5th GLOBAL SUMMIT ON CITY TOURISM
Cities: Local Culture for Global Travellers
Session 1: Setting the scene: Recent trends and emerging niche markets in city tourism

RIVER CRUISE TOURISM IN CROATIA
Sanda Čorak, PhD, Institute for Tourism

Luxor, EGYPT, 1-2 November, 2016
RIVER CRUISE IN CROATIA

16% yearly growth rate in 2010-2015
RIVER CRUISE IN CROATIA

Can it be a catalyzer of tourism development?
Kopački rit Nature Park (‘European Amazon’)
Part of the UNESCO Mura-Drava-Danube Biosphere Reserve
Archaeological site Vučedol
(Eneolithic period, 3000 to 2200 B.C.)

ORION The Oldest Indo-European Calendar

Vučedol dove
Gastronomy
Enology
RIVER CRUISE TOURISM IN CROATIA: OPPORTUNITIES AND CHALLENGES

✓ RC – a tourism product with a high potential
✓ RC – represents emerging niche market for city tourism
✓ RC – opportunity for sustainable tourism development
✓ RC – brings benefits to urban and rural areas
✓ RC – connects various stakeholders
THANK YOU!

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