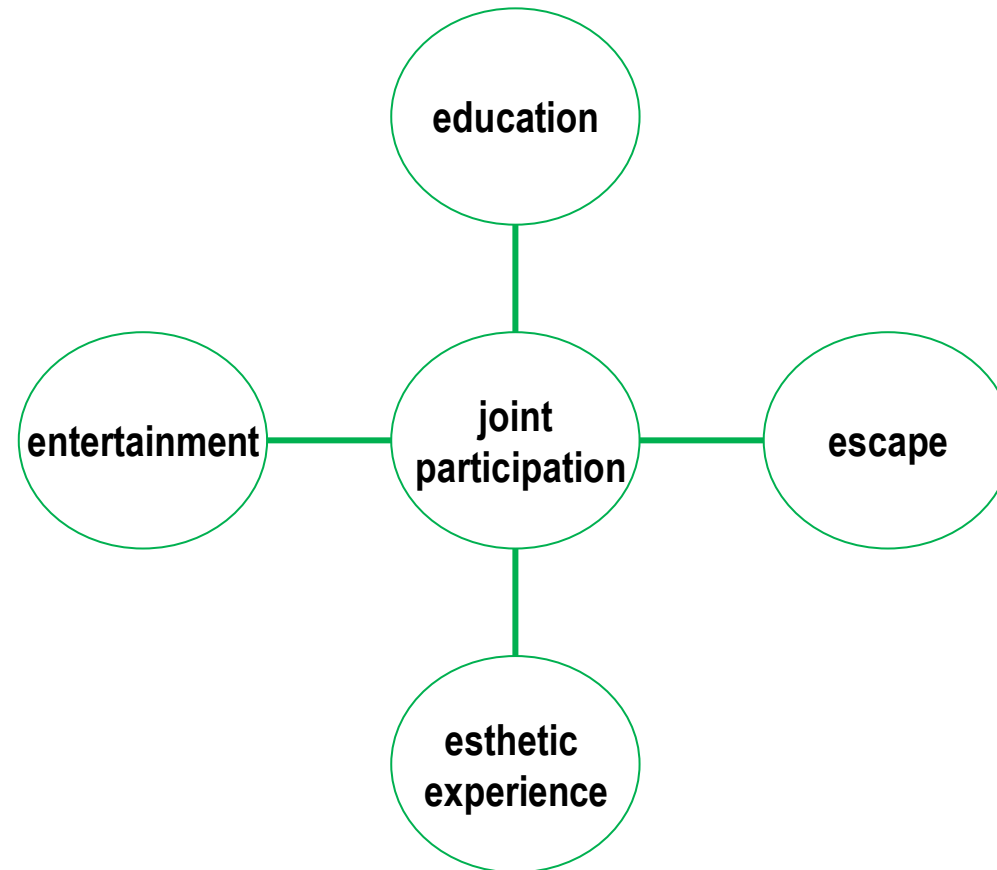
Gives insights

Calls for emotion



How to fulfill dreams ? Through experience with emotions!
(Pine & Gilmore, 1999)

„If you tell me – I will forget it; if you show me – I will remember it; if you include me – I will understand it “ (Confucius)



Deconstruction of myth – connecting with trees, plants and flowers

- This model provides to visitors and tourists an opportunity of a deep experience, by choosing the right tree and myth connecting with this tree.
- To provide such an experience, that is to encourage it, it is necessary to involve an animator-interpreter who becomes an emotional partner, because the communication takes place on an energy level via emotions.
- This model contains the option of separating interpretative and educational abilities.
- When a participant-tourist experiences the secret world of forest and nature he or she stops being a passive observer and becomes an active participant “on stage”, and in such a way nature and forest “lives on” in new time, through a new protagonist, thus becoming an experience in time.

Some trees, plants and flowers are so important for identity and authenticity of some destinations and can be a resource for brand communication in tourism!

