

GSTC2023

Sustainable Tourism Conference, Antalya, Türkiye

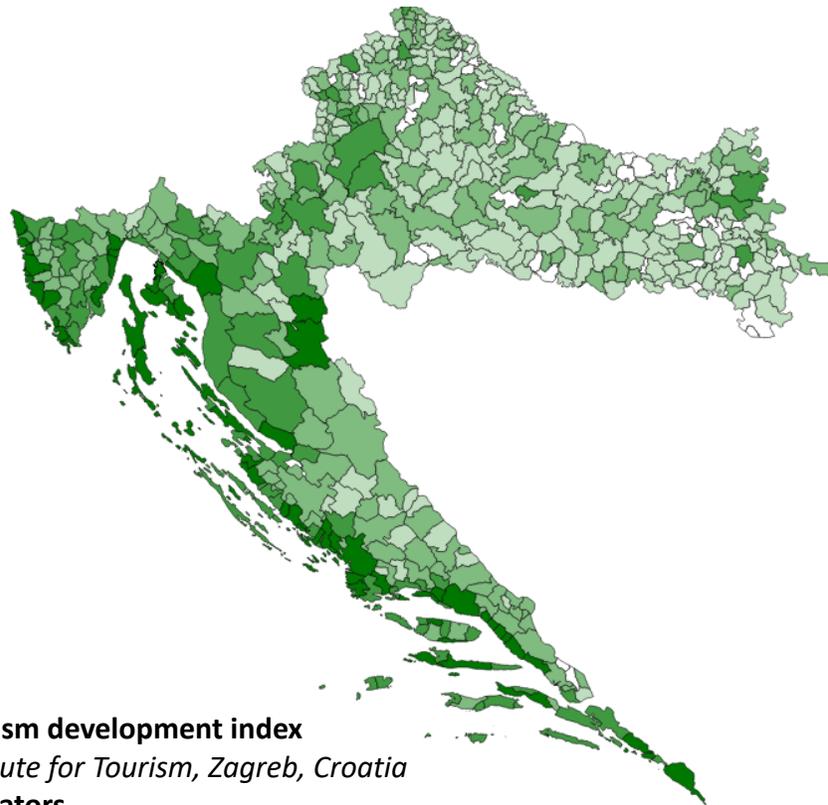
# Sustainable Tourism in the Balkan Region Insights from Croatia

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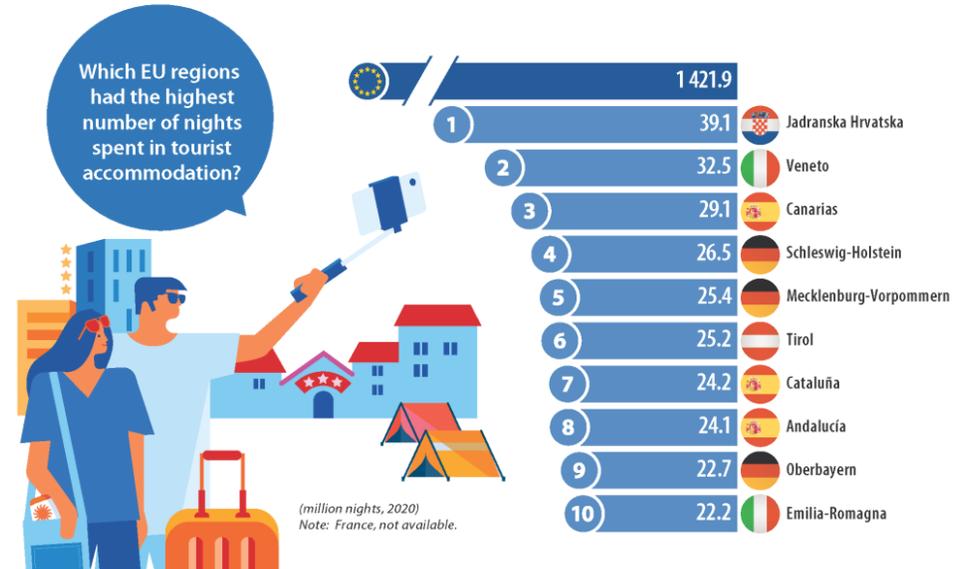
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# Tourism in Croatia – Facts and Figures



