

# THE CROATIAN NATURAL JEWEL HAS SUDDENLY DISAPPEARED DUE TO MASS TOURISM



Croatia's coastline and its many islands are truly breathtaking. One of the most beautiful beaches in Europe, often regarded as a hidden gem, is Zlatni Rat on the island of Brač, commonly known as the "Golden Horn." Travel guides celebrate its tip as a "sand miracle." However, part of this natural jewel has suddenly disappeared. Some islanders are taking a stand, having identified the cause of this

dramatic change in recent months: mass tourism.

Croatian local media reports that a petition has been launched to preserve the paradise. Residents claim that mass tourism threatens the famous Croatian beach Zlatni Rat on the island of Brač, especially during the summer months.

## "Tourism Is the Culprit"

Anchorage directly off the coast are expected to be restricted during summer. Studies indicate that in addition to natural phenomena, catamarans, speedboats, and heavy traffic significantly contribute to the movements of the "Golden Horn." Investigations have recommended that Split-Dalmatia County remove the anchorages in front of Zlatni Rat Beach. A petition supporter stated, "So tourism is the culprit." It is time to take action.

## Natural Jewel on the Adriatic Lost Forever?

The shape of Zlatni Rat is constantly changing due to the overall effects of wind, sea waves, and currents. This 500-meter-long pebble beach slopes gently into the sea west of Bol, creating an impressive natural spectacle as the elements reshape its appearance. Depending on the wind's direction, the beach's peak can tilt either east or west. **However, an autumn storm swept part of the famous "Golden Horn" into the sea.**

Photos of the lost landmark quickly spread on social media, shocking many islanders who had never witnessed anything like it. The beloved beach was hardly recognizable to them. Climate change was also cited as a factor contributing to this significant alteration.

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