

GSTC2023 Sustainable Tourism Conference, Antalya, Türkiye

Sustainable Tourism in the Balkan Region Insights from Croatia

Dr Ante Mandić

Faculty of Economics, Business and Tourism, University of Split, Croatia

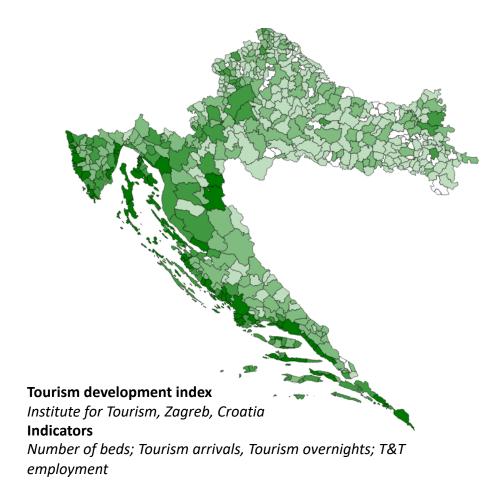
ante.mandic@efst.hr antemandic.com





Tourism in Croatia – Facts and Figures







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



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





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



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



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

Balanced and inclusive tourism Spatially balanced tourism flows

Tourism product and niche tourism development

pressures of tourism on the environment

Reducing the

Reducing the adverse impacts of tourism on destinations space

> Improvement of the business

Fostering of the

human resources in

tourism

Improvement of the tructure and quality of the accommodation

and digital

Improvement of national and international mobility

Rebranding: Croatia as sustainable and authentic destination

Improvement of life quality and working conditions

#4 Resilience of tourism

Reducing the

impacts of tourism

on climate

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









GSTC2023 Sustainable Tourism Conference, Antalya, Türkiye

Sustainable Tourism in the Balkan Region Insights from Croatia

Dr Ante Mandić

Faculty of Economics, Business and Tourism, University of Split, Croatia

ante.mandic@efst.hr antemandic.com



