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**PRESENTATION OF THE STATE OF CROATIAN TOURISM
IN THE CONDITIONS CAUSED BY COVID-19 PANDEMIC**

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***Abstract:** World tourism has experienced one of the biggest shocks caused by the COVID-19 pandemic. Despite world destinations experiencing tremendous loss in tourist turnover (tourist arrivals, overnights, and consumption), positive movements have been registered in terms of its recuperation. In Croatia tourism is the most important economic branch, and as such represents the largest part of its GDP (according to the data of Croatian National Bank, in 2019 tourism participated with an estimate of 19.5% in total GDP). Considering its relevance for the Croatian economy, the authors will present the actual state of Croatian tourism with the use of the most recent theoretical findings, as well as the statistical indicators obtained from secondary sources. Based on the findings, they will present considerations for future development of Croatian tourism.*

***Keywords:** Tourism, Croatia, pandemic, COVID-19, future development*

1. Introduction

In the last couple of decades, world tourism industry has been registering a strong growth, and because of that, today is the most developed industry in the world. Over time, it has experienced diverse crises, but the biggest one was the one caused by the current

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COVID-19 pandemic. Alkier (2021, p. 116) emphasized in her recent research that tourism is indeed showing a significant sensitivity in stimulations from its surroundings. When discussing health safety in tourist destinations, the development of negative publicity can significantly decrease tourist turnover in a destination. It is frequent that even the smallest risk, and when the safety of tourists is concerned, whether if we are discussing illnesses, terrorism, etc., can result in tourists either choosing to visit another destination or not travel at all.

World destinations are being challenged to rethink ways of surviving in the tourist market, respectively, how to do successful business and achieve a competitive position on the tourist market. The purpose of this paper is to provide a review of the state of world and Croatian tourism, and based on the findings, discuss the development of Croatian tourism in the post-covid period. The paper is structured as follows: after the introduction, in the second chapter, the authors will present the state of world tourism in the conditions caused by the actual pandemic caused by COVID-19. Following, in the third chapter, the state of Croatian tourism will be analysed in the pandemic period. Then, based on the findings, in the fourth chapter, the authors will discuss developmental guidelines, and in the final fifth chapter concluding remarks will be given.

2. World Tourism in the Conditions of COVID-19 Pandemic-Theoretical Background

The data provided by the UNWTO indicate that in 2019 world tourism industry registered the tenth year of growth of its tourist turnover by achieving a total of 1,460 million of international tourist arrivals (+4% compared to 2018) and 1,481 billion US dollars in tourism receipts (+3% compared to 2018). On a regional level, Europe remained the leading region by achieving 744 million international tourist arrivals (+4% compared to 2018), followed by Asia and the Pacific (362 million, +4% compared to 2018), Americas (219 million, 2% compared to 2018), Africa (70 million, +2%) and Middle East (65 million, +8%). In terms of the receipts, Europe also continued its leading position by achieving 576 billion of American dollars (+4% compared to 2018), followed by Asia and the Pacific (443 billion of American dollars, +1% compared to 2018), Americas (342 billion US dollars, no change was registered compared to the previous year), Middle East (81 billion of American dollars, +8% compared to 2018) and Africa (38 billion of American dollars, +1% compared to 2018). Previous data indicate that the tourism industry is indeed the most developed globally (UNWTO, 2020). However, this strong growing trend was disturbed on 31st December 2019 when the World Health Organization announced that they registered the occurrence of pneumonia cases in Wuhan city, Hubei Province of China, and the cause of this outbreak was unknown. From that point, the number of infected people continued to grow with incredible speed and soon, the entire world was struck (WHO, 2020). According to Fotiadis et al. (2021, p. 1) when compared to the previous epidemic outbreaks (SARS or H1N1), the COVID-19 has proven to be the world's deadliest epidemic which caused the biggest crisis in the world (healthcare, financial, and as a result of that an economic downturn which is more commonly known as COVID-19 recession). World governments were forced to react fast with introducing lockdowns in their respected countries or their cities that were most affected by the pandemic through forbidding entries of people over their borders. This had a tremendous impact on tourism industry considering that many world destinations were forced to stop all their activities due to the newly introduced lockdown measures and travel bans, cancelled bookings, etc. Actions were undertaken on global level, and UNWTO (2021) has been

