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

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%

Dr Ante Mandić  I  ante.mandic@efst.hr  I  antemandic.com
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

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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
- Balanced and inclusive tourism
- Spatially balanced tourism flows
- Tourism product and niche tourism development
- Improvement of national and international mobility
- Rebranding: Croatia as sustainable and authentic destination
- Improvement of life quality and working conditions

#2 Tourism development with a preserved ecosystem, destination space, and climate
- Reducing the pressures of tourism on the environment
- Reducing the adverse impacts of tourism on destinations space
- Reducing the impacts of tourism on climate

#3 Competitiveness and innovations
- Fostering of the human resources in tourism
- Improvement of the structure and quality of accommodation
- Improvement of the business environment
- Inspiring innovations and digital transformation in tourism

#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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