



Interreg
Mediterranean



SUSTAINABLE
TOURISM

Mediterranean Sustainable Tourism Convention 2019

5-7 June, Barcelona, Spain

Tourism sustainability: Croatian Experiences and Challenges

Zrinka Marušić, Institute for Tourism, Croatia

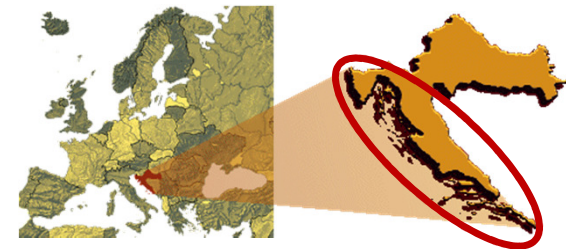
Thematic session 2a: Data and knowledge-based management of tourist destinations

Tourism sustainability in Croatia: Current state of affairs

- CROatian Sustainable Tourism Observatory
- Newest grant contest issued by the Ministry of Tourism
- Eco-labels for the hospitality industry
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- Established in 2016
- Member of INSTO (UNWTO)
- NUTS 2 level Adriatic Croatia
- 15 core indicators (ETIS)
- Measurements for 2017 and 2018
- 2018: destination level measurement (6 pilot destinations)



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Croatia's big issues in tourism sustainability

- Data availability / assessment of indicators
- Specificity of assessing indicators in family owned accommodation
- Region specific challenges related to the measurement process
- Data harmonization
- Interpretation of indicators
- Local population abandoning attractive city centers
- Cost of living going up in all tourism destinations
- Incredible seasonal pressure on all infrastructure
- Cruise ships
- No effective/controlled spatial planning
- No real effective tourism destination management
- The first really relevant tourism carrying capacity study was completed only last year

Possible solutions, measures, activities....

- Distinguish between the measurement process and actions
- Thresholds, interpretation, benchmarking
- More thought provoking indicators
- More awareness raising in destination
- More education
- Best practices in effective tourism destination management in MED



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