Sustainable Tourism Development Strategy for the Broader Kornati National Park Area

Murter, February 2015
# CONTENT

## 1 INTRODUCTION

## 2 PROJECT AREA

### 2.1 IDENTIFYING THE AREA

## 3 GENERAL INFORMATION

#### 3.1 POSITION OF THE KORNATI ARCHIPELAGO

#### 3.2 PROTECTED AREAS MANAGEMENT

#### 3.3 PROTECTION OF THE KORNATI ARCHIPELAGO

#### 3.4 CLIMATE

#### 3.5 CHARACTERISTICS OF KORNATI NATIONAL PARK

##### 3.5.1 VALUE OF THE AREA

###### 3.5.1.1 NATURAL VALUES

Ethnographic values

Geological values

#### 3.5.2 ZONING WITHIN THE PARK

#### 3.6 CHARACTERISTICS OF THE ŽUT-SIT ARCHIPELAGO IMPORTANT LANDSCAPE

#### 3.7 RESIDENTS WITHIN THE CHARTER AREA

#### 3.8 INFRASTRUCTURE

## 4 VISIT SYSTEM

### 4.1 LEGISLATIVE FRAMEWORK

### 4.2 VISITOR MANAGEMENT SYSTEM DOCUMENTS

### 4.3 MARKET AND TOURISM TREND ANALYSIS

### 4.4 CURRENT OFFER

#### 4.4.1 Boating and overnight stays in the Kornati islands

#### 4.4.2 Excursions

#### 4.4.3 Diving and snorkelling

#### 4.4.4 Hiking to viewpoints along trails with visits to structures of cultural and historical significance

#### 4.4.5 Educational Trails

#### 4.4.6 Restaurants and Tavern (Konoba)

#### 4.4.7 Accommodation

#### 4.4.8 Observing the Plant and Animal World

#### 4.4.9 Events

#### 4.4.10 Vrulje Visitor Centre

### 4.5 ASSESSMENT OF THE TOURISM INDUSTRY OFFER AND USER PROFILE IN THE BROADER KORNATI NATIONAL PARK AREA

### 4.6 UTILISATION OF ECOSYSTEM SERVICES (PA-BAT)

## 5 WORK OF THE FORUM45

### 5.1 REQUIREMENTS OF THE EUROPEAN CHARTER

### 5.2 ROLE OF KORNATI NATIONAL PARK PUBLIC INSTITUTION
5.3. FORUM ON SUSTAINABLE TOURISM DEVELOPMENT ........................................... 47
6 STRATEGY .......................................................................................................................... 50
  6.1. SWOT ANALYSIS ........................................................................................................... 50
  6.2. CURRENT SITUATION .................................................................................................. 52
  6.3. VISION .......................................................................................................................... 54
  6.4. GENERAL AND SPECIFIC OBJECTIVES ..................................................................... 55
7 ACTION PLAN ..................................................................................................................... 57
8 COMMUNICATION PLAN .................................................................................................... 111
  8.1. PROMOTION OF THE PROTECTED AREA AS A DESTINATION .................................. 111
  8.2. IMPACT ON OTHER USERS ....................................................................................... 112
  8.3. INFORMATION ON ORIENTATION ............................................................................. 113
  8.4. INFORMATION CENTERS IN THE PARK ..................................................................... 113
  8.5. PROVIDING INFORMATION TO SERVICE VENDORS AND OTHER USERS OF THE AREA ................................................................. 114
  8.6. IMPROVING GUIDE SERVICES AND EVENT PROGRAMMES .................................... 114
9 BIBLIOGRAPHY .................................................................................................................. 116
10 ANNEXES .......................................................................................................................... 118
   I. BUDGET
   II. LIST OF STAKEHOLDERS WHO HAS SIGNED COOPERATION AGREEMENT
   III. COOPERATION AGREEMENT (IN CROATIAN)
   IV. PRICE LIST
   V. QUESTIONNAIRE
   VI. REPORTS (MINUTES) AND SIGNATURE LISTS FROM THE MEETINGS, PHOTOS
   VII. PUBLICATIONS (PDFS AND SCANNS)
   VIII. KORNATI NP MANAGEMENT PLAN (2014-2023)
   IX. MAP OF THE AREA
1 INTRODUCTION

Driven by its exceptional natural beauty, tourism on the Kornati archipelago dates from the 1970s and is the chief economic activity underpinning the life of the small islander communities. As a result, however, of a dearth of dialogue and cooperation with key local stakeholders (property owners, units of local and regional self-government, tourist boards and agencies, manufacturers and purveyors of goods and services, the civil sector etc.), tourism is haphazard and uncoordinated, having on the one side public institutions that manage the Kornati archipelago and, on the other, property owners and users in protected areas whose existence is "threatened" by protection. This gulf between the administration and the local stakeholders is also reflected in the satisfaction of visitors and their perception of this jewel of the Mediterranean!

Although founded as far back as 1980, the Kornati National Park Public Institution, which manages the part of the Kornati archipelago protected under the national park category, only recently introduced the principles of sustainable development in its management, gradually establishing a dialogue with the local community, with the aim of providing them support in ensuring their existence in the Kornati region and from the Kornati archipelago. During the process of drawing up the Management Plan, launched in 2009, a series of topical workshops have been staged to discuss the needs of the local residents, much of which has been implemented in the ten-year planning period encompassed with the Kornati National Park Management Plan (2014 – 2023). It was a significant, but still inadequate step forward in resolving the problems that have accumulated over an extended period and in establishing management sustainable in the long term, which requires continual cooperation with the interested stakeholders. The other part of the Kornati archipelago, the Žut-Sit Archipelago Important Landscape, is managed by the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, which is both a relatively young and insufficiently staffed to adequately – in close cooperation with local stakeholders – manage the region to the benefit of the entire community.

Through our collaboration with the Dinaric Arc Parks project and a series of activities we have participated in, and in particular through providing information and education on establishing sustainable tourism, we gained ideas and encouragement for the further advancement of the dialogue and cooperation necessary to achieve the more effective management of this protected area.

With the support of colleagues from the WWF, from Lonjsko Polje Nature Park and Medvednica Nature Park – this year’s recipients of the European Charter for Sustainable Tourism (ECST), and of the many local stakeholders we decided to undertake preparations for the nomination of the wider Kornati National Park region for the European Charter for Sustainable Tourism (ECST). By wider region we have in mind the remainder of the Kornati archipelago – the Žut-Sit Archipelago Important Landscape, the port of departure in the town of Murter and the settlement of Betina.

The joint creation and implementation of the Sustainable Tourism Development Strategy, harmonised with the Kornati National Park Area Management Plan (2014 – 2023) and founded on continual cooperation and partnership with the local stakeholders – the best guardians of "their" protected area – will surely provide the community with economic, societal and social benefits, and ensure the long-term conservation of the natural, cultural and traditional values of the region that have seen it proposed for inclusion in the Natura 2000 ecological network.
We are very thankful to all stakeholders that have recognised the importance of joint action and have joined the process of preparing the Strategy, on the implementation of which we will work together to ensure long-term coexistence of people and nature, today and TOMORROW...

2 PROJECT AREA

2.1. IDENTIFYING THE AREA

Kornati National Park, which covers the greater part of the Kornati archipelago, is situated in the central part of the Croatian Adriatic in the territory of the Municipality of Murter-Kornati. The remainder of the archipelago, the Žut-Sit group of islands, although a geographically and naturally indivisible region, is outside the borders of the Park and in a lower category of protection – as an important landscape. The entire region is under private ownership, with the majority belonging to the people of Murter – the inhabitants of the Municipality of Murter-Kornati (79.56% of the total area), a smaller part to the inhabitants of Betina (14.24% of the total area) (Municipality of Tisno), Zaglav (5.56%) and Sali (0.24%) (Municipality of Sali).

Figure 1. Charter area (Map from Šibenik-Knin Spatial Plan (SV Šibensko-kninske županije 9/12, 4/13, 8/13, 2/14))

Given the administrative affiliation to the Municipality of Murter-Kornati and the majority Murter
and to a lesser extent Betina ownership of Kornati properties, we opted, when defining the Charter area, to stick to the administrative borders of the Municipality of Murter-Kornati, including a part of the Municipality of Tisno (the settlement of Betina), keeping open the possibility of cooperation with neighbouring municipalities and protected areas in the region.

3 GENERAL INFORMATION

3.1. POSITION OF THE KORNATI ARCHIPELAGO

The Kornati archipelago is situated in the Croatian part of the Adriatic Sea, in the Central Dalmatia region, to the west of Šibenik in Šibenik-Knin County.

Figure 2. Kornati Archipelago placement in Croatia

The Kornati archipelago, as a separate and singular island group situated where the Šibenik and Zadar islands meet, stretches over an area of approximately 320 km² and includes 149 land, permanently or occasionally above-sea units. Four chains of islands, classified into two groups, are situated from Balabra to Samograd in a total length of 35 km or 19 NM (between Dugi otok and the Žirje Isles) and from Mana to Gangarol in a width of 13 km or 7 NM (between the open Adriatic and Pašman, Vrgada and Murter):

- The Upper Kornati (Gornji Kornati) – the Sit and Žut island chains with a total of 51 land units
- The Lower Kornati (Donji Kornati) – the Kornati and open sea or Piškera island chain with a total of 98 land units.

Kornati National Park encompasses the majority of the Lower Kornati, while the Upper Kornati are
protected under the important landscape category and are under the management of the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County.

3.2. PROTECTED AREAS MANAGEMENT

Kornati National Park is managed by the Kornati National Park Public Institution, established by the Government of the Republic of Croatia in 1982, two years after it declared the area a national park. The Public Institution manages the protection, maintenance and promotion of Kornati National Park with the objective of protecting and preserving the original state of the natural environment, ensuring the unimpeded occurrence of natural processes and the sustainable utilisation of natural resources. The Public Institution oversees the conditions and undertakes measures to protect the natural environment in the territory of Kornati National Park.

The Kornati National Park Public Institution is managed by a Governing Board, consisting of five members, while the head of the Public Institution is the director, who organises and leads the operations of the institution. The Kornati National Park Public Institution is structured as follows: Director’s Office, the Department for Protection, Maintenance, Conservation and Use of the National Park, the Supervision Subdivision, the Technical Support and Maintenance Subdivision, the Promotional, Tourist and Catering Activities Subdivision and the Administrative Subdivision. The institution has 24 permanent (22 employed under the state budget, 2 employed under our own revenue) and 16 seasonal employees. The Public Institution is headquartered in Murter, at the address No. 2 Butina.

