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NESET CASE STUDIES ON GOOD PRACTICES & SUCCESS STORIES

Backpack Ltd

CROATIA

KEY FINDINGS

- Backpack Ltd is a good example of situation with young adults and their entrepreneurial project in tourism
- Young entrepreneurs should be encouraged to use stimulating/supporting measures for employment, self-employment or investment
- Collaboration with other entrepreneurs/companies

Introduction, challenges and background

Backpack is a small adventure travel organization and outfitter that provides an authentic adventure experience in Croatia. Active and adventure excursions that reveal the beauty and uniqueness of Croatia from another perspective, and their story always include original cultural and historical features. Activities mostly take place outside major tourist centers and within interesting, preserved and protected areas of nature under the guidance of first-rate guides with rich knowledge of local customs, culture, history, gastronomy etc. All excursions are organized in small groups and that provides great opportunities for interaction among the guests and the guides.

Nikola Brnada, young entrepreneur, before starting with his own tourist agency, worked as an adventure travel guide for one of the biggest adventure traveling company in Zagreb, but also in sales and marketing.

Backpack Ltd usually hires students interested in seasonal, part time work and preferably to work a few tourist seasons in a row because of line of work they do. Repeating students are most preferable because of work training factor. They also work together with other similar agencies and help each other if there is a shortage of guides. In that way they support each other with employees and or give each other business if it can't be handled directly.



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The NESET project benefits from a € 1 124 551 grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants. The aim of the project is to support on a large-scale transnational basis the sustainability of youth integration in the tourism industry, by creating conditions for NEETS' employment and entrepreneurship in various forms of tourism.

CONCLUDING REMARKS

Lessons learned?

- The success of this project is mainly based on innovative ideas of young entrepreneur, offering new services within interesting, preserved and protected areas of nature under the guidance of first-rate guides with rich knowledge of local customs, culture, history, gastronomy etc.
- With tailored made travel they get an insight into customers preferences and are able to custom their offer.

In your own case/idea?

- Former knowledge (i.e. as a tourist guide) can extremely help in starting your own business in tourism. You can only learn guide work hands on.
- With a small budget the NEET target group of NESET can start their own business using government measures for self-employment
- Explore the possibilities/uniqueness of your local area

REFERENCES

<https://backpack.hr/?lang=en>

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Alternatives

Similar projects/travel organizations to Backpack Ltd can be found worldwide. Small travel companies, unlike the big ones, are more able to customize their offer to customers needs by organizing small groups events or travels. They are more focused on local than national tourist offers. They are able to connect with local family guest houses, tourist communities and offer new experience to their customer by combining physical activities, sight seeing and gastronomy experience.

Proposed solutions and recommendations

Tourism in Croatia is active, but it lacks vision, strategy, responsibility and hard work in general. Incompetence and inertness of a big number of employees in tourism in general is very severe considering the fact that Croatia is a country where tourism is a big part of GDP. Market is constantly changing so it is important to follow trends and offer new things.

www.neset-project.eu