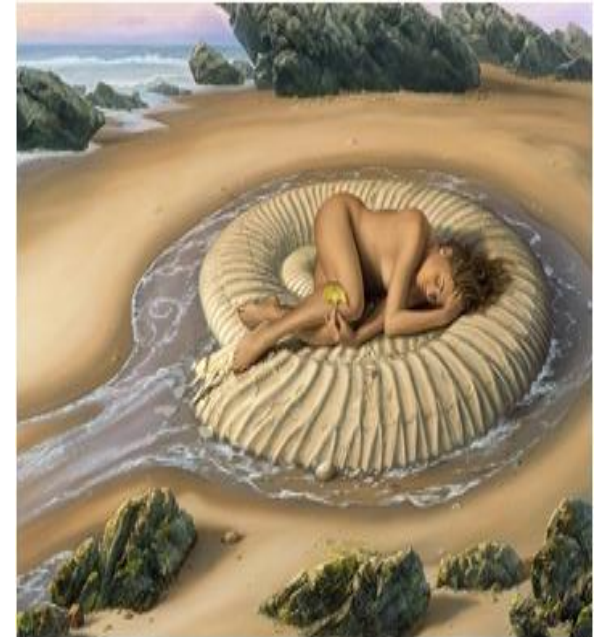


Deconstructive analysis is used as the basic method for scientific and theoretical interpretation of a myth

Deconstruction was introduced by the French philosopher Jacques Derrida and deconstruction became the leading philosophical doctrine in the 1960s. Deconstruction presupposes the disclosure of untold, hidden, unuttered and implicit suppositions, ideas and conceptual frames, which form ground for the expressed opinion, belief or conviction.

- Process approach and deconstruction of myth contribute to building a partnership culture in a way of requisitioning myths, supporting myths that encourage partnership and disclosing those that do the opposite.
- It is a way of supporting a cultural tradition that encourages partnership. Specifically, it is possible to work on discarding myths that promote predominance.
- Themes that these myths would initiate would be inserted into the traditional culture of the country; they would also raise questions about how and in what way the traditional culture is presented. There is also the question of relations between generations, genders, heritage, etc.

Diversity and plurality, and at the same time, the understandable language of a myth give great opportunities through forms which include the spoken word, written text, sculpture, painting, song, performing ceremony... to the final text and even organizing a play.



The Oak tree was a temple in Slavic mythology

The Oak tree worship in Slavic culture and its practice today
Slavs believed that gods live in Oak tree also known as *holy world tree*.

The god who was connected with Oak is Perun, the Slavic god of thunder and stormy sky – that is why they used it as a primitive temple.

The top of the tree represents heaven and its roots represent the underworld.

Most of these holy places were deep in the forest.

Later temples were upgraded, by building a fence around that area, but nothing was touched near the Oak.

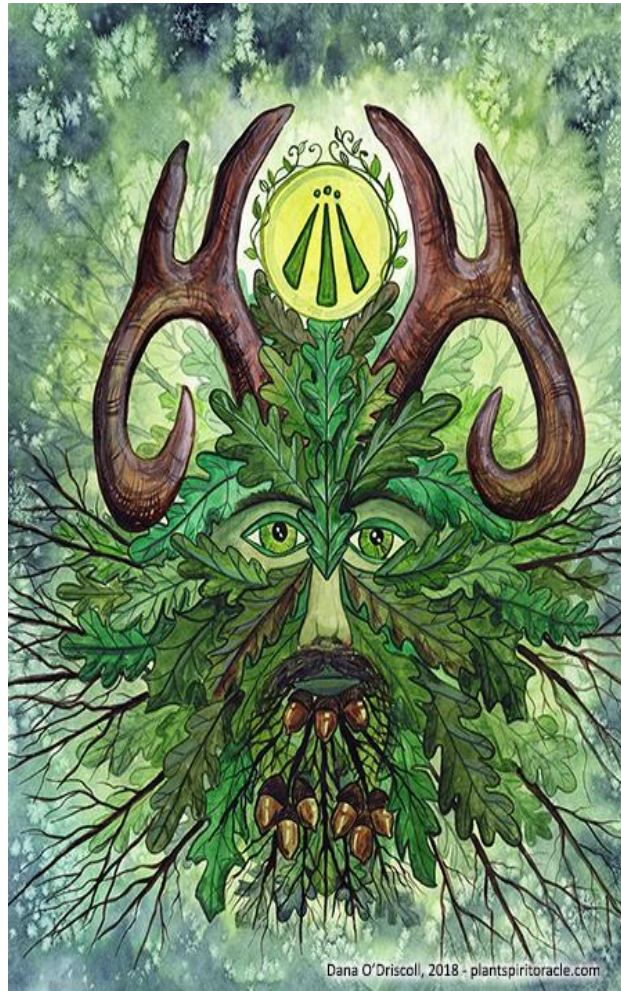
The majority of figures and statues from this period that were found were carved out from Oak wood.



