

WINTER MED

TOWARDS A REGIONAL TOURISM ACTION PLAN FOR THE DEVELOPMENT OF ALL YEAR ROUND SUSTAINABLE AND RESPONSIBLE TOURISM IN MEDITERRANEAN ISLAND DESTINATIONS

INTEGRAL PROTECTION AND REVITALISATION OF HISTORIC SETTLEMENTS OF THE ISLAND LANDSCAPES OF KORČULA AND MLJET IN DUBROVNIK-NERETVA COUNTY ON THE WINTER MED PROJECT



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Project Objective

The Objective of the Project is to develop a joint integrated transnational strategy for the development of all year round sustainable and responsible tourism in Mediterranean island destinations by increasing coordination between regions in the process of developing thematic tourism (cultural, etc.) as the main means of reducing seasonality and promoting sustainable and responsible coastal tourism.



Integral protection and revitalisation of historic settlements in island landscapes of Korčula and Mljet in DNC on WINTER MED project

Timeframe

- Four year timeframe (2022.-2026.)
- Integrated guidelines for integral protection and revitalization of historical settlements in the landscapes of the island of Korčula and Mljet into the spatial planning documents of local municipalities
- Raising the quality of construction, renovation and reconstruction in the historical areas of settlements and island
- Identity preservation
- long-term direction of the development of cultural tourism initiatives on these islands
- Presentation and interpretation of historical areas for tourist purposes
- Cultural tourism as an all year round attraction

Mission

DEVELOPMENT OF THE ISLANDS AS CULTURAL TOURISM DESTINATIONS

Creating a base of quality renovated, presented and contemporary interpreted cultural units of urban and rural island settlements and professionally promoted as a cultural - touristic products integrated into the entire tourist offer of the destination.



Strategic lines

Restored urban and rural island settlements integrated into the entire tourist offer of the destination will:

- create the image of island destinations rich in cultural and content tourist offer (unforgettable tourist experience)
- enrich the satisfaction of the visit, stimulate consumption, extend the season and stimulate off-season demand
- attract new market segments
- stimulate domestic demand

Tourism and integral planning

The tourism sector is a major economic driver that brings prosperity and economic and social development

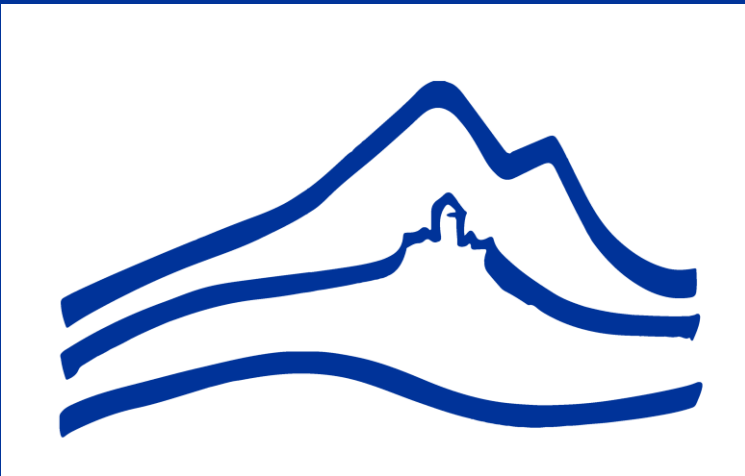
Negative effects that hinder sustainable development are:

- pressure on the cultural and natural heritage of the territory
- biodiversity loss, coastal erosion, pressure on local resources
- commercialization of local culture and tradition and
- seasonality (excessive tourism, and socio-economic stagnation during the rest of the year).

Integral, comprehensive planning can enable local communities to reduce seasonality in tourism and exploit the potential of cultural and natural assets of the destination through the development and implementation of innovative and integrated strategies.

Project assignment

Integral protection and revitalisation of historic settlements in island landscapes of Korčula and Mljet in Dubrovnik Neretva County



The development of cultural tourism is recognized as a leading segment in DNC that contributes to the realization of year-round and sustainable tourism.

