投稿類別: 英文寫作類

篇名:
Tourism Development of Croatia
克羅埃西亞的觀光業發展初探

作者:
張慈育。台北市立景美女中。高二善班

指導老師:
劉慧平老師
I. Motivation

I have been imagining about traveling all over the world since I read the novel “Around the World in 80 Days,” especially going to the romantic and glorious Europe. Once I read the article about the gorgeous country, Croatia on the magazine “Lonely Planet” in a coffee shop, I couldn't take my eyes off it. The breath-taking scenery of Plitvice Lakes is so marvelous that it looks like the paradise. Different from the ancient and charming country Greece, Croatia isn't well-known to many Asians, but it is one of the most popular holiday resorts for Europeans. That is one of the reasons why I consider it as the topic of my research. The unique and picturesque landscape of Croatia is just irresistible. Therefore, I would also like to discover the culture and history of this fascinating country.

Rich in culture and history, Croatia is potential and full of prospects in tourism. Besides, because my geography teacher once mentioned Croatia was the latest country in to join European Union in 2013 and that it has been eager to apply for UNESCO world heritage sites, I also feel like exploring the impact of going global on the development of tourism in Croatia.

II. Thesis

i. Research question: How did Croatia develop its tourism?

In order to enjoy a better future, Croatia had made great efforts to join the EU before 2013. After it joined the EU, they can get discount or tax-free through the country. Then, Croatia has gained more and more attention from the international conferences got attention from the media.

ii. Literature review

The following information comes from my study of the tourism magazines on Croatia and materials from both Croatia and Taiwan official tourism websites.

1. Background

Croatia (Republika Hrvatska) is a republic located in southeast of Europe. The country is a parliamentary democracy. Croatia declared its independence from Yugoslavia in 1991.

The territory of Croatia is not only long but also narrow. It consists of more than 1000 islands at the Adriatic Sea. The main weather is humid continental and
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Mediterranean.

Croatia has been a member of EU since July 1, 2013. Croatia signed up to become EU’s 28th member. The following is the general information about this country:

1.1 Area : 56,542 kilometers, including 56,414 kilometers of land and 128 kilometers of territorial waters.

1.2 Capital and major cities: Zagreb, Rijeka, Split, and Dubrovnik. Zagreb is the economic, transport, cultural and academic center of the country.

1.3 Climates: A continental climate exists in the interior of Croatia. The coast has a typically Mediterranean climate, typical of hot, dry, sunny weather during summer.

1.4 Religion: 87.8% Catholicism and 4.4% Orthodox.

1.5 Official language: Croatian, and some of the people use English, German and Italian as well.

1.6 Currency: Kuna (kn)

2. Official website:

   Nowadays, Internet is one of the quickest way that allows us to search and spread information. Croatia also has its official websites called Croatian National Tourist Board.

   The Croatian National Board website is divided into five parts, which are Nature, Gastronomy and Enology, UNESCO and Culture Tourism. Among all the themes, Croatia is especially famous for its UNESCO heritages.

3. UNESCO world heritages

   Croatia isn’t a powerful country. Like Taiwan, it doesn’t have fertile lands to develop agriculture. However, it has seven UNESCO World heritages which can attract tourists from all over the world. Some of the factors are related to the historic and geographic backgrounds. The most popular tourist attractions through all these UNESCO world heritages are Old City of Dubrovnik and National Park Plitvice Lakes.

   There are seven UNESCO world heritages and eight National Parks in Croatia. They are full of cultural and natural values.

   The seven UNESCO world heritage sites are Diocletian Palace and Medieval Split, Dubrovnik Old Town, Early-Christian Euphrasius Basilica Complex in Poreč,
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Historical Core of Trogir, National Park Plitvice Lakes, St. Jacob's Cathedral in Sibenik and Starigrad Plain.

The following is a brief introduction of Dubrovnik and National Park Plitvice Lakes, two of the most famous world heritage sites after I read the books about Croatia.

