

# anniversary

## 50<sup>th</sup> anniversary of the Institute for Tourism

### **institute**fortourism

The Institute for Tourism, Zagreb, publisher of the journal *TOURISM*, has celebrated its 50th anniversary in October 2009. As a part of its activities to mark the occasion, the Institute has organized a one-day gathering for Croatian tourism academics and professionals, showcasing its excellence in research and research-based consulting. The event attracted about 120 participants from all parts of Croatia and significant media attention.

The Institute has continued servicing the tourism sector through tourism market research and impact studies, delivering strategies and destination management plans, advising on product development, assisting in project development and advising private tourism sector. With the strong academic background of its team members, the Institute's assistance to the industry is rooted in research world. It is based on the use of well established methodology, longitudinal research, knowledge backed arguments and openness to new viewpoints and creative approaches.



Institute for tourism - researchers and administrative staff

The main theme of the event was Tourism Destination Competitiveness, as an umbrella theme of the various activities that the Institute has been engaged in over the years. The first part was dedicated to the presentation of the range of the Institute's research and consultancy activities. It was also an occasion to recall the Institute's transformation from the small agency set up by the national Chamber of Commerce 50 years ago, when its main task was to service then booming hospitality sector to the research institute with 30 members of its multidisciplinary team.

All of these were illustrated through a range of presentations that, during the morning, covered the issues pertaining to destination competitiveness, development and branding and research. The afternoon session focused on the various aspects of tourism planning that the Institute is engaged in and destinations confronted with on a daily basis, ranging from the tourism and spatial planning, carrying capacity right through to the traffic management. The poster presentations covered the Institute's work in the areas of e-marketing, financial advising and geo-tourism.

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