- This segment of the action plan will be elaborated in detail with specific activities aimed to include the most valuable cultural resource of the islands, the historic settlements in the cultural tourist
- This project builds on the methodology of a successful CO-EVOLVE project that has been developed for the Neretva area. By recognizing cultural landscapes and historical settlements and its inclusion in development policies and strategies as well as in spatial planning documents and projects, an attempt is made to stop the uncontrolled development with no regards to the historical environment and „wasting" of valuable endangered resources that are the core of spatial identity of these areas.

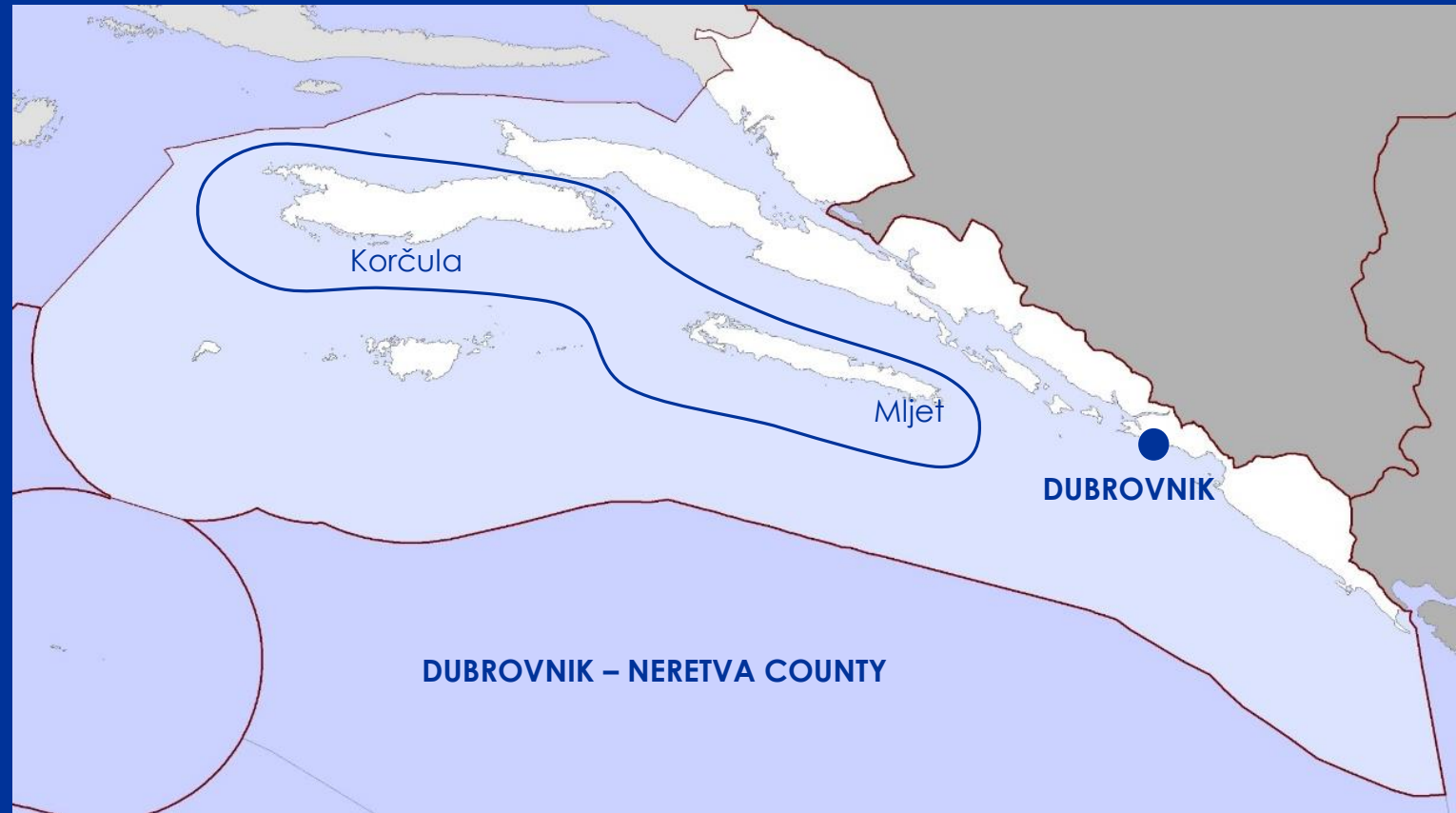
Baseline

- Republic of Croatia, island state
- 78 islands, 524 islets, 642 cliffs and reefs,
- 49 islands and the Pelješac peninsula are permanently inhabited,
- 132,756 inhabitants living in 344 settlements,
- The island Act from 1999, new act in 2018.,
- Croatian Island Development Plan for the period 2021-2027 is being drafted ,
- DNC southernmost County in Croatia.



