

Croatia receives recognition for its achievements in the development of sustainable tourism

The German Automobile Club and Europe's largest automobile association awarded the Croatian Minister of Tourism and Sport Nikolina Brnjac with the ADAC's Kristofor Medal



New York City, New York Feb 19, 2024 ([IssueWire.com](https://www.issuewire.com)) - Croatia's recent reforms for managing the development of sustainable tourism, within which a legislative and strategic framework was established for tourism management, was recognized as an example of best practice for the development of tourism in other European and world destinations.

Confirmation also came today from the most important European automobile club, ADAC, to the Minister of Tourism and Sports, Nikolina Brnjac, who was presented with the Kristofor medal in recognition of her commitment to the development of sustainable tourism.

"Thank you to ADAC for recognizing the importance of this Act, as well as all the efforts that the Government of the Republic of Croatia has invested in creating a strategic and legislative framework for the development of sustainable tourism in Croatia. This award confirms that the direction of sustainable tourism is the right and only direction to which we should strive", pointed out Brnjac and added that the Tourism Act in Croatia, as the first country to adopt such a law, enables the management of tourism development based on data, which aims to ensure conservation of resources and a more pleasant stay for our tourists, but also a better quality of life for the local population in tourist destinations.

ADAC's Kristofor medal is an important award by which the German automobile club expresses gratitude to its partners for many years of successful cooperation, and the decision to award the medal to Minister Brnjac was made by the ADAC presidency, as the latest in a series of recognitions for Croatia as a leader in sustainable tourism.

Namely, the innovativeness and significance of the Croatian Tourism Act was also recognized by the World Tourism Organization (UN Tourism, formerly UNWTO), while the entire Croatian reform of the management of tourism development was also recognized by the European Commission. where in the strategic document for the development of tourism in the EU "Transition Path for Tourism", Croatia was cited as an example of good practice in the context of the adopted Strategy for the Development of Sustainable Tourism until 2030. and the financial resources provided for the implementation of the reform through the NPOO.

"I am extremely happy that Croatia is recognized in the world as a leader in the development of sustainable tourism, and we are one of the few countries that has this kind of Tourism Act, which enabled each destination to develop in the direction of sustainability on the basis of exact data, and our examples and good practices will serve as guidelines for the development of tourism in other European and world destinations", said Minister Brnjac.

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