

# **TAKE IT SLOW**

## Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow

### **D4.2.2. Smart Action Plan**

**For preservation, valorisation & management of natural & cultural heritage of the Open-Air Museum “The Murter’s Views”**

Public Institution Development Agency of Šibenik-Knin County

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## 1. INTRODUCTION

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, valorized and promoted tangible and intangible joint natural and cultural heritage of its islands, coastal, inland and rural Adriatic. Moreover, the project will contribute to more balanced seasonality of tourism activities on natural and cultural heritage sites in project area and make natural and cultural heritage a leverage for sustainable and more balanced territorial development.

Under the auspices of TAKE IT SLOW project, Development Agency of Šibenik-Knin County is implementing a pilot project that includes the establishment and equipping of an Open-Air Museum “Murterske vedute” in the Murter-Kornati Municipality. This locality was chosen as a project micro-destination area, an area of rich natural and cultural heritage with the aim of additional tourist valorization, educating citizens and visitors about its purpose and use as well as additional branding not only of the Murter- Kornati Municipality but also of the wider Adriatic area. It’s important to mention that the first archeological beach in Croatia is located in Murter, precisely on the archeological site of *Colentum*, an ancient city that flourished most probably in the 1st century AD during the reign of the Roman Emperor Nero and Vespasian. This beach, which is two hundred meters long, is the only one of its kind in Croatia, and it combines history, archeology, oceanography, and cultural, sports, and recreational tourism.

### 1.1. The aim and objective of the Smart Action Plan

The *Smart Action Plan* identifies the activities needed to achieve envisioned objectives and measures of policy instruments for preservation, valorisation and management of natural and cultural heritage on the Murter Island, specifically in the area of the future Open-Air Museum “The Murter’s Views”. The plan will be adopted within the **TAKE IT SLOW – Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow project** (hereinafter: TAKE IT SLOW) in which the said Museum is participating as one of the pilot projects.

Since the project aims to combine innovation, smart specialisation, and local heritage to improve the current tourist offer through redefined or new and innovative tourist products, the *Smart Action Plan* is tightly linked to the previously defined five policy instruments. They include all value chains that create smart sustainable tourism products based on the recognized natural and cultural heritage through the concept of smart specialization. Therefore, strategic framework based on smart specialization is the base for development of this document.

To achieve the abovesaid objectives, the *Smart Action Plans* determines specific tasks for the **Open-Air Museum “The Murter’s Views”** considering joint natural and cultural heritage, responsible parties, time frame and resources allocations using participatory, innovative, and inclusive approach. Considering forementioned, the aim of the Smart Action Plan is to contribute to the achievement of set priorities, i.e., to encourage innovation, research and development of a specific kind of tourism that will contribute to sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable utilisation of cultural and natural heritage in tourism through strengthening the tourism-related strategic and legislative framework and promoting networking for sustainable tourism based on cultural and natural resources in the cross-border area.

Furthermore, mentioned five defined **policy instruments** are consecutively: economic instruments, policies and administrative instruments, legal regulations and soft management approaches. Economic instruments consist of taxation incentives, revenue management, government funding policies, use of penalties, access fees and concessions. Policies and administrative instruments include policy planning, collaborative and participatory approaches, governmental policies, co-creation, and enhanced planning process on local, regional and national level long-time perspective. On the other hand, legal regulations refer to law promulgated by an executive branch agency under a delegation from a legislature. Lastly, soft management approaches encompass site specific visitor strategies, information panels and guiding, eco-certification, interpretation, as well as environmental learning, monitoring and adaptive management and dispersion of visitors – new policies to be promoted without further growth in the number of visitors.

Considering the specific objectives of the TAKE IT SLOW project, the following policy instruments were selected as relevant for this *Smart Action Plan*:

## Policy instruments

Economic instruments	Policies and administrative instruments	Soft management approaches
- revenue management	- policy planning	- site specific visitor strategies
	- collaborative and participatory approach (involvement of stakeholders)	- monitoring and adaptive management

Listed instruments are relevant because they are applicable to cross-border cooperation and can influence the research, preservation, management, interpretation, marketing and promotion of cultural and natural heritage for the development of sustainable tourism. Description of the policy instrument and their exact relationship to the Action plan elements are provided below in document, in section 2.1. *Description of the policy instruments*.

