

## **Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow**

### **D4.2.2 SMART ACTION PLAN for preservation, valorisation, and management of natural and cultural heritage of island of Brač**

**„TAKE IT SLOW“**

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## Introduction

The project "Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow" (TAKE IT SLOW) is a strategic project of the Cross-border Cooperation Program Italy-Croatia 2014-2020. The project is implemented by the Dubrovnik-Neretva County (as the lead partner) with the following partners: Public institution RERA S.D. for Coordination and Development of Split-Dalmatia County, Šibenik-Knin County Development Agency, University of Zadar, Istria County, Friuli-Venezia Giulia Autonomous Region, Veneto Region, Emilia-Romagna Region, SVIM - Sviluppo Marche srl, Abruzzo Region, Molise Region, Puglia Public Theater - Regional Consortium for Arts and Culture, and its associated partner Puglia Region.

Delivery D4.2.2 Smart Action Plan for Split-Dalmatia County (hereinafter Action Plan) is related to the island of Brač and is a series of activities that will provide wider access to the location using innovation and smart specialization, with the aim of developing sustainable tourism for the benefit of local communities. The activities envisaged by the action plan contribute to the integrated strategic framework for the establishment, development, management, marketing and promotion of the island of Brač as a smart, green, sustainable and resilient tourist destination. They are based on a previously established strategic framework, priorities and measures, i.e., public policy instruments that are relevant for its implementation.

The objective of the Action Plan is to use the existing elements of public policies in a smart and innovative way to achieve the goals of the Action Plan itself, i.e., the development of the island of Brač as a smart, green, sustainable and resilient tourist destination. The purpose of the Action Plan is actually the focus and development management since the Action Plan is the basis for systematic control and monitoring of implementation. Furthermore, as the action plan is revised on an annual basis, it is extremely important for future projects related to heritage, smart specialization and product development. Namely, the analysis of the situation within the action plan will identify development priorities as well as measures, activities and projects related to heritage, smart specialization and development of sustainable tourism products that are the basis for establishing, developing, managing, marketing and promoting the island of Brač as smart green, sustainable and resilient cross-border tourist destination, while the revision of the action plan on an annual basis will ensure that the included priorities, measures, activities and projects really contribute to the vision and goals of the action plan.

The action plan will affect both direct and indirect stakeholders in the area of the island of Brač. Priorities, measures, activities and projects that are part of the action plan will affect the creators and promoters of tourism in the island of Brač, including tourist boards, travel agencies, hotels, tour operators, cultural centers, support institutions, entrepreneurs or accommodation providers, caterers, producers of local and traditional products, but also residents, tourists, hikers, recreationists and cyclists.

## Description of the context based on the findings of the questionnaire

The island of Brač is the largest central Dalmatian island and with a total area of 395 km<sup>2</sup> it is the third largest island in the Adriatic. It is 6 to 13 km away from the mainland by the Brač Channel, while to the west of the island of Šolta it is separated by the Split Gate, and to the south of the island of Hvar by the Hvar Channel. Today, there are 22 settlements on Brač, as well as 12 inhabited and 5 abandoned hamlets. All places are connected by asphalt roads, and long-distance distances are insignificant. Brač is very well connected with the mainland and the whole of Europe. All coastal places with Split are connected by daily ferry connections (ferries, catamarans), and ferry traffic Split – Supetar and Makarska – Sumartin, is done several times a day. Brač is also connected to Zagreb and Split by air, and the airport receives aircraft from all parts of Europe.

In addition to livestock, olive growing and viticulture, one of the most important activities on the island since time immemorial is stonemasonry. Numerous buildings were built of Brač stone; in ancient times Diocletian's Palace in Split, and more recently the White House in Washington. Today, Brač is looking for new ways of development, based mostly on tourism, which opens the whole island with exceptional landscapes of diversity, which makes it a unique cultural, historical and natural area.

Strategic documents related to smart specialization, sustainable and slow tourism on the island of Brač include four national and two county strategic documents, which are:

National Development Strategy of the Republic of Croatia until 2030

- National Recovery and Resilience Plan (2021-2026)
- Tourism Development Strategy of the Republic of Croatia until 2020
- Smart specialization strategy
- Split-Dalmatia County Development Strategy until 2020
- Master plan for tourism development of Split-Dalmatia County.

The main strategic document of the Republic of Croatia is the National Development Strategy of the Republic of Croatia until 2030<sup>1</sup>. The vision of the Strategy is: "In 2030, Croatia is a competitive, innovative and secure country with a recognizable identity and culture, a country of preserved resources, quality living conditions and equal opportunities for all." The achievement of the set goals will be achieved by achieving the set strategic goals and coordinated implementation of policies in four development directions, the definition of which was influenced by the emerging global crisis caused by the SARS-CoV-2 coronavirus pandemic. The four development directions of the Strategy are: Sustainable Economy and Society; Strengthening crisis resilience; Green and digital transition; and balanced regional development. Although the National Development Strategy in its four development directions does not mention tourism, smart specialization in sustainable tourism is partly contained in the development direction Green and Digital Transition, Strategic Goal 8. Environmental and Energy Transition for Climate Neutrality, Priority Area 1. Natural Resources Protection and climate change mitigation.

