

ANTI-DISCRIMINATION AND THE PROMOTION OF LABOR RIGHTS, DIVERSITY, AND INCLUSION IN TOURISM IN MEDIMURJE COUNTY



Međimurje County, a region rich in cultural heritage and an increasingly prominent tourist destination, is seeing a growing number of foreign nationals finding employment in its tourism sector. Workforce diversity is a great asset—but also a responsibility. All workers must be treated with respect, given equal conditions, and protected from any form of discrimination.

WHY IS ANTI-DISCRIMINATION IMPORTANT?

Discrimination based on nationality, skin color, language, culture, gender, religion, or any other personal characteristic is not only illegal—it undermines the work environment, reduces productivity, and damages an organization's reputation. Tourism relies heavily on teamwork, mutual respect, and clear communication. This is why it is essential to foster a culture of zero tolerance for discrimination and harassment.

LEGAL FRAMEWORK AND WORKERS' RIGHTS

All workers in Croatia, regardless of their citizenship, are entitled to:

- **Equal pay for equal work**
- **Fair working conditions and workplace safety**
- **Protection from discrimination in hiring, on the job, and upon termination**
- **The right to freely express their culture, religion, and language, provided it does not infringe on the rights of others**
- **Access to healthcare and social security systems, in accordance with laws and agreements**

Employers are obligated to inform their employees of their rights and responsibilities and to ensure that all workers—domestic and foreign—have access to information in a language they understand.

DIVERSITY AS AN ADVANTAGE

Foreign workers bring new knowledge, languages, and cultural perspectives that can enrich Međimurje's tourism offering. International guests often feel more comfortable when welcomed by someone who understands their culture or speaks their language. A diverse team can significantly enhance service quality and competitiveness.

INCLUSION IN PRACTICE

An inclusive work environment goes beyond formal equality—it means actively involving all employees in teamwork, communication, and decision-making. This includes:

- Educating staff and management on cultural differences and anti-discrimination policies
- Adapting internal rules to be understandable and applicable to all employees
- Ensuring language support—translation services, bilingual instructions, mentorship programs
- Proactively preventing isolation and ensuring equal participation of all workers in the workplace

CONCLUSION

Diversity and inclusion are not challenges to overcome, but opportunities to embrace. By investing in a fair, safe, and inclusive work environment, Međimurje County can become a model of good practice in Croatian tourism—a region where all employees, regardless of their background, are respected, treated equally, and motivated to contribute to shared success.

MEDIMURJE COUNTY TOURIST BOARD

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