## 1.2. Methodology

In designing the *Smart Action Plan* it is extremely important to include the broadest stakeholder base in the community for which it is intended. Multidisciplinary thinking is necessary for the Plan to cover the widest possible range of activities and to receive community support in the adoption and implementation of strategic policies, measures and related activities since they directly and indirectly feel the effects of strategic development. Therefore, their views and the lessons learned are incorporated into the design, implementation, and control of the Action Plan. The development of the Action Plan consisted of three phases:

1. Analysis of policy documents to establish identified problems, needs, objectives and measures, related to the sustainable and innovative tourism based on cultural and natural heritage.
2. Development of the document based on the analysis of policy instruments, proposals for examples of good practice and presentation of the new EU funding framework for the period 2021-2027.
3. Interview with the stakeholder group and harmonization of the Action Plan with stakeholder recommendations.

Moreover, the Smart Action Plan foresees the use of smart innovations, which will increase the accessibility of the Open-Air Museum “The Murter’s Views” through modern multimedia advancements as well as the use of web applications and tools to increase the accessibility of natural and cultural heritage at the site. In this way, the use of smart solutions would facilitate the preservation, management and usage of heritage which is based on the community's way of life in sustainable tourism products. At the same time, a significant component of new smart solutions allows for the interpretation of the heritage in several languages, which also improves the accessibility and connectivity in the cross-border area.

To achieve a quality, comprehensive, realistic, and applicable document, the Smart Action Plan is compliant with these five principals:

- The principle of **accuracy and completeness** - ensures use of reliable, verifiable, and comparable data to prepare, draft, report and monitor the implementation and effects of strategic planning acts. Data is hierarchical and time-aligned, while the intervention logic is clear and justified.
- The principle of **efficiency and effectiveness** - ensures defining appropriate comprehensible, assessable, and measurable indicators for all levels of set objectives. Expected results, outcomes and effects are achieved at optimal costs, and the cost-benefit ration is acceptable.
- The principle of **responsibility and focus on results** - obliges the bodies in charge of drafting and implementing Action Plan acts to provide appropriate conditions, resources, and political support to achieve the desired results, outcomes, and effects. It is necessary to monitor and analyse implementation data. All procedures are flexible, adaptable, and corrected, when necessary.
- The principle of **sustainability** - obliges the body in charge of drafting and implementing acts to base the preparation and implementation of new Action Plan acts on the results and experiences from previous planning processes. Objectives are financially acceptable and harmonized with all bodies in charge of implementation, regardless of their governing level.
- The **partnership** principle - obliges the body in charge of drafting and implementing the Action Plan to ensure partnership in the planning processes with the main stakeholders and competent bodies of local and regional self-government units, including economic associations and social partners, academic

and scientific community, civil society organizations society and the interested public.

- The principle of **transparency** – defines clearly explained and relevant problems and challenges a public body seeks to address through strategic planning and measurable using relevant indicators.

Each of these principles is equally important and applied simultaneously at all stages of the design and implementation of this document.

The *Smart Action Plan* for preservation, valorisation & management of natural & cultural heritage of the Open-Air Museum “The Murter’s Views” is prepared for the period of 3 years.

## 2. DESCRIPTION OF THE CHALLENGE

This chapter briefly describes the problems and needs that have been identified within the project and through stakeholder interviews related to the content of policy instruments and their implementation so far regarding the sustainability of cultural and natural heritage-based tourism.

### 2.1. Description of the policy instruments

Policy instruments are designed to contribute to the strengthening of tourism value chains focused on research, preservation, management, interpretation, marketing and promotion. They are tools which can be used to overcome problems and achieve objectives and/or the techniques used by the governing authorities to promote certain policies, as well as the interventions to achieve goals signed by the authorities intending to motivate all stakeholders involved in the issue. Policy instruments are crucial for the planning and management of local and regional development because they can ensure equal development of the region. A well-chosen policy instruments can lead to the efficient management of the region, including the management of natural and cultural heritage, just as the inclusion of local population to the decision-making process to improve the quality of life and to accept the intervention made by government.

**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. By maximizing revenues from the available heritage, sustainability must not be endangered at any cost.

**Policy planning** is the development framework under which decisions on planning applications are made. It has been chosen as a relevant policy instrument because it is important that regional and local development strategies include and evaluate heritage as a resource for the development of sustainable tourism.

**Collaborative and participatory approach in planning**, i.e. involvement of relevant stakeholders, ensures that everyone who has a stake in the intervention has a voice, either in person or by representation. It has been chosen as a relevant policy instrument because the participation of the 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. Site specific visitor strategies have been chosen as a relevant policy instrument because it is important to manage sites in order to achieve sustainability.