The magic of the Oak tree around the World

An incredibly consistent image of the oak seems present when examining the different kinds of literature, mythology, herbal, and magic traditions in both North America and Europe

In the Encyclopedia of Natural Magic, John Michael Greer notes that oak is a tree of power; you can use it to direct and channel high levels of energy, particularly earth magic or weather magic. He suggests that the oak is the “most powerful of trees in Northern European tree magic.”



Matthew Wood in his Earthwise Herbal (Old World Plants) likewise shares that oaks' astringency is present in any oak tree. He mentions specifically the usefulness of oak for gum disease/loose gums, varicose veins, and other such lax/goopy conditions in the body. He also notes that oak can be used mentally just like it is physically. He writes that Oak, when used as a flower essence, “is the great remedy when the integrity of mind or body has been broken down by long, arduous suffering or usage... persons who struggle against adversity; never give up but never succeed; [oak] helps a person choose the battles they can win” (294-5).

Core meanings of the oak

- Strength:** The oak is obviously a sign of strength, both the strength of its branches and wood, and its strengthening qualities as a medicine and magical tree. All cultures have revered the oak and sought such strengthening qualities, and that strength can be seen throughout the lore.
- Wisdom/Knowledge:** Tied to the ancient term for “druid” as “oak knowledge”, the oak has long been associated with knowledge and wisdom. We can see this also in the *Native American* lore, where the oak “makes space for councils”.
- Vitality/Life:** The most ancient druid ritual we have, as well as new work by Dubuis and others, suggests the oak’s vitalizing quality. The oak can heal poison, strengthen the sick, and certainly, bring vitality and energy through the blessing of the acorn, as a “tree of life.”
- Thunder/Weather:** As we can see from both the *Indo-European traditions*, the oak is also tied to weather/thunder and thunder deities.



The oak also has extraordinary properties.

Above all, it is useful as anti-stress therapy. It activates circulation and shortens recovery time.

It is one of the best positive energy generators.

It is good to have oak furniture at home (and hotel or house for rent) not only because it is lasting and beautiful, but because it emits positive energy.

It was considered that every year the tree dies and comes back to life, symbolizing the cycle of life and Cosmic rebirth.....

- Nobody wanted to disrespect and desecrate the environment of the holy tree.
- Slavs also believed that the Oak represents happiness and that fairies live in the treetops.
- It was believed that whoever does any harm to the tree will experience a cruel destiny, and even death.
- The bond between Slavs and this tree is so strong that even today when Christianity is the main religion, the Oak tree is used in many rituals, and that just shows what kind of respect Slavs have toward it.



Tree of life on folk
costume

- One of the oldest traditions in Slavic worship is considered to be, the so-called – Cult of the Trees.
- Dating back to some sources from the 10th century, the ritual was practiced honoring life and death.
- The Slavs at the time worshiped trees that had ties with some form of deity in them.
- They prayed to them, made sacrifices and even went to confession in front of the roots with a silent whisper.

Magic slavic ritual we have still today



St. George's Day (ritual wedding of divine children Jarilo and Mara)

Customs, folk dances, masks and mythical characters from oral tradition still attract us today with their multiple layers and take us back to the times of cosmic drama of the holy triangle of the Slav gods Perun.

On *Jurjevo*, St. George's Day (April 23), peasants in Croatia used to hold a procession through the fields; its purpose was praying for rain and a good yield (Green Jura/George).



