

D4.2.2 Smart Action Plan

For preservation, valorization, and management of natural and cultural heritage of Pelješac area

LP/DNC

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1. INTRODUCTION

According to the project application documentation:

TAKE IT SLOW is designed to establish, manage and promote Adriatic Region as smart, integrated, sustainable, accessible, year-round, green and slow tourist destination of the Mediterranean based on accessible, protected, valorised, promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic. With realization of project activities within 36 months, Dubrovnik-Neretva County (lead partner), 11 project partners and 1 AP will trigger high-quality level of services and products of tourism value chain through smart specialization concepts stimulating innovation, knowledge, competitiveness, networking and CB partnership processes.

TAKE IT SLOW will develop community based partnership platform of scientific, private & public sector with 120 actors, strategic framework, methodology, monitoring system, marketing & promotion of CB tourism destination focused on 10 cultural and natural heritage, 10 ecolabel/green certification obtained and promotion of sustainable tourism realized and 7 natural and/or cultural heritage sites with improved accessibility put in place. Project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites in Project area, make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

The mission of TAKE IT SLOW project is to develop strategic framework, methodology and monitoring system for management of smart, sustainable and slow tourist destinations through development of heritage-based tourist offer based on smart specialization. The project is to be implemented based on bottom-up approach with the involvement of local communities through participatory process in order to engage key stakeholders on local, regional and cross-border level in decision-making process for sustainable destination management.

1.2. Mission and the methodology of the action plan

As part of project activity 4.1.4 the status of the natural and cultural heritage of Pelješac area was evaluated. Consequently, input was taken for the key stakeholders and target groups.

In order to develop specific measures and goals, methodological inputs from 4.1.6. - Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation, marketing and promotion and the Action Plan Manual was used.

The activities necessary for the fulfilment of designated measures and goals related to the designated policy instruments are the management and process activities as well as key projects in the domain of Dubrovnik-Neretva County and Regional agency DUNEA.

2. DESCRIPTION OF THE CHALLENGE

2.1. Description of the policy instrument

As per, action plan input D.4.1.6. - Five policy instruments which contribute as much as possible to the tourism value chain strengthening focused on research, preservation, management, interpretation following are descriptions of the selected policy instruments:

Revenue management is the application of disciplined analytics that predicts consumer behaviour at the micro-market levels and optimize product availability, leveraging price elasticity to maximize revenue growth and thereby, profit. The primary aim of revenue management is selling the right product to the right customer at the right time for the right price and with the right pack. The essence of this discipline is in understanding customers' perception of product value and accurately aligning product prices, placement and availability with each customer

segment. Revenue management has been chosen as an important instrument regarding the management of natural and cultural heritage because it is the most efficient way of funds raising for investment in renewal of heritage, with special emphasis on cultural heritage.

Policy planning is the development framework under which decisions on planning applications are made. Policy planning is created at two different levels: national – policy planning set by the Government through the National Planning Policy Framework, and local – policy planning created by local planning authorities, parish councils and neighbourhood forums. Policy planning has been chosen as a relevant policy instrument regarding the management of natural and cultural heritage because it is important that regional and local development strategies include and evaluate heritage as a resource for the development of sustainable tourism.

A collaborative and participatory approach is one in which everyone who has a stake in the intervention has a voice, either in person or by representation. Staff of the organization that will run it, members of the target population, community officials, interested citizens, and people from involved agencies, schools, and other institutions all should be invited to the table. A true participatory approach is one in which everyone's perspective is considered. Everyone actually gets to participate in the planning process, and has some role in decision-making. It has been chosen as a relevant policy instrument regarding the management of natural and cultural heritage because the participation of the general public in decision-making on the use and management of heritage increases the acceptance of interventions.

