

MEDCYCLETOUR Good Practice – Financing systematic Cycling Tourism Development in Croatian counties

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Your organisation	
Country	<i>Croatia</i>
Region	-
City	<i>Zagreb</i>

Organisation in charge of the good practice		
<i>[If your organisation is not the one in charge of the good practice, please indicate the relevant organisation.]</i>		
Organisation in charge of this good practice	<i>Ministry of Tourism of the Republic of Croatia</i>	
Location of the organisation in charge:	Country	<i>Croatia</i>
	Region	-
	City	<i>Zagreb</i>

Good practice general information	
Title of the practice	<i>Financing the preparation and compilation of Operational Plans for the Development of Cycling Tourism in Continental and Coastal Counties of Croatia. Strengthening the interconnection for a stronger international cycling tourism brand.</i>
Does this practice come from an Interreg Europe Project?	<i>No.</i>
If yes, what is the name of that project?	-

Category of the practice	Please select the category of the practice (you can mark the category in bold):	
	<ol style="list-style-type: none"> 1. Cycling tourism route infrastructure 2. Cycling-friendly services solutions 3. Solutions for combining bike and public transport 4. Promotion / Marketing 5. Sustainable organisational or financing solutions 	
Geographical scope of the practice	Select National/Regional/Local	
Location of the practice	Country	<i>Croatia</i>
	Region	-
	City	<i>Zagreb</i>

Detailed description	
Short summary of the practice	<i>By drafting the Operational Plans for the development of cycling tourism, each of the 20 counties has made a big step forward in the development of this form of tourism in the continental and coastal Croatia.</i>
Detailed information on the practice	<p><i>The main objective is support given from the national level for a coordinated activity of drawing up 20 county cycling tourism operational plans. At the same time, all Croatian counties are to be encouraged to interconnect in the development of EuroVelo and the main national cycling routes network, based on the developed and accepted County Operation Plan for Cycling Tourism.</i></p> <p><i>The Ministry of Tourism provided a grant from the Tourism Development Fund 2017 for some €950,000 (HRK 7 million) for 14 operational plans for continental counties and six coastal counties (€47,000 each). The aim is to obtain a set of complete documents which should become a base for a systematic development of cycling tourism in every Croatian county with support of all relevant institutions and bodies involved in the development and improvement of cycling tourism (i.e. tourism, transport, infrastructure, safety, etc.).</i></p> <p><i>20 Croatian counties.</i></p>
Resources needed	<i>Agreements with the Ministry of Tourism are signed by the prefects of 20 counties and at the same time they delegated county human resources to work on the project in the name and on behalf of the county. Each county has subcontracted expert consultants in the field of cycling / cycling tourism to develop a comprehensive operational plan.</i>
Timescale (start/end date)	<i>02/2017-02/2019</i>
Evidence of success (results achieved)	<p><i>By drafting the Operational Plans for the development of cycling tourism, each county received a basic development document for cycling tourism, the optimal bicycle routes were defined and, most importantly, the foundations were laid for the development of cycling tourism on the continent and along the coast of Croatia. Each county developed a website for county cycling routes inventory and promotion. This practice contributes to a more balanced tourist development, extension of the tourist season and positioning of Croatia as a destination with a diverse and rich outdoor tourist offer.</i></p> <p><i>Written county "Operational plans" are listed on the official national cycling tourism website: https://cikloturizam.hr/projekti/operativni-planovi-zupanija/</i></p>
Challenges encountered	<i>In order to obtain uniform data for all counties, all were required to conduct research based on predefined elements such as: analysis of the current state of cycling tourism in the county, the state of cycling tourism supply, assessment of the state of cycling tourism demand, vision of the development of cycling tourism and accompanying routes, infrastructure and services, and specific development projects. There were deviations from the prescribed elements and this was a challenge in terms of unification at the national level.</i>
Potential for learning or transfer	<p><i>Operational plans gave the counties/regions some basic definitions and knowledge of how to start cycling tourism development: Construction and design of the regional and local cycling infrastructure that meets the standards of traffic safety in the EU (i.e. cycling lanes and paths on critical road sections), as well as how to equip new and existing cycle routes with necessary signalisation and services; raising awareness of what cycling is and how it could contribute to the local community in some areas without a strong cycling tradition in general. A very important success factor was the creation of a network of all relevant stakeholders involved in tourist usage of bicycles or infrastructure and service management on a county level and their joint signing of an official document "Operational plan for the development of cycling tourism".</i></p> <p><i>Some counties had more and some less knowledge in the field of cycling and cycling tourism development, so the transfer of knowledge and experience between them was very welcome.</i></p> <p><i>The Operational plans raised awareness of the need for the preparation of traffic studies for the purpose of tracing and marking cycle routes, info boards and signposting along cycling routes, including the EuroVelo route marking, arranging / equipping cycling routes and bicycle repair service stations along cycling routes, etc.</i></p> <p><i>Transfers that already took place are Istria Bike trainings for bike guides - they have been exchanged and held in different counties of Croatia as multiday educational workshops (Virovitica-Podravina county, Sisak-Moslavina county, Bjelovar-Bilogora county, etc.) as well as labelling of bike-friendly accommodation and services from Istria Bike&Bed to the Šibenik Bike&Hike region and Dalmatia-Split region, etc.</i></p>
Further information	<p>https://cikloturizam.hr/projekti/operativni-planovi-zupanija - Operational Plans by county</p> <p>https://www.croatia.hr/en-GB/experiences/active/cycling - National Cycling Tourism Web Subpage</p>
Keywords related to your practice	<i>Cycling, cycle development plans, operational plan, financing, system, systematic development</i>

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Green-continental Croatia



Blue – coastal Croatia