

SUMMARY

Until the dissolution of the Austro-Hungarian Empire in 1918, Makarska was part of the Kingdom of Dalmatia, one of the most backward provinces of the imperial Austrian part of the state. Although the inhabitants enthusiastically welcomed the creation of the Kingdom of Serbs, Croats and Slovenes in hopes of rapid overall development, this did not occur. The period that followed was marked by constant political crisis, as reflected in all aspects of social development. The new state was primarily characterized by a system in which the center dominated the periphery, a policy of national unitarization and economic liberalism, in combination with privileged political elites who ran the government, general economic underdevelopment and the further economic marginalization of Croatia. In Makarska, as in other Croatian regions, there was stagnation and delay in the general process of social modernization and the creation of a civil society.

Research on the example of Makarska, a relatively small urban area, permitted a detailed analysis of the direction and tempo of the modernization of various aspects of social development. The basic concepts are defined according to the main dimensions identified in which modernization was manifested: politics, economy, social structure and stratification, culture and everyday life. In this context, a large number of the elements of the daily life of the local community were analyzed: urban development, the organizational administrative structure and political life of the city, economy, natural and migrational movements as demographic determinants of the overall population movements, basic characteristics of the social structure and the process of the formation of individual social classes, social mobility, life within the circle of the bourgeois family in the context of its characteristic stages (childhood, adolescence, adulthood and old age), free time and leisure, the influences of religion and national ideologies on daily life, and the incidence of various forms of criminal behavior.

Examination of all these elements of daily life during the period from 1918 to 1929, compared to their previous levels of development, confirms that Makarska was a characteristic example of Central European social development. Its main features were the emergence of dual social structures, characterized by the coexistence of the old landowning and modern bourgeois elites. At the same time, the newly formed middle class consisted of representatives of the former minor nobility and modern bourgeoisie, while the lower class was characterized by an exceptionally large proportion of farmers and the very slow development of the working class. In terms of the direction and tempo of changes, this model of social development differed from the modernization of Western European and Southern European societies, where the old social structures were

much more quickly replaced by modern ones. On the other hand, it also differed from the process of modernization recorded in the majority of Eastern European societies, which had remained under Ottoman rule longer, and had entered the nineteenth century, a key period in the modernization process, without established local elites. In Central Europe, representatives of the old nobility succeeded in imposing themselves as bearers of the modernization processes, which they managed in the direction and at the tempo that suited them. On the basis of research on the social development of Makarska, it is possible to hypothesize that the modernization of the Dalmatian society, like that of the Croatian society as a whole, occurred from the top down, similar to that of the other societies in the general region, unlike, for example, the societies of Western Europe and developed parts of the Mediterranean, where changes largely initiated from the bottom up were recorded. Moreover, a crucial influence on the development of the Croatian society during the period investigated was that, unlike the majority of other Central European and Eastern European societies, it did not manage to form a nation state after the First World War. Instead, it was submerged in the multinational Kingdom of Serbs, Croats and Slovenes, where it was at a disadvantage.

Nevertheless, the rapid development of certain spheres of public life and aspects of daily life could not be halted. In comparison to the traditions and basic characteristics of premodern life, the changes were obvious. By the first decade of the twentieth century, the demographic characteristics of the social structure in Makarska had the features of an advanced process of demographic transition, with modern social strata that had already been formed during the final decades of the nineteenth century. Members of the upper and middle urban classes were relatively quick to adopt the majority of the trends of modern European societies and cultivated a rich civic life, while major changes also occurred with respect to family functions. At the same time, many members of the lower social classes could not afford to adopt all these new norms and behavior patterns, owing to their impoverished situation. This resulted in the coexistence of premodern and modern features of social relations throughout the period under investigation. The direction of the changes that occurred in Makarska in all the aspects of social development studied provides a good model for future similar investigations in the Croatian region and beyond.