

D5.3.2 Sustainable management plan

Project ID: 10255547

Project Acronym: TAKE IT SLOW

Project title: "Smart and Slow Tourism
Supporting Adriatic Heritage for Tomorrow"

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 37 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 100 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.

As part of the implementation of the "TAKE IT SLOW" project, the activity of establishing an interpretation centre is planned for Mediterranean/Adriatic heritage in the Duke's Palace in Ston, as a multimedia centre of the Mediterranean/Adriatic heritage as a multidisciplinary, multimedia space in which the different types of art, design, presentation, events to present typical products, traditional land cultivation and production, customs, way of life and the destination itself. The aim of the interpretation centre is to introduce guests to the rich natural and cultural heritage and be a dispersive element for the future visiting Pelješac, the island and other parts of the Dubrovnik-Neretva County. Pursuant to the Law on the Protection and Preservation of Cultural Property (OG 69/99, OG 151/03; OG 157/03 Amendment, OG 87/09, NN 88/10, NN 61/11, NN 25/12, NN 136/12, NN 157/13, NN 152/14, 44/17, 90/18, 32/20, 62/20) the conservation study is a professional

document that is prepared for the needs of more complex operations on cultural property protected by a special solution, which may affect the technical condition or properties of the cultural property, and for the existing building or planned construction within the protected cultural-historical area units in a location that is of interest for preserving the characteristics of a cultural-historical unit.

2. PROJECT PILOT SITE – Rector’s Palace Ston, Pelješac

One of the relevant documents for the preparation of the Sustainable Management Plan was the Conservation Study (here attached) as well as Smart Action Plan (here attached).



3. GENERAL GOALS AND MEASURES FOR THE FUTURE

Together with the local stakeholders, Regional agency DUNEA ad Dubrovnik Neretva Cunty, have 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

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

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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 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 Municipality of Ston and Dubrovnik Neretva County signed the Addendum to the Cooperation Agreement of the project of the establishment of the Adriatic heritage Interpretation centre in Ston where it is written following:

- a) the Municipality, as the beneficiary of the investment of the project in question, has, among other things, made available part of the real estate owned by it (a total of 120 m² on the ground floor) in order to achieve a new purpose and arrange the space in accordance with the Project, according to the Agreement signed in 2019;
- b) for the needs of the County as an investor, project-technical documentation was drawn up, on the basis of which the necessary permits and consents of the competent authorities were obtained for the execution of works on the arrangement and furnishing of the premises in accordance with the Project;

- c) the County, as the holder of the aforementioned strategic Project, fully financed the establishment of the Interpretation Centre, 85% with the funds provided by the Project, and 15% with its own funds, as a result of which it manages the built-in infrastructure and equipment as its long-term assets for the next 5 years, counting from the final payment of the funds, as it follows from the conditions of the Project;
- d) the Municipality undertakes to manage and maintain the Interpretation Centre after the implementation of the Project, and to pay all related maintenance costs;
- e) the County, as the project holder, undertakes to hand over the fully furnished space of the Interpretation Centre to the Municipality for management and use without compensation.

5. 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 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>	650,730EUR	24 months	Ready

SUSTAINABLE DEVELOPMENT OF CULTURAL AND NATURAL HERITAGE	Educational centers of wine and olives "Pelješka Župa"	Orebić Municipality	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 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.	1,062,417EUR	24 months	Ready
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	12 months	Ready