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actively monitoring the state of world tourism. Their findings from May 2021 indicate that a decrease of 85% was registered in the period January-May in 2021 in comparison to the same period in 2019 before the pandemic developed, or 65% over 2020, as a result of the introduction of travel restrictions. A total of 73% decrease was registered in 2020, which was the worst result for international tourism. When observing the state by the regions, the largest decrease of international tourist arrivals was registered for Asia and the Pacific (-95%) in the period January-May 2021 in relation to the same period in 2019. Europe was the second; it registered a decrease of 85% of arrivals, Middle East achieved a decrease of 83% and Africa (81%). Both Americas registered a 72% decrease, smaller in relation to the other regions. Although previously presented results are weak, some minor increases were registered in May 2021 (an 82% decrease of international tourist arrivals in relation to May 2019), after decreasing in April there was an 86% decrease due to the easing the travel restrictions, as well as the slight growth of tourist's confidence in deciding to travel. It has been estimated that in 2020 there was a decrease of 64% in international tourism receipts in 2020. In January-May 2021 destinations continued to register very low income (50-90% decrease compared to 2019). COVID-19 pandemic had a significant impact on global business travel companies. The authors will present the selected research results conducted by Statista (2021) (state on February 2021). When respondents were asked if their travel company implemented layoffs, furloughs or reduced pay checks due to the coronavirus (COVID-19) pandemic, the results were the following: 83% did reduce staff or laid off employees, 74% furloughed the employees (granted them leave of absence), and 73% reduced their pay checks. When observing the impact of COVID-19 on layoffs/furloughs at business travel companies in 2020, respondents were asked to which extent were employees at their travel company affected by layoffs/furloughs during the coronavirus (COVID-19) pandemic. The results indicate that the most affected were *frontline service providers (flight attendants, travel agents, hotel concierge)* (73% were very affected, 14% moderately affected, 8% somewhat affected, 2% barely affected and 3% not affected at all), after which follow *employees in marketing and business development (marketing, corporate sales, account management, etc.)* (50% were greatly affected, 29% moderately affected, 12% somewhat affected, 4% barely affected and 4% not affected at all), *back-office/operational staff (i.e. accounting, revenue management, technology development, business operations, corporate strategy)* (44% were greatly affected, 31% moderately affected, 18% somewhat affected, 3% barely affected and 5% were not affected at all), and finally *senior management/leadership* (24% were greatly affected, 35% moderately affected, 18% somewhat affected, 9% barely affected and 15% were not affected at all). Hotel occupancy was also extremely affected in 2020. In May of the same year Europe registered an occupancy rate of 13,3%, which is a decrease of 82,3% in relation to the previous year.

Bearing in mind the relevance of tourism for both world economy and the tourists, numerous developmental actions were undertaken in cooperation with world experts to contribute to its fastest and most successful recovery. UNWTO formed very important documents offering ways of how to recuperate world tourism damaged by the pandemic. The document titled "Priorities for Tourism Recovery"¹ was published on 28th May 2020 (2020) and emphasizes that in order to enable for world tourism to recover, it is important to ensure the following: provision of liquidity and protection of jobs, recover confidence of both tourists and tourist offer providers by ensuring strong level of safety and security,

¹ See more on UNWTO (2021). Priorities for Tourism Recovery. Available at <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-05/UNWTO-Priorities-for-Global-Tourism-Recovery.pdf>

ensuring successful public-private partnership collaborations to enable efficient reopening of destinations, opening borders in a responsible manner, conducting all the health protocols and procedures in a harmonized and coordinated manner, stimulating added value jobs by supporting the use of new technologies, and innovations and considering sustainability principles as the “new normal with a new approach”. Newly provided “Global Guidelines to restart tourism²” also by the UNWTO (2021) stress the relevance of managing borders safely, applying health safety measures, traveling safely by air, in hospitality, tour operator and travel agency business, in meetings and events business and attractions and theme parks it is important to conduct operations accordingly with the current situation while upholding health safety measures, developing new products and promoting them, and establishing partnerships. Also, emphasis is given on tourism planning and destination management.