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<sup>1</sup> <https://hrvatska2030.hr/>

Another important Croatian strategic document is the National Recovery and Resilience Plan 2021-2026<sup>2</sup>. In order to recover from the pandemic as soon as possible and lay the foundations for more resilient societies and more sustainable economies, the European Commission, the European Parliament and European leaders agreed in February 2021 to establish a Special Recovery and Resilience Mechanism. The plan will support activities related to strengthening the resilience of the health system to future challenges. Smart and sustainable tourism is part of the National Recovery Plan through Component 1. Economy, Subcomponent 1.6. Development of sustainable, innovative and sustainable tourism.

The Tourism Development Strategy of the Republic of Croatia until 2020<sup>3</sup>, the umbrella development document of Croatian tourism, provides guidelines and opens a new space for development. However, a new Strategy for the Development of Sustainable Tourism is nearing completion, emphasizing the importance of innovation for the development of sustainable tourism.

The Smart Specialization Strategy (RIS3) has also expired and a new strategic framework is being prepared. According to the draft of this document, unlike the previous strategy in which tourism was not the subject of interest, in the new draft innovations in tourism represent a significant shift by which tourism, as one of the most important branches of the Croatian economy, got the place it deserves.

The main Strategic Document of the Split-Dalmatia County is the Development Strategy of the Split-Dalmatia County until 2020<sup>4</sup>, which has also expired, and the SDD Development Plan 2022-2027 is being prepared. In the draft document that is currently in the process of public discussion, sustainable tourism is part of Priority 1. Competitive and resilient economy, Special objective 1.3. Development of territorially evenly distributed, year-round, diversified, sustainable and innovative tourism.

Regarding tourism, the key strategic document of the Split-Dalmatia County is the Master Plan for the Development of Tourism of the Split-Dalmatia County with a strategic and operational marketing plan<sup>5</sup>, which aims at creating a framework for perspective development of county space and creating a basis for improving the quality of life of its population.

The key objectives of the Master Plan are: To reduce the seasonality of tourism business by reducing the share of traditional product "sun and sea" in total tourism traffic by at least 35 to 40% by 2015; To double the actual employment and enable the development of professional careers of management and employees within the tourism and hotel industry; To raise the standard profitability performance of the hotel and catering offer by at least 80% compared to today's situation; To develop new products, services and a complete value chain of the destination at the level of world competitive standards and

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<sup>2</sup> <https://planoporavka.gov.hr/>

<sup>3</sup> <https://mint.gov.hr/UserDocsImages/arhiva/130426-Strategija-turizam-2020.pdf>

<sup>4</sup> <http://www.rera.hr/stranice/raniji-strateski-akti/20.html>

<sup>5</sup> <http://www.dalmacija.hr/portals/0/docs/U0turizam/GLAVNI%20PLAN%20TURIZMA.pdf>

best practices; and to maintain and improve today's capital natural, cultural and infrastructural values of central Dalmatia.

There are 9 local self-government units in the area of the island of Brač, 7 of which have strategic development documents that were valid until 2020.

Tourism is part of Goal 2 in the Supetar City Development Strategy. Increasing economic competitiveness, Priority 2.2. Development of tourism in the city of Supetar, measures: 2.2.1. Development of the tourist identity of the City and creation of the brand of the city of Supetar, 2.2.2. Development and profiling of the tourist offer of the city of Supetar, development of infrastructure and superstructure.

The development strategy of the municipality of Bol deals with tourism in Objective 2. Improving the development of tourism, priorities 2.1 Development of the tourist offer, 2.2 Enrichment of the tourist product, 2.3 Extension of the tourist season.

Development Strategy of the Municipality of Nerežišća in Objective 2. Development and strengthening of the economy and businessmen in the Municipality of Nerežišća - Development and strengthening of the economy through the development of business zones, tourism development and strengthening of agriculture and livestock deals with tourism-related topics.

Another strategy that is currently valid is the Postira Municipality Development Strategy 2020-2027., in which tourism is part of Objective 5: Municipality closer to man by promoting sustainable and integrated development and new content, Priority 5.3. Protection, development and promotion of natural heritage and ecotourism of the Municipality, Measure: 5.3.1. Natural heritage and the promotion of natural heritage and ecotourism. As can be seen, the Strategy recognizes the importance of "slow" tourism, ie connecting sustainable tourism and natural heritage..

The analysis of strategic documents showed that in the new generation of documents, which is still in the drafts, a significant step forward has been made in terms of respecting smart and sustainable tourism. This is a key turn and significant progress compared to the documents that were valid in the previous planning period when smart and sustainable tourism was relatively underrepresented in strategic documents.

During 2021, members of the Local Communities of Practice (LCP) participated in a survey related to the development of smart and sustainable truz on the island of Brač. The first part of the questionnaire, which refers to the assessment of cultural heritage, asked LCP members to evaluate the legislation in the field of cultural heritage, cultural heritage management, human resources in cultural heritage and the state, visibility and inclusion in tourism.

