

Membership Application Form

I. GENERAL INFORMATION

Name of your Observatory: CROSTO – Croatian Sustainable Tourism Observatory

Website (if applicable)	www.iztzg.hr
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Observatory Address	
Address Line	Vrhovec 5
Town / City	Zagreb
Post Code	10000
Country	Croatia
Email	info@iztzg.hr
Telephone	+385-1-3909-666

Please state your Observatory's objectives and mission. (Max 500 words)

The main objective of the Croatian Sustainable Tourism Observatory (CROSTO) would be to measure and monitor development of sustainable tourism in Croatia; CROSTO would also advise local communities on minimizing possible negative impacts of tourism development and defining necessary steps in destination management that lead to sustainability in tourism. The objectives would be achieved by applying ETIS (the European Tourism Indicator System for sustainable destination management). As a first step, we plan to promote the application of ETIS among local communities (tourism destinations) and then we plan to encourage and foster establishment of local tourism sustainability observatories through the existing network of local tourism boards by transfer of know-how and by providing necessary analytical support.

Please state your Observatory's long term vision. (Max 500 words)

Upon the establishment of a number of local observatories, we aspire to grow into the regional monitoring center coordinating many local tourism sustainability observatories all over Croatia. Furthermore, the mission of the observatory will be the promotion, and increasing the knowledge base of local communities and tourism operators in terms of learning about the benefits of sustainable tourism, its surveillance, and the possibility of action arising out of surveillance of indicators of sustainability. The emphasis should be on familiarizing with all three dimensions of sustainability (economic, environmental and social) by all stakeholders, and not only partial commitment to sustainable tourism. Accordingly, it is necessary to improve and develop the databases for all specified monitored areas from which the indicators are derived.

Main Contact at the Observatory					
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Alternate Contact at the Observatory					
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Title/Position	Senior Assistant		Email	Izidora.markovic@iztzg.hr	
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Please list all stakeholders relevant for the Observatory.					
Ministry of Tourism; Ministry of Environment and Nature Protection; Ministry of Culture; Croatian Agency for Environment and Nature; Croatian Bureau of Statistics; Croatian Chamber of Economy; Croatian Chamber of Trades and Crafts; Croatian National Tourist Board; Tourist boards of local destinations; Professional tourist associations.					
Please describe the administrative levels above and below you/the Observatory					
Minister of science, education and sports; Governing Board of Institute for Tourism; Director of Institute for Tourism; Scientific Council of Institute for Tourism.					

II. SUSTAINABLE TOURISM MONITORING

Please provide how your Observatory currently monitors sustainable tourism. (Max 500 words)

Although a periodic and systematic monitoring process has not exist until now, the experts of Institute for Tourism have dealt with the issue of tourism sustainability measurement on academic level by advising local communities through production of numerous destination development plans, conducting visitor satisfaction survey, and producing several scientific papers:

- Kozic, I., Mikulic, J. (2011) Possibilities of Implementing an Indicator System for Evaluating and Monitoring the Sustainability of Tourism in Croatia, *Privredna kretanja i ekonomska politika*, 21 (127), 57-81.
- Kozic, I., Mikulic, J. (2011) An exploratory assessment of tourism sustainability in Croatian coastal destinations, *EFZG Working Papers Series 1104*, Faculty of Economics and Business, University of Zagreb.
- Kozic, I., Mikulic, J. (2014) Research note: Measuring tourism sustainability – an empirical comparison of different weighting procedures used in modelling composite indicators, *Tourism economics*, 20 (2), 429-439.
- Mikulic, J., Kozic, I., Kresic, D. (2015) Weighting indicators of tourism sustainability: A critical note, *Ecological Indicators*, 48 (2015), 312-314.

Please describe the Observatories geographical scope, such as location, size, population, major tourist attractions and facilities, main point(s) of entry for tourists that your Observatory monitors, including a KLM file¹ of the Observatory's delineation. (Max 500 words)

Adriatic Croatia is one of the two NUTS-2 Regions of Croatia. The region forms the coastal part of the Croatia and has territory of 24,705 square kilometres (44% of the country's territory) and 1,411,935 inhabitants (33% of the population), with population density of 57,1 inhabitant per square kilometer. Region includes seven counties that make the NUTS 3 regions (County of Primorje-Gorski Kotar, County of Lika-Senj, County of Zadar, County of Sibenik-Knin, County of Split-Dalmatia, County of Istria and County of Dubrovnik-Neretva). Region is characterized by a narrow coastal area in which most of the tourist activities take part, and a wider area of the hinterland (mostly mountain area), which is very scarcely inhabited. Adriatic Croatia main touristic resource is almost six thousand kilometres long and indented coast, with 1246 islands and islets varying in size, 48 of which are permanently inhabited. The largest islands are Cres and Krk, each of them having an area of around 405 square kilometres. Furthermore, an important resource for tourism development in this region are eight national parks and seven nature parks, and seven sites of UNESCO's world heritage. Most important coastal destinations are towns: Rovinj, Dubrovnik, Porec, Medulin, Umag, Mali Losinj, Pula and Split.



Adriatic Croatia.kml

¹ <http://www.instructables.com/id/Creating-KML-Files-For-Your-Custom-Google-Maps/?ALLSTEPS>

We are aware and agree that general reporting shall comply with the International Recommendations for Tourism Statistics 2008 (IRTS 2008) ²	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	YES	NO

Have the relevant national governmental institutions been informed about the establishment of the Observatory? If so, please indicate who was informed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	YES	NO
Croatian Ministry of Tourism		

I am/we are aware and accept the Statutes of UNWTO ³ and the Global Code of Ethics for Tourism ⁴	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	YES	NO

Please indicate if your Observatory already monitors any indicators for the following baseline issues (please select all that apply).			
Local satisfaction with tourism	<input type="checkbox"/>	Water Management	<input type="checkbox"/>
Destination economic benefit	<input checked="" type="checkbox"/>	Sewage Treatment	<input type="checkbox"/>
Employment	<input checked="" type="checkbox"/>	Solid Waste Management	<input type="checkbox"/>
Tourism Seasonality	<input checked="" type="checkbox"/>	Development Control	<input type="checkbox"/>
Energy Management	<input type="checkbox"/>		
Please list the key indicators (up to 3) that are used to monitor each baseline issue selected above.			
Destination Economic Benefit: Tourist expenditures in destination; Employment: All-year employment in hospitality sector; Tourism Seasonality: Low quartile to peak quartile tourist arrivals.			

² http://unstats.un.org/unsd/publication/SeriesM/seriesm_83rev1e.pdf

³ <http://www2.unwto.org/en/about/statutes>

⁴ <http://dtxdq4w60xqpw.cloudfront.net/sites/all/files/docpdf/gcetbrochureglobalcodeen.pdf>

As the legal representative of the Institute for Tourism as Croatian National Tourism Observatory, I hereby confirm our commitment to the mission and objectives of the UNWTO Network of Observatories (INSTO) and declare that the information provided above is correct.

I agree

Name:

Position:

Date: