

# 2<sup>nd</sup> Conference on Destination Management in the Mediterranean

## "Quality – The Key Driver for Success in the Mediterranean"

Budva, Montenegro,  
22 -24 June 2015



**Đurđica Šimičić, Croatia**

2nd Conference on Destination Management in the Mediterranean: "Quality – The Key Driver for Success in the Mediterranean"



Ministry of Tourism  
REPUBLIC OF CROATIA



RDS



# 11 UNWTO AWARDS

## 11 UNWTO AWARDS

Madrid, 28 January 2015



2nd Conference on Destination Management in the Mediterranean: "Quality - The Key Driver for Success in the Mediterranean"

# SUSTAINABLE AND RESPONSIBLE TOURISM – DESTINATION MANAGEMENT

Public-private partnership cooperation

Quality in all tourism segments

Sustainable Tourism, Responsible tourism, Physical Plans

Ministry of Tourism, Croatian National Tourist Board and UNWTO



# A FESTIVAL OF AROMATHERAPY AND PHYTOTHERAPY



HIGHEST  
QUALITY AIR



1,200 PLANT  
SPECIES



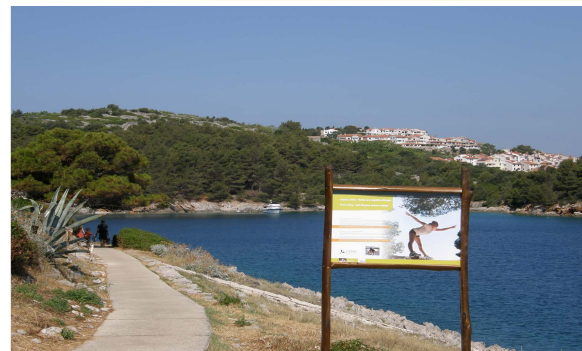
**CENTER OF EXCELLENCE**





# EDUCATION AND WORKSHOPS





**Network of public parking places**



**EVENTS  
Promotion  
local**



**Cycling  
network**

**Development  
of modern  
DMO**

**Protection  
area**

**Attractions for  
people with  
disabilities**

# Originality and modern approach





# ETIS (European Tourism Indicators System)

## 130 destination indicators

- Improving waste management system
- Initiative for energy efficiency and self-sufficiency
- Innovation system to save water and wastewater treatment system
- 'Green' architecture initiative

# ETIS (European Tourism Indicators System)

## 130 destination indicators

- Local strategy and plans to reduce noise and light pollution
- Waste volume produced by destination (per resident per year)
- Energy consumption per tourist/night compared to general population energy consumption per person/night

# The evaluation of all projects of the Public Management Board

- Project name, project summary
- Responsible person – Project manager
- Plan implementation / deadlines

**IN FUTURE**

**Destination managers !**

# DESTINATION SERVICE QUALITY ANALYSIS

Destination  
Mystery Guest

Online guest  
Satisfaction  
surveys

Responsible  
tourism  
„Satisfied Tourist  
and Citizen”

INFRASTRUCTURE  
QUALITY OF  
SERVICE

INNOVATION,  
CREATIVITY

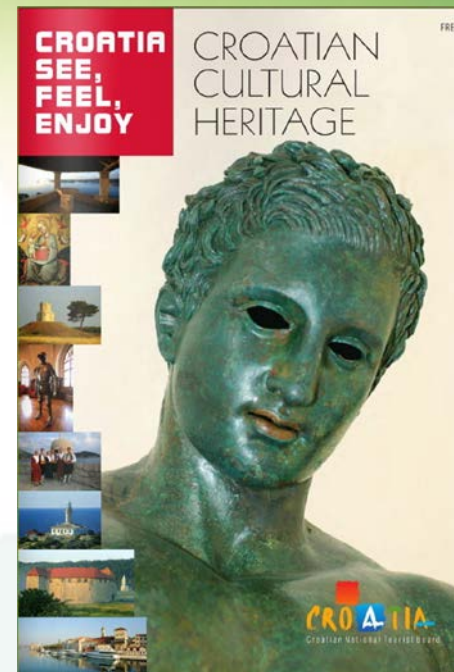
TOTAL QUALITY  
MANAGEMENT



## APOKSIOMEN

The synergy of projects

Networked  
recommendations



THEMED FACILITIES

ROUTES

RESTORANTS

WELLNESS CENTERS



**LOŠINJ**  
ISLAND OF VITALITY

HEALING ISLAND OF  
**LOŠINJ**

Health Tourism and Natural Healing Factors of the Island  
Town of Mali Lošinj / Jadranka d.o.o. / Town of Mali Lošinj Tourism Office

