

ENVIRONMENTALLY AND TOURISM-FRIENDLY URBAN PLANNING MODEL – THE CASE OF CROATIA

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Lidija Runko Luttenberger

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Abstract

This paper elaborates the issue of possible urban development of Croatian communities leaving low carbon footprint and less environmental impact in general which would at the same time ensure preserving of their attractiveness for inhabitants and tourists. Owing to its beauty, wealth of its ecosystems and abundance of water, Croatia is under an ever increasing pressure of developers. Dominant model in Croatia are greenfield investments in tourism, while historical buildings or sites located in priceless city centres are often out of use. Author considers environment as an asset of the locality and of tourist destination, analyses land use and based on empirical research proposes the urban development model that is environmentally and tourism-friendly. Environmentally-friendly urban planning implies fewer miles of roads and of the utilities, less pollution, less impervious surfaces, better water management and the protection of ecosystems, and less greenhouse gas emissions. It at the same time means enhancing the attraction of traditional communities, be they big cities or small towns, for visitors and tourists, since the well-planned infill leads to communities' vividness and lesser carbon footprint. The model is devised to greatly improve the quality of life and demonstrates that simple, less costly, environmentally and tourist friendly development and conservation solutions can be widely applied in Croatian big and small communities.

Keywords environment, GHG emissions, tourism, urban planning, transport

Lidija Runko Luttenberger, PhD, Research Fellow

Komunalac d.o.o. Opatija

St. Lipovica 2, 51410 Opatija, Croatia

Phone: ++385 99 313 2208

E-mail: lidija.luttenberger@komunalac-opatija.hr