The blessing of the fields is also related to an ancient Slavic feast linked with summer sun cycles.

Several more holy trees as resources for storytelling

Linden tree is also a holy tree. Its branches have apotropaic properties and serve to catch vampires and other evil beings. According to ancient Slavs, this particular tree was appointed to the god Svetovid.

Its religious meaning is based upon the fact that “Live Fire” is the product of the linden tree that helps to rejuvenate the fire.

Linden is also used to cure diseases and it is proven to have sedative effects, treat nervous palpitations and high blood pressure.

Sacrifices were also placed on the root of the linden although it is not as common as with the oak tree.



Apple tree – the tree of love. This particular tree is devoted to the goddess Lada. It played an important role in the Slav lives and their marital status.

Cults around this particular tree are attested to the exchange of an apple between a man and girl that symbolizes the devotion of love.

As a wedding ceremony, the apple is placed on top of a pole, a tradition that is still in use with eastern Slavs.

It is a form of gift or offer as evidence of love and friendship.

As a sign of fertility, the apple is eaten by men, to strengthen their fertility and extend the bloodline.

Powerful apotropaic tree - protective magic intended to turn away harm or evil influences, as in deflecting misfortune or averting the evil eye (resource for workshop as added value in tourist experience).



Hawthorn is used to help protect against heart disease and help control high blood pressure and high cholesterol. Both animal and human studies suggest hawthorn increases coronary artery blood flow, improves circulation, and lowers blood pressure. It has also been used on the skin to treat boils and skin sores.

Hawthorn has some of the most powerful apotropaic properties. It was believed that the thorns of the hawthorn were especially dangerous for vampires.

If the vampire were to ever be in contact with it, he would immediately die.

This type of tree is also used in burials where if the deceased is considered to come back to life as a vampire, a single thorn of the hawthorn's branches will be placed in the deceased's bellybutton.

The hawthorn tree is also used as a medium for spell crafting and bewitching. Some amulets were crafted from the Black Hawthorn tree where the wearer was granted spiritual powers.

Because the Hawthorn is neutral it was also considered to be very dangerous. A safe haven for demons that are spreading illness and other misfortunes

In Celtic mythology, it is one of the most sacred trees and symbolizes love and protection.

Mikhail Semionovich Vinogradov - earliest dendrotheapeutic methods as resource for transformative healing tourism

Trees really can cure, heal, make man wholesome, feed him energy.

The best in this respect are oak, birch and pine, but almost equally valuable are cedar, locust, maple, rowan, apple, plum and others.

But, there are those that can steal your energy.

These are various poplars like the Russian cheryomuha, or American cherry, as it is known in the United States.

Even in the pre-Christian era, girls used to go to a birch tree to collect positive energy so that their marriage and life would be happy.

Pregnant women would sit under a linden tree, while wounded soldiers would be placed under an oak so they would absorb its strength needed for healing their wounds.

Healers not only recommended sitting under trees, but climbing them too, so that the strength of the tree would be absorbed as much as possible, or exchanged with the person's strength.

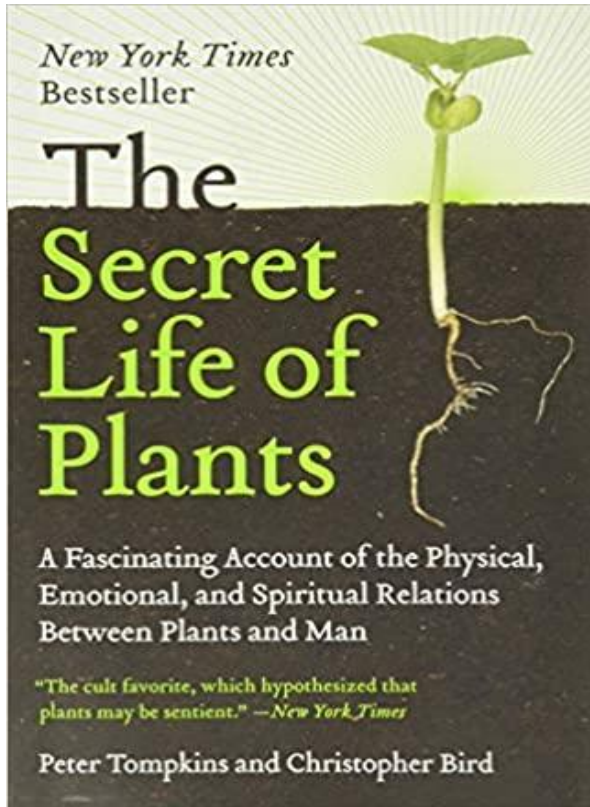
Even today children instinctively climb trees, and many people build homes in the woods. As you can see, nothing new under the sun.