**LOŠINJ**  
ISLAND OF VITALITY

**Health on the  
Island of Vitality**

KVARNER - CROATIA

**LOŠINJ**  
ISLAND OF VITALITY

BREATHE IN ... TAKE A LOOK ... TASTE ...  
TOUCH ... LISTEN ... FEEL LOŠINJ!  
*Please all your senses!*  
Local products catalogue

**Klima i bioklima • MALI LOŠINJ (1981-2010) • Climate and bioclimate**

According to Köppen's classification of climate, Mali Lošinj has a moderate warm rainy climate, with the warmest month of July with the mean temperature 24.2°C and the coldest month of February with the mean temperature 7.7°C. The daily mean temperature above 20°C can be expected from early June to late September. The warming is convenient from early June to early October when the sea temperatures are above 20°C. Cold days with sub-zero temperatures are very rare. On the contrary, warm days with the highest temperature above 35 °C appear between May and October, and in July and August more days are warm. Spring, July and August the highest daily mean temperature exceeds 30°C, but days with 35°C high temperature does not appear more than five times. The mean annual cloudiness is about five thirds. There are more clouds in the winter when the sky is overcast. In the spring the amount of cloudiness is moderate. In July and August only three thirds of the sky are overcast with over 2000 hours of sunshine a year, or an average of about 7 hours per day. Mali Lošinj is sunny. June and August the highest daily mean temperature exceeds 30°C, but days with 35°C high temperature does not appear more than five thirds. The mean annual cloudiness is about five thirds. There are more clouds in the winter when the sky is overcast. In the spring the amount of cloudiness is moderate. In July and August only three thirds of the sky are overcast with over 2000 hours of sunshine a year, or an average of about 7 hours per day. Mali Lošinj is sunny. June and August the highest daily mean temperature exceeds 30°C, but days with 35°C high temperature does not appear more than five thirds. The mean annual cloudiness is about five thirds. There are more clouds in the winter when the sky is overcast. In the spring the amount of cloudiness is moderate. In July and August only three thirds of the sky are overcast with over 2000 hours of sunshine a year, or an average of about 7 hours per day. Mali Lošinj is sunny.

KVARNER - CROATIA

**LOŠINJ**  
ISLAND OF VITALITY

Promenades & Footpaths ~  
/ Setnice i pješačke staze / Die Spazier- und Fusswege  
/ Le passeggiate e i sentieri / Sprehajališča in pešpoti

Tourist office Mali Lošinj

WebCams Welcome Accommodation

Gastronomy Events Attractions

Yachting Excursions Footpaths

Apoxyomenos Dolphins guide

**LOŠINJ - ISLAND OF VITALITY**

Timeline About Fotografie Newsline Vibe

28.645 likes • 310 posts

WE RECOMMEND LEMON LIQUOR LIMONCELLO OF CAPTAIN PETAR BUDUROVIĆ

1 of pure alcohol 7-8 large servings. (Info) info

**LOŠINJ**  
ISLAND OF VITALITY

Home About the island Accommodation Why Lošinj? Feel Lošinj! Arrival

Home Why Lošinj? Fragrances and tastes of the island of Lošinj

**Fragrances and tastes of the island of Lošinj**

Office in cooperation with the Fragrant Island Garden is continuing with project "Fragrances and tastes of Lošinj". The event "Fragrances and Tastes of Lošinj" has spread to win, camps, hotels, tourist agencies, restaurants.... The fragrance network has all forms, from floral displays, potpourri, liqueurs, juices, cakes, fragrant to gastro-menus where, in various ways, autochthonous island plants are used.

**months**

A whole month will be dedicated to the island's medicinal plants and pot herbs: and February will be characterised by lemons, oranges and tangerines, rosemary, eucalyptus and laurel, prepared for asparagus, Lošinj onion and borage, are characterised by sage, fennel and nettle, panish broom, lavender, immortelle and ribwort plantain, sainfoin, mint and bladder campion, ps. olander and medlar.

ber, the fragrance program continues with days of jujube, grapes, indian fig and rock samphire, will be characterised by myrtle, strawberry-tree, pomegranate and dandelion, r by olives, dog rose and quince, r by pine, agave and prickly juniper.

**o gallery**

**Participants in this project :**

- Package holidays
- Catering facilities
- Beauty Salons
- Souvenirs
- Campsites
- Tourist Agencies
- Villas
- Private accommodation
- Hotels
- Wellness
- Medical Tourism

147 people like this. Be the first of your friends.

Newsletter

# Touch, listen, look, taste, smell...

feel Croatia!



**DBM based on quality, innovation, creativity,  
self-sustainability, open communication and true partnership!**