Site specific visitor strategies are general plans to achieve one or more long-term or overall goal under conditions of uncertainty. Strategies are important because the resources available to achieve goals are usually limited. Strategy generally involves, setting goals and priorities, determining actions to achieve the goals, and mobilizing resources to execute the actions. A strategy describes how the goals will be achieved by the resources. It involves activities such as strategic planning and strategic thinking. Site specific visitor strategies have been chosen as a relevant policy instruments because it is important to manage sites in order to achieve sustainability. For example, a large number of visitors reduces experiences and destroys heritage, therefore, it is important to have a strategic framework for managing natural and cultural heritage in order to decrease the chance for its destruction.

Adaptive management is an iterative process through which greater understanding of natural resource systems can be developed and management approaches tested over time until the best management options are reached. Adaptive management takes a systematic, experimental approach to planning the management of specific areas and issues, including the planning and management of tourism in natural areas. It is based on clear predictions about the outcomes of such management in tandem with ongoing monitoring to test and help evaluate these predictions. It allows policy developers and natural resource managers to make decisions about the management of complex systems, often at short notice and with initially limited information on which to base decisions. Monitoring and evaluation of the adaptive management process is integral to the process itself. For instance, monitoring is used overtly in conjunction with adaptive management to help evaluate the effectiveness of implemented management strategies as processes lead to better understanding of the natural resource base. This integrated and iterative process enables further refining of the actions to be taken, leading ultimately to best management practice. Monitoring and adaptive management have been recognised as important policy instruments regarding cultural and natural heritage because adaptive management is important in order to adapt the management of heritage according to the changes in the environment, while monitoring is being used for following whether the agreed plans are being implemented.

2.2. Understanding cultural heritage and/or natural heritage

For the 4.1.4 Assessment of natural and cultural state of the art, key stakeholders and target groups on project area, a special form was created divided into three parts – natural heritage, cultural heritage and bodies responsible for promotion, creation and distribution of products and services based on natural and cultural heritage.

The part related to natural heritage offers information on the total number of natural heritage assets in the specific location, number of natural heritage assets registered on international lists and number of protected areas in national registers. Additionally, natural heritage related part of

the form enlists existing natural heritage products and services appropriate for slow tourism development, visitor infrastructure and key stakeholders.

Part of the form related to cultural heritage in the specific location offers the information about the total number of cultural heritage assets in the area, number of cultural heritage assets registered on international lists such as UNESCO and others and number of protected areas in national register. Also, it analyses existing cultural heritage products and services appropriate for slow tourism development, visitor infrastructure and key stakeholders.

NATURAL HERITAGE	
Total no. of natural heritage assets	7
No. of natural heritage assets registered on international lists:	0
<ul style="list-style-type: none"> • UNESCO • MaB • Geopark • Ramsar • Other 	
No. of protected areas – national register	5
Protected areas – NATURA 2000	Conservation areas important for species and habitat types: HR3000150 from by Rasoka until cape Osičac HR3000476 Bay Divna

	<p>HR2001203 Izvor cave near Jurjevića HR2000525 Orebić-Osičac Conservation areas important for birds: HR1000036 Central Dalmatian islands and Pelješac</p>
Existing natural heritage products and services appropriate for slow tourism development	<p>MONUMENT OF PARK ARCHITECTURE - A group of cypresses above Orebić (since 1975., number of registrations 48), special reserve of forest vegetation. SIGNIFICANT LANDSCAPE - Bay "Vučina" (since 1975., number of registration 315) and Bay "Prapatno" (since 1975., number of registration 315)</p>
Visitor infrastructure	Info centres, educational signage/panels, catering and accommodation
<p>Key stakeholders:</p> <ul style="list-style-type: none"> • Research institutions /organizations/individuals • Preservation and protection of natural heritage institutions • Natural heritage management institutions • Local and regional government responsible for natural heritage • NGOs influencing natural heritage 	Public institution for the management of protected parts of nature of the Dubrovnik-Neretva County
CULTURAL HERITAGE	

