SUSTAINABLE TOURISM ON THE ISLAND OF VITALITY

HEALTH AND CULTURE

ĐURĐICA ŠIMIĆIĆ, 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
The map of the world, The route of the boat.
Lošinj – choose hapPINEss!

- 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
Mali Lošinj Croatia
• 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
BREATHE IN ... TAKE A LOOK ... TASTE ...
TOUCH ... LISTEN ... FEEL LOŠINJ!

Please all your senses!
Local products catalogue
Development of the Centre of Excellence

- Social and environmental 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!
• 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
• 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
Events

- 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
Aromatherapy Centre

• 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
Promotion

- 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
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)
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
Self-sustainability of projects

• 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!
9. Koji su po Vašem mišljenju najkvalitetniji segmenti rada u Turističkoj zajednici Grada Mal (Rangirajte ih po prioritetima)

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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!