

Accessible tourism in Croatia

- The tourism of the future is tourism for all!
- Accessible tourism in Croatia = sustainable tourism!

Genoa: 18 June 2026



Vision of the Republic of Croatia



- In 2030, the Republic of Croatia is a **competitive, innovative, and safe country** with a distinctive identity and culture, a country of preserved resources, high-quality living conditions, and **equal opportunities for all**.

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Strategic Documents

National Development Strategy until 2030

Strategy for the Development of Sustainable Tourism until 2030

National Plan for Sustainable Tourism Development until 2027

Tourism Act

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Strategy for the Development of Sustainable Tourism until 2030 – Strategic Objectives

Year-round and more regionally balanced tourism

Tourism with preserved environment, space, and climate

Resilient tourism

Competative and inovative tourism

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Tourism Act

Tools for monitoring and management

Monitoring:

Tourism Development Index

Sustainable Tourism Satellite Account

Sustainability Indicators

Management:

Destination Management Plans

Decisions by local and regional authorities

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Destination Management Plan

- An operational planning document for sustainable destination development.
- Provides a basis for making decisions and implementing measures to manage sustainable tourism development

Content of the Destination Management Plan



analysis of the situation



list of resources



sustainability indicators on destination level



development direction, including measures and activities



proposal of the guidelines and recommendations



list of projects contributing to the implementation of measures



list of projects of special significance for the development of the destination

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Accessibility Analysis

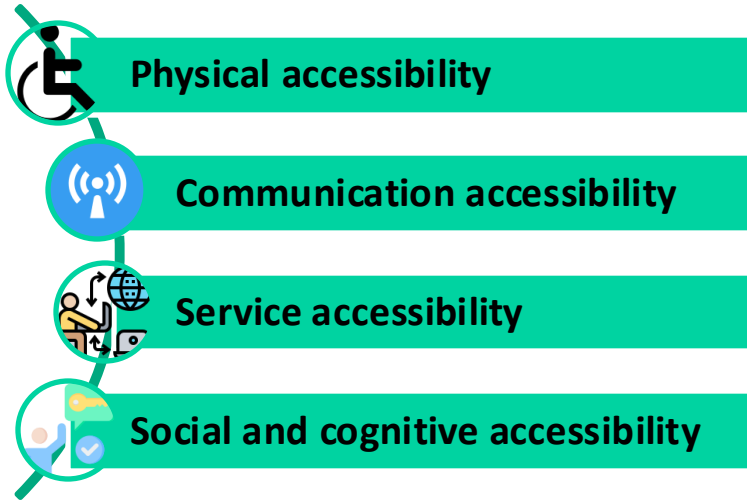


- Analysis of accessibility of tourist destinations includes:
- **assessment of availability of services and products**
- **identification of necessary adaptations**

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Accessibility Analysis

- Types of Accessibility



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Tools for development monitoring – Sustainability indicators

Indicators: basis for destination management plans

- Share of attractions (sites) accessible to persons with disabilities
- Share of accessible accommodation units in the destination
- Publicly available information on attractions at tourist and information centres
- Percentage of accessible public transport lines in the destination for persons with disabilities

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Funding Accessibility and Inclusion

€670,000+ (2021–2024): 33 awareness projects

€195.8 million: 24 infrastructure projects (ongoing)

ESF+ Programme: €7 million (from June 2026) – “Tourism for All”

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Good Practice Example



- All 8 national parks in Croatia (since 2025): accessible for deaf and hard-of-hearing visitors via QR codes
- materials available in sign language
- In plan similar project for 12 Nature Parks

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Awareness Raising Activities

- 10 regional workshops, 5 conferences
- 1,456 participants
- 4,793 YouTube views
- ISO 21902 translated
- promotional video (2025)
- national TV campaign
- Accessible Tourism Handbook
- development of a database



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Handbook for Inclusive Service and Employment

