

TOURISM

Tourism is travel for recreation, pleasure or business and is usually of limited duration. Travel movements are divided into types and specific forms of tourism. While the types of tourism defined certain criteria e.g. by duration of stay of tourists (residential, weekend and day-trip tourism), specific forms of tourism are characterized by specific travel motif that attracts visitors to specific destinations, e.g. hunting. Specific forms of tourism are oriented at less (defined) segments of tourist demand, and are the opposite of mass tourism. Croatian tourism is one of the most important industries of the Republic of Croatia. History of tourism in Croatia goes back to the mid-19th century in the period around 1850. Successfully developed to the present day, and today's Croatia and one of the most important tourist destinations in the Mediterranean. The slogan which represents Croatia in the international tourism market reads Croatia Full of life. Lonely Planet declared Croatia the best tourist destination in 2005, while the magazine National Geographic Adventure declared Croatia best destination for 2006. Reuters announced that the Travel Leaders, a leading travel sales site in the United States, declared Croatia its international top destination for Europe for the year 2012. According to the analysis of Google data and research website teflSearch, at which over 2015 people from 80 countries where the instructions would prefer to rest, to Croatia accounted for the highest percentage of search (2.71%), making Croatia the most desirable destination for vacation in the world during 2015 and 2016.