Cultural heritage as platform for development of cultural tourism

Strategy of Split-Dalmatia County

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Split and Dalmatia County
The cultural heritage of Central Dalmatia

Diversity and tradition

- **Diversity**
  - 3 UNESCO sites - icons of cultural tourism
  - strong individual attractions (Klis, Blaca, Salona ...) - Regional jewels
  - urban core with a rich cultural heritage - an autonomous cultural tourism destination
  - exceptional concentration of secondary and tertiary attractions - a great base for dispersing tourist demand

- **Tradition and contemporary cultural production**
  - fostering of local customs (KUD's, amateur cultural creativity, the association for the preservation of heritage)
  - Protected 50 cultural events
  - concentration of cultural institutions and contemporary cultural production
  - revitalization of the rural site (the ethno-eco-village)

- **culture of life and work** (marine, fishing, shipbuilding and stone-work, agriculture)

Resources in figures:
- 40 archaeological sites
- 35 urban and urban-rural units
- 160 rural units
- 80 religious buildings
- About 60 fortresses, forts and ruins
- 40 castles, villas and palaces
- 50 museums, galleries and collections
The cultural heritage of Central Dalmatia

Facts and figures

- Residents of Central Dalmatia
  - Total: 463,676 (Split: 186,694)
  - made 6.9 million visits to cultural attractions and events (52% in housing, 29% within the county (June 2007 - June 2008).

- Tourism in Central Dalmatia
  - 1.8 million arrivals
  - 9 million overnights
  - EU 60 average daily consumption

Cultural tourism and SD county-
-6% (107,000) culture motivated arrivals
-47% (800 thousand) of arrivals due to the cultural heritage
-64% (1.1 million) tourists in sightseeing
The vision of the development of cultural tourism

• To 2020. The county will be internationally known mostly for a few selected cultural and tourist attractions, world-class, intended for a wide range of potential visitors. This will provide an attractive long term market position, and the dispersal of visitors to the secondary and tertiary cultural and tourist attractions in the county.

• Split-Trogir cluster will be presented a synonym for modern cultural heritage and world-class cultural events, while the remaining area is primarily through the county to present the products of living and working together with the related theme events.

• Development of cultural tourism in the county will be based on the efficient management of limited financial resources, the gradual expansion of the range of market-ready products and better cooperation between all the cultural and tourism sectors.
The mission of the development of cultural tourism

• Emphasis, quality presentation and interpretation of the most valuable cultural and tourist attractions will attract lasting interest in a broad spectrum of potential visitors and contribute to extend the season and gradual market (re)positioning of the county.

• Its success is based on well-designed management system selected cultural and tourist attractions, cooperation and shared responsibility with other stakeholders cultural tourism development and redefining the role of the Ministry of Culture and county in the financing structure of the cultural and architectural heritage.

• This will create conditions for the flourishing of art and culture that will contribute to regional tourism and economic development.
Spatial concept of development

- KT destinations in order of importance and significance:
  - Category 1: Split (UNESCO)
  - Category 2: Trogir (UNESCO); Hvar
  - Category 3: Old Town (UNESCO)
  - Category 4: Makarska, Omis and Vis
  - Category 5: Hvar and Sinj
  - Category 6: Bol (Desert Blaca), Kastela, Vis, Trilj, Imotski
  - Category 7: (urban-rural units) Baska Voda, Marina Milna (Brac), Nerežišća, Marina, Pućišća, Seget, Supetar, Bol, Sucuraj, Vrboska, Vrgorac, Vrlika and Zagvozd
Program of development: Principles

From TOURISM HERITAGE to Creative tourism

From CULTURE TOURIST ATTRACTIONS To VIVID TOURIST EXPERIENCE

From EXISTING MARKET To SPECIALIZED Niche Market

FROM LOCAL CHARACTER + TO INTERNATIONAL STANDARD OF Service and quality
Strategic Goal # 1

- Improve and develop the primary cultural and tourist attractions in the county:
  - promote cultural tourism icons
  - enable regional gems that will disperse the demand
Strategic Goal # 2

