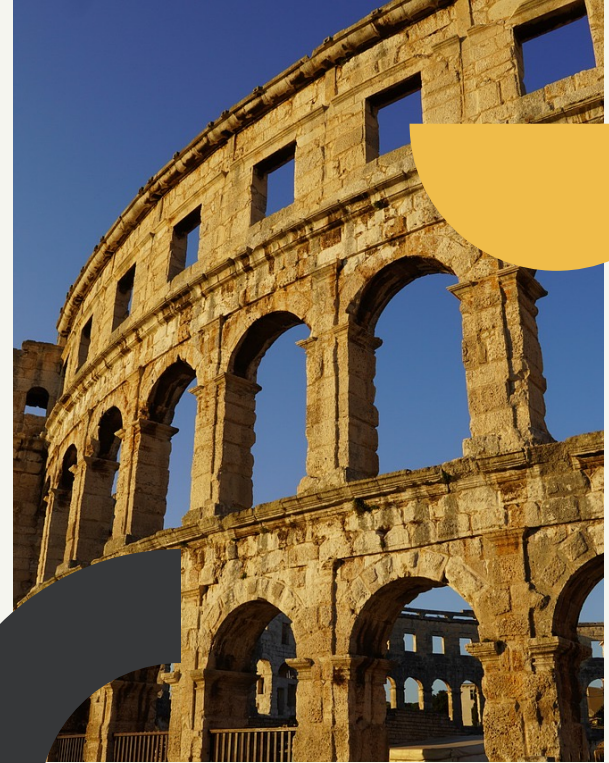


...

**city –  
country –  
future**



# Agenda



Introduction



Project: city - country - future



Team members



# Introduction – some important facts



# CROATIA



# ISTRIA

# The region of Istria

- Istria is the largest green oasis of the North Adriatic. The coast and the islands are covered with pine woods and easily recognizable green macchia.
- Population: 208.055 (2011)
- Administrative Centre: Pazin (8.638 inhabitants)
- Economic Centre: Pula-Pola (57.460 inhabitants)



# Accommodation capacities

Counties as of August 31



## 02. ACCOMMODATION CAPACITIES

### Counties (as of August 31)

COUNTIES	NUMBER OF BEDS		INDEX 2020/19	NUMBER OF BEDS IN HOTELS		INDEX 2020/19
	2019	2020		2019	2020	
Zagreb	12,486	3,024	24.22	765	879	114.9
Krapina - Zagorje	2,991	3,316	110.87	1,189	1,173	98.7
Sisak - Moslavina	1,051	1,237	117.70	219	219	100.0
Karlovac	14,334	8,607	60.05	825	755	91.5
Varaždin	3,324	3,377	101.59	758	757	99.9
Koprivnica - Križevci	827	946	114.39	354	373	105.4
Bjelovar - Bilogora	894	1,051	117.56	218	213	97.7
Primorje - Gorski Kotar	190,064	179,722	94.56	21,053	18,975	90.1
Lika - Senj	40,827	37,103	90.88	2,746	2,341	85.3
Virovitica - Podravina	712	920	129.21	141	141	100.0
Požega - Slavonsija	894	1,074	120.13	19	19	100.0
Brod - Posavina	1,001	1,084	108.29	259	287	110.8
Zadar	142,678	137,365	96.28	6,947	6,445	92.8
Osijek - Baranja	2,958	3,502	118.39	887	918	103.5
Šibenik - Knin	81,619	75,542	92.55	6,958	5,934	85.3
Vukovar - Srijem	1,603	2,105	131.32	444	537	120.9
Split - Dalmatia	230,816	211,660	91.70	22,459	21,225	94.5
Istria	290,879	281,799	96.88	27,665	22,779	82.3
Dubrovnik - Neretva	82,463	71,873	87.16	18,078	14,087	77.9
Međimurje	1,583	1,706	107.77	609	609	100.0
City of Zagreb	22,016	22,096	100.36	7,531	7,896	104.8
TOTAL	1,126,020	1,049,109	93.17	120,124	106,562	88.7



