

An aerial photograph of a lush green island with a bay and a mountain in the background. The island is covered in dense green forest and has a small settlement on the right side. The water is a vibrant blue, and the sky is clear. The text is overlaid on the top half of the image.

# **SUSTAINABLE TOURISM ON THE ISLAND OF VITALITY HEALTH AND CULTURE**

**ĐURĐICA ŠIMIČIĆ, DIRECTOR OF THE TOURIST BOARD OF THE TOWN OF  
MALI LOŠINJ**



- **“Lošinj is an example of proper destination management and a true incubator of creativity and innovation in tourism! “ UNWTO**
- **Affiliate member Unwto**
- **UNWTO knowledge network**

- **Establishment of a business incubator**
- **Promotion of local production**
- **Promotion of product certification**
- **Encouraging of employment**
- **Co-financing construction of the Museum of Apoxyomenos**
- **Special planning**



## Our partners

- **Hotel reconstruction included replacement of the boiler tank with gas infrastructure**
- **Smart room system introduced in all reconstructed hotels**
- **Bellevue Hotel Management System**
- **ISO 9001 and ISO 14001 certification since 2008**
- **Separation of waste, disposal of organic waste**
- **Approx. 100 solar panels installed on Hotel Aurora**
- **Photo-voltaic cells installed to generate electricity**

# Cooperation - partnership

- **Region – Kvarner Tourist Board**
- **Croatian National Tourist Board**
- **Ministry of Tourism**
- **Croatian Chamber of Economy**

- **European strategy for smart, sustainable and inclusive development**
- **Creation of new jobs**
- **Inclusive society in which different groups have a chance to contribute to progress**
- **Society as a whole must enjoy the benefits of progress**



- **Preserved environment on 5 islands of the archipelago**
- **More than 2.2 mil overnight stays**
- **Capacity 25.000 beds**
- **9.000 inhabitants**
- **3.000 beds rated \*\*\*\***
- **500 beds rated \*\*\*\*\***
- **Connections: boats, catamaran, ferry lines, small airport**

























# SUSAK









Lussainpiccolo







Lošinjskim jedrima  
Around the world

Lošinjskim jedrima oko svijeta  
Around the world with Lošinj sails



A. Stupar



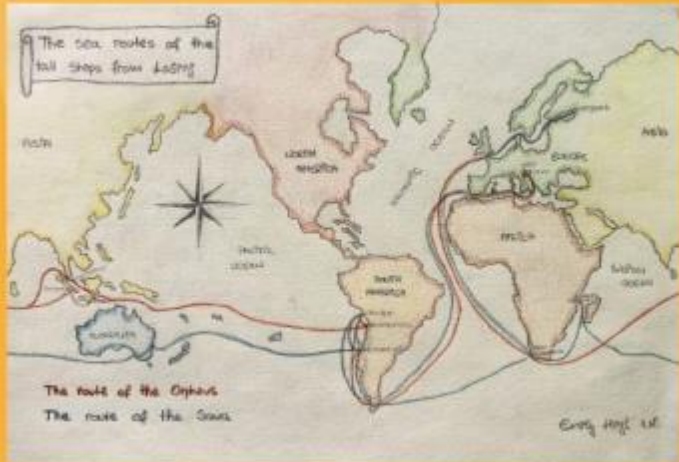


ME 572

ME 574

SI

OR 573



Štampani planovi "Orpheus Haračić", "Sava 1889"

