



Profile sheet for national or regional (sustainable) tourism cluster or network

<p>Name and address of BSO</p>	<p>CROATIAN CHAMBER OF ECONOMY – COUNTY CHAMBER SPLIT Obala Ante Trumbića 4, Split-21000</p> 
<p>Contact person (<i>with e-mail address and optional picture</i>)</p>	 <p>NATAŠA BUŠIĆ</p>
<p>Short description of BSO</p>	<p>The Croatian Chamber of Economy is the largest Croatian business network. It promotes the interests of its members before state authorities and connects key sectors of the Croatian economy using a system of county chambers, communities and associations, international representative offices and membership in international chambers.</p> <p>With the aim of shifting towards a sustainable and socially responsible economy, the Chamber will help its members in their green transition to a low-carbon economy, exploiting the full potential of Industry 4.0. By providing support in achieving digital business transformation, with innovative contributions from the creative and cultural industry, we will help companies add value to their new products and services.</p> <p>Focusing on its members, the Chamber provides a wide range of services aimed at strengthening the capacity of Croatian entrepreneurs and increasing the competitiveness of the entire economy.</p> <p>By doing so, the Croatian Chamber of Economy will continue investing its knowledge and experience, gained throughout its rich, 170-year-long history, in supporting the economic entities and improving the business climate in the country.</p>
<p>Relevant department (<i>if applicable</i>)</p>	<p>-</p>
<p>Goals regarding (sustainable) tourism</p>	<ul style="list-style-type: none"> • public sector investment in public goods that make the infrastructure for green tourism, including protection and sustainable management of natural and cultural heritage, better waste management, public traffic, water management ecc. • creating the surrounding that encourages and supports investments in green tourist products and making existing tourist products go green (tax reliefs, green investment funding) • Technical, financial, marketing support to SME-s; enabling networking, educations, providing implementation and ensuring credibility of environmental standards • private sector investments in making touristic products go green through investing in green technological solutions,

	<p>implementing processes and procedures that decreases impacts on the environment</p> <ul style="list-style-type: none"> • Monitoring of tourism development sustainability using standards and indicators of sustainable tourism on all the levels • Active and adaptive green process management using all the measures mentioned above and based on the information obtained by established sustainable monitoring system • teaching tourists about the ways they can contribute to sustainable and quality tourism that will be useful for them, for natural and cultural heritage and for the community they are visiting
<p>Selected services, programmes and projects on sustainable tourism <i>(with brief descriptions)</i></p>	
<p>Network of partners in the field of sustainable tourism <i>(2-3 sentences on each partner + website; physical address for mapping on destinet.eu)</i></p>	<p>Tourist board of Split Dalmatia County Address: Prilaz braće Kaliterna 10/I, p.p. 430, HR - 21000 Split</p> <p>Tourist board of Split Dalmatia County is an organisation that is in charge of promoting and managing tourism at a regional level. The main role is to lead the regional tourism strategies in the area.</p> <p>Tourist board of Split Address: Obala Hrv. narodnog preporoda 9 HR - 21 000 Split</p> <p>Tourist board of Split is a tourist board that focusses on a specific local area – the City of Split. It supports local tourism groups and associations that help to bring together the private and public sector.</p> <p>University Of Split Faculty Of Economics, Business And Tourism Address: Cvite Fiskovića 5, HR - 21000 Split</p> <p>The Faculty of Economics, Business and Tourism of the University of Split is a higher education institution in the fields of economics, business and tourism representing public interest, fostering the culture of socially responsible behavior, enhancing the quality of scientific research, teaching and professional work, as well as lifelong learning for the benefit of students and employees, economy and society as a whole.</p> <p>Aspira Split Address: Mike Tripala 6, HR - 21000 Split</p> <p>College Aspira creates a transformative educational experience through the application of the best global practices and collaboration with the</p>

industry leaders. College Aspira creates globally recognized higher education institution which acts transformatively to its students and to community. Aspira's priorities are to: improve the quality of existing courses, develop new programs in cooperation with foreign partners, empower individual careers, improve students' knowledge of foreign languages, develop the International Cooperation Department, develop the summer school program and encourage tolerance towards diversity.

The Faculty of Tourism and Hospitality Management

Address: Primorska 46, p.p. 97, HR - 51410 Opatija

The Faculty of Tourism and Hospitality Management is a leader in higher education, scientific and professional research in the field of tourism, hospitality and sustainable development in Croatia and the wider region. The strategic direction of the Faculty is to strengthen its position as a respectable higher education institution for tourism, hospitality and sustainable development in the Republic of Croatia in the next five years and to ensure the dissemination of knowledge in the wider region. In doing so, special emphasis will be placed on improving the quality of the teaching process and the scientific research. International strategic partnerships should be sought among the best higher education and research institutions in the field of tourism, hospitality and sustainable development in Europe and the world. Also, special attention will be paid to the development of individuals and the institution as a whole, public action of employees and the role of the Faculty in improving the quality of the life of the community in which it operates.