**Croatia**

Croatia is a relatively small country both in size and in population, yet it abounds in natural diversity, rich history, cultural wealth and folk traditions. Croatia boasts seven world heritage sites and 11 intangible heritage elements on the UNESCO list. With its stunning coastline and rich archipelago, exquisite clean waters, emerald green countryside, year-round festivals and both sophisticated and traditional gastronomy, Croatia attracts visitors from varied tourism groups.

Tourism brings concrete benefits to the Croatian economy. In 2011, international tourism receipts of 6.6 billion euros corresponding to a share of 14.4% of Croatia’s GDP, according to the Croatian National Bank. Tourism also contributes to 6% of overall employment and seasonally it has a significant role in alleviating overall unemployment figures.

Out of the total number of tourists to Croatia almost 90% are foreign tourists and of those 90% come from EU member states. Positioned on highly demanding competitive markets, the primary aim of Croatian tourism is raising its quality and competitiveness, which are the main goals of the national tourism policy. This will be achieved through a number of actions and measures such as: lowering VAT to 10% for some hospitality and tourism services as of 2013; introducing voluntary quality certification for hotels; developing a long-term 2013-2020 tourism strategy; improvements in promotion; financially supporting innovation, eco/energy certification, education and training in tourism and so on.