**ORPHEUS (slovenski)**

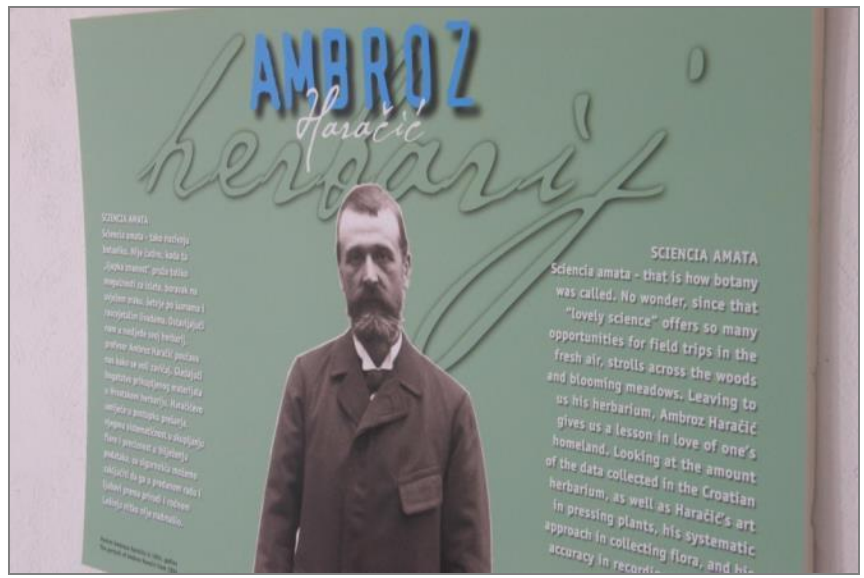
Sagrađen u Greenocku 1889. u kupljen 1889. Čelični jedrenjak s 1335 tona, dužine 77,11 m, širine 9,61 i visine 6,94 m. 19 članova posade, jedna pripadnici Trip. Prvi vlasnici bili su braća Cassalich s 21 katalistom, a 1910. kupuje ga tri članski brodolovci Horčić Jurić u čijem vlasništvu ostaje do 1909. kada je demontiran. Oplećila nekoliko puta Cape Horn sa zalizom za Rijeka i Trip, vođa terete u Velike Britanije za jadrnu Afriku, na Sumatra i Javo, a zatim prema čilenskim lukama Antofagasta, Calera Buena i Iquique. Pod kapovodstvom kap. Antona Cassalicha 1889. plivo u Barrydocka sa ugljenom za Singapore preko rta Dobea.

**ORPHEUS (engleski)**

Constructed in Greenock in 1889, and purchased in 1889. A steel sailboat with 1335 GRT, 77.11 m long, 9.61 wide, and 6.94 m in height. The ship crew consisted of 19 members, with Tripice as part of origin. First owners were the Cassalich brothers with 21 shareholders, and in 1910 the ship was purchased by the Trieste shipowner Horčić Jurić which owned it until 1909 when the ship was demolished. The ship called the Cape Horn several times carrying saltpetre for Rijeka and Trieste, cargo from the United Kingdom to South Africa, Sumatra and Javo, and then toward the Chilean ports of Antofagasta, Iquique and Calera Buena. Under Captain Anton Cassalich in 1889 it sailed from Barrydock carrying coal to Singapore around the Cape of Good Hope.



EXAMINER - CROATIA





- **2012 – Certified educational quizzes for children**
- **Goal: to educate the locals and guests about the importance of environment protection; growing, planting, identifying and using local herbs; aromatherapy, and health**
- **History of Lošinj, nautical past, Apoxyomenos**
- **Quizzes are stimulating, include detailed rules, professional guidance and prizes, and are aimed at promoting sustainable development of the island**















- **Top quality certified products, in accordance with EU standards**
- **Sale accompanied by a story (production, materials used); The story must present the tradition, history and customs**
- **Special stores selling local products**
- **Opening of the old gates of Lošinj, including several places where souvenirs are crafted**



KVARNER - CROATIA



BREATHE IN ... TAKE A LOOK ... TASTE ...  
TOUCH ... LISTEN ... FEEL LOŠINJ!

*Please all your senses!*  
*Local products catalogue*

# Development of the Centre of Excellence

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- **Social and enviromental sensitivity**
- **Promotion of education and lifelong learning programs**
- **Town – co-financing, scholarships**
- **Knowledge as the basis of the growth**
- **Creativity and innovation in tourism**







**Sustainable Tourism Development Program**  
**In cooperation with Institute of Tourism, Zagreb**  
**(SKAL AWARD 2013)**

**Responsible tourism - satisfied residents!**



- 
- An aerial photograph of a wide, sandy beach. The ocean waves are breaking gently onto the shore, creating a pattern of white foam and wet sand. The sand is a light, golden-brown color, and the water is a pale, milky blue. The overall scene is peaceful and natural.
- **Inventory of Cultural Heritage**
  - **Natura 2000**
  - **Setting up public spaces**
  - **Load-bearing capacity of the spa area**
  - **Marine Education Centre**
  - **Marine Conservation Initiatives**
  - **Waste management system improvement**
  - **Energy efficiency and self-sufficiency**
  - **Water saving and wastewater treatment system**
  - **Green architecture**

- 
- An aerial photograph of a sandy beach with gentle waves washing onto the shore. The sand is light-colored and shows some ripples and patterns. The water is clear and shallow, with small waves breaking on the beach. The overall scene is peaceful and natural.
- **Network of public parking lots**
  - **Public transport**
  - **Environmentally sensitive management of public lighting**
  - **Preservation of authenticity**
  - **Center of Excellence**
  - **Planning staff**
  - **Lošinj without limits**
  - **Eco-cluster of small agricultural producers**
  - **Health and spas**
  - **Cycling routes**
  - **Visitor attitude monitoring**



- **Osor Musical Evenings**
- **Old-style Sailboat Regatta**
- **Around the World under the Sails of Lošinj Sailboats**
- **250 events per year**