**Monitoring and 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.

According to the aforementioned policy instruments selected for the purposes of this Action Plan, the following is a tabular overview of the selected policy instruments, goals they seek to achieve and the expected effects they may lead to.

Policy instrument	Goal	Expected impact	Time frame	Planned financial resources
<b>Revenue management</b>	Increase availability of the site through enriched tourist offer	<ul style="list-style-type: none"> <li>- adjusting the offer according to visitors' needs</li> <li>- reduced seasonality</li> <li>- more visitors over the year</li> <li>- increased income</li> </ul>	3 yrs	2000 EUR
<b>Policy planning</b>	Achieve sustainable development by utilising potentials of the Open-Air Museum	<ul style="list-style-type: none"> <li>- improving accessibility of the site for people with disabilities (through multimedia equipment)</li> <li>- increased visibility as a result of more visitors</li> </ul>	3 yrs	1500 EUR

<p><b>Collaborative and participatory approach</b></p>	<p>Engage private and civil sector together with local community in the planning processes</p>	<ul style="list-style-type: none"> <li>- creating emotional connection between locals and the site through their engagement</li> <li>- cooperation between universities, industry and government</li> <li>- better understanding of tourists' needs and interests among local community</li> <li>- enhanced and more realistic management</li> </ul>	<p>3 yrs</p>	<p>2500 EUR</p>
<p><b>Site specific visitor strategies</b></p>	<p>Developing visitors strategy to ensure protection and preservation and better presentation of the heritage</p>	<ul style="list-style-type: none"> <li>- enriching the walking and educational trail on the site with the multimedia equipment</li> <li>- managing visitors in a more efficient and sustainable way</li> </ul>	<p>3 yrs</p>	<p>1000 EUR</p>
<p><b>Monitoring and adaptive management</b></p>	<p>Appropriate adaptation of the heritage management to the changes in the environment and monitoring implementation of activities</p>	<ul style="list-style-type: none"> <li>- adapting the offer according to the changes in tourist needs</li> <li>- monitoring whether the changes (adaptations) are happening in the right way</li> <li>- creating more content related to slow tourism concepts</li> </ul>	<p>3 yrs</p>	<p>1200 EUR</p>

		- reduced pressure to heritage and overall environment		
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## 2.2. Understanding protection and preservation of cultural and natural heritage

Natural heritage in Republic of Croatia is regulated by the *Law on Nature Protection* that defines legislative framework for protection, preservation and management over the natural heritage and related subjects. Another mechanism for protecting natural heritage is the NATURA 2000 ecological network. It is composed of areas important for the conservation of endangered species and habitat types of the European Union. NATURA 2000 is based on EU directives. Since Murter-Kornati Municipality consists of two villages distributed on 160 islands, islets and reefs – Murter and Kornati, its social, economic and other basic infrastructure is somewhat underdeveloped in comparison to other parts of the Šibenik-Knin County. Thus, the level of infrastructural development impacts management of the natural heritage.

On the other hand, protection and preservation of the cultural heritage in the Republic of Croatia is regulated by the *Law on the Protection and Preservation of Cultural Property* and several ordinances focusing on particular type of heritage. Furthermore, local self-government bodies adopt municipal/regional acts on the protection of cultural properties of local significance. In general, there is a difference between laws dedicated to protection and laws dedicated to management and enhancement in Croatia. The competent authority for governing the management on the state level are mainly ministries in charge of cultural sector, i.e., the Ministry of Culture and Media. Within Ministry there are various offices and sub-offices which administer various aspects of cultural heritage, while local and regional self-government bodies such as counties, cities and municipalities govern over particular sites and issue usage permits, whereas concrete management is assigned to museums. In the case of this pilot project, there are the Šibenik-Knin County, the Murter-Kornati Municipality, the Šibenik City Museum and Betina Museum of Wooden Shipbuilding.

Building human capacity in protection and preservation of heritage is recognised as one of the key activities in the *Development Plan of the Šibenik-Knin County 2021 – 2027*. Similarly, the *Šibenik-Knin County Tourism Master Plan (2017)* sees an opportunity to increase

human resources in tourist sector where heritage is seen as a driver of the development. Moreover, various and rich cultural heritage of the Murter-Kornati Municipality has significant potentials for greater tourist valorization and utilisation. Relevant strategic documents recognise both natural and cultural heritage as a key resources for developing smart and sustainable tourist offers in the region and ending seasonality.

