

NATIONAL PROGRAM FOR MANAGEMENT AND DEVELOPMENT OF SEA BEACHES

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Ministarstvo turizma
REPUBLIKE HRVATSKE

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CROATIAN TOURISM DEVELOPMENT STRATEGY UNTIL 2020



STUDY „ACTION PLAN FOR IMPROVE OFFER AND
TOURISM VOLARIZATION OF ADRIATIC BEACHES”

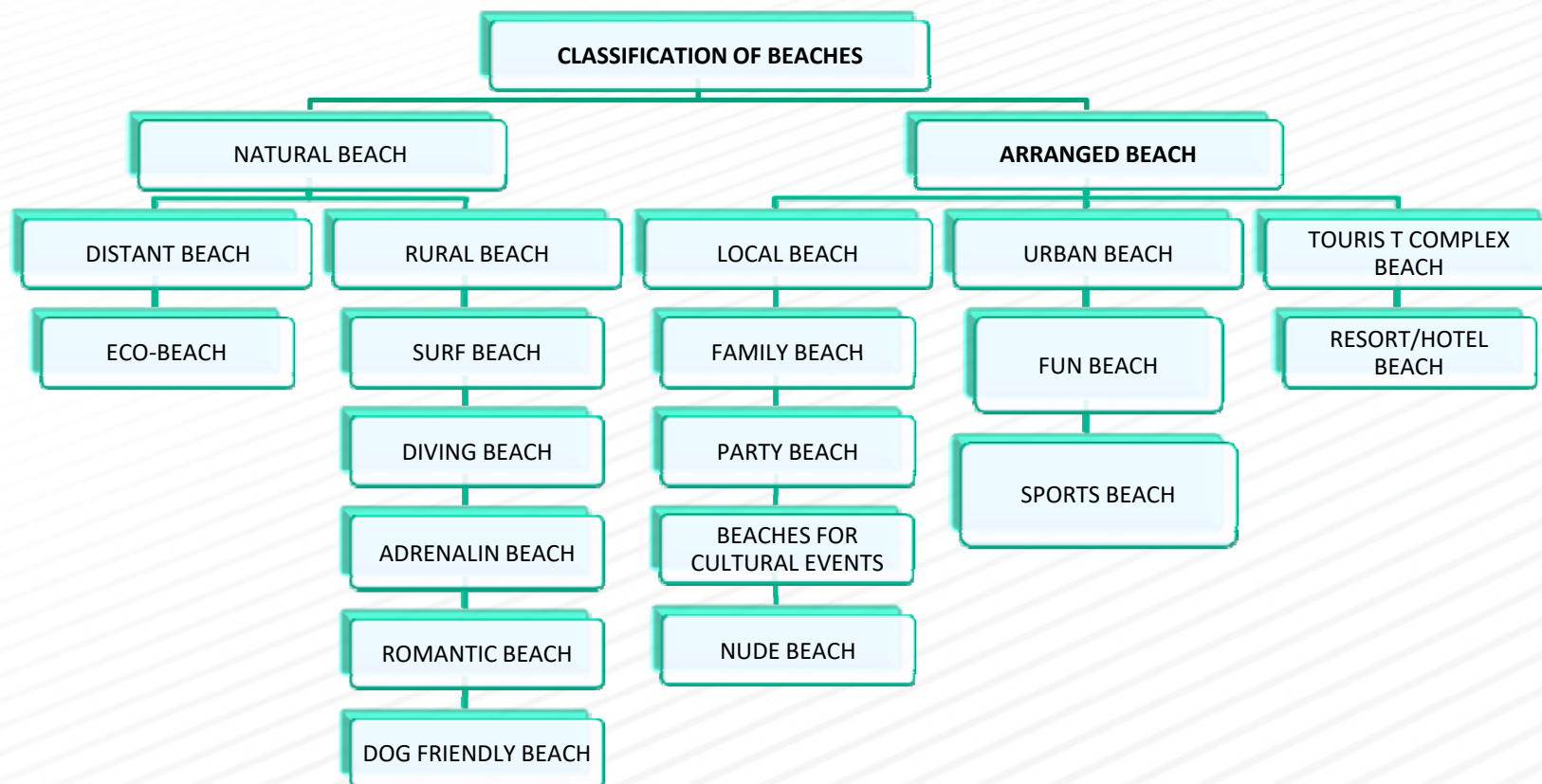


NATIONAL PROGRAM FOR MANAGEMENT AND
DEVELOPMENT OF SEA BEACHES

- ACTION PLAN FOR MANAGEMENT AND DEVELOPMENT OF
SEA BEACHES

**ACTION PLAN
FOR
MANAGEMENT
AND
DEVELOPMENT
OF SEA
BEACHES**

- Istrian County
- Primorje - Gorski Kotar County
- Lika - Senj County
- Zadar County
- Šibenik - Knin County
- Split - Dalmatia County
- Dubrovnik - Neretva County



DEVELOPMENT PROGRAM FOR PUBLIC TOURISM INFRASTRUCTURE



SOURCE OF FUNDING;

TOURISM DEVELOPMENT FUND: TOURIST TRADE COMPANY PAY
CAMP CONCESSION FEES – PRIVATE SECTOR



MINISTRY OF TOURISM CO-FINANCED 25 MILLION KUNAS FOR
PROJECTS PER YEAR (3,37 MIL. EUR)

- VISITOR CENTERS, DEVELOPMENT BICYCLE TOURISM AND BEACH



FROM 2013 – 2018, 91 RENOVATION BEACHES PROJECT WAS CO-
FINANCED WITH MORE THAN 45 MILLION KUNAS (6.1 MIL. EUR)

GOALS:

- IMPROVING THE TOURIST QUALITY AND CONTENT OF TOURIST PRODUCTS
- DEVELOPMENT OF TOURIST INFRASTRUCTURE AND PRESERVATION OF TOURIST BASE RESOURCES
- APPROPRIATE RESOURCE VALORIZATION
- DEVELOPMENT OF NEW ATTRACTIONS
- CREATING NEW ARRIVAL REASONS
- THE SAME SPACE DISTRIBUTION DEMAND
- STRENGTHENING TOURIST CONSUMPTION
- STRENGTHENING GUEST PLEASURE