Tourism in the pandemic caused by COVID-19 also became a significant theme of various scientific research, all focused on determining potential ways of reducing negative consequences, respectively how to recuperate tourism and develop it for post-pandemic period. A lot of research was conducted by using quantitative methods, and forecasting is one of the most applied ones. Payne’s et al. (2021) research was focused on questioning the change of the level of persistence of Croatian tourist turnover indicators (tourist arrivals and overnights) due to the pandemic caused by the COVID-19 virus. The authors used a recursive estimation of a fractional integration model. They have determined that the shock caused by the current pandemic can be considered as something permanent and continuous, based on which they suggested that the policy reply to restore tourism to the previous positive trend should consider whether they will be continuing to promote the traditional tourism growth model from the pre-covid period, or whether they will focus their support in transforming towards more sustainable tourism models. Provenzane & Volo’s (2021) focus was on using tourism forecasting to estimate how the COVID-19 pandemic influenced the Lombardy as the most affected region in Italy. They applied a model-based approach to forecast tourist overnights until December 2023. Researchers compared four models and estimated that in case that new potential lockdown is prevented, domestic tourism will recover very soon. However, external help will be necessary for international tourism to enable the fastest possible recovery. Also, qualitative methods are being implemented as well. In their research, Güliz Uğur and Akbıyık (2020) used qualitative techniques, respectively text mining technique to determine the reactions of tourists in the pandemic period. They analysed approximately 75,000 comments in the period 30th December 2019-15th March 2020 from TripAdvisor, as well as 23,515 cases from American, European and Asian forums. Their results indicated that the tourism sector is very much susceptible to the influences of pandemic crisis; on the day when the news appear about the pandemic tourists decide to cancel their journey. Also, they determined by conducting in-depth analysis of some really important topics, one of them being travel insurance. They presented that travel insurance could contribute to tourism recovery if it is used as a part of travel packages. Wen et al. (2021) examined in their research the effects of the outbreak of COVID-19 pandemic on the choices of lifestyle, travel behaviour as well as preferences in tourism of Chinese tourists, both short-term and long-term. They used media news as well as literature review. Their findings indicate that it is very possible that Chinese tourists’ consumption pattern will be affected in the sense of undertaking more free and independent travels,

² See more UNWTO (2021). Global Guidelines to restart tourism. Available at <https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2020-05/UNWTO-Global-Guidelines-to-Restart-Tourism.pdf>

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travels focused on luxury offer, as well as offer of health tourism with particular emphasis on wellness. Also, they emphasize the possibility of further development and significant impact of slow tourism and smart tourism on tourists and their travel activities. It can be expected that such changes will influence tourism and hospitality businesses to rethink the ways of formation of their services, as well as which distribution channels will they be using. Findings of this research have a significant value when discussing practical implications considering that formers of tourism policy, as well as the practitioners from the industry, can focus better when developing tourist offer in this demanding period and finding ways how to reduce negative effects of the pandemic on the tourism and hospitality industry. Ćorak et al. (2020) also conducted a qualitative study with the use of semi-structured interviews, in order to gather and analyse the opinions of tourism experts on the short-term recovery of Croatian tourism as well as the opinion in which direction Croatian tourism could head in the future in the sense of transformation of tourism sector into a more sustainable and inclusive sector capable of using its competitive advantages. Their findings indicated similar attitudes on the short-term recovery period, as well as dissimilar attitudes on long-term recovery. The findings implicate the necessity of cooperation of both practitioners and scholars in order to achieve strong and sustainable tourism growth. Chang et al. (2020) emphasize the relevance of sustainability for future tourism development. Bearing in mind the inability of estimating what will be the exact future impact of the current pandemic on world tourism, the authors strongly emphasize the necessity of continuous research and trying to determine the possible ways how can world tourism and hospitality industry recover. As a contribution to that, they presented a charter aimed towards developing sustainable tourism in the post-pandemic period.

It is obvious from the previously presented information that the world tourism industry has been affected tremendously by the COVID-19 pandemic. Bearing in mind its socioeconomic relevance, the world has united its forces to reduce the negative effects of the pandemic by rethinking ways and developing guidelines and ideas on how to recuperate tourism industry.

3. Croatian Tourism in the period of COVID-19

In the Republic of Croatia (further in the text Croatia), tourism represents the strongest boost for the economy through foreign exchange income and direct and indirect employment (Alkier et al. 2020). Croatia has been investing strongly in its development and provision of top-quality services, which has been confirmed by the most recent findings of TOMAS Croatia 2019 Attitudes and Consumption of Tourists in Croatia (Institute for Tourism Zagreb, 2019, p. 93), according to which tourists expressed a relatively high level of satisfaction with most elements of its tourist offer (Arithmetic mean being 6 and more of possible 7). This is in accordance with the statistical indicators presented in the following table.

