



GUIDELINES FOR TOUR GUIDES AND TOUR OPERATORS

TO ENCOURAGE RESPONSIBLE AND APPROPRIATE VISITOR BEHAVIOR
IN THE DESTINATION OF MEDIMURJE



EDUCATIONAL GUIDING THROUGH SUSTAINABLE INTERPRETATION

1

- Explain the natural and cultural values of the destination in a way that fosters respect and connection to the area.
- Include information about protected areas (e.g. Mura–Drava Regional Park, NATURA 2000), local species, and the importance of their protection.
- Encourage visitors not to pick plants, disturb animals, and to stay on marked trails.

Suggested visit:

Visitor Center *Med dvema vodami* in Križovec

RESPECT FOR THE LOCAL COMMUNITY AND TRADITIONS

2

- Introduce visitors to customs, traditions, and the specific way of life in Međimurje.
- Emphasize the importance of polite behavior, respecting local residents' privacy, and using local products and services.
- Promote sustainable tourism as a tool to strengthen the local economy.

Suggested visit:

Ecomuseum *Međimurje* in Čakovec

MANAGING BEHAVIOR IN NATURAL AREAS

3

- Instruct guests on eco-friendly behavior: no littering, moving quietly through nature, avoiding plastic use.
- When visiting protected areas (e.g. along the Mura and Drava rivers), point out the rules of conduct within the biosphere and NATURA 2000 zones.
- Limit group sizes in sensitive locations to reduce negative impact.

APPLYING THE “LEAVE ONLY FOOTPRINTS” PRINCIPLE

4

- Promote minimal environmental impact – e.g. by using reusable containers, shared transportation, and zero-waste local food.
- Engage guests in activities that support nature conservation, such as educational workshops, eco-tours, and visits to organic farms.

Suggestion:

Use *Hop on - Hop off* bus services

COMMUNICATING WITH VISITORS THROUGH A POSITIVE APPROACH

5

- Clearly but unobtrusively guide guests on behavior rules.
- Use affirmative messages (e.g. "Thank you for respecting the trail and the nature around you") instead of prohibitions.
- Encourage questions and dialogue to help guests understand why preserving the area they are visiting is important.

COOPERATION WITH LOCAL INSTITUTIONS AND ONGOING

6

- Regularly coordinate with the recommendations of the Public Institution *Međimurje Nature*, the Međimurje Tourist Board, and local family farms (OPGs).
- Participate in training, workshops, and projects related to sustainable tourism and nature conservation.
- Encourage guests to visit interpretation centers (e.g. Visitor Center *Med dvemi vodami*).

GOOD PRACTICE EXAMPLES INTEGRATED INTO TOURS

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- Include locations in itineraries that promote ecological values and a sustainable lifestyle (e.g. eco-farms, wineries with sustainable approaches).
- Present Međimurje as a small yet strong green destination that successfully links tourism and nature protection.

GOAL OF THESE GUIDELINES

To create an experience that is educational, emotionally fulfilling, and responsible, and to shape visitor behavior in a way that respects the nature, people, and heritage of Međimurje – today and in the future.

