



# WATER IS OUR SHARED RESPONSIBILITY

GUIDELINES FOR TOURISM PROFESSIONALS IN MEĐIMURJE

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Dear Tourism Partners, As key stakeholders in the development of tourism in Međimurje, you play an essential role in **preserving water as a precious resource**.

Responsible water management in your business supports the sustainability of the destination, reduces operating costs, and enhances your reputation among environmentally conscious guests.

## WHY DOES IT MATTER?

- Drinking water is a **limited resource**, especially in rural areas.
- **Climate change** and droughts increasingly impact water supplies.
- Tourism contributes to **seasonal peaks in water usage**.
- Sustainable business practices are becoming a **standard in responsible tourism**.

## WHAT CAN YOU DO?

### **ACCOMMODATION PROVIDERS:**

- **Install water-saving taps and showers** (aerators, eco-modes).
- Inform guests about **reusing towels and bed linens**.
- Regularly inspect and **repair leaks or dripping fixtures**.
- Use **automated irrigation systems** with weather sensors for gardens.

### **HOSPITALITY BUSINESSES:**

- Offer water **upon request** instead of serving it automatically.
- Use **high-efficiency dishwashers (A+++ rating)** and only run full loads.
- Train staff to **avoid unnecessary rinsing** under running water.

### **OTHER PROVIDERS (agencies, guides, campsites):**

- Include water-related topics in **nature tours and interpretations**.
- Provide access to drinking water without single-use plastic (refill stations, fountains).
- Place clear and visible signs promoting **responsible water use**.

## ENGAGE YOUR GUESTS

- Display **informational posters and stickers** (EN/HR/DE).
- Use QR codes to link to more environmental info.
- Make your **eco-approach a unique selling point.**

## TOGETHER FOR A SUSTAINABLE MEĐIMURJE

By acting responsibly, you help achieve:

- ✓ Lower operational costs
- ✓ Higher service quality
- ✓ Happier, more conscious guests
- ✓ Preserved nature for future generations

## NEED SUPPORT OR MATERIALS?

The Međimurje County Tourist Board offers:

- Educational materials
- Posters and stickers for your property
- Advice on sustainable practices

MEĐIMURJE COUNTY TOURIST BOARD

Bana Josipa Jelačića 22E, Čakovec, Croatia, EU

P. +385 40 31 00 71 / E. [info@tzm.hr](mailto:info@tzm.hr)

@[visitmedimurje](#) f [Instagram](#) [YouTube](#) [Pinterest](#) [LinkedIn](#) [Twitter](#)

[visitmedimurje.com](http://visitmedimurje.com)

