

GSTC2023

Sustainable Tourism Conference, Antalya, Türkiye

Sustainable Tourism in the Balkan Region Insights from Croatia

Dr Ante Mandić

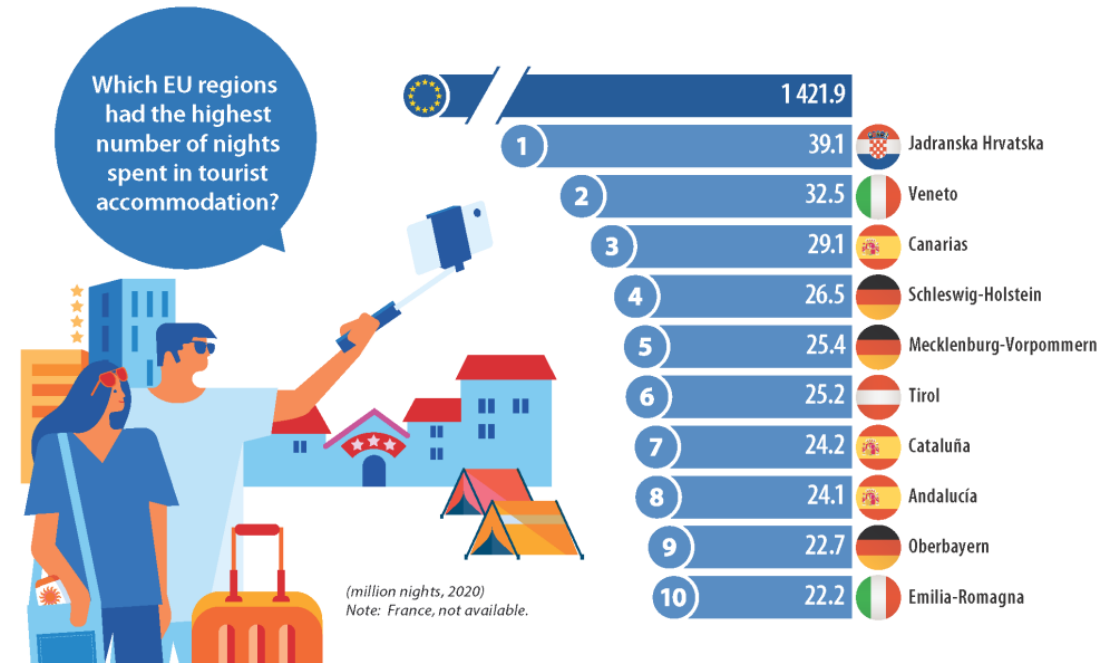
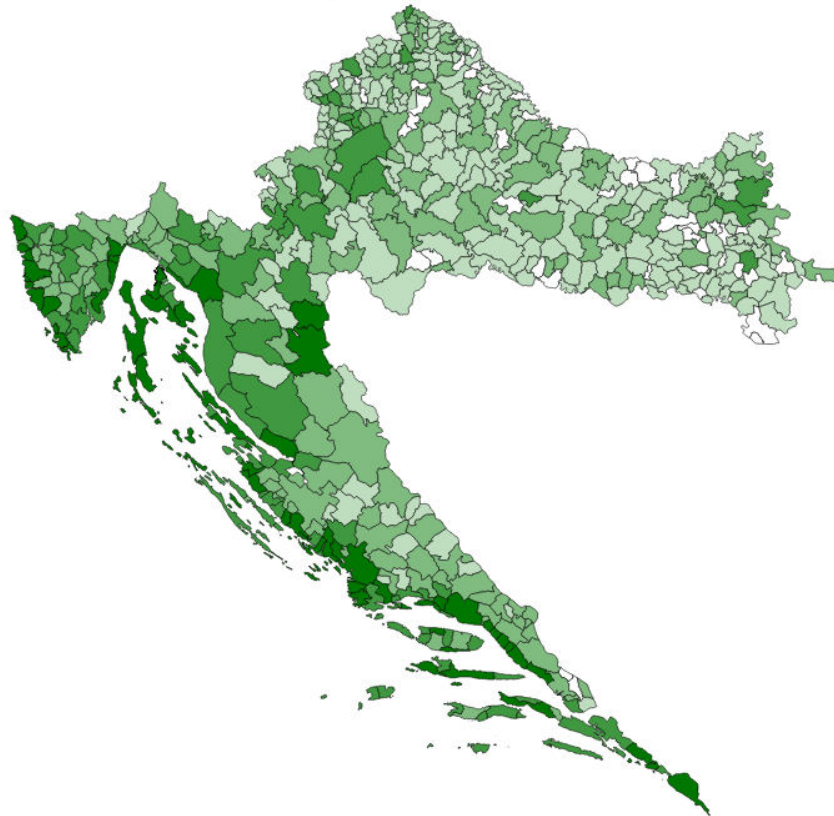
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Tourism in Croatia – Facts and Figures

Tourism development index by Institute for Tourism, Zagreb, Croatia

Indicators: Number of beds; Tourism arrivals, Tourism overnights; T&T employment



Facts & Figures (Ministry of Tourism and Sports, 2019)

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, Priorities, and Strategies

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



Tourism in Croatia – Critical Challenges, Priorities, and Strategies

FACULTY OF ECONOMICS,
BUSINESS AND TOURISM
UNIVERSITY OF SPLIT



The strategy for sustainable tourism development until 2030



- #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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The strategy for sustainable tourism development until 2030

*#1 Year-round and regionally balanced
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*#2 Tourism development with a
preserved ecosystem, destination space,
and climate*

*#3 Competitiveness and
innovations*

#4 Resilience of tourism

Improvement of
laws and
regulations

Improvement of the
system of tourism
boards

Improvement of the
monitoring

Addressing
changing trends and
nature of the
tourism demand

Improvement of the
safety, security and
stability



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