The central body of the national administration responsible for nature protection affairs in the Republic of Croatia is the Ministry of Environmental and Nature Protection. The ministry is responsible for the implementation of the Nature Protection Act and international conventions in the area of nature protection, for coordinating administrative and technical affairs related to the protection of nature and for planning the sustainable utilisation of natural resources.

The Žut-Sit Archipelago Important Landscape, which covers thirty-five islands, and the other areas of the Ecological Network located outside the borders of Kornati National Park, are managed by the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, established in 2007. The Public Institution looks after all protected parts of nature and other natural values, except for the category of national parks and nature parks in Šibenik-Knin County.

3.3. PROTECTION OF THE KORNATI ARCHIPELAGO

The growing awareness of the value and beauty of the Kornati archipelago led in the 1960s and 1970s to a significant increase in tourist visits to the area. In 1967 the then Executive Council of the Parliament of the Socialist Republic of Croatia adopted a decision declaring the Kornati archipelago
(all four island chains) and the south-eastern part of Dugi otok with Telašćica Bay a nature reserve (OG 31/67).

A study was drafted in 1976 as a proposal for discussion on the spatial plan for special purpose areas, i.e. the proposal to declare a part of the Kornati archipelago and the southeastern part of the island of Dugi otok a national park, and in 1980 the Parliament of the Socialist Republic of Croatia passed the Kornati National Park Act (OG 31/80) covering the so-called Lower Kornati (the Kornati and Piškera island chains) and the southeastern part of Dugi otok with Telašćica Bay. An area of 26,200 ha in total was encompassed by the Park, stretching across the territories of two municipalities of the time: Šibenik and Zadar. In 1988, as a result of the different approaches to the management of the Park on the part of the two former municipalities on whose territories the Park was situated, the Act on Amendments to the Kornati National Park Act (OG 14/88) was passed that separated the north-western part of what was then Kornati National Park and declared it Telašćica Nature Park, while the southeastern part retained the status and name of Kornati National Park. The redefined Kornati National Park now covered an area of 22,375 ha and included ninety-one islands, islets and rocks.

The islands that were not included in these two protected areas (Kornati National Park and Telašćica Nature Park) remained a part of the initial nature reserve, i.e. important landscape (the provisions of later Nature Protection Acts defined areas declared as nature reserves to constitute important landscapes) and they now constitute the Kornati Archipelago Important Landscape or – as they are conventionally referred to and which is geographically more correct – the Žut-Sit Island Group Important Landscape.

In 1997 the Parliament of the Republic of Croatia passed the Act on Amendments to the Kornati National Park Act (OG 13/97) that reduced the area covered by the Park to approximately 21,700 ha, encompassing eighty-nine islands, islets and rocks, and which remains in force today.

3.4. CLIMATE

In terms of meteorology the Kornati archipelago is situated between two different areas: the northern Adriatic, which is predominantly under the influence of the Genoa low in the spring and autumn; and the southern Adriatic which is impacted more persistently in the summer by the subtropical zone of high atmospheric pressure. As a result of the relatively small area and the insignificant altitudes above sea level, the climate across the entire Kornati area is almost entirely uniform. As a result of the dearth of land vegetation, dew is usually abundant and to some extent replaces rain. In terms of the Köppen classification, the Kornati Islands fall under the "olive climate", Csa (moderately warm temperate rainy climate with dry and hot summers and most of the precipitation in the autumn).

The temperature ranges from an average of 8°C in February to an average 25°C in July and August, i.e. an annual average of approximately 16°C. The highest recorded air temperature, measured at the meteorological station at Vela Sestrica in the Kornati Islands, was 36.4°C, and the lowest was -3.8°C.
The temperature is above 10°C for as many as 270 days in the year. There are an average of 4.2 cold days (temperature lower than 0°C) per annum. There are 90 warm days (peak temperature of at least 25°C) a year (starting with May and running through to October), and about 40 hot days (peak temperature of at least 30°C) running from May to September (most in August = 16.9). There are between 2,600 and 2,700 hours of sunshine per year. There are 4 hours of insolation per day in the winter and about 11 hours in the summer. The ultraviolet radiation level on the Kornati Islands is just 5% of total radiation.

The most frequent wind in the Kornati Islands is the north-easterly *bura* (19.4%), while the strongest wind is the south-easterly *jugo*. The predominant wind in the summer is the north-westerly *maestral* which contributes to a sense of thermal comfort during the hot days of summer.

3.5. CHARACTERISTICS OF KORNATI NATIONAL PARK

3.5.1. VALUE OF THE AREA

Kornati National Park and the entire Kornati Islands can be characterised as an area rich in very important marine communities that enjoy a high level of conservation thanks to many years of protection and as an area of valuable land flora and fauna elements. Man has had a significant impact on the Kornati Islands, however, and his coexistence with nature is reflected in modest but impressive buildings.

3.5.1.1. Natural Values

3.5.1.1.1. LAND FLORA AND FAUNA

The Kornati Islands were once covered with forests of evergreen oak that human activity has transformed into rocky pastures. The present day vegetation consists primarily of rock crevice vegetation, the vegetation of limestone coastal reefs, stands of Mediterranean Tree Spurge and forest associations of myrtle and evergreen oak (*Myrto-Quercetum ilicis*).

So far vascular flora includes over 650 plant taxa. The more significant plant species of this region are *Centaurea ragusina* (dubrovačka zečina), *Iris adriatica* (jadranjska perunika), the Illyrian iris (ilirska perunika, *Iris illyrica*) and species in the orchid family (*Orchidaceae*).

Of the numerous animal groups that inhabit the area of Kornati National Park, detailed research has been undertaken of individual groups of insects (butterflies – 18, beetles – 101, dragonflies – 8, ants – 35) and vertebrates. One representative of amphibians, seven reptile species and three mammal species have been discovered in the area. Prominent among the many birds for which the Kornati Islands are a nesting ground is a Natura 2000 species, the European shag (*morski vranac, Phalacrocorax aristotelis desmerestii*) the Kornati Islands population of which numbers approximately 150 pairs. A very important component of the land fauna of the Kornati Islands are
the populations of the ten bat species thus far discovered.

![Figure 3. Shag (Phalacrocorax aristotelis desmerestii) (photo: Jochen Rienau)](image)

Caves and potholes as typical karst phenomena are important to the biological diversity of the Kornati National Park area. Research to date has yielded very interesting animal finds, both in the layer of brackish water and in the seawater in deeper parts of researcher potholes. Finds of endemic freshwater amphipods have been confirmed (*Niphargus pectencoronatae* and *Niphargus hebereri*). All of the researched structures are natural karst potholes. These are small speleological structures containing water (freshwater on the surface, saltwater on the bottom), one of which with a depth of 35 m (up to the surface of the water) is the deepest currently known speleological structure within Kornati National Park. More intensive research of cave structures and their fauna is on-going.

The Kornati Islands are karst areas where the geological substrate is not favourable to the retention of surface waters. These habitats are very rare and, due to their small area, exceptionally vulnerable, and it is therefore important that their scope and ecological variability be maintained. Ponds in shallow karst depressions are very important and they were the chief source of water supply in the past, and were as such under the significant impact of human activity. There are two small freshwater ponds in the Kornati National Park area – on the island of Lavsa and on Tarac field on the island of Kornat. These ponds are anthropogenic and serve for the watering of sheep and the occasional watering of small agricultural areas. In the summer months the pond at Tarac frequently dries up.

### 3.5.1.1.2. MARINE FLORA AND FAUNA

There are a great number of Natura 2000 species and habitats in the waters of Kornati National Park as a result of which it is a part of the European network of protected areas – the Natura 2000
network. The most important habitat is a bed of Mediterranean tapeweed (*Posidonia oceanicae*) seagrass, a priority Natura 2000 habitat that stretches across most of the coastal belt of the Kornati Islands waters up to a depth of 30 metres.

Corallines are present on the cliffs (known as *crowns, corona*) on the open sea side of the outer chain of islands. The habitat is composed of red algae that bind calcium carbonate from the sea and incorporate it into their body. There is a great diversity of species suited to the conditions of reduced light – sponges, corals, bryozoans, red and brown algae.

Approximately 850 animal species have been identified in Kornati National Park, including 61 species of coral, 177 species of molluscs, 127 species of bristle worms, 61 crab (decapod crustacean) species, 64 species of echinoderms and 185 species of fish. In the waters of the Kornati Islands 353 species of algae and 3 species of seagrass have been identified to date.

The population of the common bottlenose dolphin (*Tursiops truncatus*) inhabiting the Park is 70 individuals. The loggerhead sea turtle (*Caretta caretta*) is frequently seen in the Park.

3.5.1.1.3. GEOLOGY AND GEOMORPHOLOGY

The calcareous rock of the Kornati Islands (limestone and dolomite) created in the period of the Upper Cretaceous (65 to 100 million years ago) have been exposed to atmospheric influence and intensive karst formation processes for the past 65 million years, as a result of which we now find caves, potholes, karren and other, in geological and biological terms, valuable and very specific karst formations.

*Magazinova škrila*, also known as *Vela ploča* (the Great Plate) is the largest limestone layer surface in the Adriatic. The plate us located near Metlina, the highest peak on the island of Kornat (237 m.a.s.l.).

Most of the outer islands are characterised by the Kornati Islands "crowns" (cliffs) facing the open sea. These crowns (*krune*) are the result of the fracturing and faulting of the Earth's crust as a result of the subduction of the African plate under the Eurasian plate, further shaped by the processes of corrosion, erosion and abrasion. The crowns of the Kornati Islands are the faces of the fault line where there has been a movement of the plates of the Earth's crust in this area. Corrosion, erosion and abrasion have only further adorned this massive surface that in some places in the Kornati Islands drops vertically into the depths of the sea for over ninety metres (the crowns of the islands of Piškera and Rašip). The highest crown is found on the island of Klobučar (82 m.a.s.l.), and the longest (above sea level) on the island of Mana (1350 m).
The existence of the archipelago is the result of the relatively quick and significant rise in the sea level over the past 15 to 20 thousand years. During the last ice age (the Würm glaciation) some 20 thousand years ago the sea level was 130 metres lower as a result of the vast quantities of water trapped in the polar ice caps: the Kornati Islands were a part of the land mass at the time. As a consequence of global warming and the relatively speedy melting of the large polar ice caps, the level of the sea rapidly grew by over 130 metres, which caused the then land mass area to transform into a fragmented island region, with numerous karst formations (caves, potholes etc.) now underwater providing habitats and shelter to newly arrived marine organisms.