- **In 1892, Lošinj was declared a health resort**
- **1200 plant species across the 5 islands of the archipelago**
- **Thick pine forests**
- **Over 200 sunny days per year**
- **250 km of walking and cycling routes**
- **Highest level of air quality**
- **Highest level of sea quality**





LOŠINJ  
NATIONAL PARK

Informational sign with text and images, including a photo of people walking on a path.





hot stone  
ritual massage

embracing heating stones  
aromatic massage

- **Aromatherapy Centre**
- **Essential oils made from island herbs**
- **Wellness treatments**
- **Aromatherapy workshops**
- **Scents of the island in hotels, essential oils**
- **Lošinj's natural cosmetics line**





















- **Cod in Lošinj onion spring sauce - Agostino Straulino**
- **Devil fish in olive sauce - Candido Lussignano**
- **Mixed fish brodetto with fragrant polenta - Melchiare Budinich**
- **Cow shark in sauce with fried sage - Nicoletto e Carlo Cosulich**





- **Tourism packages:**
- **Wellness experience „The captains of Lošinj“**
- **Active trekking (January – July)**
- **Scents and flavors of Lošinj (January – December)**
- **Express your vitality (June – October)**
- **Following Apoxyomenos – for divers**



- **Website – 3.500 visits per day**
- **Facebook – over 25.000 followers**
- **Newsletters**
- **Domestic and foreign media**
- **Presentations of the destination**
- **Theme presentations**
- **Study tours**

# Travel experience

## SVIBANJ

mjesec kadulje, koromača i koprive

- **SAVRŠEN OTOK ZA SAVRŠEN DAN!**  
Neka to bude vaše vjenčanje ž snova, baš kakvo zaslužujete! ASL Agency će vam pomoći odabrati lokaciju kakvu ste oduvijek željeli - vidikovac, plažu, brod, skrivitu crkvicu...  
Pobrinut će se za smještaj za vas i uzvanike, dekoraciju, organizirati dolazak profesionalnog fotografa, tiskati pozivnice, pomoći vam oko svadbene večere i zahvalnica, a tu su i wellness paketi za mladence te catering.  
Info: [www.island-losinj.com](http://www.island-losinj.com)
- **AMBROZ HARACIĆ**  
Značajna osoba u lošinjskoj povijesti zaslužna za bogatstvo šuma na otoku profesor je Ambroz Haracić. Pod njegovim se imenom krije turistički program koji će vas educirati o izradi herbarija te vam omogućiti da kušate mioniminske proizvode s otoka. Uključite se i u kulinarski tečaj na kojem će se izrađivati slastice od samoniklog bilja i čokolade, a ako podete na izlet na otok Cres naučit ćete spravljati eterična ulja.  
Info: [www.island-losinj.com](http://www.island-losinj.com)
- **PUTEVIMA SV. GAUDENCIJA**  
Otok ćete najbolje upoznati odlučite li se za pješačenje. Jedna od atraktivnijih ruta je ona koja kreće iz Osora, a prolazi putevima Sv. Gaudencija - uz njegovu rođnu kuću, planinarski dom na Osoršćici, Televrin, Velu jamu, spilju Sv. Gaudencija, a završava posjetom crkvi Sv. Nikole i povratkom u Nerezine.  
Info: [www.televrin.com](http://www.televrin.com)
- **PRODIŠITE PUNIM PLUĆIMA**  
Povodom Svjetskog dana nepušenja 31. svibnja u Lječilištu Veli Lošinj izmjerite kapacitet pluća, te poslušajte edukativna predavanja i sudjelujte na radionicama s temom o stetnosti pušenja i načinima odvikavanja.  
Info: [www.ljeciliste-veli-losinj.hr](http://www.ljeciliste-veli-losinj.hr)
- **ČETIRI OTOKA**  
Istražite brojne pješačke staze otoka vitalnosti šetajući od uvale Čikat preko Bocca False do vidikovca Monte Baston te preko Suncane uvale do brda Sv. Nan putem koji će vas odvesti u Veli Lošinj. Izlet brodom otkrić će vam svu ljepotu Unijs, Suska i Ilovika.  
Info: [www.losinj-hotels.com](http://www.losinj-hotels.com)
- **RADIONICE ZDRAVLJA: AROMATERAPIJA U SUVREMENOM ŽIVOTU I TURIZMU**  
Upoznajte prirodne ljekovite čintelje! Posebno posvećena ženama, svibanjska će vas radionica uvesti u tajne aromakozmetike za kućni wellness te vas podučiti zdravom balansu hormonalnog sustava.  
Info: [www.tz-maillosinj.hr](http://www.tz-maillosinj.hr)



## APOKSIOMEN - BISER KULTURE

Osim na turističku, Lošinj je ucrtan i na svjetsku arheološku kartu jer je u plavetnilu bogatog lošinskog podmorja, između otoka Vele Orjule i Lošinja, pronađen jedinstveni antički brončani ktp iz II. ili I. st. pr. Kr.

