

GOVERNMENT INTERVENTION IN DRIVING THE DEVELOPMENT OF SUSTAINABLE TOURISM

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Helga Maškarić Ribarić
Ivana Ribarić

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Abstract

Despite its propulsiveness, even in times of adverse economic trends, Croatian tourism needs state aid if it is to grow along the lines of sustainable development. Strategic government intervention in tourism helps to raise the quality of the tourism offering and create conditions required to achieve better results in tourism. Among other things, this paper seeks to answer the following questions: Why is government intervention necessary in tourism? In which areas is it needed? How does it foster the development of sustainable tourism? The paper examines the existing model and systematically analyses the problems and other constraints of Croatian tourism that point to the necessity of intervention measures. The paper also gives a brief analysis of the government intervention measures and action undertaken up to date, and proposes new measures, with emphasis on the positive effects that can be expected if these measures are appropriately implemented. The measures undertaken up to date represent a basis for future, more intensive and more comprehensive measures. The coordinated action and cooperation of the Ministry of Tourism and other institutions responsible for developing and implementing tourism policies is a major precondition to achieving the desired results, primarily in the sphere of improving the unfavourable structure of accommodation capacities, developing programmes for enhancing the competencies and competitiveness of workers in tourism, delivering a variety of investment projects, carrying of institutional reforms and adopting spatial plans.

Keywords: government interventionism, state aid, sustainable tourism, Croatia

Helga Maškarić Ribarić, PhD, Associate Professor
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia
Phone: ++385 (0)51 294 882
Fax: ++385 (0)51 291 965
E-mail: helgam@fthm.hr

Ivana Ribarić, PhD Student
University of Rijeka
Faculty of Tourism and Hospitality Management, Opatija
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia
E-mail: ivana.ribaric1@gmail.com