The findings of the analysis of the questionnaire show that the area of the island of Brač has a clear legislative framework and there are appropriate conservation bases for the preservation and protection of cultural heritage. The regulation of property and property relations related to the use of cultural heritage and the establishment of mechanisms for the use of funds collected through the use of cultural heritage in its preservation and protection (monument rent) in the island of Brač were assessed moderately, as well as the existence of sustainable cultural heritage management. The ease of valorization of cultural heritage and promotion of the importance and value of cultural heritage and the



possibility of its inclusion in economic flows are also considered moderate, while the availability of tax policy incentives and financial support for preservation and valorization of cultural heritage is considered weak by LCP members. .

In the area of the island of Brač, there is no umbrella organization that manages cultural heritage, but there is an inventory (database) of cultural heritage in digital form. Cultural heritage is extremely valuable. There is no cultural heritage management plan as well as risk management, disaster and emergency protocols and other measures, while clear criteria for cultural heritage valorisation procedures exist.

The analysis of human resources in cultural heritage showed that there is a lack of human resources for quality management of cultural heritage, but the knowledge and expertise of existing human resources for the preservation and protection of cultural heritage is extremely high. Awareness of the local population about the possibilities of using cultural heritage in economic flows is moderate, as well as the level of knowledge and creativity for the use of cultural heritage in tourism and the development of NGOs involved in preserving and valorizing cultural heritage.

The arrangement of cultural heritage in the area of the island of Brač is moderate, as well as the traffic accessibility of cultural heritage, the development of communal and other infrastructure that enables the inclusion of cultural heritage and the physical visibility of cultural heritage in space. LCP members assessed the revitalization and restoration of unused cultural heritage, the arrangement of the environment in the immediate vicinity of cultural heritage, signaling about cultural heritage, but also the connection of the local community with cultural heritage as moderate. Furthermore, the presentation and interpretation of cultural heritage through tourism, the involvement of the local community in reviving forgotten and lost cultural heritage, the involvement of the local community in preserving and presenting cultural heritage and the development of tourism products and services based on cultural heritage in the County are also considered moderate. realization of possible revenues from the valorization of cultural heritage.

The second part of the questionnaire, which refers to the assessment of natural heritage, also asked LCP members to evaluate natural heritage in four areas - legislation, governance, human resources and the state, visibility and inclusion in tourism.

The orderliness of property-legal and ownership relations related to the use of natural heritage by the LCP was assessed as moderate, as well as the establishment of mechanisms for the use of funds collected through the use of natural heritage in its preservation and protection. On the other hand, the existence of a system for sustainable management of natural heritage, as well as the ease of procedures for putting into function (valorization) of natural heritage were assessed poorly. The promotion of the importance and value of natural heritage and the possibility of its inclusion in economic flows are moderate, while the availability of tax policy incentives and financial support for the preservation and valorization of natural heritage is weak.

There is no umbrella organization in the area of the island of Brač that manages the natural heritage. Also, there is no natural heritage of exceptional value on the world and national level, but only at the county level. Furthermore, the natural heritage management

plan, as well as monitoring data on the state and changes in the natural heritage, implementing sustainable natural heritage management, as well as risk management, protocols for disasters and emergencies and other measures related to natural heritage do not exist.

The availability of human resources for quality natural heritage management is weak, while the knowledge and expertise of existing human resources for the preservation and protection of natural heritage is moderate. Awareness of the local population about the possibilities of using natural heritage in economic flows is moderate, as well as the level of knowledge and creativity for the use of natural heritage in tourism and the development of government organizations involved in preserving and valorizing natural heritage.

The overall arrangement of natural heritage in the island of Brač by the LCP was assessed as moderate, as well as traffic accessibility of natural heritage, development of communal and other infrastructure that allows the inclusion of natural heritage and revitalization and restoration of unused natural heritage. Also, signaling about natural heritage, the connection of the local community with the natural heritage, the connection of the local community with the natural heritage and the presentation and interpretation of the natural heritage through tourism were assessed as moderate. Finally, the LCP assessed the involvement of the local community in the preservation and presentation of natural heritage, the development of tourism products and services based on natural heritage and the realization of possible revenues from the valorization of natural heritage as moderate.

The third, special part of the questionnaire refers to the evaluation of intangible heritage and is divided into five areas - assessment of the situation and potential, legislation, management, human resources and the situation, visibility and inclusion in tourism.

In the area of the island of Brač, the preservation of language, dialect, speech and toponymy, preservation of folklore (music, dance, games, rituals, customs, etc.), preservation of gastronomy, preservation of traditional arts and crafts are moderate, while the preservation of oral literature (legends, songs) and the like) pronounced. Also, in the area of Brač there is a valuable intangible cultural heritage.

LCP members believe that the legal regulation of intangible cultural heritage, ie the ease of procedures for putting into function (valorization) of intangible cultural heritage and the promotion of the importance and value of intangible cultural heritage and the possibility of inclusion in economic flows are moderate.

In the County there is an inventory (database) of intangible cultural heritage in digital form, including for the island of Brač, but there is no system of intangible heritage management that ensures its effective preservation and use.