**Project:**  
**city – country – future**



# Important buzz words



**Sustainability**

**Quality of living**

**Renewable energies**



**Suburban**

**Development**

**Infrastructure**

**Public transport**

**Leisure offer**



**Culinary**

**Truffle**

**Vine**

**Networks for sale**

**Culinary Tours**



**New Work**

**Coworking Spaces**

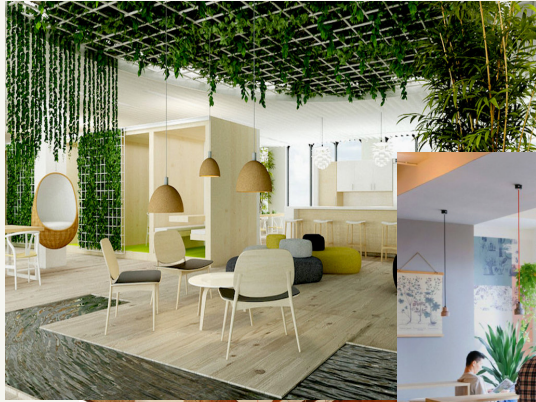
**Flexibility**

**Networking**

# Idea: Establishment in a rural area – "back to the roots"

- Establishment with co-working spaces and bistro (a place for tourists and habitants)
- in a vacant building
- Co-Working Space
- Bistro: offer from local, regional and seasonal products, cakes baked by seniors (e.g. Kuchentratsch), RepairCafé
- Borrow not buy drills/tools
- Smaller events such as wine tastings or markets (f.e. cooking market)
- Cooperation with a workshop for the disabled
- Interior design: Furnishings from natural or recycled materials (natural houses inspo), wooden lounges in the garden (like hiking places), motion detector for light control
- Solar charging stations + solar powerbanks (outdoor)
- Renewable energies
- Employees: partly refugees and disabled people
  
- Advantage: reduction of commuter problem
  
- Financing?
- Connection?

# Moodboard „back to the roots“



# To Do's – Requests for interviews

- Inhabitants of city and country
- City of Pula  
**Various Departments**  
<https://www.pula.hr/hr/kontakti/>
- Tourism organization in Pula  
**Department for urban development**
- Istria Tourism Board in Poreč-Parenzo
- Regional product suppliers  
**Vinery, Restaurants, Cafés, Farmers, manufacturers (e.g. carpenter)**
- Renewable energy supplier  
**IRENA (Istrian Regional Energy Agency Ltd.)**
- HTZ - Munich branch office  
**German students**
- Co-Working spaces  
e.g. Klub Kotač,  
Coworking Pula

”

# “Strategy and Innovation in Tourism” Master

Team members





# Fanni Albrecht

Hey there, my name is Fanni, I'm 24 years old and have a Bachelor's degree in Tourism Management. I'm especially interested in sustainable tourism and destination management.



# Katharina Kitzmann

Hello! My name is Katharina and I'm 26 years old. I have a bachelor's degree in tourism management. I'm interested in destination marketing and sustainable tourism.



## Liam Courts

Hi, I´m Liam, 25 years old and have a Bachelor´s Degree in Passenger Transport.

My main interest lies in travel, especially in the world of aviation.





# Silja Hallermayr

Hi, I'm Silja and 23 years old.

I have a Bachelor's degree in Health Promotion.

I'm interested in green and healthy cities and destination management.



## Sonja Oreč

Hi, I´m Sonja, 23 years old and studied tourism management before.

I am especially interested in topics like digitalization and sustainable urban development.



# Tamara Stommel

Hello, my name is Tamara and I'm 28 years old. I studied health and tourism management in my bachelor's program. I'm interested in destination management and smart development of regions.



# Thank you!

We are looking forward to your feedback and  
our joint project :)



# Our questions



- Do you know any potential interview partners/ already have connections?
- We would be happy if you introduce yourself so that we can get to know you :)

# Sources

Croatian Bureau of Statistics (2021): Tourism in Figures 2020. Online via <https://www.htz.hr/en-GB/tourism-information/tourism-analysis/tourism-figures> [ 22.03.2022 ]

Istria Tourist Board (2022): Explore Istria. Online via <https://www.istra.hr/en/explore-istria> [ 25.03.2022 ]

## **Pictures:**

[https://www.wework.com/ideas/wp-content/uploads/sites/4/2019/08/Web\\_72DPI-20171120-WeWork-Ciyunsi-Common-Areas-Work-Nook-1\\_v1-800x571.jpg](https://www.wework.com/ideas/wp-content/uploads/sites/4/2019/08/Web_72DPI-20171120-WeWork-Ciyunsi-Common-Areas-Work-Nook-1_v1-800x571.jpg)

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