3.5.1.2. ECOLOGICAL NETWORK

The Regulation on proclamation of the ecological network (OG 124/13) proclaimed the ecological network of the Republic of Croatia, stipulating the list of species and habitat types whose conservation require that the ecological network area be designated, stipulating the criteria for designating the area of the ecological network, the target species and habitat types for which the ecological network area is established and establishing the cartographic representation of the ecological network.

The ecological network proclaimed by the Regulation are deemed to be Natura 2000 areas significant for:

- The conservation and the achievement of a favourable state for wild bird species of interest to the European Union, and of their habitats, and areas significant for the conservation of migratory bird species, in particular wetland areas of international importance,

- The conservation and the achievement of a favourable state for other wild species and their habitats, and of natural habitat types of interest to the European Union.
Table 1. Area of the Ecological Network HR4000001 Kornati National Park

<table>
<thead>
<tr>
<th>English name of the species / English name of the habitat</th>
<th>Scientific name of the species / Habitat type code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common bottlenose dolphin</td>
<td>Tursiops truncatus</td>
</tr>
<tr>
<td>Pseudo-steppe with grasses and annuals of the <em>Thero-Brachypodietea</em></td>
<td>6220*</td>
</tr>
<tr>
<td>Thermo-Mediterranean (steno-Mediterranean) scrub formations with <em>Euphorbia dendroides</em></td>
<td>5330</td>
</tr>
<tr>
<td>Submerged or partially submerged sea caves</td>
<td>8330</td>
</tr>
<tr>
<td>Caves not open to the public</td>
<td>8310</td>
</tr>
<tr>
<td><em>Posidonia</em> beds (<em>Posidonia oceanicae</em>)</td>
<td>1120*</td>
</tr>
<tr>
<td>Calcareous rocky slopes with chasmophytic vegetation</td>
<td>8210</td>
</tr>
<tr>
<td>Eastern sub-Mediterranean dry grasslands (<em>Scorzonera-talia villosae</em>)</td>
<td>62A0</td>
</tr>
<tr>
<td>Reefs</td>
<td>1170</td>
</tr>
<tr>
<td>Large shallow inlets and bays</td>
<td>1160</td>
</tr>
<tr>
<td>Vegetated sea cliffs of the Mediterranean coasts with endemic <em>Limonium</em> spp.</td>
<td>1240</td>
</tr>
<tr>
<td><em>Olea</em> and <em>Ceratonia</em> forests (forests of wild olive and carob trees)</td>
<td>9320</td>
</tr>
</tbody>
</table>

Table 2. Area of the Ecological Network HR1000035 Kornati National Park and Telašćica Nature Park

<table>
<thead>
<tr>
<th>Scientific name</th>
<th>English name</th>
<th>Status of the species</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alectoris graeca</td>
<td>rock partridge</td>
<td>breeding</td>
</tr>
<tr>
<td>Anthus campestris</td>
<td>tawny pipit</td>
<td>breeding</td>
</tr>
<tr>
<td>Bubo bubo</td>
<td>Eurasian eagle-owl</td>
<td>breeding</td>
</tr>
<tr>
<td>Caprimulgus europaeus</td>
<td>European nightjar</td>
<td>breeding</td>
</tr>
<tr>
<td>Circaetus gallicus</td>
<td>short-toed snake eagle</td>
<td>breeding</td>
</tr>
<tr>
<td>Circus cyaneus</td>
<td>hen harrier</td>
<td>wintering</td>
</tr>
<tr>
<td>Falco columbarius</td>
<td>merlin</td>
<td>wintering</td>
</tr>
<tr>
<td>Falco peregrinus</td>
<td>peregrine falcon</td>
<td>breeding</td>
</tr>
<tr>
<td>Gavia arctica</td>
<td>black-throated loon</td>
<td>wintering</td>
</tr>
<tr>
<td>Lanius collurio</td>
<td>red-backed shrike</td>
<td>breeding</td>
</tr>
<tr>
<td>Lanius minor</td>
<td>lesser grey shrike</td>
<td>breeding</td>
</tr>
<tr>
<td>Phalacrocorax aristotelis desmarestii</td>
<td>European shag</td>
<td>breeding</td>
</tr>
</tbody>
</table>

Kornati National Park has been included in the ecological network of the Republic of Croatia as one of the conservation areas important to birds and as one of the conservation areas important for species and habitat types.
3.5.1.3. CULTURAL VALUES

The great distance from the mainland coast, the wealth of the fish stock, pirate attacks, good pastures, unrest on the mainland, the scanty soil and the good shelter it provides during inclement weather at sea are all reasons why the Kornati Islands have, throughout human history, been both an attractive and extremely dangerous area.

The first traces of human presence in the Kornati archipelago dates from the Neolithic period, borne out by the find of a stone axe in Žejkovci field on the island of Kornat. The first confirmed colonisation of the Kornati archipelago, however, is recorded in the time of the Illyrians. Small square dwellings, individual or in groups (such as those under Pedinke, above Žejkovac, Pod Selo near Trtuša, and Grbe on the island of Žut), the hill forts (Šćikat, Stražišće, Tureta and Grba) and mounds (tumuli – on almost all elevated ground on the islands of Kornat and Žut), bear witness to the significant and the longest settlement of the archipelago during the pre-historic period.

The Romans used the Kornati Islands area for habitation and economic exploitation. Traces of Roman colonisation of the Kornati Islands are visible in the Roman construction of the villae rusticae at Mala Proversa and at Trtuša (Zlatarica) and Lavsa, the fish breeding pools at Boku o’Svršate. Other remains from the classical antiquity are now for the most part submerged, these being: the quay at Piškera and Šipnate, the salt pans at Šipnate, the submerged mole at Sedlasti Bok and the harbour facilities at Vela Proversa.

The Byzantine period left the most remarkable edifice of cultural significance on the Kornati Islands – the Tureta fortress (late Roman and early medieval construction, likely from the 6th century) for which it is presumed that it served a military purpose to safeguard and control navigation. Below the fortress, near the shore, are the remains of the triple-nave church of St Mary. A modest sacral building was erected at the site, the small church of Our Lady of Tarac (Gospa o’Tarca), of the rural late Romanesque type. Masses are served at this small church to the present day, and its significance has transcended the exclusively religious frame and has become one of the local tourist attractions.

Written traces from the medieval period indicate the presence of cattle breeders and farmers on the Kornati Islands. The value of the archipelago grew with the increasingly frequent Turkish threat on the mainland coast, and as a result of the increasingly significant fishing industry in the economy of the region. The submerged remains of salt pans and salt warehouses, visible during low tides, in Lavsa Cove on the eponymous island have been dated to the late medieval (second half of the 14th century). A Venetian castle was erected on the islet of Vela Panitula in the early 16th century that served as a tax collection station on fish caught by Kornati fishermen. Close to the Venetian castle, on the island of Piškera, fishermen built a settlement with thirty-six small houses and storehouses, eight small moles and a moveable bridge between Vela Panitula and Piškera. A small single-nave church dedicated to the Nativity of Mary was built in the settlement with Gothic structural elements, consecrated in 1560. With the fall of the Venetian Republic the castle and the settlement deteriorated rapidly, while the small church has been renovated and remains in use to this day. In the late 19th century the aristocracy of Zadar, owners up to then of the Kornati land mass, sold the
islands to its present day owners, the inhabitants of Murter, Betina and Zaglav.

3.5.1.4. TRADITIONAL HERITAGE

Animal husbandry – sheep rearing as the primary economic activity on the Kornati Islands, survived up to the 1970s. The burning of the evergreen oak communities that covered the Kornati Islands yielded rocky pastures, the further burning of which ensured quality grazing. A part of the evergreen oak community was preserved for firewood, shipbuilding and tool making.

Figure 5. Kornati sheep (photo: Monika Kovaljesko)

Inland from the shore on the Kornati Islands the inhabitants built the *stan* type dwellings in which they lived until moving to the coast. Alongside the *stan* was a sheepfold and waterhole. They were built in the drystone wall technique. As the inhabitants of the Kornati Islands gradually moved to the coast the *stan* was used as storage for agricultural implements. The greatest number of *stan* dwellings are to be found in Knježak, Trtuša, Žejkovci and Šipnate fields.

Evidence of farming life on the Kornati Islands is reflected in the network of drystone walls that intersect the Kornati Islands (with the total length of 323 km). The primary reason for building them was to demarcate properties and pastures and to clear the soil of stone to produce as many usable surfaces as possible. The drystone walls were built from the shore of one side of the island to the other. The walls are sufficiently tall that sheep cannot jump over them and broad enough to prevent the strength of the wind from destroying them. There is no binding material between the stones and the walls are provided with rigidity only by the skilful laying of the stones such that one stone holds other stones in place. The total length of drystone walls on the Kornati Islands equals 320 km.
The fields on the Kornati Islands were areas used for the cultivation of crops. Earlier the fields were planted with wine grapes and various fruits, and later with olive trees. The first olive groves were planted along the edges of fields that were broadened by clearing. There are currently some 18 thousand olive trees in Kornati National Park.

Figure 6. Drystone wall (photo: Vladislav Mihelčić)

Travelling to properties, and living on the Kornati Islands would not have been possible without the small form wooden ships known as the *gajeta*. The *gajeta* was a multipurpose ship with a length usually between 6 and 7 metres. It emerged in the Adriatic in the 17th century and is now most frequently found in the Central Dalmatian region. The *gajeta* and all larger and smaller vessels were powered by the lateen sail and/or oars. Unlike the true square-rig sails from the classical antiquity and modern sails on tall masts, the lateen sail is set on a long yard, the *lantina*, and has a triangular shape. The *gajeta* remains in frequent use to this day, but more frequently with motor propulsion.

Although the area of Kornati National Park is managed by the Kornati National Park Public Institution, it is an area held entirely in private ownership. The estate of an individual owner consists of a house, several smaller tillable areas and a large pasture. The typical Kornati Islands house is a modest monovolume shelter necessary for the use of the property with numerous uses – for rest, for storing tools and other equipment, food, the temporary storage of Kornati Islands products, as a refuge during inclement weather and so forth and is also used in the present day in the tourism industry.
3.5.2. ZONING WITHIN THE PARK

With the objective of more efficient management, and with the purpose of the conservation of natural and cultural values, the area of Kornati National Park has been divided into three administrative zones: the strict protection zone, the targeted protection zone and the zone of utilisation.

The *strict protection zone* is intended for the conservation of natural values and the unimpeded occurrence of natural processes without the direct impact of human activity. Visits are not permitted to this zone – only appropriate and approved scientific and specialist research is permitted. The very strict protection subzone consists of four zones of strict protection from the spatial plan, slightly broadened: Purara, Klint and Violić, Mrtenjak, Klobučar, Mali Obručan and Veli Obručan. The strict protection subzone consists of the sea and seabed outside the other subzones.

