

MEDCYCLETLOUR Good Practice – Creation of the Croatian Cycling Tourism Development Coordination Body

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Author contact information	
Name	Lidija Miscin / Dajana Marin
Email	lidija.miscin@htz.hr ; info@cikloturizam.hr
Telephone (including country code)	+ 385 91 6049 487; + 385 1 6169 187
Your organisation	
Country	Croatia
Region	-
City	Zagreb

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	Ministry of Tourism of the Republic of Croatia	
Location of the organisation in charge:	Country	Croatia
	Region	-
	City	Zagreb

Good practice general information	
Title of the practice	Creation of the Croatian Cycling Tourism Development Coordination Body (CCTDCB) through the project "Middle and Lower Danube Cycling Routes" (acronym DANUBE CYCLING, 01.04.2015-31.03.2016.).*
Does this practice come from an Interreg Europe Project?	Not an Interreg Europe Project, but Danube Region Strategy project, financed by START Danube Region Project Fund, EUSDR Priority Area 3.
If yes, what is the name of that project?	START – Danube Region Project Fund, 2015-2016. "Middle and Lower Danube Cycling Routes" (acronym DANUBE CYCLING). Link: https://cultureandtourism.danube-region.eu/projects-and-financing-opportunities/pa3-projects/

Category of the practice	Please select the category of the practice (you can mark the category in bold):	
	<ol style="list-style-type: none"> 1. Cycling tourism route infrastructure 2. Cycling-friendly services solutions 3. Solutions for combining bike and public transport 4. Promotion / Marketing 5. Sustainable organisational or financing solutions 	
Geographical scope of the practice	Select National/Regional/Local	
Location of the practice	Country	Croatia
	Region	-
	City	Zagreb

**This project aimed to stimulate the development of cycling tourism and national co-ordination in the countries that are lagging behind European best practices in this respect. It covered the countries of Serbia, Croatia, Bulgaria and Romania.*

The main objective of this project was to introduce and support joint and standardised infrastructural development and new operational activities in the Middle and Lower Danube region aimed at promoting cycling tourism as a form of sustainable tourist development. The project created and

supported national and regional networks of stakeholders along the route, establishing recommendations to improve national policy frameworks that issue the legal and regulatory instruments for safe and efficient bicycle use, and designed action plans aimed at developing and promoting cycling products along the route.

Detailed description	
Short summary of the practice	Establishing a cycling tourism development coordination body in Croatia is very important for the coordination of all cycling and cycling tourism development activities at the state and regional level, as well as for cooperation with other countries in the European Union.
Detailed information on the practice	<p>Cycling tourism is an important determinant of the Tourism Development Strategy of the Republic of Croatia until 2020, and the current state of cycling infrastructure in Croatia is marked as one of the weaker ones among the countries of the European Union.</p> <p>The Croatian Cycling Tourism Development Coordination Body was established through the START Danube Region Project Fund in March 2016, aiming to work on the implementation of the main tasks and priority activities of the Croatian Cycling Tourism Development Action Plan (from 2015). These include infrastructure, legislation, education, cycling tourism offers, information and marketing.</p> <p>The establishment of the Coordination Body has made it possible to become a member of the ECF (European Cyclists' Federation) and to make a significant contribution to the valuable EuroVelo route network project. It also helped get clearer and more targeted insight into the policies for the development and promotion of cycling and cycling tourism and to develop ideas and projects for EU funding programmes and open calls, similar to the EU MedCycleTour project for the development of EuroVelo 8 – Mediterranean Route.</p> <p>Various relevant stakeholders: Ministry of Tourism, Ministry of Maritime Affairs, Transport and Infrastructure, Ministry of the Interior, Croatian National Tourist Board, Croatian Roads, Croatian Waters, Croatian Cycling Federation, Cycling Associations (NGOs like Cyclists' Union and Rural Tandem, Institute for Tourism and country representatives for cycling tourism).</p>
Resources needed	<p>The Croatian Cycling Tourism Development Coordination Body is financed by the Ministry of Tourism for the annual membership fee to ECF and some basic finances for the implementation of meetings/gatherings and the website of national coordination: www.cikloturizam.hr</p> <p>Human resources, work and coordination of the body are managed by employees of the Ministry of Tourism. Representatives of NGOs and various sectoral groups / institutions being the members of the Body (i.e. appointed representatives to the Body) contribute to the work of the Body without compensation.</p>
Timescale (start/end date)	March 2016 - ongoing
Evidence of success (results achieved)	<p>The Body is an important prerequisite for the quality development of cycling tourism, safety and comfort of cycling on cycle routes in Croatia. The Body defined a national network of the main state cycling routes on the basis of existing county and local bicycle routes, including EuroVelo routes. The body works inter-ministerially and influences the adoption of new and amended legislation for cycling and cycling tourism, i.e. for construction of cycling infrastructure, standardised signposts on the EuroVelo and national network of routes and part of regional/local routes. It co-finances projects of local (regional) self-government units for the development of cycling tourism products of continental counties, and also co-finances projects of cities, municipalities and counties (up to 80% and 90%, respectively, the value of the project depending on the development index), within the public tourism infrastructure development program.</p>
Challenges encountered	<p>The challenge for the future is lobbying for financing the development of cycling infrastructure and cycling tourism through national and/or regional institutions according to their competencies and jurisdiction.</p> <p>Also, an annual budget for the activities and human resources of the Croatian Cycling Tourism Development Coordination Body is something to fight for in the future.</p>
Potential for learning or transfer	<p>Croatian counties appointed county representatives as members of the Body to report on the state of cycling tourism in their counties. A key success factor was financing the operational plans for the development of cycling tourism for all 21 counties (infrastructure, services and promotion). The Body prepares and distributes guidelines and recommendations for the development of cycling tourism products on the national/regional level, shares knowledge and good practices, training etc. The Body provides the possibility to discuss individual county issues at a higher level and to directly obtain answers and clarifications to questions from the national level from different departments, which is important. Transfers that already took place are projects like: Drava Bicycle Route with Slovenia, Amazon of Europe Bike Trail with Osijek-Baranja county, MedCycleTour – EuroVelo 8 project development with CNTB, Sava Bike Route with Slovenia, Serbia and Bosnia & Herzegovina and counties along the route in Croatia, etc.</p>

	<p><i>Croatia is located on three very developed and potent EuroVelo routes: EuroVelo 8 – Mediterranean Route, EuroVelo 13 - Iron Curtain Trail, and along with Bulgaria, Romania and Serbia on the third Danube route EuroVelo 6 – Atlantic-Black Sea, for which this good practice project wanted to improve future coordination among countries in terms of developing and managing cycling tourism at the national and transnational scale.</i></p>
<p>Further information</p>	<p>www.cikloturizam.hr</p>
<p>Keywords related to your practice</p>	<p><i>Cycling, cycle tourism, cycle routes, coordination, development</i></p>
<p>Upload image</p>	<p><i>Recommended photo requirements:</i></p> 