As visible from the table 1, in the period 2014-2020 both total tourist arrivals and overnights (with the exception for the year 2015 when total overnights registered a decrease) have been registering a strong growth. A decrease was registered in 2020 due to the outbreak of the pandemic caused by the COVID-19 virus.

Table 1. Achieved tourist arrivals and overnights of tourists in the Republic of Croatia in the period 2014-2020

	Achieved arrivals			Achieved overnights		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2014	13.128.416	1.505.455	11.622.961	66.483.948	5.160.376	61.323.572
2015	14.343.323	1.660.144	12.683.179	14.343.323	1.660.144	12.683.179
2016	15.463.160	1.748.590	13.714.570	77.918.855	5 819 465	72.099.390
2017	17.430.580	1.837.681	15.592.899	86.200.261	5.978.264	80.221.997
2018	18.666.580	2.021.709	16.644.871	89.651.789	6.476.646	83.175.143
2019	19.566.146	2.212.658	17.353.488	91.242.931	7.095.300	84.147.631
2020	7.001.128	1.455.849	5.545.279	40.794.455	5.415.391	35.379.064

Source: Statistical Bureau for Statistics (2015; 2016; 2017; 2018; 2019; 2020; 2021)

The data from the Croatian National Bank, indicate that in 2018 Croatian GDP amounted 51.527 million of EURO, in which tourism participated with 10.096,5 million of EURO, respectively with 19,6% (Ministry of Tourism of the Republic of Croatia, 2020) which is very high. Considering that the current pandemic situation placed a significant strain on Croatian tourism and economy in general, and to be able to rethink and plan future Croatian tourism development, it is mandatory to also monitor the economic situation of the countries from which the most of foreign tourists arrive, considering that they are the ones who participate the most in Croatian tourist turnover. For the purpose of determining the sensitivity of Croatian GDP on changes of the GDP of its surrounding countries Germany, Italy and Slovenia, the authors of the study titled "*Covid-19 report Croatian tourism sector-can it handle the coronavirus*" conducted the regression analysis based on the data obtained from Eurostat, Intercapital Analysis, Capital Analysis and Erste Research. The changes of GDP were presented on quarter level for the period 2001-2019. The results for Germany indicate that Croatian GDP is moderately sensitive to the economic shocks in Germany, respectively. For each 10% decrease of German GDP, it is estimated that Croatian GDP will register a 6% decrease. Analysts forecasted that German GDP will decrease 6% in 2020. Slovenian results are somewhat similar; Croatian GDP also showed a moderate sensitivity to the Slovenian economy. For each 10% decrease of Slovenian GDP, it is forecasted that Croatian GDP will decrease 8%. Analysts forecasted that Slovenian GDP will decrease 6,6% in 2020. For Italy the results are significantly different in comparison with Slovenia and Germany. The findings indicated that Croatian GDP is relatively highly sensitive to the economic shocks in Italy. For each 10% of Italian GDP decrease, it is considered that there will be a 12% decrease of Croatian GDP. Also, it has been forecasted that in 2020 Italian GDP will decrease 10% (InterCapital and HDC Hotel & Destination Consulting, 2020, p. 14). These forecasts were made in 2019. Since then, a lot has been done to contribute to the recuperation of tourism, and developmental activities were formed and implemented relatively fast all around the world. Considering that it is not possible to discuss whether these forecasts came true at this stage due to the lack of the most current data. It can be expected by the end of year 2021 or at the beginning of 2022 that the countries will publish more recent data presenting the state after the implementation of the developmental guidelines.