The *targeted protection zone* includes areas with natural and cultural values that most reflect Kornati National Park as a whole. This zone is intended for visits and the conduct of traditional activities with the aim of preserving the existing biodiversity. The tradition and culture subzone includes the rocky pastures, olive groves (*ograde*, i.e. groves bordered by low drystone "fences"), forests, degraded forests, fishing grounds or spots (*pošta*) and cultural heritage. The recreation subzone pertains to diving positions, swimming positions, hiking paths, viewpoints and culture heritage locations.

The *zone of utilisation* covers areas on which structures for the residence of inhabitants and the owners of real estate in Kornati National Park have been built (existing rural ensembles), and inlets in which anchorage and overnight visitor stays are permitted. It is divided into the settlements subzone (inlets with existing structures for residence and habitation) and the anchorages subzone (inlets where the spatial plan permits anchorage).
Figure 7. Zone Management in Kornati National Park (I. **Strict Protection Zone**: Very Strict Protection Subzone and Strict Protection Subzone; II. **Targeted Protection Zone**: Tradition & Culture Subzone and Recreation Subzone; III. **Zone of Utilisation**: Anchorage Subzone and Settlements Subzone (Source: Management Plan; Annex VIII)
3.6. CHARACTERISTICS OF THE ŽUT-SIT ARCHIPELAGO IMPORTANT LANDSCAPE

According to the Nature Protection Act (OG 80/13) an important landscape is a natural or cultivated tract of great landscape value and biological diversity or cultural and historical value or a landscape of unique preserved attributes characteristic of an area, intended for rest and recreation or a particularly valuable landscape designated in accordance with the Act. No interventions and activities that could spoil the characteristics on the basis of which the important landscape was declared are permitted.

The Žut-Sit Archipelago Important Landscape consists of a total of thirty-five Kornati Islands, islets and rocks situated outside the borders of Kornati National Park. This important landscape covers an area of 1,936.62 ha. The area has been under protection since 1967 when it was, together with the present day area of Kornati National Park, declared a nature reserve. With the proclamation of a part of the Kornati archipelago as a national park, the remainder of the area retained the status of a nature reserve that, under the new categorisation of 1994, became an important landscape.

Figure 8. The Scope of the Žut-Sit Archipelago Important Landscape (Scope of the Study on the Protection of the Natural Environment of the Broader Area of the Žut-Sit Archipelago Important Landscape; The Zadar-Šibenik Archipelago; The Adriatic Sea; The Northern Dalmatia Plateau) (Source: 27. Study on the Protection of the Natural Environment of the Broader Area of the Žut-Sit Archipelago Important Landscape, State Institute for Nature Protection - draft)

The vegetation of the Žut-Sit Archipelago Important Landscape consists primarily of degraded forests of evergreen oak with a variety of transitional forms, from tall and low maquis to garrigue and barren rocky country. Also contributing to the landscape diversity, i.e. the value of the area is the characteristic picture of the cultural landscapes: dry grasslands with drystone walls and paths created.
by centuries of traditional seasonal animal husbandry and the areas of cultivated fields planted primarily with olive groves.

The karst features created by the limestone-dolomite structure dominate the relief of the important landscape area. Many karst relief forms are prominent: karren, rocky country, ponors, dolines, dry dolines, caves (on the island of Gustac), potholes (on the island of Kurba Mala) and differentiated forms of karst coastal relief. The most prominent landscape phenomena are the pastures and olive groves fenced with drystone walls.

The coast is characterised by a number of prominent forms. Bays, numerous small inlets (coves), prominent capes, beaches and other forms depending on the composition of the structure of the coastal rock and the action of the sea, shape specific forms of coastal relief that constitute exceptional landscape values.

The objective of the management of the broader area of the protected landscape of the Žut-Sit archipelago is the conservation of the natural and cultural landscape, i.e. the anthropogenically conditioned ecosystems and their biodiversity and the traditional building heritage of the area. The objective of the management of this area is also the sustainable conduct of economic activity permitted by the Nature Protection Act. A Žut-Sit Archipelago Special Characteristics Plan is in the works as is a Protected Areas Management Plan for the Šibenik-Knin County Area that provides guidelines for the management of the Žut-Sit island group.

According to the available information, several habitat types cited in Annex I of the EU Habitats Directive have been identified in the broader area of the Žut-Sit Archipelago Important Landscape.

Table 3. Valuable habitats in the Žut-Sit island group area

<table>
<thead>
<tr>
<th>English name of the species / English name of the habitat</th>
<th>Scientific name of the species / Habitat type code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandbanks which are slightly covered by sea water all the time</td>
<td>1110</td>
</tr>
<tr>
<td>Posidonia beds (<em>Posidonia oceanica</em>)</td>
<td>*1120</td>
</tr>
<tr>
<td>Reefs</td>
<td>1170</td>
</tr>
<tr>
<td>Vegetated sea cliffs of the Mediterranean coasts with endemic <em>Limonium</em> spp.</td>
<td>1240</td>
</tr>
<tr>
<td>Eastern sub-Mediterranean dry grasslands (<em>Scorzonera</em> villosae)</td>
<td>62A0</td>
</tr>
<tr>
<td>Pseudo-steppe with grasses and annuals of the <em>Thero-Brachypodietea</em></td>
<td>*6220</td>
</tr>
</tbody>
</table>
Table 4. Locations of the Ecological Network in the area of the Žut-Sit island group

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Code</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Babuljaši and the surrounding reefs</td>
<td>Posidonia beds (Posidonia oceanicae)</td>
<td>HR3000473</td>
<td>1120*</td>
</tr>
<tr>
<td>Reefs</td>
<td></td>
<td></td>
<td>1170</td>
</tr>
<tr>
<td>Rončić</td>
<td>Posidonia beds (Posidonia oceanicae)</td>
<td>HR3000081</td>
<td>1120*</td>
</tr>
<tr>
<td>Skala Velika and Skala Mala</td>
<td>Posidonia beds (Posidonia oceanicae)</td>
<td>HR3000082</td>
<td>1120*</td>
</tr>
<tr>
<td>J. Molat-Dugi-Kornat-Murter-Pašman-Ugljan-Rivanj-Sestrunj-Molat</td>
<td>Common bottlenose dolphin (Tursiops truncatus)</td>
<td>HR3000419</td>
<td></td>
</tr>
<tr>
<td>Submerged or partially submerged sea caves</td>
<td></td>
<td></td>
<td>8330</td>
</tr>
<tr>
<td>Island of Žut</td>
<td>Four-lined snake (Elaphe quatuorlineata)</td>
<td>HR2001362</td>
<td></td>
</tr>
<tr>
<td>Vegetated sea cliffs of the Mediterranean coast with endemic Limonium spp.</td>
<td></td>
<td></td>
<td>1240</td>
</tr>
</tbody>
</table>

The broader area of the Žut-Sit Archipelago Important Landscape is part of the Ecological Network of the Republic of Croatia that encompasses the areas important for wild taxa and habitat types.

The ancient inhabitants of the island of Žut and the surroundings islets inhabited small drystone wall houses primarily to the north-western side of the island, as there were several ponds there and brackish waters, and water is the chief prerequisite of human life. They resided away from the sea in order to protect themselves from the incursions of pirates. Shelters for herdsmen were located along the entire length of the island, most of them sheltered in the leeward sides of hills. The herding traditions from the time of the Liburnians and the Roman administration continued into the middle ages – it has been concluded on the basis of discovered potsherds that serf-herdsmen also resided in the eastern part of the olive grove in Pinizel, where the outlines of their houses are still visible, in the second half of the 15th century.

The first mention of the people of Murter on the Kornati Islands dates to the distant year 1627, when the long and arduous process began that saw the hired peasants (kolon) in 1885 sign an agreement on the purchase and their payment of purchased properties in 1888, whereby the people of Murter became free peasants and masters of the island of Žut.

Throughout history the area has been an important pasturing and fishing zone. The growing of olives was limited to the smaller, more accessible tillable areas. Numerous drystone walls and stan dwellings – farm buildings for habitation by herdsmen and sheep, now bear witness to economic activity in the past (olive growing, sheep breeding). The stagnation of the traditional economy began in the 1970s and, over the past several decades, tourism, a new sector of the economy, has assumed the dominant role.
Prominent among the numerous traces of the habitation and activity of humans in this area are the structures on Grba hill – Liburnian mound, the first dwellings of the kolon peasants (e.g. the Jelić family house) and the church of the Holy Cross (Svetog Križa), the construction of which began in the early 20th century, but was only completed in 2011.

A pilgrimage and holy mass is staged on the 14th of September on the Feast of the Cross. The owners of Žut from Murter began the construction of the church on Grba hill in the early 20th century as a symbol of their gratitude for the successful payment of the estates they purchased back in 1888. Construction work was interrupted by the outbreak of World War I in 1914. Thanks to the will and efforts of the people of Žut – the property owners and numerous donators, the construction of the church was continued in 2010 and saw its completion in September of 2011.

3.7 RESIDENTS WITHIN THE CHARTER AREA

According to the results of the 2011 census the Kornati Islands (part of the Municipality of Murter-Kornati) numbers 21 inhabitants, i.e. 15 (private) households. The residents of the Kornati Islands are traditionally engaged in agriculture, animal husbandry and fishing, while tourism is now also developed. The development of tourism on the Kornati archipelago, especially within Kornati National Park, is based on the specific characteristics of the area, and numerous economic and tourism activities typical of the development of the tourism industry in other areas are excluded.

Kornati National Park falls under the administration of the Municipality of Murter-Kornati, which numbers 2,047 inhabitants. Besides the inhabitants of Murter, about 5% of the properties are owned by the inhabitants of Betina (Municipality of Tisno) which has, for this reason, been included in the Charter Area. Betina numbers an additional 689 inhabitants, which means that the Charter Area has a permanent population of 2,736 inhabitants.

3.8. INFRASTRUCTURE

The Kornati archipelago is accessible only by watercraft. The archipelago is situated some seven nautical miles from Murter, and some 15 nautical miles from Šibenik and Zadar. Kornati National Park has two official entrances: from the north at the Velika Proversa strait, and from the south at Vrata od Opata.

