

## MODEL FOR SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA

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**Marinela Krstinić Nižić**  
**Danijel Drpić**

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### **Abstract**

Previously, the development of tourism sought to meet the aspirations of entrepreneurs for quick profits rather than to be sufficiently concerned about preserving natural resources, thus wasting the resource base and permanently reducing the landscape value. Opposed to random and insufficiently planned development is sustainable development, today crucial for the successful management and market positioning of each particular economic branch, particularly of tourism. Very sensitive to any form of crises, tourism must respond promptly to every change in tourist behaviour. Since the recession has contributed to the decrease in overall welfare and available funds for rest and recreation, this paper aims to analyse new sustainable tourism development, which is becoming an increasing challenge today. The paper elaborates the hypothesis of possible increase in overall sustainability of a tourism destination by introducing sustainable development models. According to the analysis, it is no longer enough to care of preserving the resource base, but also to encourage consumption of potential visitors, with particular importance of creating the new management model as the result of interdisciplinary activity of all interested private and public undertakings. This implies the satisfaction of economic, environmental, and social elements. The paper was conducted using the following methods: collection and analysis of data, information from secondary resources, deduction, and description methods. At the end the Management Activity Plan for Sustainable Tourism Destination in Croatia is suggested by the authors.

**Keywords** economic, social and environmental impact, sustainable development, tourism

**Marinela Krstinić Nižić**, PhD, Assistant Professor  
University of Rijeka  
Faculty of Tourism and Hospitality Management, Opatija  
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia  
Phone: ++385 (0)51 294 189  
Fax: ++385 (0)51 291 965  
E-mail: marikn@fthm.hr

**Danijel Drpić**, PhD Student  
University of Rijeka  
Faculty of Tourism and Hospitality Management, Opatija  
Primorska 42, P.O.Box 97, 51410 Opatija, Croatia  
E-mail: danijel\_drpic@hotmail.com