

## ECO-CICLE Good Practice – Krka Bike

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Author contact information	
Name	James Armstrong
Email	j.armstrong@ecf.com
Telephone (including country code)	003228809279
Your organisation	
Country	Belgium
Region	Brussels Capital area
City	Brussels

Organisation in charge of the good practice		
<i>[If your organisation is not the one in charge of the good practice, please indicate the relevant organisation.]</i>		
Organisation in charge of this good practice	Public Institution "National Park Krka", Trg Ivana Pavla II br.5, 22000 Šibenik, Hrvatska	
Location of the organisation in charge:	Country	Croatia
	Region	Central Dalmatia, Šibenik-Knin County
	City	Šibenik

Good practice general information	
Title of the practice	Krka Bike: 470 km of cycle routes through Croatia's Krka National Park
Does this practice come from an Interreg Europe Project?	No
If yes, what is the name of that project?	

Category of the practice	Please select the category of the practice (you can mark the category in bold):	
	<ol style="list-style-type: none"> <li>1. Infrastructure</li> <li>2. Advanced services</li> <li>3. <b>Cycle tourism in natural areas</b></li> <li>4. Promotion</li> <li>5. Financing</li> <li>6. Planning &amp; management</li> <li>7. Intermodality</li> </ol>	
Geographical scope of the practice	Select National/ <b>Regional</b> /Local	
Location of the practice	Country	Croatia
	Region	Central Dalmatia, Šibenik-Knin County
	City	Šibenik

<b>Detailed description</b>	
<b>Short summary of the practice</b>	<p><i>Cycling routes in the Krka National Park area have been defined in such a way that the entire cultural - historical heritage, educational and recreational heritage is implemented along the routes, due to the increasing number of visitors and their dispersion. Taking into account the complexity of the terrain that the route passes, and the length and mastery height, fourteen basic cycling routes are defined.</i></p> <p><i>Routes are designed to be circular to allow the user to return to their starting point, while generally avoiding the same route. Trails at certain locations intersect or run in parallel, however, cyclists are not expected to cross from one route to another. All lanes are designed to run in one defined direction. Depending on the distance and technical complexity of the bike paths, three types of routes are proposed:</i></p> <ul style="list-style-type: none"> <li>- Road</li> <li>- Trekking</li> <li>- Mountain Bike</li> </ul> <p><i>Marketing campaign Krka Bike:</i></p> <ul style="list-style-type: none"> <li>- Arranging a website for outdoor activities through cycling and hiking (e.g., Bike and hike),</li> <li>- Advertising in specialised magazines (eg Biker.hr, Outdoor etc.),</li> <li>- Direct promotion at Europe's cycle tourism markets - specialised fairs,</li> <li>- Supporting manifestations - recreational races - as part of the promotion of cycle tourism and of active stay in nature (hiking, biking and hike),</li> <li>- Printing and distribution of information and promotional materials related to cycle tourism at destinations, especially cartographic materials and catalogues,</li> <li>- Study trips to destinations with developed offers and practices in the field of cycle tourism</li> </ul>
<b>Detailed information on the practice</b>	<p><i>Croatia's Krka National Park covers an area of 109 km<sup>2</sup> of very attractive sections of the Krka River and the lower course of the Čikola River. The national park is a vast and primarily unaltered area of exceptional natural value, including one or more preserved or insignificantly altered ecosystems. The purpose of the park is primarily to serve science, culture, education and recreation, while tourism activities have also been introduced for its visitors.</i></p> <p><i>The Krka National Park has enormous potential as a recreational area. Cycling can bring more visitors to the park while being compatible with the resources that are managed there. The creation of 14 new circular cycle routes with a total length of 470 km included the development of risk studies and GPS tracks and the creation and installation of cycle-tourism signage. The analysis of the possible routes was performed through a method of placing the proposed routes on cartographic backgrounds coupled with field recording using satellite positioning devices. More than 300 signs were placed.</i></p> <p><i>The cycle routes offer a completely different way to explore the park in areas that were previously difficult to access. The Krka Bike project extends the stays of visitors for a few days, which contributes to the sustainable development of the entire area. The main stakeholders are the managing authority and the public institution "National Park Krka", with residents and (cycle) tourists/visitors benefiting primarily from it.</i></p>
<b>Resources needed</b>	<p><i>A total of HRK 383,000 (approximately EUR 51,620.72) was planned and spent for the development of cycling routes in the area of the Krka National Park. The total cost includes designing a signaling study and character set-up, designing a risk study, and a timed audit of all tracks. An external associate was also involved in the project with the employees of the Krka National Park.</i></p> <p><i>Krka National Park employees participated in collaboration with external specialists in the field of cycling.</i></p> <p><i>Marketing campaign "Krka Bike" for two years secured funds of approximately 800,000 HKR (approximately EUR 107,823.98) for various media: jumbo posters, radio, television, print, advertising in specialized magazines. All funds are secured from our own sources.</i></p>
<b>Timescale (start/end date)</b>	<i>May 2018/ongoing</i>
<b>Evidence of success (results achieved)</b>	<i>Bike routes were opened in 2019 and tickets to this category do not exist or record the number of cyclists except through an increased number of visitors. Increases are recorded in reports on social networks. The great interest of visitors for active stay in the Krka National Park appears at tourist fairs, at the manifestation - the Krka Trophy race, which is organized near the Krka National Park.</i>

<p><b>Challenges encountered</b></p>	<p><i>The signaling for cycling routes in Croatia (as well as in the EU) is not standardized, so it raises problems in finding them, especially since cyclists do not know the borders between counties and regions. Therefore, at national level, it would be necessary to define a methodology for defining bicycle routes, the appearance of the signs and their maintenance (due to vandalism or damage). In addition, the problem occurs on individual sections (mountain trails) because hunters and hikers also use them. Care should also be taken to ensure that protected areas or areas under strict protection are on the route and avoided as such in the planning (erosion-prone trails, endangered species habitats, etc.).</i></p>
<p><b>Potential for learning or transfer</b></p>	<p><i>Safe cycling routes, good cycling infrastructure, quality material, cycling-friendly accommodation, luggage transport and knowledgeable guides are basic requirements. E-bikes and customised itineraries are increasingly in demand.</i></p>
<p><b>Further information</b></p>	<p><a href="http://www.npkrka.hr/clanci/Krka-Bike/450/en.html">http://www.npkrka.hr/clanci/Krka-Bike/450/en.html</a> <a href="https://bike.too.hr/">https://bike.too.hr/</a></p>
<p><b>Keywords related to your practice</b></p>	
<p><b>Upload image</b></p>	 <p>The image shows a wide, deep river valley with steep, rocky hillsides. In the foreground, a wooden fence runs along a dirt path. Several people are visible: one person is standing near the fence, and two others are on bicycles. The river is a deep blue-green color, and the sky is clear and blue.</p>