There are three "mobile" receptions in operation in Kornati National Park during the tourism season (from May to mid October) for the sale of tickets and visitor information. The principle on which they operate is that reception staff in watercraft conduct patrols in a given part of the Park providing reception services to visitors. There is a reception point in the core of Murter and tickets can be purchased at numerous locations outside the Park (from Zadar to Primošten).
Foodstuffs and the most vital necessities can be procured during the summer season in three small stores in Kornati National Park and in two stores in the area of the Žut-Sit island group at somewhat higher prices that on the mainland. The supply of foodstuffs is also possible by way of purchase from a boat-store that makes daily rounds of the Kornati archipelago. This is a mini ferry that is adapted during the peak season as a store. The boat-store is insufficiently utilised as a tourist attraction. Out of season foodstuffs and other necessities cannot be procured in the Kornati Islands area. Visitors can procure foodstuffs in Murter in other neighbouring settlements. There are five stores offering articles of food in Murter, which is sufficient given the capacity of the harbour of departure. They are open year-round from 7:00 am to 8:00 pm, with working hours extended during the peak season from 7:00 am to 10:00 pm. Prices vary by a few kuna, depending on the store. The island of Murter has several stores distributed across the island, while stores in major shopping malls are to be found in the neighbouring cities (Šibenik and Zadar).

There are two marinas in the Kornati archipelago – one in Kornati National Park (ACI Marina Piškera), and the other on the island of Žut (ACI Marina Žut). Other marinas in the area are the Marina Hramina (Murter), Marina Betina (Betina), ACI Jezera (Ježera), Marina Tribunj (Tribunj), ACI Vodice (Vodice), Mandalina (Šibenik), the Šangulin and Kornati (Biograd na Moru) marinas, Olive Island Marina Sutomišćica (the island of Ugljan), Marina Dalmacija (Bibinje/Sukošan), Marina Veli Rat (Dugi otok), ACI Skradin (Skradin) and the Marina on the island of Veli Iž. There is a branch office of the Šibenik Harbourmaster's Office in Murter.

The nearest outpatient clinics for the provision of medical assistance are located in Murter, Sali (on the island of Dugi otok) and in Tisno, and the nearest hospitals are in Biograd, Šibenik and Zadar. The
nearest medical institution providing assistance to divers is located in Split.

There are no fuelling stations in the Park area and the nearest are to be found in Murter, Zaglav on Dugi otok, Zadar, Bibinje/Sukošan, Biograd, Preko, Jezera, Vodice and Šibenik.

There is no running water or electrical energy supply in Kornati National Park. Electrical energy is obtained via solar panels and generators, water is obtained from cisterns (rainfall) and for those with greater needs – by water carriers. The area of Kornati National Park and the other parts of the Kornati archipelago have poor mobile network signal coverage.

Sanitary facilities in the Kornati archipelago area are to be found in restaurants, but they are provided only to guests of these restaurants. A public washroom for visitors is to be built within the frame of the Vrulje Visitor Centre.

In all larger, inhabited inlets in the Kornati National Park area there are fenced areas for temporary disposal of refuse. The Kornati National Park Public Institution removes refuse using specialised service boats. In the area of the Žut-Sit island group, refuse containers are situated in inlets with hospitality and catering facilities, and refuse collection is organised by the local municipal services company (Murtela Municipal Services Company). All refuse winds up at the refuse dump of the Bikarac Regional Waste Management Centre in Šibenik.

The existing traffic signs on the motorway and D8 state road (in both directions on the Adriatic trunk road (Jadranska magistrala) on the Šibenik-Zadar stretch) are insufficient, which makes it difficult for visitors to find their way on the journey and arrival at Kornati National Park, i.e. at Murter as the harbour of departure. The number of signposts (brown tourist signs) needs to be increased and information availability for interested people visiting Murter, as the harbour of departure for the Kornati archipelago, needs to be improved.

Up to now the Kornati National Park Public Institution has not had premises for visitor information and education. The only method available to date to provide information has been at the reception point in Murter, which is equipped with multimedia equipment along with its offer of products and souvenirs. The construction/reconstruction, equipping and commissioning of the Vrulje Visitor Centre on the island of Kornat is underway – there visitors will have the opportunity to obtain quality information, engage in recreation and be educated on all of the important characteristics and values of Kornati National Park.

As a result of the geographic specificity of the area, the Kornati Islands are less accessible to persons with specific needs (persons with special needs and pregnant women). There are no access ramps in Kornati National Park for persons with physical disabilities and no trails adapted to their needs. There is no content for persons with impaired vision and this needs to be installed within the frame of the Vrulje Visitor Centre. There are plans to install an elevator for persons with physical disabilities from the quay to the Visitor Centre, a signpost in Braille and a model of the Park to facilitate the arrival and experience of the area for these people.
4 VISITS SYSTEM

The Kornati archipelago is visited exclusively by watercraft.

Visitors of Kornati National Park can be divided into two basic groups:

1. Individual visitors (visit the Park in their own or a rented watercraft)
2. Group visitors (their visit to the Park is organised by a legal or natural person conducting visits to the Park).

To enter Kornati National Park a ticket is paid per watercraft, regardless of the number of people on the vessel. The price of the entry ticket depends on the place of purchase (tickets purchased within the Park are more expensive than those purchased outside the Park, prior to entry into the Park) and the size of the watercraft (the watercraft of individual visitors are divided into four groups based on length, while excursion boats are charged based on the registered capacity of the vessel). Besides from reception staff of the National Park, tickets can also be purchased at the reception points of nearby marinas, in some companies renting watercraft and at travel agencies from Zadar to Primošten.

For diving visits (which must be announced in advance and organised by a diving centre that has the appropriate agreement signed with the Public Institution) tickets are paid "per diver" in the diving group.

Visits to the Žut-Sit island group are not charged, nor is diving in the area of this important landscape.

4.1. LEGISLATIVE FRAMEWORK

International regulations

1. Convention Concerning the Protection of the World Cultural and Natural Heritage (OG 12/93)
2. Convention on Biological Diversity – CBD (OG-MU 6/96)

National regulations:

1. Croatian Tourism Development Strategy until 2020 (OG 55/13)
2. Strategy for Sustainable Development of the Republic of Croatia (OG 30/09)

4. Nature Protection Act (OG 80/13)

5. Act on the Provision of Tourism Services (OG 68/07, OG 88/10)

6. Act on Amendments to the Hospitality and Catering Industry Act (OG 50/12)

7. Hospitality and Catering Industry Act – amendments (OG 80/13)

8. Regulation on proclamation of the ecological network (OG 124/13)

9. Act on Amendments to the Kornati National Park Act (OG 13/97)

10. Maritime Demesne and Seaports Act (OG 158/03, 141/06 and 38/09)

11. Maritime Code (OG 181/04, 76/07, 146/08, 61/11, 56/13)


**4.2. VISITOR MANAGEMENT SYSTEM DOCUMENTS**

The core Kornati National Park management documents are:

1. Ordinance on the Internal Order in Kornati National Park (OG 141/10 and 53/11)

2. Kornati National Park Spatial Plan (OG 118/03)

3. Kornati National Park Management Plan (September 2014)


5. Šibenik-Knin County Protected Areas Management Plan – *draft*

**4.3. MARKET AND TOURISM TRENDS ANALYSIS**

Protected nature areas, especially national parks and nature parks, are exceptionally attractive locations for the growing demand for visits and activities in natural surroundings. There are currently 209,429 protected nature sites around the world covering 32,868,673 million km$^2$.

Parks are frequently located in rural areas where they are also considered to be important from the aspect of the socio-economic development of the local area. From an international viewpoint parks are well known brands that, in the visitor’s mind, equates to pristine but accessible nature with a certain level of infrastructure and, according to some studies, the proclamation of a nature site as a national park results in an up to 10% increase in the number of visitors. At the same time, the increased number of visitors can threaten the sustainability of the natural resources, and it is,
therefore, of exceptional importance that they be adequately managed (TOMAS 2006).

The Kornati National Park Public Institution has not to date conducted research and surveys of visitors. Questionnaires have been created and a study of visitor structure and satisfaction will be launched in the spring of 2015. The only data that the Public Institution has at its disposal are the results of the TOMAS 2006 national parks and nature parks study on the opinion and consumption of visitors to national parks and nature parks in Croatia. The study was conducted on 2,258 respondents for the needs of the Croatian Ministry of the Sea, Tourism, Transport and Development and in collaboration with the Croatian Ministry of Culture. The study covered six national parks (Plitvice Lakes, Krka, Northern Velebit, Paklenica, Brijuni and Kornati) and two nature parks (Kopački rit and Biokovo) and the information was gathered on the basis of a structured questionnaire in ten languages.

According to the study, a speedy growth in the number of visitors to national parks and nature parks is expected in the coming years for at least two reasons. Firstly, on account of the observed trend in the growth of demand for tourism in nature and, secondly, on account of the increasingly relevant fact that the parks themselves are expected to finance their own activities, which has as its consequence an orientation towards an ever greater number of visitors. At the same time an increased number of visitors can threaten the sustainability of natural resources and it is, therefore, of exceptional importance that they be adequately managed. According to the Croatian Tourism Development Strategy until 2020, the beauty of the landscape and ecological preservation are elements of the offer in which Croatia has an advantage in relation to competitors. Although ecological preservation constitutes an element of the offer in which visitors deem Croatia to be better than the competition, the advantage Croatia has in relation to Spain, France and Greece in 2010 is dropping. In this sense it is important to emphasise that the development of the tourism industry in Croatia must continue to be based on the improvement of environmental protection, the preservation of the quality of natural resources and the responsible and sustainable management of the development of the content of the tourism industry offer.

Forecasts indicate that, along with the "sun and sea" as the still dominant global tourism product, there will be a particularly rapid development of an entire range of products in the domain of nautical, adventure-sports and culture tourism, also relevant for the Kornati archipelago.

The Kornati archipelago is situated in Šibenik-Knin County, the county with the most indented coast on the Croatian part of the Adriatic Sea, which is one of the chief advantages for the development of nautical tourism. The most elite segment of the tourism industry in Šibenik-Knin County is nautical tourism. As a result of new projects that are planned for implementation (such as the construction of a marina for mega yachts at Mandalina) expectations are that Šibenik will be promoted into an elite nautical hub for the Adriatic and the Mediterranean. This will also have a major impact for the Kornati archipelago as a destination of interest for boaters.

Besides the development of nautical tourism, growth in the number of excursion boats sailing into Kornati National Park has been observed in the 2011 to 2014 period. The reason for this, besides
promotion, is the continuing growth in the number of overnight stays registered in Šibenik-Knin County. Given the continuing development and increase in accommodation capacity (for example, the construction of a hotel resort in Tisno), growth is also expected in the number of visitors to Kornati National Park and the other parts of the Kornati archipelago.