Academic Boris Dodonov managed to create an universal corrector of human biofield.

It is an ordinary slice, a piece of a tree, 20 to 30 cm wide, up to 10 cm thick.

This piece has an opening in the middle and seven oblique, radial incisions around the opening.



In this truly revolutionary and beloved work, drawn from remarkable research, **Peter Tompkins and Christopher Bird** cast light on the rich psychic universe of plants.

The Secret Life of Plants explores plants' response to human care and nurturing, their ability to communicate with man, plants' surprising reaction to music, their lie-detection abilities, their creative powers, and much more.

Tompkins and Bird's classic book affirms the depth of humanity's relationship with nature and adds special urgency to the cause of protecting the environment that nourishes us.

Communication through flowers

- Flowers have been used for centuries as a way for people to share emotions they cannot express in words. This practice of using individual or arrangements of blossoms as a communication tool is called “the language of flowers” and has been practiced in many societies, both ancient and modern.
- Regardless of their culturally accepted meanings, many flowers hold special meaning on a personal level. “We often associate a flower, its fragrance, and color with memories rooted in our past experiences.”
- We have the example of *Camellia in Opatija* and storytelling and living history inspired with this flower. Camellia is a medium and ambassador, and has fascinating power and magic in past times, in today’s time and in the future of Opatija through special transformative botanical and park tourism in combination with song and dance.



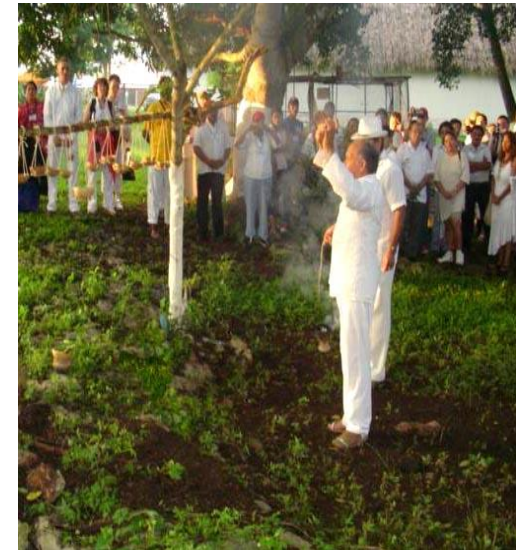
A flower in every corner of the world, a flower as a symbol of peace among nations - Iris is the national flower of Croatia

- Lightning sent by the god Perun – The beautiful *iris flower* is widespread across the globe and its delicate beauty has fascinated humans since ancient times!
- It was worshipped as a divine and royal symbol in ancient Egypt, while Greek mythology tells the story of the goddess Iris who would paint the skies with a multicolored rainbow, relaying the message from the gods to earth. Wherever the rainbow touched the ground, a flower sprouted, each time in a different color.
- This unusual and magnificent flower has been known in these parts since ancient times as well. Its Croatian name, Perunika, was inspired by Slavic mythology; it comes from the names of the god Perun and his wife, goddess Perunika.
- According to old tales and legends, wherever lightning from the god Perun struck the ground, it would leave behind irises in various colors.
- Northern, Kajkavian-speaking regions of Croatia knew *Perunika* as *Ljelja*, so they call the flower *ljeljuža*, while the area of Dubrovnik calls it *bogiša*, the “divine flower” (bog meaning “God” in Croatian).
- Iris is now the national flower of Croatia, as decided by the Croatian Academy of Sciences and Arts at a flower show held in Japan in 2000.
- Its colors carry a special meaning: purple symbolizes wisdom and greetings, blue symbolizes hope and faith, yellow symbolizes passion, while white symbolizes purity and innocence
- Iris was also symbol of king of France and many kingdoms had this flower on his flags!