Total no. of cultural heritage assets	25
No. of cultural heritage assets registered on international lists: <ul style="list-style-type: none"> • UNESCO • • Other 	0
No. of protected areas – national register	0
Existing natural heritage products and services appropriate for slow tourism development (e.g. cultural heritage routes, tangible cultural heritage attractions - museums, castles, sites, monuments..., intangible cultural heritage attractions - traditional festivals, public performances of customs, music, dance..., visitor centres /interpretation centres...)	<p>THE WALLS IN STON - The defensive wall, and one of the largest medieval fortification and urban projects in the total length of 5.5 km, the walls are reinforced with about 40 towers and 5 fortresses. After the Great Wall of China, they are the longest preserved fortification system in the world.</p> <p>SALTWORKS - The Ston saltworks is the oldest and largest preserved in the history of the Mediterranean. The whole system perfectly represents the production of salt from the Middle Ages. The method of production has not changed during all these centuries and ecologically healthy conditions guarantee the maintenance of excellent salt quality in order to meet the requirements of the modern economy.</p> <p>LAPIDARIUM - Ston lapidary, outdoor collection of the Archeological museum of Dubrovnik, is located on the ground floor of the parish office in Ston. This collection is open for public due to cooperation with the local parish priest. Collection has about 100 stone fragments, and most of them are decorated with interlace ornaments. They are dated in the period between 9th and 11th century.</p>

NAKOVANA – NATURE’S MUSEUM - a living museum in the heart of nature. Numerous tools, tombs, crockery pieces and religious handicrafts were found near the Grad Hill, a natural elevation used as a stronghold by Illyrian tribes due to its natural characteristics.

CAPTAIN’S CEMETARY - It is part of the Franciscan monastery complex in Orebić. The maritime tradition also conditioned the construction of a cemetery where shipowners' families built their beautiful tombs.

OYSTERS IN BAY OF MALI STON - The Dalmatian coast has a very long history of mariculture. Traces of primitive oyster farming-petrified oak branches with attached oyster shells-were noted by Roman chroniclers. Records from the 17th Century provide details on the collection and sale of oysters.

NAPOLEON ROAD - One of the most valuable testimonies of Napoleon's rule in the southern Dalmatian area is Napoleon's road that stretches from Ston to Orebic.

MARITIME HERITAGE – Orebic is especially known for its maritime tradition and the architecture of some houses shows that the former owners were naval captains and shipowners.

CAPTAIN’S HOUSES - The decoration of captain's houses with lush gardens or/and details that arrived from long journeys is also reminiscent of glorious times. Gifts from maritime families are also in the Maritime Museum among the 1000 exhibits on display.

GRADINA TRPANJ - On the hill just above the port is the fortress of Gradina, most likely built in the uncertain circumstances of late antiquity, when the great Byzantine emperor Justin expelled the Eastern Goths from Illyricum and built a series of fortifications along our coast to ensure unhindered navigation.

FOUNTAINS IN OREBIĆ - Captain Anton Mimbelli built a water supply system in 19th century and there are still drinking water fountains in the place.

WINES OF PELJEŠAC - Producing and growing wine is a 100 years old tradition on Pelješac. Carefully chosen soil and position are of the crucial importance for good red wine.

WINE MUSEUM - PUTNIKOVIĆ - Pelješac is known as the empire of wine and as a supplement to the concept of rural development in 2019, the first Croatian museum of viticulture and winemaking was opened in Putniković.

THE GUDNJA CAVE - A stratified prehistoric site near Ston, is one of those archaeological sites which has been for many years arousing a great interest of expert and scholarly opinion.

PARISH CHURCH OF ST. BLAISE – built in 1876. in Janjina

CHURCH OF ST. STEPHEN – many times rebuilt and restored, at Janjina’s cemetery is still being used today. Although the earliest historical records of it are from the year 1222 AD, the church is considerably older than that.

DUCAL PALACE - In 1465, the government of the Republic of Dubrovnik built the so-called "Knežev dvor" (Ducal Palace), with the Republic's Coat of Arms and the statue of its patron saint - St. Blaise, on its facade.

ST. PETER AND PAUL'S CHURCH - the church was firstly mentioned in historical records 15.09.1657.

THE CHURCH OF OUR LADY OF KAMEL – built in 1645. resembling in its size and shape on the Holly House in Lovret. After Pope's approval in 1632 to celebrate "the transfer of the Holly House"- from 1683 Our Lady of Karmel's holiday is celebrated as the most important Trpanj's holiday.