### 2.3. Defining key issues and challenges – SWOT analysis

It is important to recognize the limitations that can slow down or prevent the implementation of Actions Plans. Therefore, this chapter identifies the key challenges as well as opportunities related to cultural and natural heritage in the next period, which are expected to be accepted. They are presented in the table below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- rich and diverse natural and cultural heritage</li> <li>- good heritage promotion</li> <li>- clear jurisdiction over the site</li> <li>- ongoing valorisation projects</li> <li>- engaged public sector</li> <li>- continuous scientific research</li> </ul>	<ul style="list-style-type: none"> <li>- financial capacities</li> <li>- accessibility for all social groups</li> <li>- seasonality of tourist offer</li> <li>- orientation towards mass tourism</li> <li>- low engagement of local community in protection and preservation of their heritage</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- building human and financial capacities</li> <li>- establishing green and sustainable value chains</li> <li>- creating more sustainable management models</li> <li>- enhancing participatory approach in policy planning</li> <li>- cross-border cooperation and promotion</li> <li>- EU fund</li> </ul>	<ul style="list-style-type: none"> <li>- missing to create connection with the local community</li> <li>- underdeveloped basic infrastructure on the island</li> <li>- overall negative demographic trends on the island</li> <li>- COVID 19 pandemic</li> <li>- Antrpogenic and natural risks for natural and cultural heritage</li> </ul>

### 3. GENERAL OBJECTIVES AND RESPECTIVE MEASURES OF THE ACTION PLAN

This chapter provides an overview of the key general objectives recommended for the sustainable and smart development of cultural and natural heritage projects for the next programming period.

Strategic framework of the Smart Action Plan encompasses three strategic general objectives. The first general objective is aimed at achieving, primarily, improvement in research and gaining knowledge by supporting continuous scientific research on natural and cultural heritage. Strengthening research activities will directly contribute to better interpretation and valorisation of said heritage. Thus, the second measure of this general objective is set to stimulate valorisation projects in the area. Monitoring and adaptive management together with site specific visitor management strategies are related policy instruments for this goal. Development of the first goal will be measured by the number of innovations and adaptive management actions as well as the number of ongoing projects and new visitors to the site.

Furthermore, second general objective is oriented towards developing sustainable and responsible heritage management through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism. Thus, the focus is set on smart specialisation and sustainability, as well as on enhancing tourist offer based on green and slow tourism concepts. This objective relates to revenue management and policy planning, and successfulness of its implementation will be measured by number of innovations and quality in tourist offer.

The third and last general objective envisions strengthening cooperation between relevant stakeholders in all sectors. Building stakeholders network will contribute to the quality of heritage management and help create sustainable value chains, while participatory approach is highly desired in the policy planning. Likewise, cross-border cooperation is extremely important for promotion of common Adriatic heritage and developing sustainable models of tourism. Thus, this objective is related to the policy instrument dealing with cooperation and involvement of stakeholders in planning and will be measured by the number of involved stakeholder or established cooperation.

Testing of the measures envisaged for each of the general objectives will be carried out through *ex-ante* evaluation, i.e., relevance, complementarity, coherence, usefulness, sustainability and equality will be measured in the defined activities.

General objectives of this Action plan are summarised in the table below alongside accompanying measures, related policy instruments and indicators for monitoring.

Measure	Related policy instrument	Indicator
<b>General objective 1. Improvement of research, valorisation, and interpretation of cultural and natural heritage</b>		
Measure 1.1. Research improvement	Monitoring and adaptive management	Innovation; number of adaptive management actions applied
Measure 1.2. Strengthening valorization and interpretation	Site specific visitor strategies	Number of visitors/ ongoing projects
<b>General objective 2: Sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism</b>		
Measure 2.1. Diversification of tourism products and services	Revenue management	Innovation; creation of a product or service in the field of smart specialization
Measure 2.2. Improvement of quality and innovation in the tourism offer	Policy planning	Quality; adoption of regional or local development strategy to support the sustainability of the tourism offer
<b>General objective 3: Networking for sustainable tourism based on cultural and natural resources in the cross-border area</b>		

Measure 3.1. Involvement of different stakeholders	Collaborative and participatory approach	Number of stakeholders involved in policy planning
Measure 3.2. Strengthening the networking in sustainable tourism	Collaborative and participatory approach	Number of stakeholders in the meetings
Measure 3.3. Promotion of the cross-border region	Collaborative and participatory approach	Supported cross-border cooperation networks

