

GREEN ECONOMY

The green economy as a concept primarily aimed at improving people's well-being and achieving social equality with the continuous reduction of ecological risks and ecological deficiencies is considered an economic stimulator of sustainable growth and economic development.

Green economy based on technological innovation can stimulate significant social and economic changes that result in positive impacts not only on economic growth, but also environmental protection and reduction of social inequality.

THE IMPLEMENTATION IMPACT OF THE GREEN ECONOMY CONCEPT ON THE DEVELOPMENT OF SUSTAINABLE TOURISM



DEVELOPMENT OF SUSTAINABLE TOURISM

The development of tourism must be strategically planned and sustainable in the long term on the basis of environmentally friendly destination management practices and compliance with the needs of the community and the needs of visitors (tourists). The development of sustainable tourism is a continuous process that includes monitoring of impacts, analysis of results and implementation of both preventive and corrective measures.

THE CONCEPT OF GREEN ECONOMY

STRATEGIC PRIORITY OF SUSTAINABLE TOURISM DEVELOPMENT IN CROATIA

Requires the development of specific approaches to the development and management of sustainable tourism and the creation of a positive environment for the implementation of green policies in national and regional tourism development strategies.

The implementation of the **green economy concept in the tourism sector** promotes positive economic results and the level of awareness of the wider social community about the importance of sustainability, sustainable tourism, environmental protection and social responsibility.