ST. ANTOAN'S CHURCH – built in 1695 in Trpanj.

ST. ROKO'S CHURCH – built in the first half of 17th century on the highest hill, dedicated to the patron from Black plague in Trpanj.

ST. NIKOLA'S CHURCH – built in 1840. in Trpanj.

FOLKLORE PONIKOVSKA POSKOČICA - Folklore society Ponikve and their dance show, named "Ponikovska Poskočica", is established in 2012., in order to preserve the customs and tradition of Ponikve. They mainly represent dancing "Lindŕo" and singing traditional songs.

STON WALL MARATHON – A unique sports and tourism event, launched by several enthusiastic athletes, who run along the Ston Walls, the longest preserved defensive wall in Europe.

WHITE CARNIVAL DANCERS - traditional Carnival dances in village Putnikovići.

	<p>PELJEŠAC WINE FESTIVAL - a new eno-gastronomy event from May to June.</p> <p>HKUD MUSIC STON - Croatian Cultural Artistic Society, HKUD "Stoviš" Ston, was founded in 1912. and since then, they attend and magnifies county celebrations, participate the visiting events with their parade and concerts.</p>
<p>Visitor infrastructure (e.g. walking/bicycle infrastructure / paths for visiting heritage attractions, catering and accommodation linked to heritage assets...)</p>	<p>HIKING – to Sveti Ilija Mountain, it is located at the western end of the peninsula. Panorama from the top of the mountain includes a view of the mountains Biokovo, Mosor, Rilić, Čvrsnica, Prenj, Velež, the Neretva delta, the islands of central and southern like Korčula, Brač, Hvar, Vis, Mljet. The view extends all the way to Dubrovnik and Mount Orjen in Montenegro, and sometimes you can see the coast of Italy.</p> <p>Another popular walking route is along Peljesac coast at mid-hight from Viganj to Orebic. This route is also popular among mountain bikers as it is easily accessible by mountain bike.</p>
<p>Key stakeholders:</p> <ul style="list-style-type: none"> • Research institutions /organizations/individuals • Preservation and protection of cultural heritage institutions • Cultural heritage management institutions • Local and regional government responsible for cultural heritage 	<p>Municipality of Ston Municipality of Trpanj Municipality of Janjina Municipality of Orebić</p>

<ul style="list-style-type: none"> • NGOs influencing cultural heritage 	
BODIES RESPONSIBLE FOR PROMOTION, CREATION AND DISTRIBUTION OF PRODUCTS AND SERVICES BASED ON NATURAL AND CULTURAL HERITAGE	
Tourist boards and tourist information centres	Tourist board of Orebić Tourist board of Ston Tourist board of Trpanj Tourist board od Janjina

2.3. Defining key issues and challenges for the coming period

Based on previous research and analysis and based on information collected from stakeholders, the key challenge related to cultural or/and natural heritage in the context of tourism in the next period is Pelješac becoming another mass tourism destination. The stakeholders feel the quality and preservation of Pelješac are at the core of destinational positioning that can guarantee long-term success on the tourism market. Consequently, the focus should move from increasing the number of arrivals/stays and building new accommodations of large capacity to increasing the average daily spent through enriching the offer with products of a higher added value. That is where cultural (and natural) heritage can be valorized the most. By developing such products, the focus is managing the quality of the holistic touristic experience. Such management also implies market differentiation based on local and authentic, where adding small local entrepreneurs and their products/services to the destination value chain is of a great importance.

3. GENERAL GOALS AND MEASURES FOR THE FUTURE

Together with the local stakeholders, Regional agency DUNEA, on behalf of LP/DNC, has identified projects that would be of a significant value to the Pelješac peninsula and the wider County. TAKE IT SLOW learnings will be applied when developing and implementing the projects.