## 4. ACTION PLAN TABLE

General objective 1: Improvement of research, valorisation, and interpretation of cultural and natural heritage									
Measure 1.1. Research improvement									
Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
1.1.1. Conducting research activities at the site	Innovation: number of adaptive management actions applied	Number of projects	0	1	2	- Šibenik City Museum supported by relevant HEI	25000 EUR	EU	3 yrs
1.1.2. Supporting publishing and presentation of the new findings	Innovation: number of adaptive management actions applied	Number of publications/ exhibitions	0	1	2	- Šibenik City Museum  - Murter-Kornati Municipality	10000 EUR	EU	3 yrs



1.1.3. Dissemination of knowledge among local community	Innovation: number of adaptive management actions applied	Number of workshops/ lectures	0	2	4	- Šibenik City Museum - Murter-Kornati Municipality	1300 EUR	Local and regional self-government	3 yrs
Measure 1.2. Strengthening valorization and interpretation									
Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
1.2.1. Enhancing interpretation of natural and cultural heritage on site	Number of visitors	Yes/no	No	Yes	Yes	- Murter-Kornati Municipality - PI DA ŠKC	25000 EUR	EU	3 yrs
1.2.2. Stimulating valorisation projects	Number of ongoing projects	Number	1	2	2	- Murter-Kornati Municipality - PI DA ŠKC - Šibenik-Knin County	40000 EUR	EU	3 yrs

## General objective 2: Sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism

### Measure 2.1. Diversification of tourism products and services

Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
2.1.1. Enhancing green and slow concepts of tourism	Direct tourism contribution to GDP	Yes/no	No	Yes	Yes	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- PI DA ŠKC</li> <li>- Šibenik-Knin County</li> </ul>	1500 EUR	Local and regional self-government	3 yrs

2.1.2. Better utilisation of natural and cultural heritage in tourist offer	Direct tourism contribution to GDP	Yes/no	No	Yes	Yes	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- Murter-Kornati Tourist Board</li> <li>- Šibenik-Knin County Tourist Board</li> </ul>	2000 EUR	Local and regional self-government	3 yrs
<b>Measure 2.2. Improvement of quality and innovation in the tourism offer</b>									
Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
2.2.1. Stimulating smart specialization	Innovation	Yes/no	No	Yes	Yes	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- PI DA ŠKC</li> <li>- Šibenik-Knin County</li> </ul>	1400 EUR	Local and regional self-government	3 yrs

2.2.2. Encouraging sustainability of the tourist offer	Quality of tourist offer	Yes/no	No	Yes	Yes	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- Šibenik-Knin County</li> </ul>	10000 EUR	EU	3 yrs
2.2.3. Building financial and human capacity	Quality of tourist offer	Yes/no	No	Yes	Yes	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- PI DA ŠKC</li> <li>- Šibenik-Knin County</li> </ul>	30000 EUR	EU	3 yrs

## General objective 3: Networking for sustainable tourism based on cultural and natural resources in the cross-border area

### Measure 3.1. Involvement of different stakeholders

Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
3.1.1. Involving local community in the policy planning	Number of stakeholders involved in policy planning	Number of relevant associations	1	5	8	- Murter-Kornati Municipality with the support of local NGO's	1450 EUR	Local and regional self- government	3 yrs
3.1.2. Strengthening involvement of private sector in the policy planning	Number of stakeholders involved in policy planning	Number of organisations	1	2	4	- Murter-Kornati Municipality with the support of local entrepreneurs  - PI DA ŠKC	1000 EUR	Local and regional self- government	3 yrs

3.1.3. Enhanced involvement of academia and other HEI	Number of stakeholders involved in policy planning	Number of institutions	0	2	3	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality</li> <li>- The Polytechnic of Šibenik</li> <li>- Šibenik City Museum</li> </ul>	500 EUR	Local and regional self-government	3 yrs
<b>Measure 3.2. Strengthening the networking in sustainable tourism</b>									
Activity/ project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
3.2.1. Enhancing cooperation with local producers and lacteres with green and organic produce	Number of stakeholders in the meetings	Number of persons	0	10	15	<ul style="list-style-type: none"> <li>- Murter-Kornati Municipality with the support of local entrepreneurs</li> <li>- PI DA ŠKC</li> </ul>	450 EUR	Local and regional self-government	3 yrs