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In order to plan future tourist product development in post-covid period, it is also necessary to understand the characteristics of the Croatian tourism offer. Croatia is a destination with a long tourist tradition, incredibly rich in ecologically preserved natural resources and beauties (green surfaces, clean blue sea, etc.), it has a mild Mediterranean climate, one of the most indented coastlines in the world, as well as lots of little islands. It is easily available by traffic, and by car and bus in particular. It is incredibly rich in cultural-historical heritage and tradition. Over the years, it has been extensively developing specific forms of tourism (bathing, health, cultural, nautical, business...), and what is extremely important, it has been perceived as an extremely safe destination by the tourists (Alkier et al. 2015). Today Croatia is still very much a tourist destination which tourists can easily reach by car, and in particular the ones from the neighbouring countries. Bearing in mind the nature of travelling by car in relation to the air travel, it can be assumed that auto destinations will recover faster than the destinations that need to be reached by aeroplane. In terms of its accommodation capacities (which represent an integral part of tourist offer), investments were made over the years towards increasing its quality. However, hotels still represent only 14.6% of their total accommodation capacities, which results in stagnation of its occupancy level per annum. However, it is important to emphasize an encouraging fact that camps participate with approx. 20% in total accommodation capacities, which is of significant relevance considering the application of newly formed tourism standards in the post-pandemic period. Camps and similar forms of accommodation make it much easier for the tourists to be separated/isolated from others while resting and enjoying their stay in a destination. Newly refurbished capacities such as glamping tents, mobile houses, etc., have a big role in this. When compared with the European competing destinations, Croatia is still very much lagging in capacity exploitation in the period outside the main summer season, respectively, its business is still very much characterized as seasonal. This is something that could change in the future. The application of good practices from competing destinations and further development and provision of high quality and diverse tourist products and services could easily ensure long-term whole year business, considering that tourists are, especially those who spent a long time in lockdown, showing strong interest to travel. However, a strong accent must be placed on safety and hygiene, which is something that Croatia is paying particular attention to. The results of the Travel & Tourism Competitiveness Report 2019 that Croatia is perceived as one of the safest European destinations both when observing the global index for terrorism (0,0) (reliefweb, 2019), and on the scale of health and hygiene standards (6,3) (World Economic Forum, 2019; InterCapital and HDC Hotel & Destination Consulting, 2020, p. 11). The findings presented in this paper clearly indicate that the outbreak of the COVID-19 pandemic represents one of the biggest challenges for the world economy and world tourist destinations, and for Croatia as well. Numerous world activities were affected, and some of them started registering improvements. Tourism, as a very sensitive activity, was affected tremendously and is still experiencing long-term consequences. It can be expected that, due to the particularity of the situation, it will continue to experience negative effects for a considerable period of time, and it is impossible to determine will it reach its previous state in the future (Ferjanić Hodak, 2020). A large number of restrictions had to be introduced (transport industry, closure of borders, maintaining physical distance, and application of other epidemiological restrictions, etc.), due to which world destinations will have to adjust to the new ways of doing business and developing new tourist products and services (Ferjanić Hodak et al., 2020). Observing the situation in short term, considering that the pandemic is still very much active, and people are still in the process of getting vaccinated,

it can be expected that in the upcoming period tourists will focus on undertaking shorter journeys within their respected countries, or if they decide to travel abroad, they will tend to visit nearby destinations. It can be stated without a doubt that mass tourism which was active until now will decrease. Tourists will, due to health safety tend to travel individually (Alkier et al., 2021), in search for tourist offer which will be safe for them and capable of satisfying their needs, and in particular when health improvement is concerned, like wellness tourism (Alkier et al., 2021). As a tourist destination, Croatia is facing a big challenge for future survival on the tourist market. Its future success will need to be searched in the development of specific forms of tourism that have the greatest potential for satisfying tourists' needs for health improvement, rest, and relaxation while achieving high profit. Health tourism (and wellness tourism as its part) is one of them. Future development will need to be planned at the state level. Following, the authors will present some considerations of future development of Croatian tourism.