4. ACTION PLAN TABLES

Table 3: Goals, measures and activities table

Activity/project	Indicators	Unit of measure	Target value 2023	Target value 2027	Holder(s) of implementation	Implementation cost	Source	Execution deadline
Valorization of cultural and natural heritage of Saltworks Ston, Stonsko Polje and Nakovana cave	Museum established and opened	Number of objects opened for public	0	1	Public Institution for the Management of Protected Natural Areas of Dubrovnik-Neretva County	650,730EUR	EU funds	2027

Educational centers of wine and olives "Pelješka Župa"	Educational centers for wine and olives established and opened	Number of objects opened for public	0	2	Orebić Municipality	1,062,417EUR	EU funds	2027
Reconstruction and furnishing of a building serving for cultural and social purposes	Reconstruction and furnishing of a building serving for cultural and social purposes	Number of objects reconstructed and furnished	0	1	Ston Municipality	464,807EUR	EU funds	2027
Revitalization of the 2nd stage of the Napoleon Road (relation Gornje selo – Zaradeže)	Revitalization of the 2nd stage of the road	Percentage of the road completed	0	100%	Ston Municipality	664,010EUR	EU funds	2027

THE ACTION PLAN CONCLUSION

The proposed projects will be implemented by the end of 2027 with expected results, outcomes and effects achieved at optimal costs, and the acceptable cost-benefit ratio.

THE LIST OF PROJECTS / SPECIFICATIONS

THEMATIC UNIT	PROJECT NAME	BENEFICIARY	DESCRIPTION	COST ESTIMATE (KN)	DURATION	NECESSARY PROJECT DOCUMENTATION
VALORIZATION IN TOURISM	Valorization of cultural and natural heritage of Saltworks Ston, Stonsko Polje and Nakovana cave	Public Institution for the Management of Protected Natural Areas of Dubrovnik-Neretva County	<p>As a part of the project, the Ston saltworks natural heritage would be valorized together with Stonsko Polje, using the lessons and best practices from TAKE IT SLOW project.</p> <p>SALTWORKS - The Ston saltworks is the oldest and largest preserved in the history of the Mediterranean. The whole system perfectly represents the production of salt from the Middle Ages. The method of production has</p>	650,730EUR	24 months	Ready

			<p>not changed during all these centuries and ecologically healthy conditions guarantee the maintenance of excellent salt quality in order to meet the requirements of the modern economy.</p> <p>NAKOVANA – NATURE’S MUSEUM - a living museum in the heart of nature. Numerous tools, tombs, crockery pieces and religious handicrafts were found near the Grad Hill, a natural elevation used as a stronghold by Illyrian tribes due to its natural characteristics</p>			
SUSTAINABLE DEVELOPMENT OF CULTURAL AND NATURAL HERITAGE	Educational centers of wine and olives "Pelješka Župa"	Orebić Municipality	<p>Pelješac is known for its gastronomic heritage, with this project the wine and olive production in Orebić Municipality will be valorized. Since the focus of TAKE IT SLOW project for LP/DNC was gastronomic heritage, the contribution to the sustainable development of this type of project is very valuable. Two educational centers are planned, along with two hostels. Apart from</p>	1,062,417EUR	24 months	Ready

			accommodation, the hostels will have a multifunctional gallery area as well as storage for bicycles. The hostels are planned along the bicycle routes that are in the process of realization.			
SUSTAINABLE DEVELOPMENT OF CULTURAL AND NATURAL HERITAGE	Reconstruction and furnishing of a building serving for cultural and social purposes	Ston Municipality	In order to define the cultural and social purposes, participatory approach with the Ston local community will be applied. This approach was at the core of TAKE IT SLOW project.	464,807EUR	12 months	Ready
SUSTAINABLE DEVELOPMENT OF CULTURAL AND NATURAL HERITAGE	Revitalization of the 2 nd stage of the Napoleon Road (relation Gornje selo – Zaradeže)	Ston Municipality	THE NAPOLEON ROAD on Pelješac extends from Ston, south-east of Orebić and Viganj, to the north-west of the peninsula. It's one of the most valuable testimonies of Napoleon's rule in the southern Dalmatian area. This project concerns revitalization of the 2nd stage of the road.	664,010EUR	12months	Ready