


“ASEM Symposium on Promoting Tourism in Zagreb”
Session 1: Sustainable Tourism

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Tourism in Croatia

World famous heritage sites



10 places on the Intangible Cultural Heritage



Ten heritage sites protected by UNESCO



Areas under protection
8 national parks
11 nature parks






Tourism products

- > Dominant product - **sun & sea** + nautical
- > Tourism → 85% = seasonality

- Nautical tourism
- Health tourism
- Cultural tourism
- MICE tourism
- Golf tourism
- Cycling tourism
- Wine and gastro - tourism
- Rural and mountain tourism
- Adventure and sports tourism




Tourism in Figures

 **1170 Hotels**

 **495 Camps**

 **58 Marina**



172.000 accommodation providers

220.000 accommodation facilities

451.000 accommodation units

1,61 million beds




Tourism in Figures



	<u>2017</u>	<u>2018 (I-XI) :</u>
Arrivals:	18.487.004 (+13%)	19.358.712 (+6,5%)
Overnights:	102.028.675 (+12%)	105.217.167 (+3,9%)




Tourism Revenues

Foreign tourists

2011.	2012.	2013.	2014.	2015.	2016.	2017.
6,617	6,858	7,202	7,402	7,961	8,635	9,493 (+10%)

In billion EUR

Tourism Development Strategy



Tourism Development Strategy

Investments

- New investments - 7 billion €

Improvement of infrastructure and quality of accommodation capacity

- Hotel share growth (13% > 18%) and private accommodation quality improvement in camps

New employment

- 20 – 22 thousand direct and 10 thousand indirect job openings

Increased consumption in tourism

- 14,3 billion € total tourist consumption (12,5 bil. € foreigners)



Croatian Tourism Strategy



- thematic parks
- cultural tourism
- congress tourism
- health tourism
- golf tourism
- bike tourism
- eco tourism
- sports and adventure tourism
- rural tourism and mountain centres

Tourism Offer Development

Development of the products of tourism

- Focus on and incentives to the development of diversified products with the aim of cutting down seasonality

Accelerating privatisation and bringing the state owned property to use

- Brownfield and greenfield

Upgrading the accommodation

- New capacity mainly in 4-5* hotels and resorts and small hotels, increasing the quality of family accommodation, enhancing the quality of camp sites

Upgrading other elements of the tourism offer

- Thematic parks, visitors' centres, beaches, footpaths and walkways, retail outlets, entertainment...



Action plan for development of Green Tourism

- Created in collaboration of the Institute for Tourism from Croatia and Ministry of Tourism of the Republic of Croatia
- Represents a step in operationalization of the Croatian Strategy Tourism Development by 2020
- „Green Tourism” – does not imply a specific type of tourism, but horizontal topic relevant to all types of tourism
- **Two subtopics:**
 - Improving the **environmental sustainability** of tourism in Croatia
 - Improvement of tourism **evaluation of natural heritage** in Croatia



Improving the environmental sustainability of Tourism in Croatia

- **Main vision** – positioning of Croatia as a leader of European natural heritage tourism
- **Strengths:**
 - **Potential for improvements**(solar technology, geothermal energy, saving on energy, water etc.)
 - **Growing demand for higher environmental quality** of destinations, development of capacities, knowledge, experience(national certifications such as mark of quality „Q“ for hotels, „Environmentally Friendly for hotels and camps“, certifications like EMAS, „EU Ecolabel“ and ETIS)
 - Available **financial aid**



Improving the environmental sustainability of Tourism in Croatia

- **Challenges:**
 - **Low environmental efficiency of the sector** (insufficient use of green technologies in hotels , camps, private accommodation and marinas; needed investments in energy sustainability)
 - **System of environmental protection is not established** (systemic problems in obtaining permits for the installation of PV devices for producing electricity)
 - **Lack of a systemic approach** (lack of communications with the market leaders in the application of green practices in the tourism industry such as e.g. the certified hotels and camps
 - **Lack of information** on energy efficiency, renewable energy, etc.



Improving the environmental sustainability of Tourism in Croatia

- **Activities in the mid to long term:**
 - **reduction** of the ecological footprint of tourism
 - **protection** of natural heritage sites
 - resource efficiency
 - land degradation
 - **better use** of local and water resources
 - **tackling** pollution, overbuilding, alteration of ecosystems by tourist activities



- a **long term project** developed by the Institute of Tourism, in cooperation with UNWTO, financially supported by the Ministry of Tourism
- one of 24 observatories, member of the INSTO network (UNWTO)
- a **tool for informed management**
- an organized system of **data for measuring** sustainability of tourism
- a tool for better cooperation of all stakeholders in destinations
- **enabling benchmarking** at national and international level

International Projects and Cooperation

- **DESTIMED**, a network of seven partners in 13 protected areas in six Mediterranean countries, development of eco-tourism
- **SEAMED**, Lastovo Island and Telašćica Nature Park project aiming to ensure protection of biodiversity, alongside with ecological, social and economic benefits
- **PANORAMED**, Maritime and Coastal Tourism priorities
- **INHERIT**, 15 partners from 10 EU Mediterranean countries, aim is to conserve and organize natural heritage of Mediterranean coastal and maritime destinations
- **OPERATIONAL PROGRAMMES (EU funds)**, establishment of visitors' centres, hiking and biking trails, animal observation centres, improvement of urban biodiversity etc.

International Projects and Cooperation

- Ministry of Tourism is an **active member of the MAC** within the ONE Planet **Sustainable Tourism Programme**
- Regionally, we are **coordinating the Sustainable Tourism Pillar of EUSAIR** (macro-regional strategy for the Adriatic and Ionian region)
- In April last year, in the framework of the 2017 as the International Year of Sustainable Tourism for Development, we organized an **international Workshop on the present and the future of sustainable and responsible tourism** (<http://www.odrzivi.turizam.hr/default.aspx?id=5789>)
- **Workshop on cultural routes**, as a tool for preserving heritage and local community development, was held in Mali Lošinj in November 2018

International Projects and Cooperation

Strategic goal:

- developing **all year round tourism** products and services
- stronger tourism development in the continental part of Croatia
- position Croatia as an **air destination** (tourists from long-haul markets extend the season and are usually touring tourists, not interested in sun & sea)
- **raise the quality** of all tourism products and services

This will be achieved through:

- strengthening the **special interest tourism offer** (culture, health, MICE, cycling, gastronomy etc.)
- **co-financing promotional activities** with tour operators and airlines
- **grants** (Ministry of Tourism) that support education and training, life-long learning, raising the quality of tourism offer and services
- **co-financing projects** specifically focusing on **sustainable tourism development**



Thank you for your attention