4.4. CURRENT OFFER

Tourism was gradually introduced in the Kornati Islands region in the 1970s. This was the period of the chief changes in the lives of the people of the Kornati Islands up to that time, which had a strong impact on the overall appearance of the Kornati Islands. The development of tourism industry activities was made possible with the appearance of fast motorised watercraft, making the Kornati Islands more accessible. The people of the Kornati Islands turned to tourism and adapted their small Kornati Island houses for tourist accommodation and opened taverns (konoba) and restaurants.

The predominant form of tourism is boating and sightseeing with short or long stays, adhering, however, to the rules of the protection and conservation of the natural and cultural values of the area. Tourism is limited and specific. Other forms of tourism pertain to diving visits, hospitality and catering (restaurants and taverns) and accommodation in existing buildings.

The activities of visitors to the Kornati archipelago area are as follows:

- Boating (cruise) and overnight stays,
- Scuba diving and snorkelling,
- Swimming,
- Excursions,
- Hiking along trails,
- Visiting taverns and restaurants,
- Overnight stays/accommodation (primarily on-board watercraft, but also in rented houses).

4.4.1 Boating and overnight stays in the Kornati Islands

With the exception of the strict protection zones, boating is permitted in the entire area of Kornati National Park. Anchorage and overnight stays are permitted in the following inlets: Stiniva, Statival, Tomasonac – Suha punta, Šipnate, Lučica, Kravljačica, Strižnja, Vrulje, Gujak, Opat, Smokvica, Ravni Žakan, Lavsa, Piškera – Vela Panitula and at Anica cove on Levrnaci, Podbižanj and Koromašna.

Tickets are paid for entry into Kornati National Park. Tickets can be purchased for individual visits in
one’s own or a rented watercraft at the premises of the Kornati National Park reception in Murter, commission sales points from Zadar to Primošten and from reception staff in the mobile receptions in the National Park. The price of tickets purchased outside the Park is lower (see the Price List in the annex).

In line with the Ordinance on the Internal Order resident and owners of real estate in the area of the National Park and the members of their families are issued an ID card permitting unimpeded movement to their properties.

Table 5. Services price list for 2014

<table>
<thead>
<tr>
<th>Length of the watercraft</th>
<th>Ticket purchased outside Kornati National Park</th>
<th>Ticket purchased in Kornati National Park</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1 day</td>
<td>3 days</td>
</tr>
<tr>
<td>Up to 11 m (up to 34 feet)</td>
<td>150.00</td>
<td>300.00</td>
</tr>
<tr>
<td>11-18 m (34-59 feet)</td>
<td>250.00</td>
<td>500.00</td>
</tr>
<tr>
<td>18-25 m (59-82 feet)</td>
<td>450.00</td>
<td>900.00</td>
</tr>
<tr>
<td>25-50 m (82-164 feet)</td>
<td>800.00</td>
<td>1,600.00</td>
</tr>
<tr>
<td>50-75 m (164-246 feet)</td>
<td>1,550.00</td>
<td>3,100.00</td>
</tr>
<tr>
<td>Over 75 m (over 246 feet)</td>
<td>3,200.00</td>
<td>6,400.00</td>
</tr>
</tbody>
</table>

GROUP TICKETS – per excursion boat per day

<table>
<thead>
<tr>
<th>Length of the watercraft</th>
<th>With a contract with the Public Institution</th>
<th>Without a contract with the Public Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 35 m (do 115 feet)</td>
<td>Watercraft capacity x 20.00</td>
<td>10,000.00</td>
</tr>
<tr>
<td>35-70 m (115-230 feet)</td>
<td>Watercraft capacity x 20.00</td>
<td>20,000.00</td>
</tr>
<tr>
<td>Over 70 m (Over 230 feet)</td>
<td>Watercraft capacity x 20.00</td>
<td>30,000.00</td>
</tr>
</tbody>
</table>

SPECIAL TICKETS

<table>
<thead>
<tr>
<th>TYPE OF PROGRAMME</th>
<th>UNIT</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stay with a Kornati islands family</td>
<td>Person / day</td>
<td>15.00</td>
</tr>
<tr>
<td>Pupil and student excursions</td>
<td>Person / day</td>
<td>10.00</td>
</tr>
<tr>
<td>Diving visits (with precise advance notice)</td>
<td>Diver / day</td>
<td>100.00</td>
</tr>
<tr>
<td>Diving visits (without precise advance notice)</td>
<td>Diving group / day</td>
<td>3,000.00</td>
</tr>
</tbody>
</table>

The problems that the Public Institution often faces in carrying out its activities are related, among other things, with difficulties in the enforcement of legislation, e.g. the insufficient authorities of park rangers, the overlap of authorities with various other institutions and the ambiguous or inappropriate competence of individual institutions. Furthermore, the specific nature of the area of Kornati National Park (the distance from the mainland coast, the dominance of the marine ecosystem and the size of the Park) renders supervision and communication with visitors more
difficult.

There are currently no mooring buoys in the Kornati National Park area that would provide for safe mooring for visitors, control the number and flow of visitors and preserve the valuable habitats in anchorage areas. The Ordinance on the Internal Order provides for the instalment of a total of 302 buoys at nineteen anchorage sites – at the time of the drafting of the Strategy, the Public Institution has obtained location permits for the installation of twenty-two buoys in Vrulje cove and thirty buoys in Lavsa cove.

During the implementation of the Sustainable Tourism Development Strategy the plan is to improve the Ordinance on the Protection and Conservation of Kornati National Park, which will provide for the development of sustainable tourism, and for the more efficient management of the Kornati National Park area. There is no data on the flow of visitors within the National Park and in order for nature protection, as the primary activity of the Public Institution, not to be threatened by the further development of tourism, a Visitor Management Plan is required.

Tickets are not paid for visits to the Žut-Sit island group. Boating is possible in the entire area while anchorage (with overnight stays) is possible at anchorage sites or by mooring at quays in inhabited inlets and at berths at the ACI Marina Žut (120 moorings) and the Golubovac Harbour for a specific purpose (30 moorings) or at anchorage sites under concession in the inlets of Podražanj (2 anchorage fields with a total of 15 mooring buoys), Sabuni (10 mooring buoys) and Strunac (10 mooring buoys).

As a result of no payment charged at the entrance to the Žut-Sit island group area, the number of visitors and the flow of visitors cannot be monitored. Except for inlets designated for anchorage, which are often overpacked, which constitutes a threat to the safety of both watercraft and crews, watercraft are also anchored wherever users deem to be appropriate, thereby posing a threat both to themselves and to other boaters in the area, and to the biological diversity of the marine environment. The Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, which manages this area, lacks the staffing resources necessary for the supervision of the area and a stronger cooperation with the Kornati National Park Public Institution is needed with the objective of conserving the values of this area.

4.4.2. Excursions

Ship-owners and/or travel agencies that organise excursions in Kornati National Park must have a signed contract to work with the Public Institution. Visitors, who wish to visit Kornati National Park by excursion boat, have at their disposal boats of various types and capacities, with various harbours of departure. The prices of excursions, routes, departure and return times are determined by the excursion organiser taking into consideration the distance of the harbour of departure from the National Park.

In the peak season (July, August) all ship-owners for the most part conduct excursions every day. In
the pre- and post-season (May, June, September and October) the excursion offer is based mostly on groups that can be joined by individual excursionists. Excursions usually consist of a ride to the Kornati Islands, passage through the Kornati archipelago, a break for lunch (on the boat or in one of the Kornati Islands restaurants) and a break or two for swimming and sightseeing.

Excursion tickets are sold by bookers and/or agencies. When purchasing tickets there is a possibility that visitors receive incorrect information regarding Kornati National Park. This is also possible during excursions if the guide does not have correct information. Some excursion boats do not offer a guide, rather the owner of the boat, besides sailing the boat, also assumes the role of guide. The education of excursion organisers needs to be undertaken in order to improve the quality of services provided by ship-owners, and to provide visitors with correct information about the National Park.

Ship-owners organising one-day excursions in the Kornati National Park area pay HRK 20.00 x the watercraft capacity, while pupil and student excursions pay HRK 10.00 x the watercraft capacity.

During visits to Kornati National Park, excursion watercraft also passes through the area of the Žut-Sit island group.

4.4.3. Diving and snorkelling

There are nine zones in which diving visits are permitted in Kornati National Park: Kornat (Opat – Tanka Prisliga), Samograd, Oključ, Mala Panitula, Vela Panitula, Rašip, Kasela, Mana and Borovnik.

Diving visits using scuba diving gear may only be conducted on organised and approved groups and exclusively under the organisation of legal entities and/or natural persons registered for the performance of these activities and that conclude an agreement with the Kornati National Park Public Institution on the organisation and operating of diving visits in Kornati National Park. The price of diving visits for each diver in a group is HRK 100.00, and HRK 40.00 for every "non-diver", i.e. visitor on the same boat.

Permits are not required for snorkelling and swimming, but it may only be done within swimming zones – a distance of up to 50 metres from the shoreline (except in strict protection zones). There is no submarine trail in the National Park that would, using masks and snorkels or some sophisticated technical solution, reveal the beauty of the deeper areas of the Kornati Islands "crowns" (cliffs) that constitute the particular value of this area. Considering that the submarine values are of particular interest to visitors, there are plans to create a submarine trail in Kornati National Park.

Scuba diving is possible in the area of the Žut-Sit island group in all locations based on the desire and interest of diving centres and clubs, adhering to the rules for the performance of diving activities. Swimming and snorkelling is not permitted at a distance in excess of 100 metres from the natural beach shoreline, in navigation fairways and in narrow passages (straits) and channels in which navigation is conducted.
4.4.4. Hiking to viewpoints along trails with visits to structures of cultural and historical significance

The entire land area of Kornati National Park, except for the coastal zone that constitutes the maritime demesne, is held in private ownership. Visitors are permitted to walk only along the paths and trails specially marked for this purpose. The trails lead to viewpoints from which a view stretches out to fascinating geological and geomorphological phenomena. Metlina on the island of Kornat is the highest peak (237 m) from which the view shoots out to the islands and islets that surround it, the byzantine period fortress of Tureta, the small church of Our Lady of Tarac (Gospa od Tarca), Tarac field, Žejkovci and Trtuša. The viewpoints at Vrh Opata and Litnji vrh on the island of Vela Smokvica offer a view of the waters of Murter facing northeast and of the islands on the other side, while the hill Otočevac on the island of Piškera provides a view of almost the entire Kornati archipelago.