Baseline

- 81% sea i 19% mainland,
- 33 large islands, 3 medium islands and a number of small islands,
- Elongated narrow coastal belt,
- Pilot areas islands Korčula and Mljet.



Touristic Development Strategies

DNC and REGION

- County Development Strategy DNC 2016-2020
- Tourism Development Strategy DNC 2012-2022
- Spatial plan of DNC (2020)
- Study of the current state of the olive and oil sector DNC, 2020.
- Strategy for the development of winemaking and viticulture DNC, 2012
- ICT strategy DNC, 2014.
- Regional program of arrangement and management of sea beaches DNC
- Demographic Development Study DNC, 2016
- Action Plan for Sustainable Use of Cultural and Natural Heritage of DNC in the Function of Local Development, 2011 (SeeNet)
- Local Action Plan for Integrated and Sustainable Tourism - City of Dubrovnik
- Neretva Cluster Tourism Development Plan 2015-2025
- Guidelines for integrated protection of rural landscapes and sustainable development of tourism in the Neretva delta on the EU project CO-EVOLVE, 2019.
- Peljesac Tourism Development Plan, 2011
- Peljesac Tourism Development Action Plan, 2011
- Desirable tourism development plan for the Pelješac peninsula in the context of the construction of the Pelješac bridge, 2019
- Rural educational, cultural-ethnographic tourist attraction, 2020

LOCAL MUNICIPALITIES

Island of Korčula

- Tourism Development Strategy of the City of Korčula until 2027, 2017
- Marketing and branding strategy of the City of Korčula, 2017;
- Master plan for the development of rural tourism in the City of Korčula 2015-2020. at the EU project "Gente che ama ospitare" 2015;
- Tourism Development Strategy of the Municipality of Vela Luka until 2025
- Development Strategy of the Municipality of Blato for the period 2015-2020
- Strategic plan of the Municipality of Smokvica for 2016-2018
- Lumbarda Development Plan 2014-2019

Island of Mljet

- Development Strategy of the Municipality of Mljet until 2020
- Strategic Development Framework of Mljet National Park, 2016
 - ✓ Operational policies,
 - ✓ Atlas of project ideas
 - ✓ Implementation Manual;

