



**REPUBLIC OF CROATIA**  
**MINISTRY OF TOURISM**

***2<sup>nd</sup> 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

CROATIA

The Mediterranean as it once was

CROATIA



OPATIJA

The Mediterranean as it once was

CROATIA

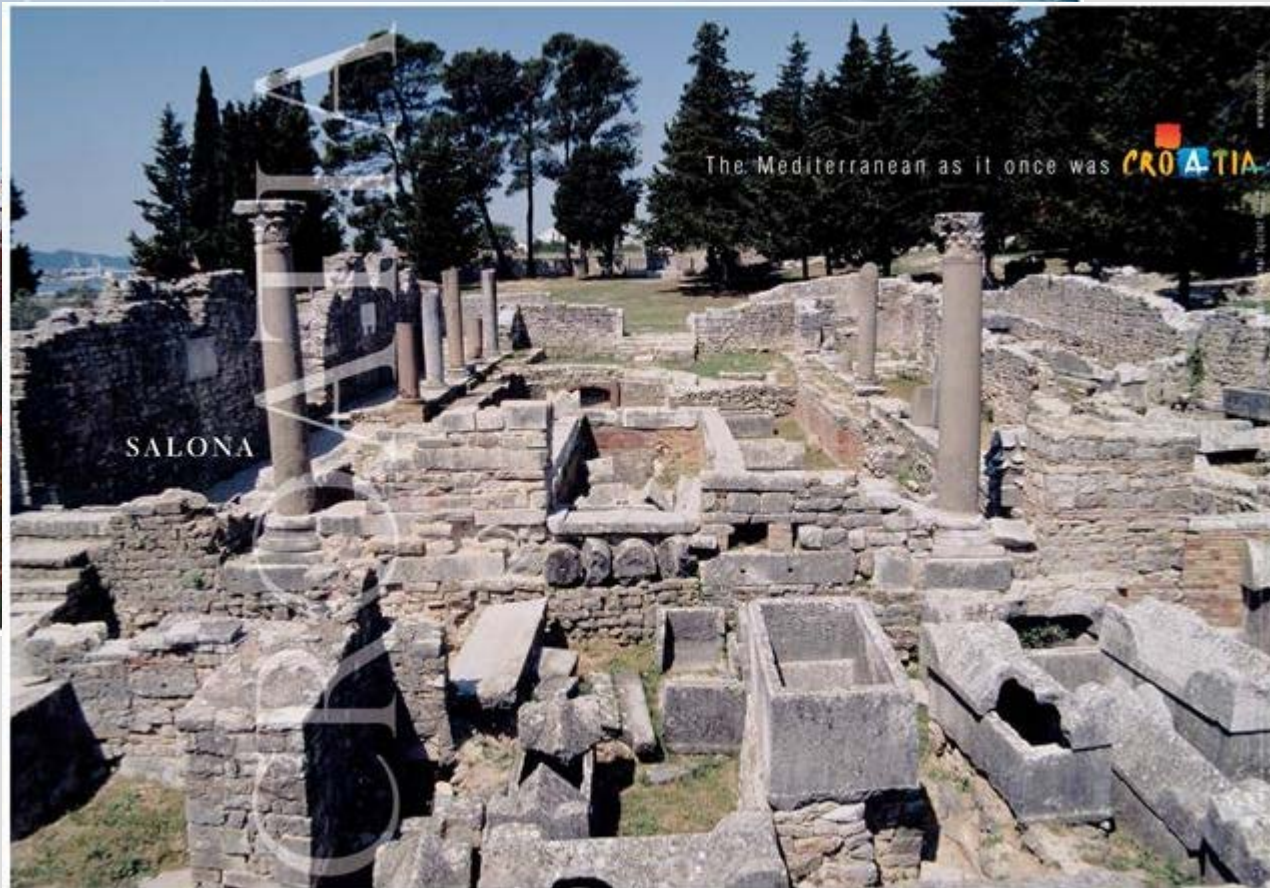
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ŠIBENIK