PROGRAM IMPLEMENTATION

ANNOUNCING PUBLIC CALL

CRITERIA

PROFESSIONAL WORKING GROUP AND PROJECT SELECTION COMMITTEE

PROJECT PRESENTATIONS

PROJECT VERIFICATION

DECISION OF MINISTRY OF TOURISM

CRITERIA

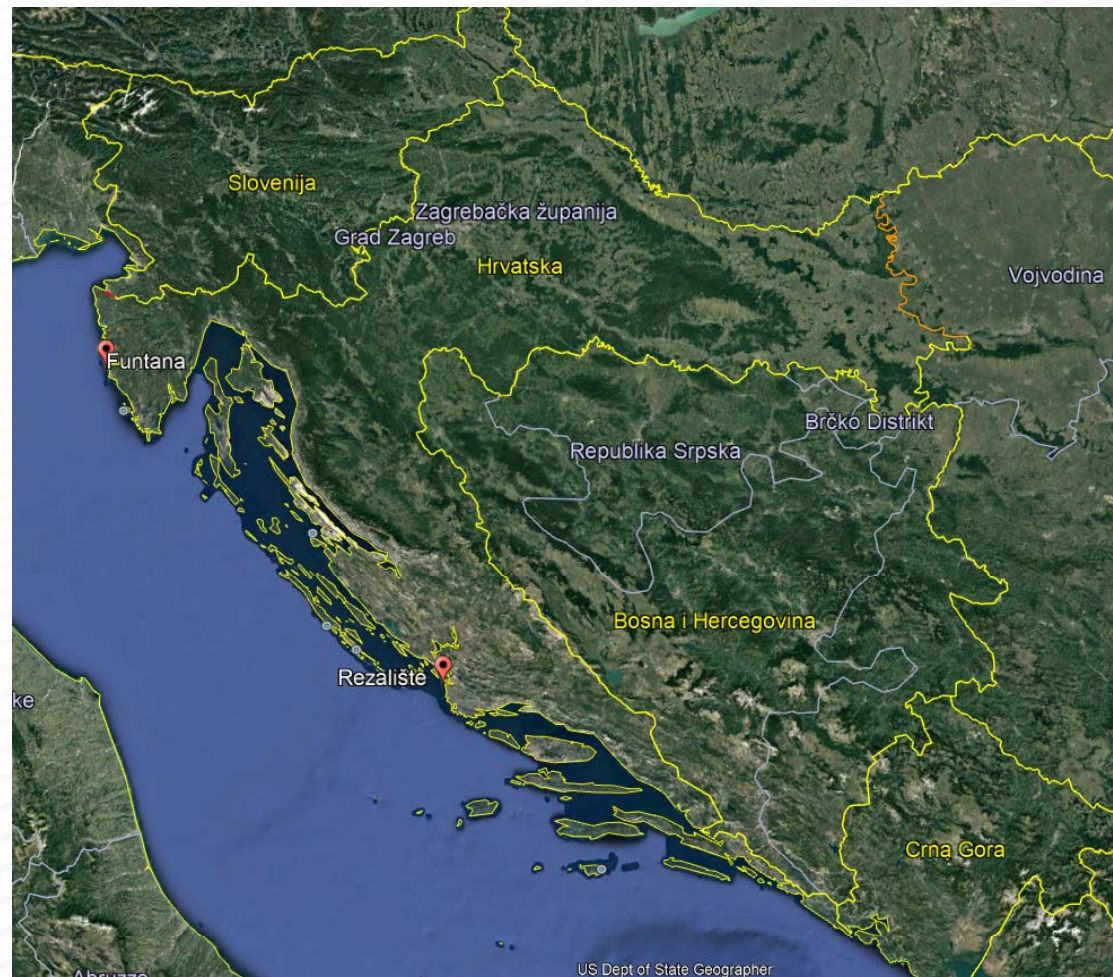


PROJECT INNOVATIVITY: application of solution that represent improvement/advancement in relation to other known solution (smart benches, smart showers and similar; use eco/green technology in construction and