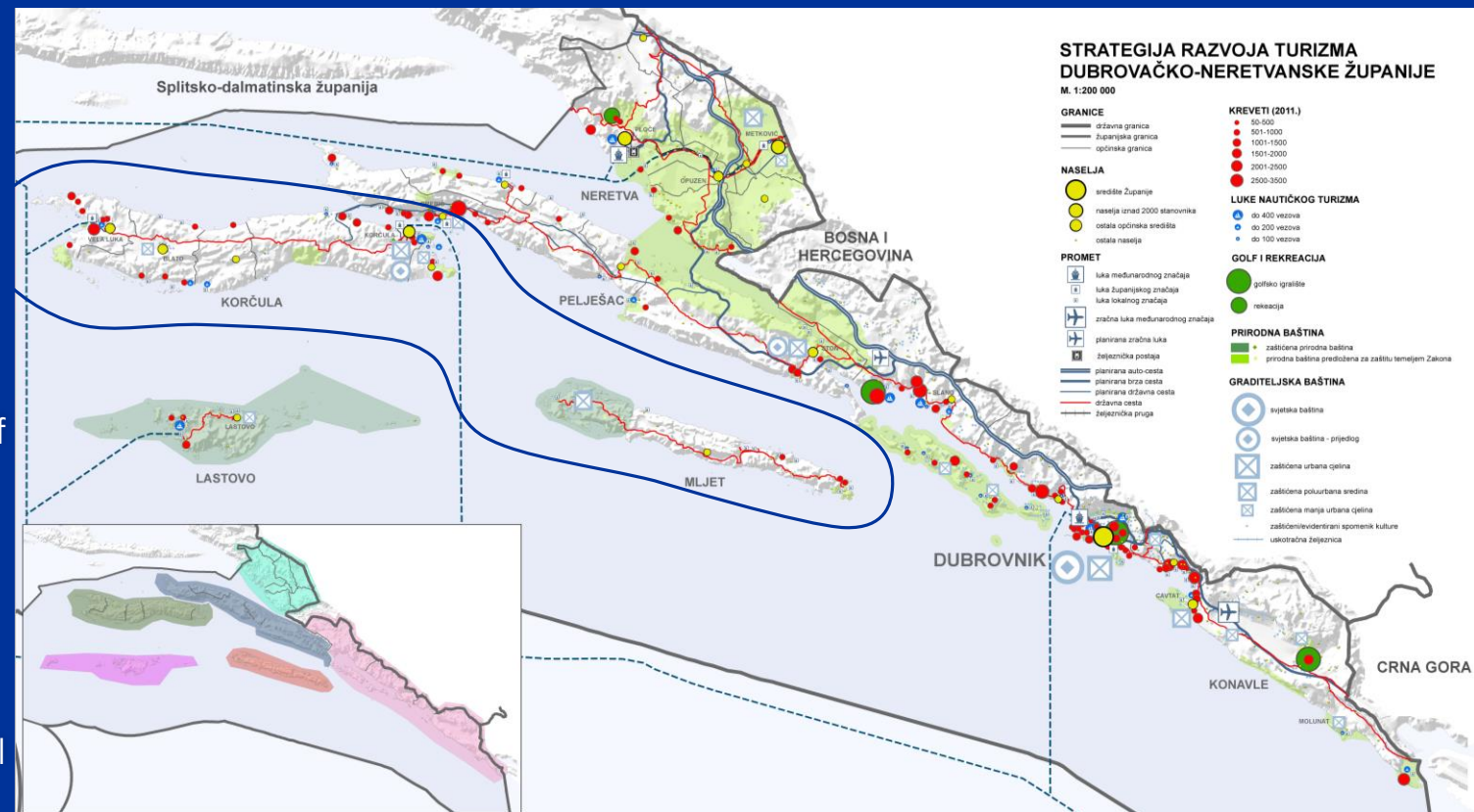
Touristic Development Strategy of DNC

DNC - DUBROVNIK RIVIERA

Globally recognized upscale tourist destination, one of the leading in the Mediterranean. It structures and interprets its unique natural and cultural heritage as an unforgettable tourist experience aimed at guests who appreciate the authentic values and quality of experience in the original Adriatic-Mediterranean environment.

The city of Dubrovnik is the center and landmark of the region that lives all year round based on activities related to culture, events and congresses.

