















There are three key questions regarding the future of Croatian tourism that require elaborate answers: what features should tourism have, what are the crucial prerequisites for the Croatian tourism development, and how can demand for Croatian tourism be increased?

Observing the forecasts for the global tourism development and the trends that are expected in tourism industry, it is obvious that Croatia has to meet the challenge of future global processes. Placing the state assets in the function of tourism development, enhancement of know-how at all levels, and destination management should play essential roles in the future development of Croatia's tourism. Long-term environment protection and sustainable eco-system management deserve particular attention.

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