There are not enough human resources in the field of intangible cultural heritage management, but the existing human resources have a distinct knowledge and expertise for the preservation and protection of intangible heritage. Awareness of the local population about the possibilities of using intangible heritage in economic flows, as well as the level of knowledge and creativity for the use of intangible cultural heritage in tourism are moderate, as well as the development of NGOs involved in preservation and



valorization of intangible cultural heritage. sharing knowledge of intangible cultural heritage is distinct.

The threat to the preservation of intangible cultural heritage according to the LCP is moderate, as well as the presentation and interpretation of intangible cultural heritage through tourism, the development of tourism products and services based on intangible cultural heritage and the realization of possible revenues from intangible cultural heritage. On the other hand, the connection of the local community with intangible cultural heritage, the involvement of the local community in the revival of forgotten and lost intangible heritage, as well as the involvement of the local community in the preservation and presentation of intangible cultural heritage are pronounced.

Analysis of the LCP questionnaire showed that cultural heritage legislation is relatively good, while cultural heritage management is not at a satisfactory level as there are no cultural heritage management plans, nor risk and potential disaster and emergency management plans. Human resources in cultural heritage are relatively good, but a lack of human resources is noticeable. The condition, visibility and involvement of cultural heritage in tourism are good, but there is room and potential for progress.

Legislation on natural heritage is extremely weak and there is plenty of room for improvement, especially in terms of tax policy measures and financial support and facilitating the process of valorisation of natural heritage. The management of natural heritage in the County is also extremely poor as there are no management, monitoring, disaster and emergency plans. Human resources in natural heritage are relatively satisfactory, but they are lacking, while the condition, visibility and inclusion of natural heritage in tourism is in relatively good condition, with enough room for improvement.

The condition of intangible heritage in the County is good, especially in the wealth of extremely valuable intangible heritage and the preservation of tradition, so intangible heritage has huge potential in the County. The legal regulation of intangible cultural heritage is relatively satisfactory, while the management of intangible cultural heritage is rather weak since there is no system of sustainable management. Although there is a lack of human resources in the intangible heritage, the quality of the existing ones is exceptional, as is the willingness of the local population to valorize and share knowledge about the intangible cultural heritage. The condition, visibility and inclusion of intangible cultural heritage in tourism are very satisfactory.

## Stakeholders

Stakeholders involved in the development of the action plan are the Center for Culture Brac, Split-Dalmatia County, Public Institution RERA S.D. for Coordination and Development of Split-Dalmatia County, SDŽ Tourist Board, Municipality of Nerežišća, Ministry of Culture – Conservation Department in Split, Public Institutions for Management of Protected Natural Values in Split-Dalmatia County, Croatian Forests and the Tourist Board of Supetar.

*Table 1. List of stakeholders involved and their functions*

| REGIONALNI DIONICI  | ZNANSTVENI SEKTOR   | JAVNI SEKTOR   | PRIVATNI SEKTOR                        |
|---|---|--|--|
| <ul style="list-style-type: none"> <li>* Institution RERA S.D. for Coordination and Development of Split-Dalmatia County</li> <li>* Split-Dalmatia County</li> <li>* SDŽ Tourist Board</li> </ul> | <ul style="list-style-type: none"> <li>* Faculty of Economics, Business and Tourism, University of Split</li> <li>* IRMO – Institute for Development and International Relations</li> </ul> | <ul style="list-style-type: none"> <li>* Center for Culture Brac</li> <li>* Municipality of Nerežišća</li> <li>* Ministry of Culture – Conservation Department in Split</li> <li>* Croatian forests</li> <li>* Tourist Board of Supetar</li> </ul> |  |
| Participation in planning and preparation of projects   | Heritage research and smart solutions   | Heritage management  | Development of heritage-based products |

## SWOT analysis

The results of the previously conducted questionnaire were used to make a SWOT analysis. It represents strengths and weaknesses as internal factors influencing the planning and implementation of potential projects or opportunities and threats, as external factors. The results of the analysis are presented in the table below.

Table 2. SWOT analysis

| STRENGTHS  | WEAKNESSES   |
|--|--|
| <p><b>Cultural heritage</b></p> <ul style="list-style-type: none"> <li>• Rich cultural heritage</li> <li>• A wealth of movable cultural property and a large number of immovable cultural property</li> <li>• Existence of the Register of Cultural Heritage at the level of SDŽ</li> <li>• Existence of criteria for heritage valorisation procedures</li> <li>• High level of knowledge and expertise of human resources for the protection and preservation of cultural heritage</li> <li>• Somewhat preserved language, dialect, speech and toponymy</li> <li>• Exceptionally preserved oral literature (legends, melodies, etc.)</li> <li>• Moderate preservation of gastronomy and traditional crafts / arts</li> <li>• Willingness of the local population to valorize and share knowledge about intangible cultural heritage</li> <li>• Strong connection of the local community with intangible cultural heritage and their involvement in</li> </ul> | <p><b>Cultural heritage</b></p> <ul style="list-style-type: none"> <li>• Insufficient valorization of cultural heritage</li> <li>• Insufficient promotion of the importance / value of cultural heritage and its inclusion in economic flows</li> <li>• Lack of a cultural heritage management plan</li> <li>• Lack of risk management plan and protocols for disasters and emergencies</li> <li>• Insufficient human resources for cultural heritage management</li> <li>• Still insufficient awareness of the local population about the possibilities of using cultural heritage in the economy (entrepreneurship, tourism)</li> <li>• Still insufficient development of non-governmental organizations involved in the preservation and valorization of cultural heritage</li> <li>• Still insufficient arrangement and traffic accessibility of cultural heritage and associated communal and other infrastructure</li> </ul> |

