

# SUSTAINABLE TOURISM PRODUCTS IN MEDIMURJE





## CULTURAL AND INTERPRETIVE ATTRACTIONS

### MEĐIMURJE ECOMUSEUM

An innovative cultural tourism model that connects local museums, interpretive centers, artisans, and heritage sites across the county. It functions as a living network integrating tangible and intangible heritage while actively involving the local community in preserving the identity of Međimurje.

### THE TREASURY OF MEĐIMURJE

A museum of intangible heritage located in Čakovec's Old Town. It presents traditional music, customs, beliefs, crafts, and everyday life through interactive and multimedia exhibitions. The museum emphasizes education, accessibility, and inclusivity.



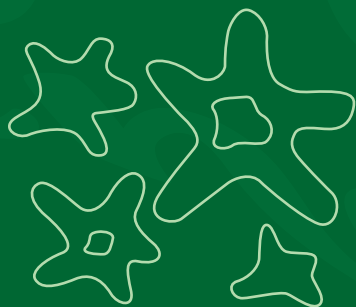
## NATURE TOURISM AND ECOTOURISM

### "BETWEEN TWO WATERS" VISITOR CENTER

An interpretive center dedicated to the natural heritage of the Mura and Drava rivers. Managed by the Public Institution Međimurska priroda, it offers themed exhibitions, educational trails, and workshops for all age groups.

### MURA-DRAVA REGIONAL PARK EXPERIENCES

A protected area within the Mura-Drava-Danube UNESCO Biosphere Reserve offering nature-based activities such as cycling, kayaking, traditional wooden boat rides, and birdwatching. The programs emphasize biodiversity and environmental conservation.



## ACTIVE AND OUTDOOR TOURISM

### MEĐIMURJE HIKING TRAILS

A network of marked trails that pass through natural landscapes, heritage sites, and local villages. They promote low-impact outdoor activity and raise environmental awareness.

<https://medimurje-walk.com/>

### MEĐIMURJE CYCLING TRAILS

Over 700 km of developed cycling routes connecting natural and cultural attractions, local producers, and wineries. They are designed to encourage sustainable mobility and eco-friendly tourism.

<https://www.medimurje-bike.com/>



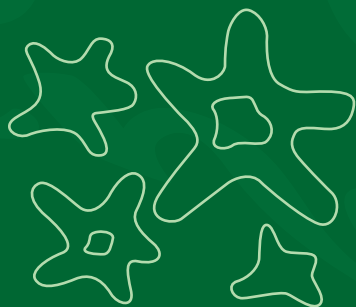
## GASTRONOMY AND LOCAL PRODUCTS

### MEĐIMURJE WINE ROAD

One of the most developed wine roads in Croatia, with around thirty family-owned wineries and tasting rooms in the Štrigova area. It promotes sustainable viticulture and local gastronomy.

### MEĐIMURSKA GIBANICA

A traditional layered cake made with poppy seeds, cottage cheese, walnuts, and apples. As a protected element of intangible cultural heritage, it symbolizes Međimurje's culinary tradition and is regularly featured in local restaurants and food events.



# SUSTAINABLE ACCOMMODATION AND WELLNESS

## CERTIFIED SUSTAINABLE ACCOMMODATION PROVIDERS

Tourism facilities with internationally recognized sustainability certifications (Good Travel Seal and EU Ecolabel). These include Terme Sveti Martin and Holiday Home Lina, which uphold high ecological and wellness standards while supporting the local community.  
<https://tzm.hr/odrzivost-dokumenti/certificirani-smjestajni-objekti/>

## TERME SVETI MARTIN

The first "healthness" resort in Europe certified with the EU Ecolabel. It promotes sustainable wellness tourism, a healthy lifestyle, the use of local food, and environmental care, offering a wide range of health and spa services in a natural setting.

MEĐIMURJE COUNTY TOURIST BOARD

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