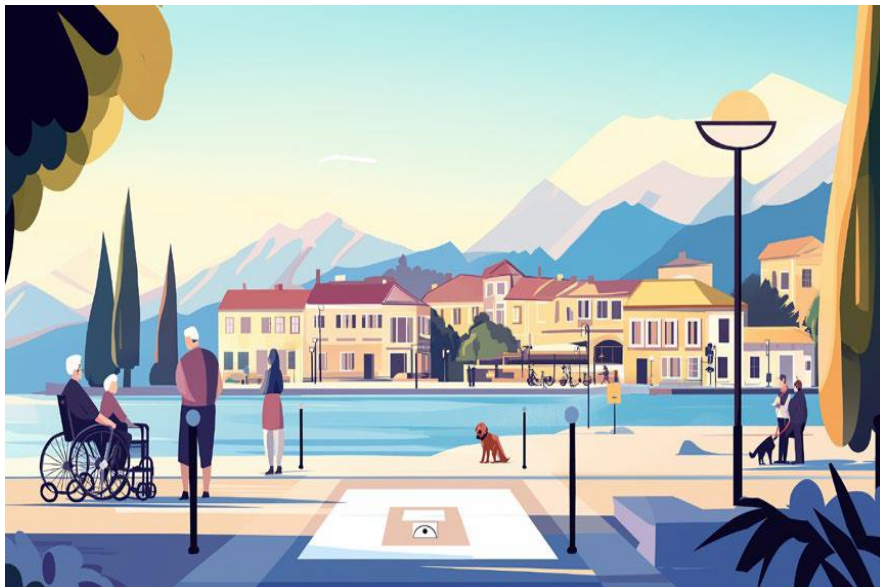


- Accessibility as foundation of inclusive tourism
- Universal design
- Guidelines for interacting with guests with disabilities
- Financial incentives
- Employment of persons with disabilities
- Workplace adaptations
- Best practices
- Recommendations

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Handbook for Inclusive Service and Employment

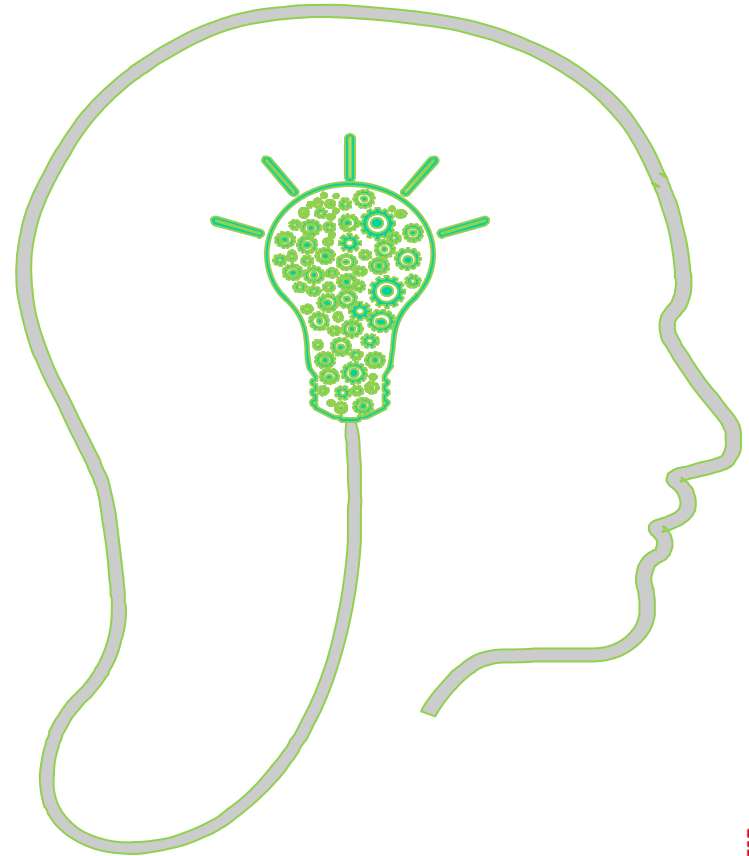


- Summary of MINTS activities to date
- **Target groups:** tourism providers, tourism boards, local authorities, architects and planners
- **Provides:** clear guidelines, practical recommendations, downloadable digital version

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- A promotional and informational **video** designed to raise awareness about the importance of ensuring equal opportunities within the tourism sector
- Public **TV campaign**



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Thank you for your attention!

Vesna Ferenčak Brodarić
e-mail: vesna.ferencakbrodaric@mints.hr
www.mints.gov.hr

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