Old Mayas ethno-medicine healing traditions as tourist resource in the Peninsula of Yucatan, Chiapas, Belize and Guatemala

- For the Mayans, flowers are symbols of their gods. The North God is represented by red flowers, the East with yellow flowers, the South with purple flowers, and West with white flowers.
- Today's weddings are full of flowers and we still choose the colors based up ancient symbolism and connection for love and pleasure.
- Mayan healers use Mayan holistic rituals and healing ceremonies, Mayan holistic rituals and healing ceremonies with prayer, divination, ethno-medicine traditions, and guidance from their spiritual guardians that communicate through dreams and their holy *Sas'tun* (quartz) holistic messages to cure, purify, or cleanse a person.



New idea and creative suggestion for future development – Forum Theater in Forest and Nature Regions

Forum Theater is formed from two words namely “Theater” and “Forum”. Augusto Boal (16 March 1931 – 2 May 2009) was a Brazilian theater practitioner, drama theorist, and political activist and founder of Forum Theater as a form of communication.

Forum is derived from the Greek term meaning an open discussion field.

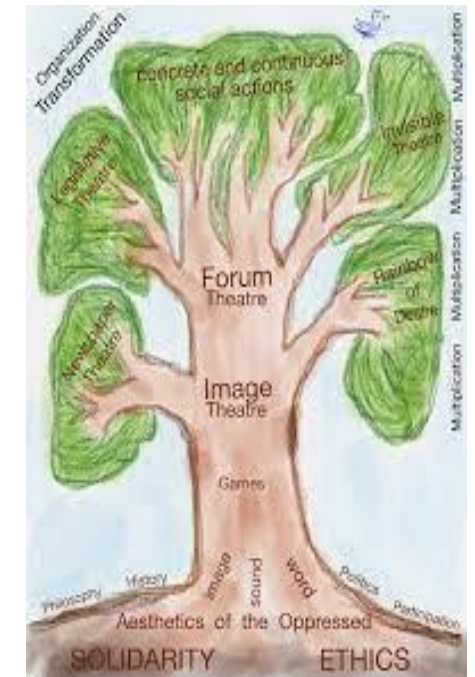
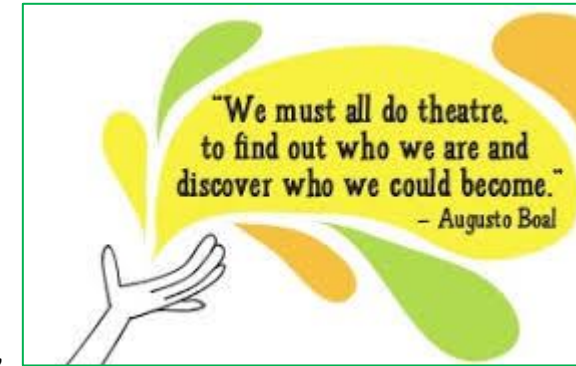
The goal of Forum Theater is to give the opportunity to the actors and the audience, to express publicly and receive views on the issues presented.

Viewers can comment on the action, to intervene directly, participate as a character in the show, and try to bring the play to a different conclusion.

As it turns out, the audience is no longer passive recipients. They are active audience (spect-actor) who bring their own experience and suggestions to the problems presented in the theater.

Forum Theater became a sort of therapy, in which the audience is not just watching the play, but even participated in the staging.

According to Augusto Boal (2002), one of the Forum Theater motives is that each person is responsible for their own actions and, when there is an ecological problem, everyone should be involved in ways to solve problems.