|  |   |
|--|---|
| <p>the preservation and presentation of intangible cultural heritage</p>   | <ul style="list-style-type: none"> <li>• Still insufficient visibility of cultural heritage in the area and its degree of restoration / revitalization</li> <li>• There is still insufficient signaling of cultural heritage</li> <li>• Only partial connection of the local community with the tangible cultural heritage and their insufficient involvement in the preservation and presentation of the same</li> <li>• Insufficient presentation and interpretation of cultural heritage through tourism</li> <li>• Still insufficient development of tourist products and services based on cultural heritage and related income realization</li> <li>• Moderate threat to the preservation of intangible cultural heritage</li> </ul>  |
| <p><b>Natural heritage</b></p>   | <p><b>Natural heritage</b></p>  |
| <ul style="list-style-type: none"> <li>• Quite rich natural heritage</li> <li>• Valuable natural heritage in county registers</li> </ul> | <ul style="list-style-type: none"> <li>• Insufficient valorization of natural heritage</li> <li>• Insufficient promotion of the importance / value of natural heritage and its inclusion in economic flows</li> <li>• Lack of a natural heritage management plan</li> <li>• Insufficient monitoring of data on the state and changes in the natural heritage and insufficient implementation of sustainable natural heritage management</li> <li>• Lack of risk management plan and protocols for disasters and emergencies</li> <li>• Insufficient human resources for natural heritage management</li> <li>• There is still an insufficient level of knowledge and expertise of human resources for the preservation and protection of natural heritage</li> <li>• Still insufficient awareness of the local population about the possibilities of using natural heritage in the economy (entrepreneurship, tourism)</li> <li>• Still insufficient level of knowledge and creativity to use natural heritage in tourism</li> <li>• Still insufficient development of non-governmental organizations involved in the preservation and valorization of natural heritage</li> <li>• Still insufficient arrangement and traffic accessibility of natural heritage and associated communal and other infrastructure</li> <li>• Still insufficiently revitalized natural heritage</li> <li>• There is still insufficient signaling of natural heritage</li> <li>• Only partial connection of the local community with the natural heritage and their insufficient involvement in the preservation and presentation of the same</li> <li>• Insufficient presentation and interpretation of natural heritage through tourism</li> <li>• Still insufficient development of tourist products and services based on natural heritage and related income realization</li> </ul> |

| OPPORTUNITIES  | THREATS  |
|--|--|
| <b>Cultural heritage</b>   | <b>Cultural heritage</b>   |
| <ul style="list-style-type: none"> <li>• Available legislation and appropriate conservation bases for heritage preservation</li> <li>• Available EU funds for heritage interventions</li> <li>• EU financial instruments with a focus on innovation, green and digital transformation</li> </ul> | <ul style="list-style-type: none"> <li>• Insufficient regulation of property-legal and ownership relations related to the use of cultural heritage</li> <li>• Insufficiently established mechanisms for the use of monument rent funds</li> <li>• Insufficiently established system for sustainable management of cultural heritage</li> <li>• Lack of tax policy incentives and financial support for the valorization of cultural heritage</li> <li>• Lack of an umbrella organization that manages cultural heritage</li> <li>• Climate change</li> </ul>   |
| <b>Natural heritage</b>  | <b>Natural heritage</b>  |
| <ul style="list-style-type: none"> <li>• EU financial instruments with a focus on innovation, green and digital transformation</li> </ul>  | <ul style="list-style-type: none"> <li>• Insufficient regulation of property-legal and ownership relations related to the use of natural heritage</li> <li>• Insufficiently established mechanisms for the use of funds collected through the use of natural heritage in its preservation and protection</li> <li>• Lack of a system for sustainable management of natural heritage</li> <li>• Lack of tax policy incentives and financial support for the valorization of natural heritage</li> <li>• Lack of an umbrella organization that manages natural heritage</li> <li>• Climate change</li> </ul> |

## Challenge description

The problems, needs, and challenges described in this chapter were identified during desk research analysis and through stakeholder interviews.

The key problems of natural and cultural heritage in the island of Brač are insufficient valorization of rich natural and cultural heritage, insufficient promotion of the importance and value of natural and cultural heritage and its inclusion in economic flows, as well as insufficient awareness of local people about the use of natural and cultural heritage through entrepreneurship and tourism. Also, in the area of the island of Brač there is no plan for the management of natural and cultural heritage or a risk management plan and protocol for disasters and emergencies. Arrangement and traffic accessibility of natural and cultural heritage is in poor condition, as well as the associated communal and other infrastructure, and the problem is insufficient visibility of natural and cultural heritage in the area and insufficient signalization.

