



GREEN TOURISM CONFERENCE

European Tourism Going Green (ETGG2030)

3 - 4 May 2023, Vienna



Co-funded by the COSME programme
of the European Union

ETGG2030

ETGG 2030 CROATIA



Nastja Logar, M.A.

CROATIAN EXPERTS

Nastja Logar. M.A., Ecobnb.com
Green hospitality (6 SMEs)

prof. Slađana Pavlinović Mršić, Faculty of
economics Split
Travel agencies (5 SMEs)





- 11 SMEs in Split – Dalmatia County
- On-site coaching
- Attention to detail



ON-SITE AUDITS

HOSPITALITY

5 Hotels + 1 Camp

- Hotel Rotondo
- Hotel Villa Dvor
- Hotel Cornaro
- Hotel Antica
- Camping Stobreč
Split
- Hotel San Giorgio
- Camping Stobreč
Split



5 TRAVEL AGENCIES

- Taste Dalmatia DMC
- Tip extreme
- Sunlife
- My traveo
- Tournesol



CHALLENGES

- Additional costs (rebranding)
- Waste management
- Public transport in Croatia
- Green suppliers
- Green marketing
- Sustainable architecture & design
- Collaboration with local NGOs
- Collaboration with local authorities / DMO



WORKSHOP 1



TOPICS:

- Best practice examples
- Split-Dalmatia County tourism programs
- Green digital marketing
- Organic Suppliers

WORKSHOP 2



TOPICS

- Arheogastronomy
- Green marketing & PR
- Sustainable architecture
- Positive impact

WORKSHOP 3



TOPICS:

- Green sail
- Sustainable wine tourism
- Robotic process automation
- Sustainable tourism programs - DMO Split-Dalmatia County



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- Green settings
- Use local ingredients
- Support local small businesses
- Zero waste
- Attention to detail



ETGG 2030

It's Not Easy Being Green!

Just bee-lieve in yourself!

You can do it!



GREEN EVENTS



RESULTS



BOUTIQUE HOTEL VILLA DVOR OMIŠ



- **Solar power plant**

(11.000 EUR & 20 t CO₂ / year)



- **Solar panels for hot water**

(5kW, 1.100 EUR & 3,6 t CO₂ / year)



- **California worms**

composting (2.000 EUR / year)



- **EV charging station**

(5 t CO₂ / year)





HOTEL ROTONDO
SEGET DONJI



- Employee retention
- **Green events**
- Promoting hidden gems in inland Dalmatia

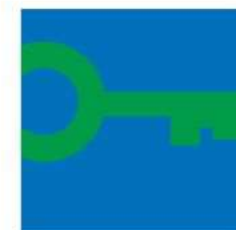


CAMPING STOBREČ SPLIT





Horticulture design - "Green oasis in the city"



Green Key

HOTEL ANTICA ISLAND HVAR



Now

- More connected team
- Sustainable architecture & horticulture (hotel renovation in October 2023)



After



HOTEL SAN GIORGIO ISLAND VIS



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Green Key



- **Water flow reducers:**
30% of water will be saved
(1.600 EUR/year)



HOTEL CORNARO SPLIT



BIOSPHERE
CERTIFIED



- **Improved collaboration with the local community**



MY TRAVELO



BIOSPHERE
CERTIFIED



ECO-ETHNO TOUR

- New program has been developed for eco-travellers.



TIP EXTREME



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- **Tours in protected area
(Nature Park Biokovo)**



SOL TRAVEL



- Improved promotion of tours from the city of Split to rural Dalmatia.



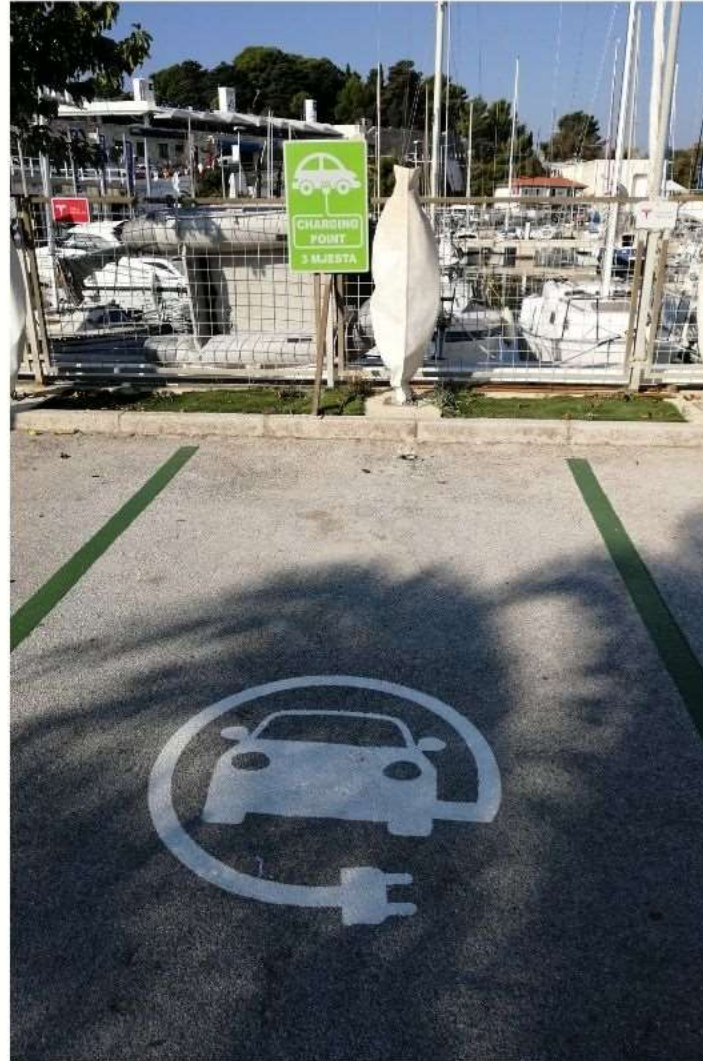
SUNLIFE CHARTER



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- **The first eco-certified sailing boat charter agency in Croatia!**





TASTE DALMATIA



- Sustainable office
- No printed promotional material



TO BE CONTINUED

Dalmatia eco experience



**CENTRAL
DALMATIA**



TO BE CONTINUED



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CROATIAN
CHAMBER OF
ECONOMY



HRVATSKA
GOSPODARSKA
KOMORA



SPLITSKO-DALMATINSKA
ŽUPANIJA



BE THE CHANGE
YOU WANT TO SEE
IN THE WORLD.

Welcome to Croatia!



THANK YOU!

LET'S CONNECT

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