4. Considerations of Future Development of Croatian Tourism

Based on the findings presented in the previous chapter, the following developmental actions were recommended to reduce the negative effects of the pandemic on Croatian tourism (authors' adaptation according to InterCapital and HDC Hotel & Destination Consulting, 2020, p. 18-19): a) *Managing financial flows and formation and analysis of different scenarios*: it is of high importance to establish and coordinate special teams of professionals who will form and analyse various scenarios as well as projections of financial flows. It is advisable to reduce all the unnecessary costs to enable normal financial flows and enable sufficient funds for the necessary activities. Also, prolonging of deadlines for payment towards the suppliers, sorting tax obligations, postponing credit obligations and use of government support would be of significant help. What is also relevant to mention is that in 2019 it has been recommended that all dividend payments should be recalled; b) *Managing working labour*: it has been recommended that all the employees should be given a minimum salary of 4,000 of Croatian Kuna, followed by appropriate changes in schedule and holiday plans to prevent significant layoffs (only those employees who are essential would be permitted to work full hours). Considering the size of the managerial and government salaries, it has been suggested that they should be reduced by 30%. It needs to be mentioned that proper managing labour force is conditioned with program of measures brought by the Croatian government, and medium-term strategy of each of the companies (depending on what are the expectations for the season 2020); c) *Changes in the investment strategy*: it is advisable to postpone the existing and planned investments for the future. In order to survive on the market and achieve business success, companies have been aiming their investments towards health and hygiene as well as information and communication technology (digitalisation enables reduced contact among people in the pandemic period, personalization which aims for the younger guests, as well as monitoring of guest's health and safety. Also, repositioning of the camps is considered in a way for this segment to recover in the fastest possible way. It is expected that some of the companies who have a strong financial position will exploit this situation to invest in new hotels with long-term returns and reduced building costs; d) when discussing stock companies, it will be necessary to communicate with all the stakeholders (the employees, creditors, suppliers, etc.) who are in any way related to all the factors in relation to the COVID 19 pandemic and its impact on business. It is necessary to negotiate strongly to

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permit the moratorium on all credit and leasing obligations for the current existing arrangements, as well as use of COVID 19 loans to overcome short-term shortfalls. In order to achieve future success of the development of Croatian tourism, it is essential to ensure working capital that will cover the operating costs and ensure sustainable business until the season of the year 2021. Financial restructuring and obtaining new capital need to be ensured in case the recovery does not reach the aimed goal. Personal protection and upholding hygiene measures while staying in hotels will continue to be a must. The same goes for conducting operating procedures in a stricter manner (automation of processes) to increase business productivity. Also, particular attention will need to be placed on market segmentation and targeted advertising (which will play a significant role in achieving tourism success in the post-covid period), observation of changes in tourists' behaviour and habits considering that they indeed occurred in the pandemic period, and will continue to change, which will demand new marketing approaches, investing in and in repositioning independent accommodation units like camps, mobile homes, tents, villas, etc., and finally investing in information and communication technologies (digitalization and big data in order to achieve better segmentation of guests).

5. Conclusion

This paper analyses the state of the world and Croatian tourism using scientific and professional literature and the statistical indicators obtained from secondary sources. The results have determined that the tourism industry has experienced a tremendous shock at the global level, resulting in destinations experiencing a significant loss in tourist turnover. World destinations reacted to this most urgent by gathering top quality experts from various fields trying to form and implement ideas that will reduce the harmful effects of the pandemic as much as possible. In Croatia, the share of tourism in its total GDP is very high. Because of that, Croatia also took immediate action analyzing the state of its tourism and developing and undertaking developmental activities to improve and offer its tourist services in the safest possible way in accordance with the current situation. In order to achieve success in the future, Croatia will need to determine and implement best practices of competing destinations when developing and offering its tourist services in the safest possible way and promote its activities on the tourist market.

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PREZENTACIJA STANJA HRVATSKOG TURIZMA U USLOVIMA KOJIMA JE UZROKOVANA PANDEMIJA COVID-19

Rezime: Svetski turizam doživeo je jedan od najvećih šokova izazvanih pandemijom COVID-19. Uprkos tome što svetske destinacije doživljavaju ogroman gubitak u turističkom prometu (dolasci, noćenja i potrošnja turista), zabeleženi su pozitivni pomaci u smislu njegovog oporavka. U Hrvatskoj je turizam najvažnija privredna grana i kao takav predstavlja najveći deo njegovog BDP -a (prema podacima Hrvatske narodne banke, procenjeno je da je u 2019. godini turizam učestvovao sa 19,5% u ukupnom BDP -u). S obzirom na njegovu važnost za hrvatsku privredu, autori će predstaviti stvarno stanje hrvatskog turizma korišćenjem najnovijih teorijskih saznanja, kao i statističkih pokazatelja dobijenih iz sekundarnih izvora. Na temelju nalaza predstaviće se razmatranja za budući razvoj hrvatskog turizma.

Ključne reči: turizam, Hrvatska, pandemija, COVID-19, budući razvoj