REPUBLIC OF CROATIA
MINISTRY OF TOURISM

2nd UNWTO Conference on Destination Management

The Mediterranean as it Once Was

Budva, 23 June 2015
Content

- Mediterranean as it Once Was
- Common Attraction Points and Differences
- New Approach
CROATIA
The Mediterranean as it once was
The Mediterranean as it once was

OPATIJA
Mediterranean
One language= many dialects?
One geography= many directions?
Common Attraction Points

- cradle of civilizations
- nature, history, culture
- pleasant climate
- Mediterranean diet, the UNESCO phenomena list
What differs us?

CROATIA

FRANCE

GREECE

MONTENEGRO

ITALY

MOROCCO
New Approach

Niche products
Clusters of destinations
Aiming at experiences
  - living history, story telling
  - health and wellbeing
  - outdoor activities
  - gastronomy

Destination Management

QUALITY
CROATIA
Full of life
Thank you for your attention!

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