Hrvatski Apoksiomen, kako je nazvana jedina velika brončana statua nađena na istočnoj obali Jadrana, najcjelovitija je i najbolje očuvana od svih pronađenih u svijetu. Pronašao ju je 1996. godine belgijski turist. Djelo je nepoznata autora, a svojoj će dom dobiti upravo gdje je i nađena - u palači Kvarner na Lošinj.

No, Lošinj je otok izuzetno bogat i drugim kulturnim naslijeđem - od austro-ugarskih vila i kapetanskih kuća, preko samostana, gradine, bazilike i antičkih ostataka do muzeja, crkvi i crkvice koje čuvaju prava mala umjetnička bogatstva. Obilidite gradski muzej u Malom Lošinj u palači Fritzy iz 15. stoljeća, muzejsko-galerijski prostor Kula u Velom Lošinj te Osor, grad-muzej. U njemu ćete otkriti tragove antičkih vila, renesansnih portala i samostana, a i pokoji patricijski grb na pročelju kamenih kuća koje vjerno prikazuju kako je ovaj 4000 godina stari grad izgledao u prošlosti. Nemojte zaobiti ni zavjetnu crkvicu Annunziata u uvali Čikat koja pripovijeda priču o bogatoj pomorskoj prošlosti ovog otoka, njegovim slavnim kapetanima i njihovim flotama. Kroz temu "Lošinjskim jedrima oko svijeta", upoznajte se sa životom naših slavni pomoraca i pričom o iščekvanju, strahovima, ljubavi i nadanjima. Vjerojatno niste znali da je upravo ovdje u 19. st. bilo šest brodogradilista te da je u to vrijeme Mali Lošinj bio druga najvažnija luka na Jadranu. Već je tada lošinsko brodarstvo brojalo gotovo 150 jedrenjaka.













# Synergy of Projects

- **Osor – Ancient Times**
- **Theme trips for divers – Following Apoxyomenos**
- **Mediterranean plants found in Apoxyomenos: olive, laurel, holm oak, fig**
- **Cuisine (basil, sage, fennel, gum rockrose, myrtle, thyme, orange, lemon)**





4. ADRIJANO  
MIOMIRISNA KLUB  
2014









## Synergy of Projects

- **Vitality Cosmetic Line – Apoxyomenos**
- **Health – athletics, wrestling, training grounds**
- **Cuisine – herbs, ancient specialties, olive oil, honey**
- **Aromatherapy – olive oil, myrtle-based perfumes**
- **Hair beauty – special curls**
- **Facial care – special lip care (copper sheet)**
- **Workshops – making of antique jewelry**

# Health

- **Athletics, sports, training, wrestling**
- **Dolphins in the sea waters in the area where Apoxyomenos was discovered – environmental preservation, rich cultural heritage**
- **Theme trips for divers - Following Apoxyomenos**





MALI LOŠINJ:  
WAITING FOR  
APOKSIOMEN

*u očekivanju  
u očekivanju*  
**APOKSIOMENA**



- **Quality and continuous growth**
- **Education, following global trends**
- **Social media**
- **Synergy of all partners within the destination**
- **Liaising with similar destinations in Croatia and worldwide**
- **Quality life for locals – a happy host!**







## Mystery Guest

- **To measure the quality of service and obtain comparable results**
- **Our goal - a satisfied customer!**
- **Competitiveness, quality of service - 84%**

## **European Tourism Indicator System : for Sustainable Management at Destination Level**

- **Measuring these performances and monitoring its own results will make it possible to local authorities to:**
- **Get improved data for informed policy decision making**
- **Establish an intelligent approach to tourism planning**
- **Identify areas that need improvement**
- **Prioritize action projects**
- **Manage risks effectively**
- **Create benchmarks of performance**



# TOTAL QUALITY MANAGEMENT

- **To create a plan for the future**
- **To standardize each segment of the destination**
- **To attempt to standardize and raise the quality of services**
- **To provide continuous training and measuring results**



## **EU - HEALTH DESTINATION**

- **Tradition of health tourism**
- **Top results of today**
  
- **Scientific evidence of improved health conditions**
- **Year-round program in the destination**
- **Health and collaboration with experts**
- **Modern approach to and promotion of health disease prevention**













**A competitive, innovative and**

**creative destination!**





**Thank you !**

**Welcome !**

