



# Innovations in tourism

Visitor management

# Agenda

1. This is us
2. General information about Rovinj
3. Tourism development
4. Tourism Numbers
5. Overtourism
6. This already exists
7. Interview partners
8. Open questions?

# 1. This is us



**Geena Michel, 24**

BA: Tourism Management, Heilbronn  
MA: Strategies and innovations in  
tourism, 2nd semester



**Sophia Gröticke, 24**

BA: Tourism Management, Munich  
MA: Strategy and innovations in  
tourism, 2nd semester



**Sara Fresl, 24**

BA: Tourism Management, Munich  
MA: Strategy and innovations in  
tourism, 2nd semester



**Anita Wilknitz, 22**

BA: Tourism Management, Munich  
MA: Strategy and innovations in  
tourism, 2nd semester

## 2. General information about Rovinj

- Rovinj is situated on the west coast of Istria, the largest peninsula on the Adriatic Sea
- Population: 14.000 → 3 million overnight stays per year (2019)
- City was built on an island → connection to the mainland in the 18th century
- belonged to the Venetian Republic since 1283 until 1797
  - Venetian economy was based on trade
    - Increase in trade in goods led to urban changes
- Due to Turkish invasions: Refugees (central Istria, Bosnia, Dalmatia, Greece, Albania, northern Italy) arrive on parts of the Istrian coast → increase in population
- During the Austro-Hungarian rule, Rovinj developed in terms of industry, seafaring and culture → better living conditions in the town
- After the fall of the Austro-Hungarian monarchy Rovinj remains under Italian rule until September 1943 - until the end of World War II Rovinj remains under German occupation

# 3. Tourism development

- Calming of the political situation in the first half of the 19th century
- Means of transport (especially train) have been modernized → travelling was more comfortable
- Tourism expansion has led to the emergence of many seaside resorts (especially bathing and climatic resorts)
- Because of healthy climate + history: since the beginning of modern tourism attractive for guests from inner part of the country
- Austrian Lloyd in 1844: permanent excursion line Trieste - Rijeka → ships regularly docked in Rovinj and Pula
- official beginning of Rovinj tourism in 1888
- Opening of the air and bathing spa "Maria Theresia Seehospitz": Spa intended for poor children who suffered from scrofula and rickets - from Austria, Germany, Russia and other countries
- Knight George of Hütterott, entrepreneur from Trieste: bought a lot of land in Rovinj Nature Park created
  - visit of famous guests from excursion tourism became stationary tourism
  - planned realization of a real tourist place: his idea in 1908: climatic spa, built according to the similar objects on the Istrian coast

## 4. Tourism numbers

- 2021: 909.000 overnight stays → One of the most visited destinations in Croatia (most overnight stays by foreign tourists from Germany)
- August 2021: 2% growth compared to the same day in the record year 2019
- Total capacity tourist turnover: 38,536 beds → more than 1,150 beds than in the previous year (+3%), number of guests on 20th of August: (statistics in eVisitor: 37.500 guests) → +3% than last year
- most popular type of accommodation: household establishments, hotels and camps

# 5. Overtourism

<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"><li>• Infrastructure improvement</li><li>• Job creation</li><li>• Economic growth</li><li>• Cultural exchange</li></ul>	<ul style="list-style-type: none"><li>• Increase in CO2 emissions</li><li>• Habitat destruction of living things</li><li>• Water shortages</li><li>• Garbage</li><li>• Rents increase</li><li>• Housing decreases</li><li>• Exploitation of local populations</li><li>• Spread of diseases (Corona)</li><li>• Cultural mixing</li></ul>

## Proven solutions:

- Mallorca (Welcome Palma-App)
- Austria (limited tourist buses)
- Venice (day tourists have to pay to enter the city)
- Amsterdam (fee for misbehavior)

## 6. This already exists

- eVisitor: IT system for guest registration that links all tourism associations in the Republic of Croatia
  - Simplifies processes of registration and deregistration of tourists
  - supervision of payment of tourist tax
  - statistical management of data on taxpayers and tourists
- will be accessible via the Internet without the need to download it to your computer
- Further purpose:
  - to collect and process information on accommodation service providers and accommodation facilities in the Republic of Croatia
  - Data processing and data analysis for statistical purposes
  - Cooperation between public authorities




# 7. Interview Partners

- Tourism boards
- Destination Management Organizations
- Tourist information

## 8. Open questions?

- Who are our contact persons / interview partners?
- How do we get relevant data from the eVisitor system?
- What are the seasonal peaks?
- What are the main tourism hot spots? Or is overtourism a problem for the whole city?
- How do other destinations deal with mass tourism hotspots?
  - What are best practice examples?



We look forward to working with you  
and  
having a great time together!