The island of Brač is characterized by a lack of human resources for the management of natural and cultural heritage, but also the poor development of non-governmental

organizations involved in the preservation and valorization of natural and cultural heritage. In general, the local community is not fully connected with the natural and tangible cultural heritage and there is a lack of involvement in their preservation and presentation, which leads to insufficient presentation and interpretation of cultural heritage through tourism. In addition, the problem is the insufficient development of tourism products and services based on natural and cultural heritage, and thus the poor realization of income from tourism based on natural and / or cultural heritage.

In order to realize the potentials of natural and cultural heritage in the area of the island of Brač, it is first necessary to develop a plan for the management of natural and cultural heritage and a risk management plan with a protocol for disasters and emergencies. Furthermore, it is necessary to regulate and improve the transport accessibility of natural and cultural heritage, as well as communal and other infrastructure, and to improve visibility and signalization. It is also necessary to raise awareness among local people and NGOs about the importance of natural and cultural heritage, as well as their potential for economic purposes, especially the development of entrepreneurship and tourism based on rich natural and / or cultural heritage.

The challenges facing the natural and cultural heritage on the island of Brač concern the content of policy instruments and their implementation so far, and this is primarily the legal regulation of natural and cultural heritage, ie insufficient regulation of property and property relations related to the use of cultural heritage. insufficiently established mechanisms for the use of monument rent funds and the lack of incentive measures for tax policy and financial support for the valorization of both natural and cultural heritage. Furthermore, the challenges related to the management of natural and cultural heritage relate to the lack of a system for sustainable management of natural and cultural heritage and the lack of umbrella organizations that manage natural and cultural heritage. Finally, climate change is an extremely important challenge facing natural and cultural heritage.

## Objectives and activities for the future based on a strategic framework

An overview of key objectives and activities for the sustainable and smart development of cultural and natural heritage projects for the next programming period with related public policy instruments is presented in the table below.

*Table 3. Objectives, activities, policy instruments and measurable indicators*

| Activity   | Policy instrument   | Holders of implementation | Indicators                           | Target value |
|--|---|---------------------------|--------------------------------------|--------------|
| <b>Objective 1. Preservation, protection and valorization of cultural and natural heritage</b> |   |                           |                                      |              |
| 1.1 Development of management plans for cultural and natural heritage sites                    | Public policies and administrative instruments - development planning | Local authority units     | Number of management plans developed | 3            |

|   |  |   |   |     |
|---|--|---|---|-----|
| 1.2 Involvement of the local population in the valorization of cultural and natural heritage  | Public policies and administrative instruments - cooperation and involvement of stakeholders in planning | Local authority units   | Number of activities  | 3   |
| <b>Objective 2. Effective and sustainable management of cultural and natural heritage at the destination level</b>  |  |   |   |     |
| 2.1 Promoting the self-sustainability of cultural and natural heritage  | Economic instruments - revenue management  | Local authority units, Institutions that manage cultural and natural heritage | Revenue and cost analysis   | 2   |
| 2.2 Increasing the profitability of cultural and natural heritage sites   | Economic instruments - revenue management  | Local authority units, Institutions that manage cultural and natural heritage | Revenue growth  | 10% |
| 2.3 Reduction of seasonality  | Planning and management - reducing the load on individual sites with a large number of visitors          | Local authority units   | Number of visitor management plans                                  | 2   |
| 2.4 Monitoring and impact assessment  | Planning and management - monitoring and adjusting management  | Local authority units   | Annual monitoring report  | 1   |
| <b>Objective 3. Development of knowledge, skills and competencies of stakeholders for quality and sustainable management of cultural and natural heritage</b> |  |   |   |     |
| 3.1 Professional career development   | Public policies and administrative instruments - development planning                                    | Local authority units, Institutions that manage cultural and natural heritage | Number of career development plans<br>Number of educations per year | 3   |
| 3.2 Strengthening knowledge and skills of planning and management   |  | Local authority units, Institutions that manage cultural and natural heritage |   | 2   |
| <b>Objective 4. Development of quality and innovative tourist products and services based on cultural and natural heritage</b>                                |  |   |   |     |
| 4.1 Development of new innovative products and services   | Planning and management - heritage interpretation, info panels, guides                                   | Local authority units, Institutions that manage cultural and natural heritage | Number of new innovative products and services                      | 2   |
| 4.2 Improving intra- and inter-sectoral cooperation   | Public policies and administrative instruments - public policies - coordination and cooperation          | Local authority units, Institutions that manage cultural and natural heritage | Number of coloperations achieved                                    | 2   |



|   |  |  |                                  |   |
|---|--|--|----------------------------------|---|
| 4.3 Encouraging innovation in product and service development   | Planning and management - heritage interpretation, info panels, guides | Local authority units, Institutions that manage cultural and natural heritage                        | Number of incentives used        | 2 |
| <b>Objective 5. Quality presentation, interpretation and promotion of cultural and natural heritage for sustainable tourism development</b> |  |  |                                  |   |
| 5.1 Awareness of the local community about the values of cultural and natural heritage  | Planning and management - heritage interpretation                      | Local authority units, Institutions that manage cultural and natural heritage                        | Number of promotional campaigns  | 2 |
| 5.2 Signaling improvement   | Planning and management - heritage interpretation, info panels, guides | Local authority units, Institutions that manage cultural and natural heritage                        | Number of new signs / signals    | 1 |
| 5.3 Participatory development of storytelling and quality interpretation of cultural and natural heritage                                   | Planning and management - heritage interpretation                      | Local authority units, Institutions that manage cultural and natural heritage                        | Number of storytelling events    | 3 |
| 5.4 Promotion of cultural and natural heritage through tourism  | Planning and management - heritage interpretation                      | Local authority units, Split-Dalmatia County, Institutions that manage cultural and natural heritage | Number of promotional activities | 3 |