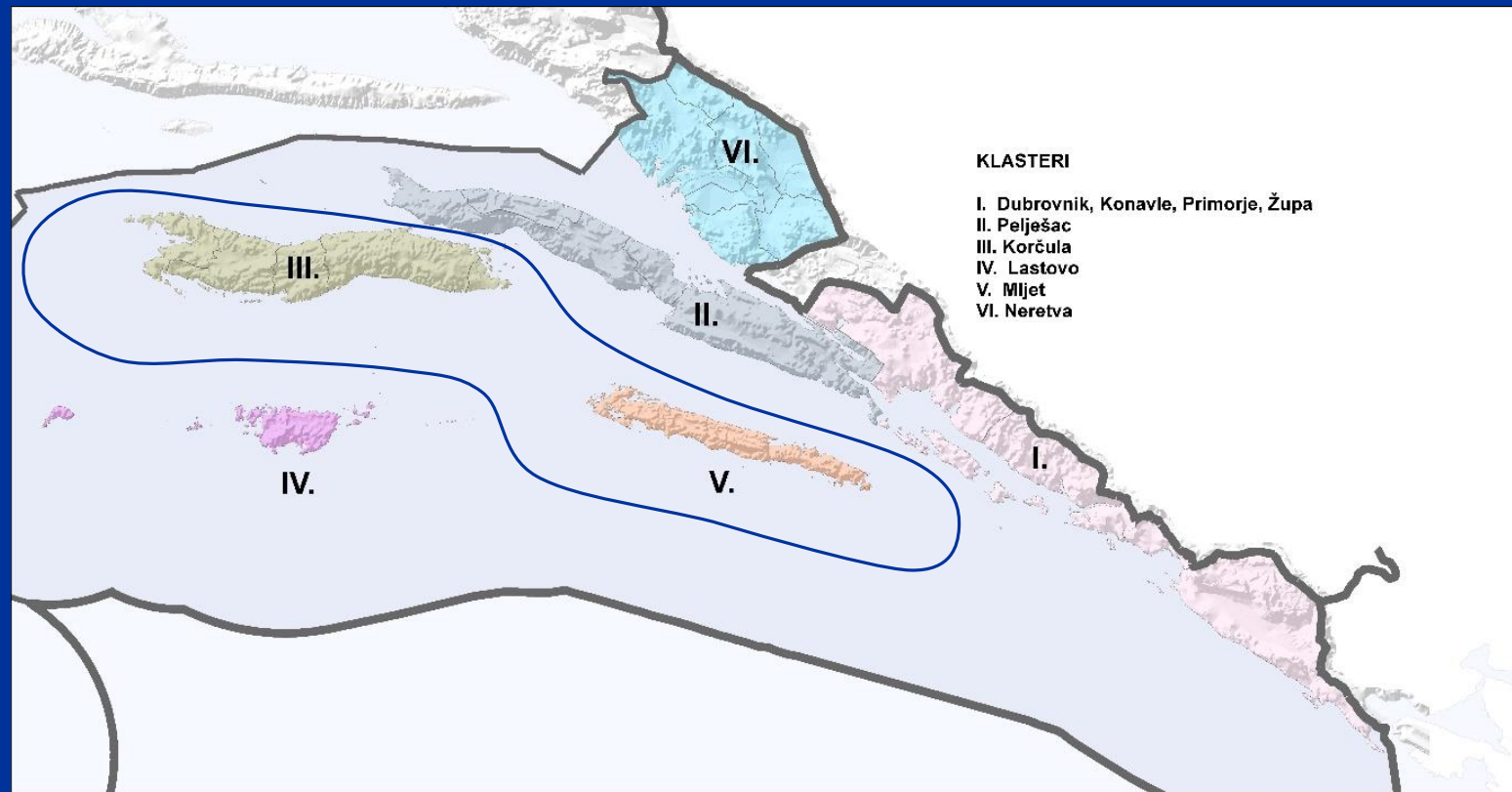
The archipelago of islands and islets is a haven for the pastime of experienced and demanding admirers of sea and nautical pleasures and the interior of the islands nurtures and interprets special agriculture and gastronomy.



Touristic Development Strategy of DNC

DUBROVNIK RIVIERA CLUSTERS

- I. Cluster Dubrovnik as **le chic**,
- II. Cluster Pelješac as **the empire of wine**,
- III. Cluster Korčula as **island for life**
- IV. Cluster Lastovo as **a hiding place**,
- V. Cluster Mljet as **island park &**
- VI. Cluster Neretva as the **flurishing of life**.



Touristic Development Strategy DNC

KEY ATTRIBUTES OF THE ISLAND OF KORČULA:

- tradition and island life
- magnificent scenery (natural and urban)
- culture, history and events

VISION:

The island of Korčula is a globally recognized Mediterranean destination that offers its guests an experience of rich history and enjoyment of cultural heritage and events based on it. The island's way of life, its tradition but also innovations, and gastronomic riches are shaped into authentic experiences for its guests, which will emphasize the identity and features of the space and the people who live on it. The integration of all island destinations activates the entire tourist value chain, which means connecting and close cooperation of all key entities in this cluster.

KEY ATTRIBUTES OF THE ISLAND OF MLJET ARE:

- diversity of natural phenomena
- mystical history

VISION:

Mljet is an island park that attracts stationary guests and excursionists with a unique and diverse experience of nature and interpretation of mythology related to the history of the island. In addition to the beauties of the national park, Mljet is a destination for those fans of sun and sea products and sailors who are looking for an island that is close enough, but at the same time far enough from the modern way of life. The population of the island actively participates in the offer of the island through small, authentic and picturesque accommodation facilities aimed at admirors of rural tourism products and special interests and facilities in which the natural and historical heritage is interpreted.