SALONA

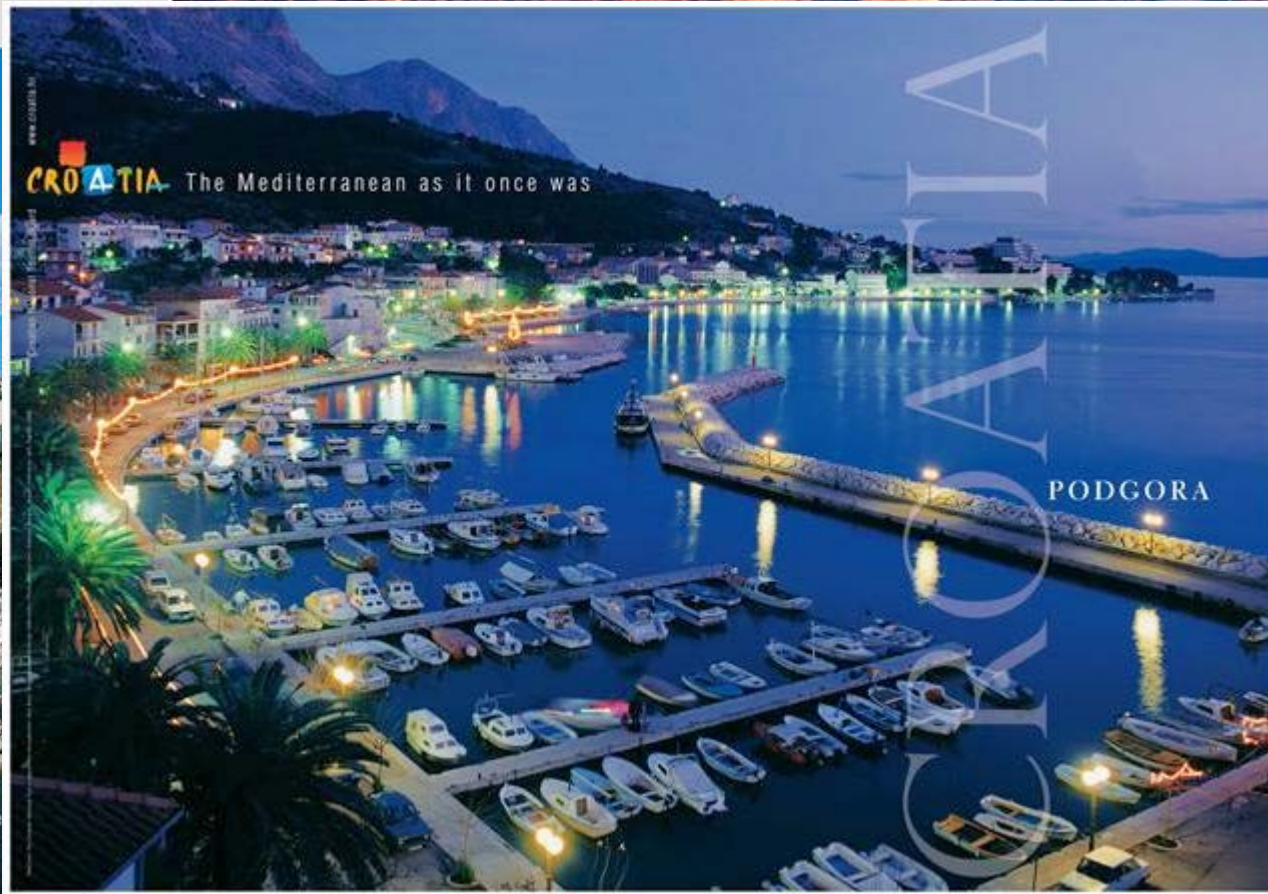
The Mediterranean as it once was CROATIA