## List of projects

Table 4. List of projects

| THEMATIC UNIT                 | NAME OF THE PROJECT   | PROJECT DESCRIPTION  | PROJECT HOLDERS AND PARTNERS | PROJECT VALUE AND SOURCE OF FINANCING | DURATION  |
|-------------------------------|---|--|------------------------------|---------------------------------------|-----------|
| Cultural heritage             | Revitaliasation of the Cultural and Historical Unit of the Settlement Škrip | The Museum of the Island of Brač is visited by more than 15,000 guests a year, so this project will make Škrip a more attractive tourist resort, revitalize its resources and ensure the survival and quality of life of young people.   | City of Supetar              | 36.080.000,00 HRK                     | 72 months |
| Natural and cultural heritage | Selca - cultural heart of Brač  | With the realization of the integrated program Selca - cultural heart of Brač, it is planned to valorize, improve and promote the rich local cultural heritage for the development of tourism. The following cultural heritage sites are included: Didolić Castle, Tolstoy Park, Church of Christ the King, Church of Our Lady of Mount Carmel.  | Municipality of Selca        | 35.258.215,00 HRK                     | 36 months |
| Cultural heritage             | Multifunctional Cultural Center in the Space of Today's Supetar Cinema      | The project includes constructive rehabilitation of the existing cinema and library building, as well as refurbishment and equipping into a multifunctional space (Gallery, cinema, theater, library)  | City of Supetar              | 9.000.000,00 HRK                      | 12 months |
| Cultural heritage             | Kavanjin's Palace   | The most important effect of the implementation of the entire integrated program project is the tourist valorization of previously unvalued cultural heritage monuments, but also the accompanying facilities in the cultural heritage service included in the project Sutivan - Friends open the door.  | Municipality of Sutivan      | 21.094.994,15 HRK                     | 36 months |
| Cultural heritage             | Old oil mill  | Old oil mill and cinema - complete reconstruction with the following contents: a) Summer stage and open-air auditorium, b) gallery with ethnographic collection, workshops of traditional crafts, c) story about the Old oil mill and oysters - a permanent exhibition program with olive growing and production olive oil, as well as space for | Municipality of Sutivan      | 16.601.640,10 HRK                     | 36 months |

|                               |  |   |                         |                  |           |
|-------------------------------|--|---|-------------------------|------------------|-----------|
|                               |  | occasional exhibitions of various kinds, e) souvenir shops and sales of indigenous products and e) sanitary facilities.   |                         |                  |           |
| Tourism                       | Tourist INFO Center                    | The space of the Tourist INFO Center is positioned so that it is accessible directly from the Riva and designed as one place to provide information and support to all interested Sutivan guests, taking advantage of the excellent position on the waterfront and visibility and accessibility of the building "Brac Plastic". It will include interactive and promotional content through which tourists will learn about all segments of the tourist offer of the Municipality of Sutivan. | Municipality of Sutivan | 7.276.225,81 HRK | 36 months |
| Natural and cultural heritage | Kavanjin's Palace Park                 | Kavanjin's Palace Park - complete reconstruction and arrangement of the park and construction of a Mediterranean park with a children's playground. In the lavishly green area, it is possible to hold various outdoor cultural events - concerts, lectures, education, workshops, etc.   | Municipality of Sutivan | 3.587.861,04 HRK | 12 months |
| Natural and cultural heritage | Arrangement of the Main Park Sutivan   | The arrangement of the park will be approached by respecting the functionality of the space, taking into account the aesthetic component, but also the arrangement in a way that follows the existing view of the (old) place. The park will be rich in Mediterranean plants through which a promenade with urban equipment and islands with fun and quiet parts will pass.   | Municipality of Sutivan | 2.500.000,00 HRK | 12 months |
| Cultural heritage             | Rekonstruktion of the House of Culture | The reconstruction project envisages<br>- rearrangement (reconstruction / adaptation) of the space on the first floor of the building and for the needs of the regional school with associated facilities (toilets, atrium, locker rooms, IT classrooms, mini hall).<br>- also on the second floor, where the HN Library is located, it is necessary to renovate (reconstruct / adapt) the toilets and the reading room and library with the associated equipment and IT equipment.           | Municipality of Sutivan | 1.800.000,00 HRK | 12 months |