Touristic attractions – historic traditional settlements

Korčula



Mljet



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Turistic attractions – cultural landscapes



Dubrovačko
neretvanska
županija

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Historic landscape of Korčula and Mljet



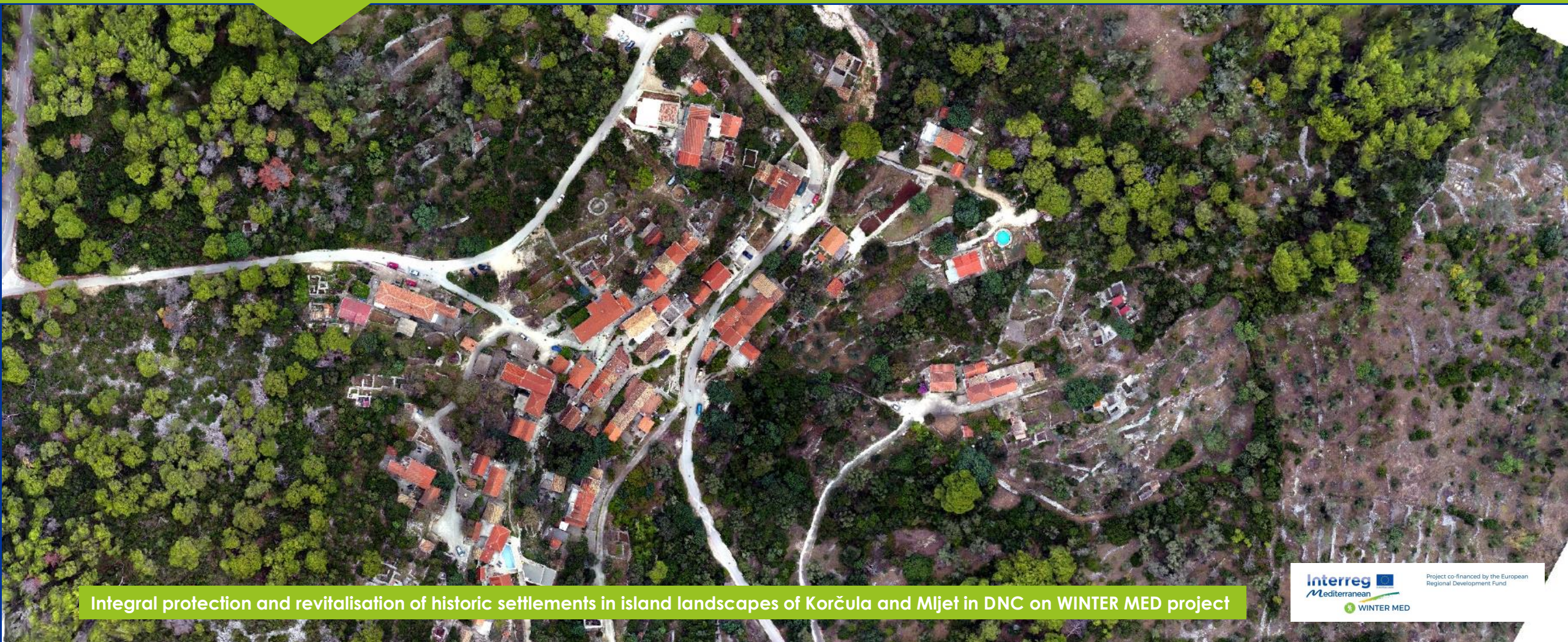
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Methodology

The project task is to prepare a study of integrated protection and revitalization of historic settlements in the landscapes of the islands of Korčula and Mljet, which will consist of:

- A. expert study of integral protection and revitalization of historical settlements in the landscapes of the islands of Korčula and Mljet with a catalog of settlements
- B. Guidelines for the development of a Regional Action Plan for the development of year-round sustainable and responsible tourism on the islands of Korčula and Mljet in the Dubrovnik-Neretva County;
- C. Rules for planning and design in the traditional settlements of the islands of Korčula and Mljet
- D. Brochure: Revitalization of the historical settlements of the islands of Korčula and Mljet

Activities



Integral protection and revitalisation of historic settlements in island landscapes of Korčula and Mljet in DNC on WINTER MED project

FUTURE VISION



Croatian island destinations like Korčula and Mljet will be internationally recognized as an authentic cultural landscape getaway destinations with preserved rural and urban settlements, ancient cultural nodes in the exceptional island landscape perfect for exciting outdoor activities.

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