Old City of Dubrovnik is the most popular part in Dubrovnik. It is the best place for discovering history and limestone. It is surrounded by the crystal-clear Adriatic Sea. Although it encountered a destructive earthquake in 1667 and suffered the military conflict against Slovenia, it still remains a great inheritance. Old City of Dubrovnik also earns the title the Athens of Slavic.

National Park Plitvice Lakes is famous for its beautiful landscapes from the gypsum and karst topography. It has been a National Park since 1949 before it got listed on the UNESCO world heritage list in 1979. Tourists are mostly impressed by National Park Plitvice Lakes and recommend this tourist attraction.

4. Prospects for tourism development

From the statistics on the ROC Ministry of Economics Affairs and Investment Bureau, I find that “Tourism dominates the Croatian service sector and accounts for up to 20% of Croatian GDP.”

Table 4.1 Tourism growth rate

<table>
<thead>
<tr>
<th>Year</th>
<th>The total number of tourists</th>
<th>Domestic tourists</th>
<th>Foreigner tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>11,000,000</td>
<td>1,300,000</td>
<td>9,900,000</td>
</tr>
</tbody>
</table>

Source: ROC Ministry of Economics Affairs and Investment Bureau

Besides, from the table above, I find tourists abroad are much more than the natives. Foreign tourists account for 85% of the tourists in the country. Croatia is located near the Mediterranean Sea, one of the most tourist attractions in the world. The top seven countries where tourists come from are Germany (22%), Slovenia (11.2%), Italy (10.2%), Austria, Czech, Poland and Slovakia. Most of the tourists come from Europe, which has a high economical status in the world, so Croatia can
get advantages of economy easily.

4-1. The continuous efforts of Croatian government

The following information from ROC Ministry of Economic Affairs and Investment Bureau suggests that the Croatian government has been promoting tourism:

Year 2009: Tourism revenues account for 14% of Croatia’s GDP. To encourage the development of tourism even more, the government cut on business tax to promote the privatization of hotels and tourism.

Year 2010: The government provides 30 major proposals on investment of tourism and a budget up to 13.85 billion euros just to market tourism in new ways.

Year 2011: The government announced visa-free policies for foreign tourists from Russia, South America, etc.. Taiwan is also included on the list. Because of the policy, 9,900,000 foreign tourists visited the country.

Year 2012: As Croatia officially announced, the number of foreign tourists was on an increase of 8% compared to that of year 2011 while the number of domestic also increased by 4%.

Table 4.2

<table>
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<th>Measurable indicators of the welfare of the people in Croatia</th>
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<tr>
<td>2014 estimated GDP</td>
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<td></td>
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<tr>
<td>2013 Human Development Index (HDI)</td>
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</tbody>
</table>

The statistics about Croatia’s estimated GDP in 2014 and a very high HDI (which includes expectancy, education and income indices) in 2013, I can know that people in Croatia lead a hopeful life although its area is not extensive, the soil is not fertile and it does not have a huge population.

In history, this glamorous country's economy and democracy was once devastated when it was dominated by the Kingdom of Yugoslavia because of its location in south east part of Europe and political factors. But the complexity of politics and races also passed down the historic and cultural heritage to the people.
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From my research, I find the main industry of Croatia is tourism. The government has been making an effort to develop it while offering the world more opportunities to explore Croatia the Utopia.

III. Conclusion

Because of the natural and historical resources from the history and geography factors, Croatia gains a lot of opportunities to be world famous. The advantages for Croatia to develop tourism are extensive. Tourism development brings the country into the spotlight on the global stage. The country successfully turns the trauma made by the reign of Yugoslavia into advantage, gaining high GDP and HDI, boosting its economy and people’s life quality.

In my opinion, like Croatia, there are also some natural resources of high peaks and beautiful lakes in Taiwan. However, it is a pity that the beauty of Formosa mainly attracts tourists from China and other Asian countries. We don’t have UNESCO heritage sites, nor do we have the chance to promote tourism to the other continents. From Croatia’s case, there are still a lot more we can do to fully develop the potential of tourism for our beautiful country.

IV. References

3. 2014 Croatian National Tourist Board  http://croatia.hr/en-GB/Homepage