



Press Release

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UNWTO Network of Sustainable Tourism Observatories welcomes Croatia Observatory

The Croatian Sustainable Tourism Observatory (CROSTO) has become a member of the UNWTO International Network of Sustainable Tourism Observatories (INSTO). This Observatory, hosted by the Institute for Tourism in Zagreb, is responsible for monitoring sustainable tourism in the Adriatic Croatia.

“Sustainable tourism development requires adequate measurement and evidence-based decision-making. We are very pleased to welcome the Croatian Sustainable Tourism Observatory to the UNWTO INSTO Network. We trust it can make a key contribution to support the vision set by Croatia for the future of its tourism sector; a sector that contributes to the three pillars of sustainability: economic, social and environmental” said UNWTO Secretary-General Taleb Rifai.

“Through its membership in INSTO, Croatia is also sharing the global strategic commitment to act responsibly and with care towards the space we live in,” mentioned the Ministry of Tourism of Croatia, Gari Cappelli.

Croatia’s commitment to sustainability has been emphasized in its Tourism Development Strategy 2020. The initiative aims at fostering innovation in the framework of sustainable tourism. The efforts of the country in that regard have been recognized by the European Commission through the ETIS Award to the City of Mali Lošinj. The breadth and depth of insights gathered on sustainable tourism practices on the island have been particularly praised in that recognition.

Additional information:

[About the UNWTO Network of Observatories](#)

[About the joint ETIS and Accessible Tourism Awards](#)

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The World Tourism Organization ([UNWTO](#)), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members. Follow us on [Facebook](#), [Twitter](#), [Vimeo](#) and [Flickr](#).