



PROJECT SUMARRY „PRESERVATION OF CULTURAL LEGACY AND ARCHITECTURAL AUTHENTICITY OF HISTORICAL CORES AND PLACING INTO THE FUNCTION OF TOURIST ACTIVITIES“

1. IMPORATNCE OF PROJECT

Main goal of the program of European Union to Republic of Croatia refers to the help in the process of adjustment and execution of legal acquest and preparation for usage of Strukture fonds as well as establishment of system and acqusition of knowledge in the field of administration of financial instruments after accession.

Operative programme for regional competitiveness (RCOP) presents bassis for usage of pre-accession help whose goal is stimulation of economic and social cohesion of Republic of Croatia on grounds of improved competitiveness. Further we describe Priority 1 out of which our project takes its goal.

Priority 1: IMPROVING OF DEVELOPING POTENTIAL OF LESS DEVELOPED AREAS

1. General goal is to contribute to the social-economic cohesion of Republic of Croatia in a way that less developed areas of Republic of Croatia (in our case Šibensko-Kninska county) are helped to achieve national level of development.
2. Stimulating the creation and growth of Small and average entrepreneurship by spreading and improving business infrastructure and i pertaining services in less developed areas.

Measures of Priority 1:

1. Business infrastructure

- investments aimed to the development of new tourist infrastructure
- emphasis on investments which will improve effectiveness, capacities, quality and attractiveness of public tourist infrastructure
- accelerate the growth of Small and average entrepreneurship and create new work places

Project of our accociation is based on the idea of preservation of cultural legacy and architectural authenticity of historical cores of small towns and localities of Šibensko-kninska county with emphasis on locality Betina on the island of Murter.

Importance of the project is that it will revitalize autochthon tourist offer of region, and at the same time preserve cultural legacy.



Project will help in development of tourist offer in stone houses and ruins in the region, which will cause creation of prerequisites for usage of traditional houses and their economic–tourist potential and attractiveness.

Primarily we will include local population and stimulate local economy through employment in the construction and tourist activities. Location of ruins are situated in historical culture entirety of Betina and on them one can perform economic activities related tourist activities. Development of tourism supported by local strategy of development of locality Betina.

Regional Operative Programme of Šibensko-Kninska County (hereinafter: ROP), page 14, „Thanks to locations and natural resources, tourist sector has the biggest potential for creation of new work places and associated business activity“. Tourist season in average lasts 47 days while, for example in Opatija, last for 280 days.

Priority 2 for the coast „Creation of conditions for tourism of high quality which is in line with county Tourist master & marketing plan and support to the innovative forms of tourism in order to prolong tourist season“ supports development of tourism by respecting existing Tourist master & marketing plan. This priority aims to the strengthening the competitiveness of tourist sector through promotion of new forms of tourism with emphasis on cultural inheritance (page 41 of ROP).

Betina doesn't have enough accommodation,, attentive care of old facilities is requested (page 109 of Tourist master & marketing plan).

2. DESCRIPTION OF PROJECT AND EFFICIENCY

It is well known that main problems of Croatian tourism are inadequate structure of accommodation and inexistence of contents, and tourist agencies are the integrator of diverse sorts of services and products as well as an important factor of distribution of tourist offer. Due to the inexistence of diversity of contents which would please more demanding guests outside of main season, the season itself is extremely short so through high prices in its peak the competitiveness of the whole Croatian tourism is being decreased.

Complete goal of our project is to give to stone ruins a new glow which will increase tourist attractiveness of the location, stimulate development of economy and employment in a not enough developed region, preservation of autochthon construction tradition and cultural legacy of region. Expected result is to create, through education and specific examples, a model which will be used by future investors to contribute to the development of the region and preservation of legacy.

Project would lead to the compensation of the deficiency of accommodation and also huge investments to the new hotel facilities in overcrowded coastal regions of Šibensko – kninska county would be avoided. This model would also bring a new breath of life into Dalmatian landscape as well as return of people to their ancestral heritage bringing their experience, capital and will to restore legacies of their ancestors while at the same time it would create a model for all investors willing to invest in the tourism of the region.



➤ **Result -1. Education for strategic administration of development of tourist offer**

Activity-1. Development of strategy relating to administration of development of tourist offer in ruins on the are of Šibensko-Kninska county.

Outputs-1:

- 3 regular meetings of work group for development of strategy
- two (2) round tables on the development of strategy
- fabrication of Brochure with described strategy of development of tourist offer in ruins

This activity will improve local policies on restoration of ruins for needs of tourist infrastructure.

➤ **Result -2. Promotional activities for attracting investors**

Activity -2. Investors will be informed on economic potential of restoration of ruins for tourist activity.

Outputs-2:

- two (2) regular meetings of work group for promotional activities for attracting investors
- one (1) round table on possibilities of investing for potential investors
- tender documentation will be adjusted to the language understandable to investors and published through our website
- presentation of project will be done in minimaly one magazine covering area of Republic of Croatia
- presentation of project will be done in agreement with Delegation of European Union in Zagreb on their website
- fabrication of Brochure on potential of restoration of ruins for tourist activity

This activity will improve informing of potential investors on possibilities of investing in tourist infrastructure in Šibensko-Kninska county. On grounds of this activity bigger activity of investors on area of Šibensko-Kninska county is expected, as well as investments in new projects and opening of new work places. Arrival of officials of Ministry of tourism of Republic of Croatia, representatives of Delegation of European Union in Zagreb, economic attaches for Embassies in Zagreb of countries attractive to Republic of Croatia for foreign investments (Austria, Germany, USA, Italy, Netherlands, Slovenia, Great Britain, France etc.) is expected.



➤ **Result -3. Educational programmes for entrepreneurs**

Activity -3. Fabrication of educational programme adjusted to small entrepreneurs on restoration of ruins and their insertion in economic activity

Outputs-3:

- two (2) regular meetings of work group for educational programmes for entrepreneurs
- one (1) round table on educational programmes for entrepreneurs whose basic purpose is introduction of local population and other parts of Šibensko-Kninska county
- fabrication of Brochure on Educational programme for entrepreneurs

➤ **Result -4. Preparation and maintenance of Conference on restoration of ruins and their inclusion in tourist infrastructure of Šibensko-Kninska county**

Activity -4. Maintenance of Conference on area of Šibensko-Kninska county

Outputs-4:

- preparation of Conference
- one (1) round table one day before Conference
- fabrication of Brochure with reports and conclusions of Conference

3. SUSTAINABILITY OF PROJECT

Sustainability of project is based on tourist activity that will take place in reconstructed ruina and stone houses.

Multiplication effect of the project is based on enormous potential of traditional houses – stone ruins in Šibensko-Kninska county which will be systematically restored according to this model and through systematic education of people transformed into economic-tourist facilities and tourist attractions.

Association is made of number of experts, architects, legal experts, financial and economic experts and project leaders of successful projects in Republic of Croatia. These experts have more than twenty years of experience in leading of such projects. They have started those projects as ordinary members and climbed up to the position of project leaders.