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|                                 |   | - all prisons (carpentry) on the building need to be replaced, including windows, dark shutters, interior and exterior doors   |  |                   |           |
| Cultural heritage               | Reconstruction of Stairs – Kopila Street in Nerežišća | The project includes a stone staircase leading from the local square to the parish church in Nerežišće, which was built in 1977 and has not been invested in since. It is necessary to carry out works on the replacement of damaged and worn stone cladding.  | Municipality of Nerežišća                | 600.000,00 HRK    | 12 months |
| Tourism                         | Interpretation Center Puratić                         | Reconstruction and equipping of business space on the waterfront in Sumartin, a new interpretation center of the famous inventor Mario Puratić. During his life, he patented more than 20 innovative inventions, mostly fishing aids, and the interpretive center would add value to the tourist offer of Sumartin (and Brač in general).  | Municipality of Selca                    | 2.000.000,00 HRK  | 12 months |
| Tourism                         | House Hrapoćuša                                       | Arrangement of the house Hrapoćuša within the Eco-village Dol. There is a main project and it is not necessary to obtain a building permit for the interventions. Target groups: tourists acquainted with the gastronomy and way of life of the village Dol.   | Municipality of Postira                  | 1.000.000,00 HRK  | 36 months |
| Cultural heritage               | Socio-cultural center of the Municipality of Pučišća  | Reconstruction of the socio-cultural center of the Municipality of Pučišća for the needs of public social needs of the local population.   | Municipality of Pučišća                  | 1.150.000,00 HRK  | 24 months |
| Cultural heritage               | Eco-museum Blaca Desert                               | Revitalization and placing of cultural heritage monuments in the Blaca Desert in the function of cultural tourism and sustainable development of the island. Establishing many resources of the unique Blace Desert monument complex based in an extremely valuable landscape with exceptional historical, economic, artistic and scientific contents, and encouraging the local community to identify its own values. | Center for Culture of the Island of Brač | 44.835.600,00 HRK | 37 months |
| Tourism and Intangible heritage | Milna Maritime History Interpretation Center          | The project is reconstructing the existing one and building two auxiliary facilities of the Milna Maritime History Interpretation Center. The center will be intended for everyone, adults, children, locals and visitors to the   | Municipality of Milna                    | 3.200.000,00 HRK  | 36 months |

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|  |  | municipality of Milna and the island of Brač. Due to its position in the center of the settlement, it will be a starting point for understanding the rich maritime heritage of this area, and putting the center into function achieves the strategic goal of local development strategy - participatory and comprehensive development of the local community through valorization and sustainable use of overall resources.                       |   |                  |           |
| Tourism and Intangible heritage        | Interpretation and valorization of the maritime heritage of Milna - thematic trails            | It contains 5 projects of valorization of the maritime heritage of Milna in order to make the Municipality of Milna recognizable through its shipbuilding, fishing and nautical history  | Milna Tourist Board   | 1.125.000,00 HRK | 36 months |
| Cultural heritage                      | Reconstruction of cultural and historical site of the fortress Baterija                        | Cultural and historical site of the fortress Baterija put into a tourist function. The works include the rehabilitation of the access road and the arrangement of the fort itself.   | Milna Tourist Board   | 325.000,00 HRK   | 12 months |
| Cultural heritage                      | Valorization of the cultural Heritage of Vladimir Nazor in the settlement of Bobovišća na moru | Valorize and put the heritage of the poet Vladimir Nazor in the cultural and tourist function  | Milna Tourist Board   | 187.500,00 HRK   | 12 months |
| Cultural heritage                      | Sacral heritage of the island of Brač  | The aim of the project is to interpret the total sacral heritage of the island of Brač and systematize it into five thematic itineraries. They are designed taking into account the cultural, religious, historical and spatial characteristics of the groups and each individual monument. The aim of the proposed itineraries is to provide an opportunity to visit a group of monuments visited by visitors and researchers of Brač's heritage. | Administrative Department for Tourism and Maritime Affairs of SDŽ | 3.000.000,00 HRK | 48 months |
| Tourism, natural and cultural heritage | Thematic trails in SDŽ   | Arrangement of thematic trails (marking, installation of tourist signs, reconstruction of certain parts) on the islands of SDŽ.  | Administrative Department for Tourism and Maritime Affairs of SDŽ | 8.000.000,00 HRK | 48 months |

|                   |                               |  |   |                  |           |
|-------------------|-------------------------------|--|---|------------------|-----------|
| Cultural heritage | Adriatic Late Antiquity Limes | The Adriatic Late Antiquity Limes (defined in scientific circles as the Limes Maritimus) is a military-strategic feature of the eastern Adriatic through the period of late antiquity defined by the maritime route Constantinople - Ravenna. The ultimate goal is to prepare the entire Late Antique Limes project for its inclusion in the list of cultural routes of the Council of Europe based on cooperation with Italy, Montenegro, Albania and Greece. The countries connected by this corridor in the observed historical period. | Administrative Department for Tourism and Maritime Affairs of SDŽ | 5.000.000,00 HRK | 60 months |
| Natural heritage  | Underwater heritage of SDŽ    | Inventory, marking and protection of underwater heritage sites.  | Administrative Department for Tourism and Maritime Affairs of SDŽ | 7.000.000,00 HRK | 72 months |