

Regenerative Tourism

Sustainable Transformation of a Tourist Destination

The new tourism concept in Zadar County will be founded on the preservation of the marine ecosystem and the promotion of local development. Regenerative tourism is based on the principle that tourism must actively contribute to the restoration of natural, cultural, and social systems, while providing a transformative experience for visitors.

The innovative regenerative tourism model includes:

- Practices that give back more to the destination than they take
- Active involvement of the local community
- Education of tourists and stakeholders
- Development of blue infrastructure and local products

Key Benefits:

- Environmentally responsible tourism that actively contributes to the preservation of marine and coastal areas
- Reduced negative environmental impact and more rational use of resources
- Strengthening of the local economy through the valorisation of traditional knowledge and local products
- Greater differentiation of the destination in the international market
- Long-term competitiveness and reputation of the region as an innovative and responsible tourism destination

Interreg



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Ustanova za razvoj kompetencija,
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