**Tourism development index**  
*Institute for Tourism, Zagreb, Croatia*  
**Indicators**

*Number of beds; Tourism arrivals, Tourism overnights; T&T employment*



## Facts & Figures: T&T in Croatia

Tourism **GVA**: 19.5%  
 Tourism **employment**: 7.6%  
 Number of **arrivals**: 19,6 mil  
 Number of **overnights**: 91,2

T&T of **exports**: 37,3%  
**Overnights** in Adriatic Croatia: 93,4%  
**Seasonality**: June-September: 84%; July-August: 58%

# Tourism in Croatia – Critical Challenges, Strategic Goals, and Priorities

## *The strategy for sustainable tourism development until 2030*

### **Critical challenges**

- Spatial and temporal balance of tourism
- Life Quality and Community Wellbeing
- Adverse environmental impacts
- Tourism and climate change
- Human resources
- Structure and quality of the accommodation supply
- Business environment
- Digital transformation
- Governance and regulations
- Crisis resilience
- Consumer behaviour



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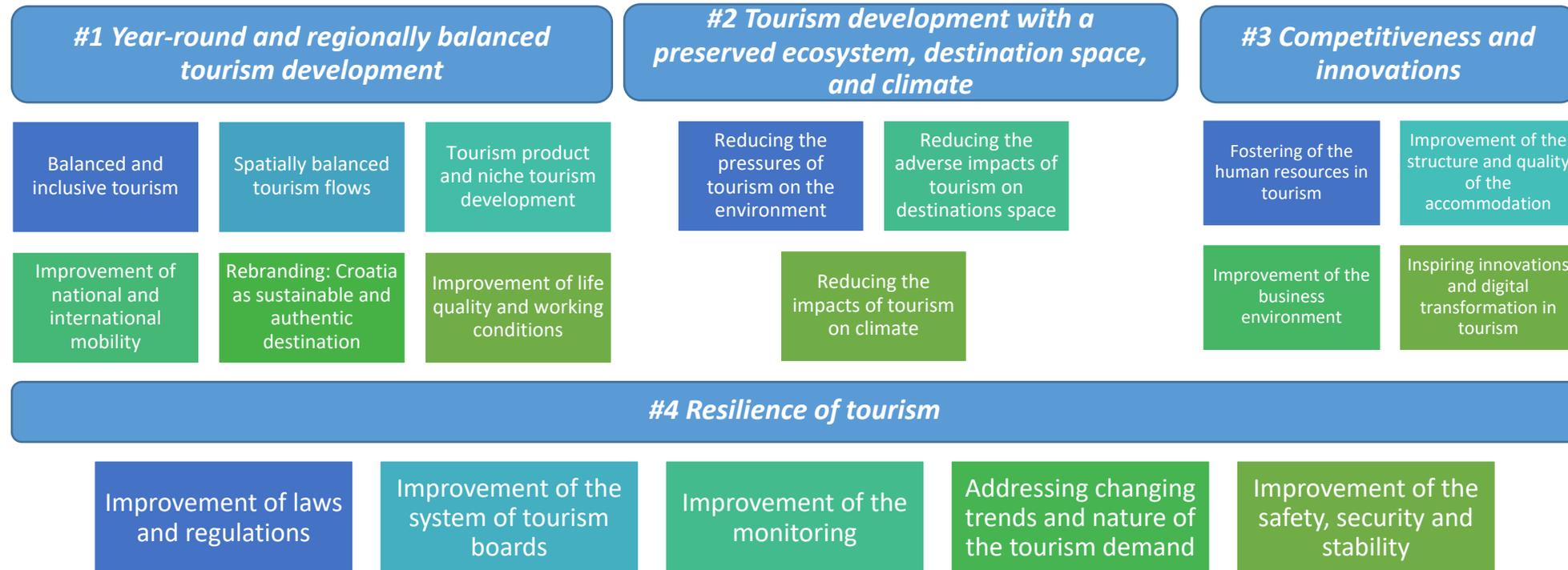


- #1 Year-round and regionally balanced tourism development*
- #2 Tourism development with a preserved ecosystem, destination space, and climate*
- #3 Competitiveness and innovations*
- #4 Resilience of tourism*



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