once was CROATIA



CROATIA



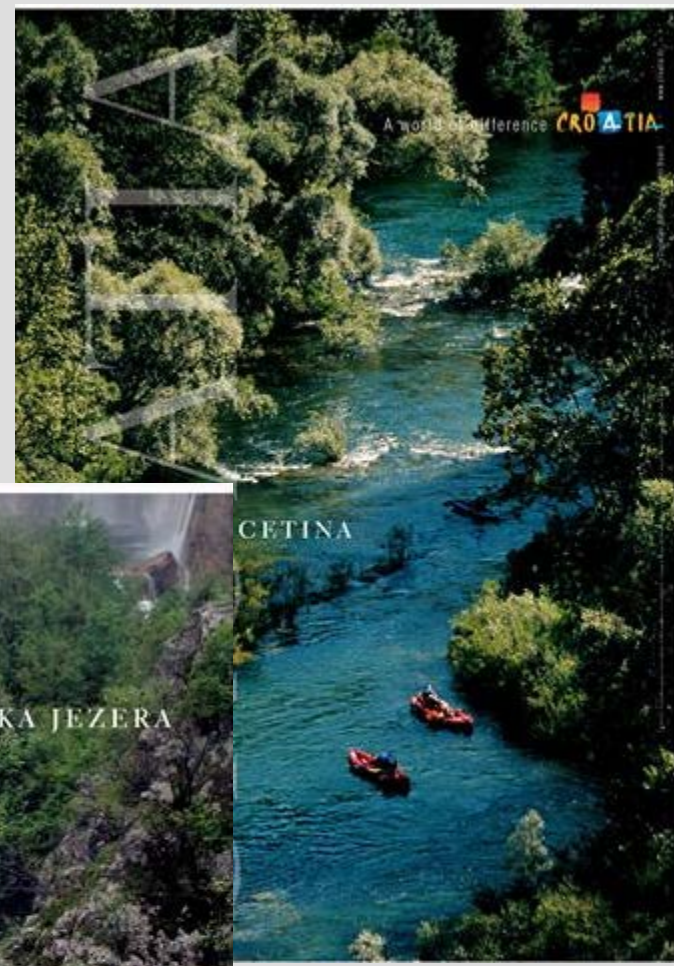


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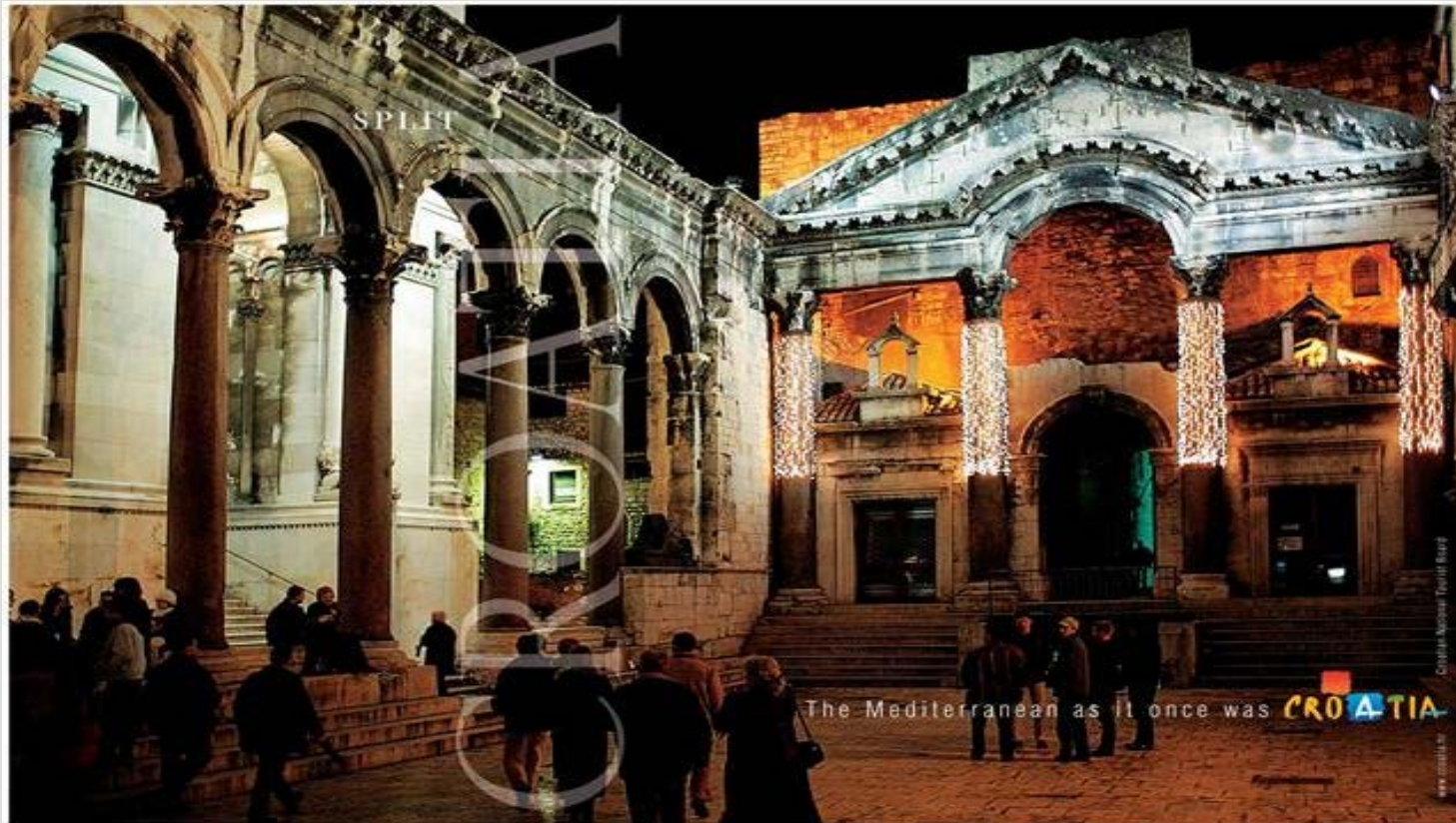


## Mediterranean

One language= many dialects ?

One geography= many directions?

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## ***Common Attraction Points***

- **cradle of civilizations**
- **nature, history, culture**
- **pleasant climate**
- **Mediterranean diet, the UNESCO phenomena list**



**CROATIA**



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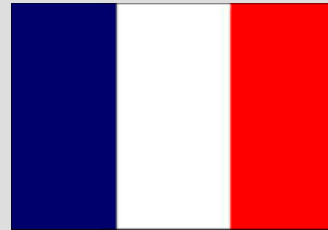
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# *What differs us?*

**CROATIA**



**FRANCE**



**GREECE**



**MONTENEGRO**



**ITALY**



**MOROCCO**



.....

**CROATIA**



# ***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!***

Blanka Belošević

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