equipment facilities of public tourist infrastructure (garbage bins for selective waste collection)



PROJECT ACCESSIBILITY FOR DISABLED PEOPLE: for people with disabilities or reduced mobility (ramps / lifts for the disabled, sanitary nodes for the disabled) and other vulnerable groups

MAP OF CROATIA





EXAMPLES OF GOOD PRACTICE

MUNICIPALITY OF FUNTANA





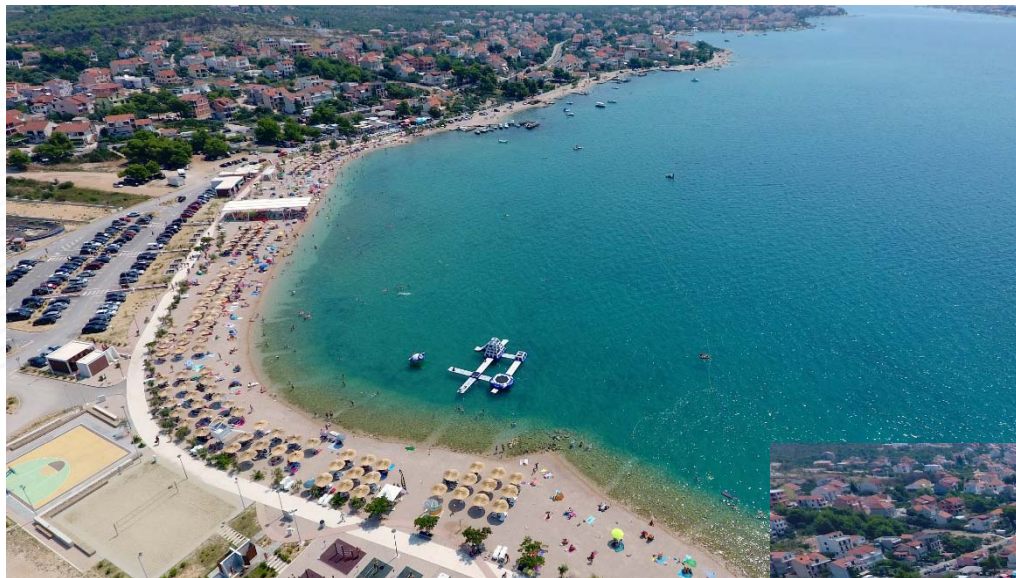












BEACH BRODARICA

CITY OF ŠIBENIK