To the north-western side of the island of Mana in the Kornati archipelago lie the remains of a settlement erected for the shooting of the film As The Sea Rages (1959) (prior to the proclamation of the area as a national park). This is a group of a dozen buildings built in the drystone wall technique, representing the house of the head of the village, the houses of the villagers, storehouses and a church. The remains of the church are particularly impressive as they consist of the remains of the church edifice with the main wall with six large niches and a bell towers with two storeys. The so-called "film village" is situated on the second highest elevation on the island, offering an excellent view of the Kornati Islands "crowns", i.e. the vertical crags on the western side of the outer chain of
islands. The greatest value of the "village" is the fact that it was built in the drystone wall technique, which shows to what measure the skill of building drystone walls was developed in this area. The ruins of the "film village" has become a part of the cultural landscape and are a major attraction for visitors to the National Park.

Figure 11. Fortress of Tureta (photo: Novena Ltd.)

In the Žut-Sit island group, on the island of Žut, on Grba hill, we find the church of the Holy Cross (Svetog Križa). From Grba the view shoots out over Kornati National Park and the entire Kornati archipelago and the mainland. The church can be reached from two inlets (Pristanišće and Dragišina) along the trails to the olive groves. There is an information/educational sign in four languages (Croatian, English, German and Italian) at the points of departure and in front of the church of the Holy Cross. Access to the church on Grba from the other points on the island is difficult.

Structures of cultural and historical significance in Kornati National Park, and the other parts of the Kornati archipelago, with the exception of the church of the Holy Cross, are not adequately marked. One of the reasons for the inadequate marking, especially in the area of Kornati National Park is the private ownership of the estates on which the structures are located. No agreement has been reached to date with the property owners concerning the method of marking the structures and visitor tours, which is one of the tasks laid out in the Strategy, as is the development of new technologies, for example augmented reality technology, allowing visitors a special experience of the place they are visiting.
4.4.5. Educational Trails

There are two educational trails in Kornati National Park, Trtuša and Vela Panitula, while the Kravljačica trail is in the renovation and development phase.

The Trtuša Educational Trail on the island of Kornat has a length of approximately 1,400 metres. An information/educational pillar and seven information/educational signposts have been installed on the trail. The theme of this educational trail is the geological substrate and the man in this environment. The information/educational pillar provides general notifications concerning Kornati National Park, while the signposts offer information on calcareous rock, karst, the environment, the red soil, the rocky pastures, olive growing and the typical Kornati islander houses.

The Vela Panitula Educational Trail is located within the ACI Marina Piškera, with a length of 165 metres. Eight information/educational signposts have been installed covering the topics of general notifications concerning Kornati National Park and its geography, geology, meteorology, land biology, marine biology, culture and traditions.

The Kravljačica Educational Trail starts from Kravljačica cove and runs to Žejkovci field for a length of approximately 1,000 metres. The renovation of the trail (ongoing) contributes to the conservation of the natural and cultural heritage and to strengthen cooperation with and motivate the local residents. The owners of the surrounding properties will be provided with easier and more effective access to their olive groves and the visitors to the new recreation and education content.

Figure 12. Field Turtuša (photo: Novena Ltd)

There is a trail in the area of the Žut-Sit island group that leads from the inlets of Pristanišće and Dragišina to Grba hill and the church of the Holy Cross. There are no organised trails from the other
inlets, in particular from the inhabited northern side of the island.

The existing trails are insufficient for visitors exploring the beauty of the land and enjoying hikes and the views from the viewpoints. The network of hiking trails is not only important for visitors, but also for the local residents for their access to olive groves. There are some 18 thousand olive trees in the Kornati National Park area alone, and many are not under cultivation as a result of the difficult access to the fields. With the objective of reviving and continuing this centuries-old tradition and to improve the development of agritourism, there are plans to organise new land trails in Kornati National Park and in the Žut-Sit island group areas.

4.4.6. Restaurants and Taverns (Konoba)

There are twenty-eight restaurants and taverns operating in the Kornati archipelago area. They are located as follows: Kornati National Park (22): the island of Smokvica (2), the island of Ravni Žakan (2), the island of Lavsa (1), the island of Levrnaka (2), the island of Panitula (1) the island of Piškera (1), the island of Kornat (13) and in the Žut-Sit island group (6): Pristanišće (1), Dragišina (1), Sabuni (1), Strunac (1), Golubovac (1) and Podražanj (1).

There are thirteen restaurants in the inhabited inlets on the island of Kornat, the largest island in Kornati National Park, these being: the inlet of Opat (1), the inlet of Koromašnja (1), the inlet of Lopatica – Gujak (1), the inlet of Vruje (4), the inlet of Strižnja (2), the inlet of Kravjačica (1), the inlet of Šipnate (1), the inlet of Suha punta (1) and the inlet of Stinjiva (1).

The culinary offer of these restaurants is based on fish, lobster and spiny lobster, squid, cuttlefish and octopus, shellfish and Kornati Islands lamb. The dishes are prepared in the traditional manner, over a home-style open fire, under a baking lid, grilled and using herbs that grow locally, within a hand's reach. The wine served at the restaurants and taverns is predominantly locally sourced (from the hinterland) alongside with aperitifs, also locally sourced, most often as herbal infusions in pure grape brandy (travarica) based on old recipes. Prices vary depending on the restaurant, the offer and the method of preparation. The services provided by restaurants and taverns are seasonal (full day working hours in the period from April to October).

It is very important that better communication is established with the owners of restaurants and taverns, including providing education on the values of the area, that they be provided a support in adapting to the minimal technical conditions, that they be offered the possibility of participating in creating a range of products and in their branding and joint promotion. It is also important that the quality of services be monitored and improved and that the owners be included in the network of "information and visitor payback points".
4.4.7. Accommodation

Making reservations and arranging accommodation in Kornati National Park and in the other parts of the Kornati archipelago is possible through privately-owned accommodation providers and travel agencies that are registered to provide these services and that conclude an agreement with the Kornati National Park Public Institution on the provision of accommodation of visitors in the area of Kornati National Park. Besides providing accommodation services, privately-owned accommodation providers and travel agencies may also provide additional services such as boat rentals, the delivery of various necessities from the mainland and the like.

Another aspect of accommodation in Kornati National Park is the *Living with a Kornati Islander Family* theme, i.e. accommodation in a traditional Kornati islander home. The programme operator is the owner of the house and property. The programme is conceived as the full integration of guests in the daily life of the fishermen and farmers of the Kornati Islands. Guests take part in fishing, farm work, animal husbandry work, the preparation of food and the daily life with the proprietor, including the return to Murter.

Accommodation in the Žut-Sit island group area is possible only in vacation homes in towns and villages or in isolated areas.

Data on accommodation capacities in the areas of Kornati National Park and the Žut-Sit island group are not kept as a separate record, but rather for the whole of the Municipality of Murter-Kornati.

Other types of accommodation in the territory of the municipalities of Murter-Kornati and Tisno (the settlement of Betina) include accommodation capacities in hotels, small family owned and operated hotels, privately-owned accommodation providers, camps and resorts. The total number of beds in all accommodation capacities is 3,302.

4.4.8. Observing the Plant and Animal World

The waters of Kornati National Park offer the opportunity to observe the wealth of its plant and animal world. For plant life on land the presence of 537 plant taxa has been confirmed, and it is presumed that there is a total of about 700 to 800 vascular plant taxa. Along with rodents, snakes, lizards and insects, the white breasted marten has also been identified in the Park and numerous bird species (the Eurasian eagle owl, peregrine falcon, kestrel, European shag, common buzzard and seagull). Pods of dolphins are often observed in the waters of the Kornati islands.

Although the areas is fascinating in terms of its biological wealth, no programmes have been developed to date for the observation of the plant and animal world (bird watching, dolphin watching etc.) and these activities should be included in the creation of a range of products.
4.4.9. Events

During the peak tourism season the Tourist Board of Murter-Kornati Municipality, the Kornati National Park Public Institution and local associations organise the following events:

*Gospa o’Tarca* – Pilgrims make the tradition voyage by boat from the shores of the island of Murter to the small church of Our Lady of Tarac (*Gospe o’Tarca*) in an inlet on the Kornati Islands that was once a sanctuary for herdsmen and farmers. Every year, on the first Sunday in the month of July, locals and numerous tourists participate in this attractive maritime and sacral happening.

*Pilgrimage to the church of the Holy Cross (Svetog Križa, island of Žut).* Staged every year on the 14th of September on the Feast of the Cross – a pilgrimage and mass is organised with a festival in one of the inhabited inlets on the island of Žut.

*Days of the Lateen Sail* is the largest culture tourism event in September in Murter and includes a series of educational and entertainment programmes organised by the Lateen Sail Society – it features a culture and arts programme, a rowing regatta (for minors, women and men), the Lateen Sail Regatta and the Little Lateen Sail and workshops for children. The aim of the Lateen Sail Regatta is to revive memories of the way of life at sea and the use of the specific local boats. Upholding the tradition of preserving old boats characteristic of the Croatian Adriatic began, in fact, on the island of Murter.

*Kornati National Park Anniversary* – Every year on the 13th of August, the Kornati National Park Public Institution organises a celebration of the anniversary of Kornati National Park in Murter. Along with the entertainment programme, visitors have an opportunity to sample the traditional cuisine of the
Kornati Islands.

The existing events need to be enriched with a greater presence of all manufacturers and vendors; they should be better promoted, thereby ensuring greater visitor satisfaction and a greater contribution to the local community. The events are predominantly frequented by the inhabitants of the island of Murter and guests staying on the island when the events are staged. Better promotion would create interest among the guests staying in villages, towns and cities across the county and broader. Along with the existing events, there is a need to create new events, for example to commemorate key dates related to nature protection (Earth Day, International Day for Biological Diversity) and the promotion of the indigenous values of the region (local products, wooden shipbuilding etc.).

4.4.10. Vrulje Visitor Centre

From its founding to the present day the Public Institution has not had a visitor centre where visitors can obtain quality information on all of the values of the National Park, which would influence their awareness and sensibility towards the area they are visiting.

In October of 2014 work began on the development of the Vrulje Visitor Centre in the so-called karaula building, a former resort conferred to the Public Institution for its use. The funds required for the planned intervention have been secured by the World Bank, and the completion of the project is expected in April of 2016. Upon completion the main building will offer a total of 292 square metres of space. There will be a souvenir shop, day- and work rooms and a storage area in the semi-basement. The ground floor and loft will offer a number of rooms that will serve the functions of the centre, including a media and exhibition room, a wet laboratory, the diving area and a multi-purpose room.

Various educational programmes will be staged at the Vrulje Visitor Centre for various interested groups (pupils, students, associations etc.) with the objective of raising the level of awareness of the necessity of nature and environmental conservation, and especially of the marine ecosystem.