- To improve the interpretation, presentation and experience of cultural and tourist destination counties
  - comprehensively interpret the cultural heritage of the county, with an emphasis on the themes under which to devise cultural tourism products, grouped and launched on the market
  - create a unique atmosphere of cultural and tourist destination and the site source by addressing the concentration of compatible products is usually creative tourism
  - revive cultural tourism destinations and sites of cultural and artistic festivals and events
  - develop creative tourism offer based largely on the culture of life and work, and whose product is embedded experience
Organizational requirements

• Starting points
  – Cultural tourism should be seen as a distinct set of activities and areas for action, not as a sub-segment of the tourist and cultural development
  – clearly defined roles for public and private sectors and divisions of responsibility
  • public sector should accept the obligation to provide sufficient funds for the development, management and marketing of cultural tourism in the county
  • private sector must be ready to participate in the costs of development, although such costs may initially be minimal
Strategic Objective 1: Improve the primary attractions

- **Program 1.1: Investing in the stars - the county icons of cultural tourism**

- **The objectives of the program:**
  - improve the presentation, interpretation and experience for visitors
  - ensure representation of the interests of the tourism sector in the development plans and management
  - activate the entrepreneurial potential in culture, art and creative tourism

- **Specific projects under this program**
  - **Project 1: The old town of Split and Diocletian's Palace**
  - **Project 2: city nucleus of Trogir**
  - **Project 3: center of Hvar with Fortress**
Strategic Objective 2: Create an experience

- Program 1.2: Afirmiranje regional gems - sub-regional attractions
- The objectives of the program
  - establish a system of strong, primary and dominant theme visitacijskih attractions for relieving the county of icons and the geographic dispersion of demand
  - networking of regional and thematic jewels complementary secondary and tertiary cultural and tourist attractions County
Strategic Objective 2: Create an experience

Program 2.1:
• Interpreting the culture of Dalmatia
• The objectives of the program
• interpret contemporary and thematically linked CT attractions and resources
• increase the level of cultural attractions and tourist destinations / locations
• focus on the development of CT destinations / locations around the central theme
• establish a mechanism to activate the creative entrepreneurial potential

Specific projects
• Project 8: Establishment of thematic interpretative framework

Program 2.2:
• Articulate the culture of Dalmatia - creating urban harmony

The objectives of the program
• increase the attractiveness of the destination KT County by creating so-called. 'Genius loci' - the specific atmosphere in accordance with the main theme (see Program 2.1)
• improve the visual appearance of the destination county KT
• provide technical and financial assistance to local communities
• encourage enterprises to implement the dominant themes

Specific projects
• Project 9: "Genius loci" - urban furnishing and interpretation
Strategic Objective 2: Create an experience

Program 2.3: The revival of the culture of Dalmatia - Development portfolio of cultural events

The objectives of the program:
- selectively invest in events recognized by its tourism potential
- create a portfolio of cultural events throughout almost the entire year
- improve marketing and promotion of cultural events

Specific projects
- Project 10: The portfolio of cultural events

Program 2.4: Fostering the culture of Dalmatia - the establishment of thematic clusters

The objectives of the program:
- activate the entrepreneurial potential in the cultural products of life and work - Program 2.1.
- create a permanent offer of products and experiences to encourage partnerships to develop and promote

Specific projects
- Project 11: Dalmatian fishermen and fishing destinations
- Project 12: Stonecutting Brac
- Project 13: Dalmatian maritime heritage
- Project 14: Life on the barren land
- Project 15: Military campaigns and pirate
Action Plan

• The highest priority
  - Project 1: The old town of Split with the Diocletian's Palace
  - Project 2: The old town of Trogir
  - Project 8: Thematic interpretive framework

• Extremely high priority
  - Project 3: center of Hvar with Fortress
  - Project 5: The fortress Klis
  - Project 9: Genius loci - interpretiraj and equipment

• A high priority
  - Project 4: Salona
  - Project 6: Desert Blaca
  - Project 11: Dalmatian fishermen and fishing
  - Project 12: Living with a stone

• Medium Priority
  - Project 7: Stari Grad Plain
  - Project 10: The portfolio of cultural events
  - Project 13: Maritime and Shipbuilding
  - Project 14: Life on the dalmatian land
  - Project 15: Military campaigns and pirate campaigns

• Very high priority activities:
  - Program 3.1: Mobilizing the creative potential
  - Marketing programs to local residents (Program 4.1.) Stationed tourists (Program 4.2.), And national and international markets (Program 4.3).
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Thank you!

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