3.2.2. Creating sustainable value chains	Number of stakeholders in the meetings	Number of persons	0	10	15	- Murter-Kornati Municipality with the support of local private sector	1500 EUR	Local and regional self-government	3 yrs
<b>Measure 3.3. Promotion of the cross-border region</b>									
Activity/project	Indicators	Units of measure	Baseline Value	Target value 2022	Target value 2023	Holder(s) of implementation	Amount of implementation cost	Source	Execution deadline
3.3.1. Stimulating cross-border cooperation with the countries in the ADRION region	Supported cross-border cooperation networks	Number of cooperations	0	3	6	- Murter-Kornati Municipality - PI DA ŠKC - Šibenik City Museum - The Polytechnic of Šibenik	500000 EUR	EU	3 yrs
3.3.2. Enhancing the promotion of	Supported cross-border cooperation networks	Number of cooperations	0	3	6	- Murter-Kornati Municipality - Šibenik City Museum	500000 EUR	EU	3 yrs

CB natural and cultural heritage						<ul style="list-style-type: none"> <li>- Public Institution National park Kornati</li> <li>- Šibenik-Knin County Tourist Board</li> <li>- Murter-Kornati Tourist Board</li> </ul>			
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## 5. CONCLUSION

This document identifies the activities needed to achieve envisioned objectives and measures of policy instruments for preservation, valorisation and management of natural and cultural heritage on the Murter Island, specifically in the area of the future Open-Air Museum “The Murter’s Views”.

According to specific aim of the project within which it is being drafted, the *Smart Action Plan* is tightly linked to the previously defined five policy instruments. They include all value chains that create smart sustainable tourism products based on the recognized natural and cultural heritage through the concept of smart specialization. Therefore, strategic framework based on smart specialization is the base for development of this document. To achieve its objectives, the *Smart Action Plans* determines specific tasks for the Open-Air Museum “The Murter’s Views” considering joint natural and cultural heritage, responsible parties, time frame and resources allocations using participatory, innovative, and inclusive approach.

Therefore, the aim of the *Smart Action Plan* is to contribute to the achievement of set priorities, i.e., to encourage innovation, research and development of a specific kind of tourism. This is envisioned by implementing measures of three predefined strategic goals:

1. improvement of research, valorisation, and interpretation of cultural and natural heritage,
2. sustainable and responsible management of the valuable cultural and natural sites through smart specialization, protection and sustainable usage of cultural and natural heritage for tourism, and
3. networking for sustainable tourism based on cultural and natural resources in the cross-border area

Implementation of defined measures will be monitored by set indicators, while testing is envisaged through ex-ante evaluation.

*The Smart Action Plan for preservation, valorisation & management of natural & cultural heritage for preservation, valorisation & management of natural & cultural heritage of the Open-Air Museum “The Murter’s Views” is prepared for the period of 3 years.*

## 6. LIST OF PROJECTS

Thematic Unit	Name	Description	Project Leader	Sources of Funding	Duration
Cultural tourism	Amphorarium	The Amphorarium project is based on implemented projects with an emphasis on promoting the production of traditional pottery and Mediterranean gastronomy based on Antique influences. The entire project of arranging the <i>Amforarium</i> – underwater plantation of amphoras is preceded by archaeological and conservation works that will significantly contribute to the knowledge of the interesting and rich history of the island of Murter and the presentation of key interpretive points. The project also directly encourages the development of the catering offer of the island of Murter, which is of great importance for the local community. The main goal of this project is to create a deeper, metaphysical link between the local population and the natural and cultural heritage of the Murter region through a recognisable element of ancient cultural heritage.	Murter-Kornati Municipality	EU funding	2 yrs

Sustainable tourism	Arboretum	<p>The areas' more sustainable development is envisioned to be advanced on the <i>Arboretum</i> - a nursery where characteristic and rare varieties of Mediterranean plants would be grown, researched, presented, and sold. The owners of the land on which the arboretum will be located would be shareholders of agricultural production of the Gradina peninsula. It will offers visitors and buyers of all ages a place to relax, have fun and acquire new knowledge. A new agricultural activity that would develop at this site would encourage creativity and employment, create conditions for recognising the specificities of the space and provide overall prosperity for the local community. The vision of the Arboretum is to become a contact zone for buying domestic, organically grown products of local family farms and visitors/customers.</p>	Murter-Kornati Municipality	EU funding	2 yrs
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