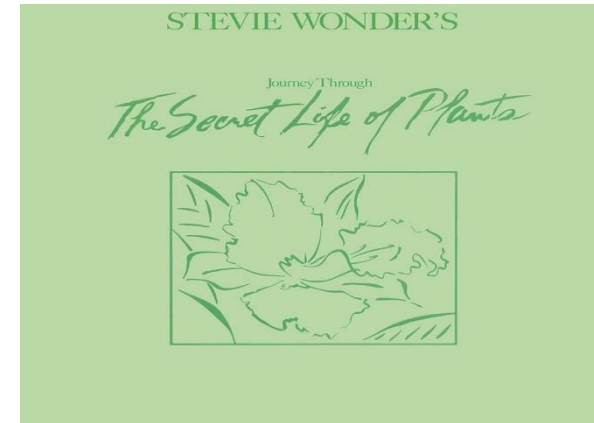
Stevie Wonder, 1979, Album with 20 songs Journey Through The Secret Life Of Plants

<https://youtu.be/PveWXfUZEJg>

Critique about album:

- „Stevie happily composed 90 minutes of largely instrumental music for the soundtrack to a documentary about botany.”
- „Charming album wherein Wonder sings about seeds, leaves, and ecology as he himself embodies the traits of his botanical muse”
- Oasis of peace and calm amid the bustle of the rest of the pop-music business.”

Stevie Wonder's Journey Through the Secret Life of Plants was years in the making, a soundtrack based on Walon Green's documentary and the bestselling book about how plants can be lie-detector tests, how the fern in your house reacts to your emotions, and how mustard seeds can communicate with distant galaxies.



.....peaceful, concept album, nature, calm, conscious, male vocals, pastoral, mysterious, philosophical, eclectic, soothing, progressive, atmospheric, lush, love

Isadora Duncan „mother of modern dance” – inspiration of the palm leaves in Opatija Park

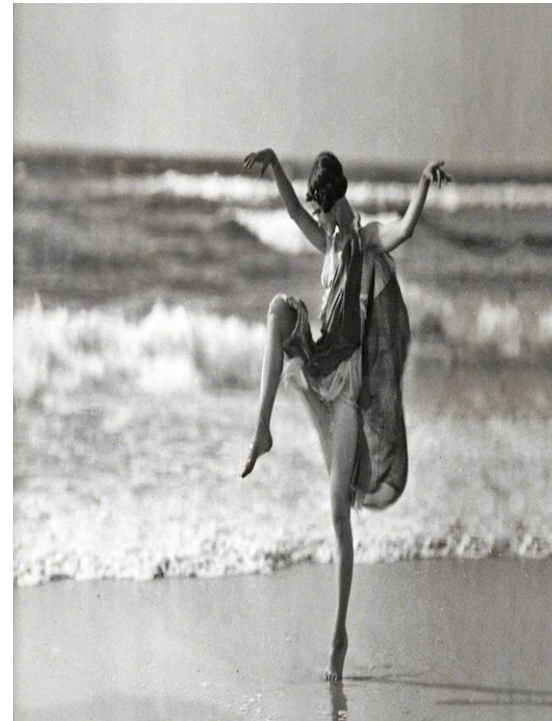
- The 'mother of modern dance', a woman who liberated this form of artistic expression from the tight grip of classical ballet and gave it a more flowing and freer structure, wrote in her memoirs that Opatija provided her with the inspiration for her free stage performance.

•

The trembling of the palm leaves before her window in Park „Angiolina” in Opatija inspired her to create the light fluttering of the arms, hands and fingers that made her dance performances so famous.

•

She always gladly returned to her muse, Opatija, a town whose secrets she knew well.



For THE END or BEGINNING.... Dok palme njišu grane....

- Palms are a favorite plant that originate from tropical and subtropical regions. They play a very important role in the culture and civilization of the peoples from some regions. Palms gradually spread along the Adriatic coast.
- The species *Trachycarpus fortunei* H. Wendl was planted in Opatija in the late 19th century thanks to its good tolerance of very low temperatures – up to 12°C below zero.



Dubrovački trubaduri: <https://youtu.be/HcNC5RW34IA>

Thank you for your attention

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„I have a dream”

(Martin Luther King, 1963)

