

## SUMMARY

**ECONOMIC DEVELOPMENT AND WORKING POPULATION MENTALITY AS FORMATIVE ELEMENTS OF REGIONAL IDENTITY – SAMPLE MEĐIMURJE IN CROATIA****Danijel Jukopila, prof.**

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Međimurje is the northernmost Croatian traditional region with the characteristics of the border areas and expressed regional identity. It has been shaped throughout history by separation from the main national territory, but with a significant influence of the Catholic Church on preservation of national identity and Protestantism on shaping the works ethics of the population. It is precisely the attitude towards work locals considered their own distinctive feature, and with it coincides the external perception of the Croatian population. "To the North is different, better, better organized..." are very often the words of interviewees in conducting structured interviews demonstrating a recognizable attitude of Međimurje population towards its own space and its development. Development of the economy based on self-initiative in the visible dominance of private entrepreneurship and craftsmanship. Although recent economic picture points to problems identical to those at the national level as a result of inherited relations in the period of socialism, but also transitional problems, Međimurje in many economic indicators are above average, and in some at the very top of economic success. The future development of the economy based on knowledge and man as the most important factor of development has been recognized by regional and local authorities, so their economic measures provide support primarily to the private enterprise and foreign investment, creating an economic climate suitable to investments. Just as important for the future of Međimurje is the demographic picture that is more favorable than in the other counties and provides a basis for future development based on knowledge, entrepreneurship, sustainable development and innovations that should make Međimurje an area of high quality of life.

## Author

**Danijel Jukopila** is a teacher of geography in Elementary school Cvjetno naselje and the Archbishop's classical gymnasium in Zagreb. He is also a PhD student at the postgraduate study "Geographical basis of spatial planning and development" and the author of several textbooks and methodological guides in geography for elementary and secondary schools. He is an Associate of the Agency for Education as the head of the County Professional Council for geography teachers in elementary schools in the City of Zagreb and as a mentor for trainees taking the state exam in geography.