Although there are a number of permitted activities in the area of the Kornati archipelago, these need to be further improved. Particular attention should be given to the management of the protected areas with the objective of improving the planning and control processes and in order to avoid possible conflicts between nature protection and the development of the tourism industry. Tourism in protected areas creates both benefits and detrimental effects. These effects mutually interact in various ways. The potential benefits of tourism in protected areas are: a hike in employment among the local residents, a hike in incomes, the stimulation and diversification of the local economy, the stimulation of local manufacturing, a contribution to the conservation of natural and cultural heritage, support to research and the development of good ecological habits, support for the ecological education of visitors and the local residents and so forth. The negative impacts of tourism in the local level are: increased traffic congestion, air and water contamination, increased
quantities of refuse, increased noise, increased congestion, an increased potential for devastation, the possible loss of the local identity and the non-reinvestment of revenues achieved in the protected areas. These effects are the result of the tourism visits themselves, but many can be competently managed, thereby mitigating them.

4.5. Assessment of the Tourism Industry Offer and User Profile in the Broader Kornati National Park Area

The development strategy of a tourism destination should be based on the starting points of its historical legacy and the achieved level of development, mindful of the need and desire of the local decision makers, which need to be harmonised with contemporary trends in the development of the tourism offer on the market (the competition) and the specific requirements of tourism demand (the potential buyers) with the objective of improving tourism valorisation of the natural, cultural, social and other tourism potential.

An assessment of the tourism industry offer requires determining the range of the offer based on the studied needs and desires of guests and the attitudes of the inhabitants, rental accommodation providers and the tourism management in this tourist destination.

The development concept will be based on the principles of sustainable development of tourism, to which the forecasts of the expected number of visitors, of increase in the number of overnight stays and in their consumption need to be adjusted, such that marketing campaigns are adapted to the demands of the preferred target markets and bottlenecks are eliminated by means of investments in infrastructure, accommodation capacity, service industry activities and especially in tourist attractions. This requires a new approach to the organisation of destination management, which must be capable of creating, planning and coordinating a tourism offer rich in content.

The Promotional, Tourist and Catering Activities Subdivision of the Kornati National Park Public Institution conducts activities related to the promotion of the National Park in the country and around the world, organises and operates reception activities, information provision, guidance and transport of visitors to the National Park, organises and supervises tourist hospitality and catering activities, raises funds by way of sponsorship and donation, organises specialist advisory meetings and symposia and other specialist, research and culture education events.

According to the records of the Kornati National Park Public Institution the number of visitors to Kornati National Park (individual and group) has stagnated and it is presumed that the Žut-Sit island group area, because entry is not charged, is seeing growth.

The lion's share of individual visits to Kornati National Park consists of boaters that tour the waters of the Park in their own (or rented) watercraft, while group excursions are organised and conducted by ship-owners and travel agencies from the wider emission area (from Zadar to Primošten). Special excursions with the objective of undertaking diving visits are organised and conducted by diving
centres from the same emitting areas and by ship-owners.

Table 6. Park Visits Rate in the Period from 2011 to 2014

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>TICKETS FOR INDIVIDUAL BOATS</td>
<td>12,947</td>
<td>13,027</td>
<td>12,803</td>
<td>12,035</td>
<td>50,812</td>
</tr>
<tr>
<td>TOURIST BOAT ARRIVALS</td>
<td>605</td>
<td>610</td>
<td>591</td>
<td>658</td>
<td>2,464</td>
</tr>
<tr>
<td>DIVING VISITS</td>
<td>572</td>
<td>739</td>
<td>692</td>
<td>718</td>
<td>2,721</td>
</tr>
<tr>
<td>LIVING WITH A KORNATI ISLANDER FAMILY TICKETS</td>
<td>458</td>
<td>274</td>
<td>221</td>
<td>269</td>
<td>1,222</td>
</tr>
<tr>
<td>SOUVENIRS (in HRK)</td>
<td>22,510.85</td>
<td>26,248.84</td>
<td>21,172.72</td>
<td>31,691.84</td>
<td>101,624.25</td>
</tr>
</tbody>
</table>

We can conclude from the data on ticket sales that the majority of visitors come on their own (individual visits) in their own or rented watercraft (12,035 tickets sold) but also using the services of one day excursions (658 registered boat arrivals), which is approximately 100 thousand visitors each year.

Table 7. The Total Revenue of the Kornati National Park Public Institution

<table>
<thead>
<tr>
<th>REVENUE</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue from the Budget of the Republic of Croatia for the financing of day-to-day operations (salaries and material costs)</td>
<td>2,964,413.22</td>
<td>2,605,533.07</td>
<td>2,564,526.41</td>
<td>2,396,405.03</td>
</tr>
<tr>
<td>Revenue accrued by budget users in carrying out their operations</td>
<td>3,816,011.72</td>
<td>3,811,317.92</td>
<td>3,784,335.23</td>
<td>3,821,182.61</td>
</tr>
<tr>
<td>Revenue from donations, support and assistance</td>
<td>900,000.00</td>
<td>1,005,038.47</td>
<td>952,806.03</td>
<td>1,085,056.13</td>
</tr>
<tr>
<td>Other revenue</td>
<td>67,100.08</td>
<td>15,451.12</td>
<td>6,061.09</td>
<td>30,088.52</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE</strong></td>
<td><strong>7,747,525.02</strong></td>
<td><strong>7,437,340.58</strong></td>
<td><strong>7,307,728.76</strong></td>
<td><strong>7,332,732.29</strong></td>
</tr>
</tbody>
</table>

More precise monitoring of the number of visitors on the annual level is hampered by the specific nature of the National Park and the ticket sale method (tickets for individual visits are not charged per person, but rather per watercraft, based on the size of the vessel).

There are plans to introduce a visitor number monitoring system at the Vrulje Visitor Centre, which will improve the visitor system management and provide data from which to generate statistical information.
There is no data on the number of visitors to the Žut-Sit island group due to the lack of a counting mechanism. Tickets are not sold but it is assumed that guests that tour the area of Kornati National Park also visit the important landscape area.

Data on the accommodation capacities in the area of Kornati National Park is not kept as a separate record, but rather for the whole of the Municipality of Murter-Kornati. In the territory of the Municipality of Murter-Kornati and the settlement of Betina accommodation capacities include hotels, privately-owned accommodation providers, camps and resorts. The total number of beds in all accommodation capacities is 3,302.

In the records on the number of overnight stays at the Tourist Board of Murter-Kornati Municipality the area of Kornati National Park and the settlement of Murter are not considered separately, as the records are kept for the municipality as a whole.

Table 8: The number of overnight stays in Murter, the Kornati Islands and Betina (Source: Tourist Board of Murter-Kornati Municipality, Betina Tourist Board)

<table>
<thead>
<tr>
<th>SETTLEMENT</th>
<th>YEAR</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2012</td>
<td>2013</td>
<td>2014</td>
<td>TOTAL</td>
</tr>
<tr>
<td>Murter-Kornati</td>
<td>239,171</td>
<td>246,800</td>
<td>239,092</td>
<td>232,189</td>
<td>957,252</td>
</tr>
<tr>
<td>Betina</td>
<td>107,449</td>
<td>123,060</td>
<td>177,547</td>
<td>175,185</td>
<td>583,241</td>
</tr>
</tbody>
</table>

To date Kornati National Park has not conducted a study on the structure and satisfaction of visitors. However, in late 2014 questionnaires (Annex) were prepared, with polls slated to be conducted in 2015. Likewise, there is no data for visitors to the Žut-Sit island group.

The only data available to Kornati National Park are those obtained from the TOMAS 2006 national parks and nature parks study on the opinion and consumption of visitors to national parks and nature parks in Croatia, conducted from June to October of 2006 at six national parks (Plitvice Lakes, Krka, Northern Velebit, Paklenica, Brijuni and Kornati) and two nature parks (Kopački rit and Biokovo). According to the TOMAS 2006 study, during summer at Kornati National Park visitors from abroad (78%) dominate, with significantly fewer domestic visitors (22%). Almost half of the domestic visitors are inhabitants of the Dalmatia region. An above average number of new (first-time) visitors were registered for the Kornati National Park area (89%). Almost one third of all visitors to parks were in the 36 to 45 age bracket, with the average age being 41. Visitors to Kornati National Park were older than average, with an average age of 44.

Tourist consumption covered by this study includes the price of tickets to the park and consumption within the park itself (food and beverages in hospitality and catering facilities, additional tours of the park). Respondents on individual visits to the park stated the price of tickets and other individual costs. The cited principle could not be applied in the case of Kornati National Park given that, in this Park, tickets for individual visits are not charged per person, but rather based on the size of the boat.
considering that visitors can only travel to Kornati National Park by watercraft. All-day visits to the park are most frequent in the Kornati Islands (62% of visitors) while multi-day stays are above the average (15%).

The primary motive for visits to national parks and nature parks in Croatia are enjoying the natural beauty of the parks and a desire to visit a given park. Visitor activities are closely related to the specific offer of the park, such that the intensity of any given activity varies from park to park. Enjoying panoramic rides above the average in motivating visitors to Kornati National Park, which is prominent in terms of an exceptionally high rate of organised arrivals (82%) because the Park, other than in this manner, can only be visited on one’s own or a rented watercraft.

Activities, such as diving, are permitted in Kornati National Park only if organised by an entity that has signed an agreement with the Kornati National Park Public Institution on performing this activity in the Park area. The consumption of food and beverages depends exclusively on the service providers in the Park, while swimming, hiking, photography, and observing plant and animal life is based on the wishes of visitors.

Satisfaction with the offer of the park was measured by evaluating twenty-two elements of the park's offer, including the elements of availability of information, entry into the park, tours of the park, park maintenance and services that are offered to visitors of the park. The vast majority of the visitors is very satisfied with their visit to the park: 93% are satisfied with the visit overall, 86% with the attractiveness of the park and 83% with the overall value for money. Particular satisfaction was expressed by visitors to Plitvice Lakes National Park, Northern Velebit National Park and Kornati National Park.

The vast majority (89%) of visitors to national parks and nature parks responded to an open question regarding what impressed them most in the park. Most of their responses pertained to the natural attractiveness of the park – the beauty of the natural environment and the pristine state of the natural landscapes (37%). Singled out were answers related to the beauty and attractiveness of the water phenomena (18%), while approximately 15% of visitors were most impressed with the plant and animal life.

A little over half of surveyed visitors (51%) indicated ways in which the offer of the park could be improved. The greatest number of shortcomings, i.e. areas in which improvement of the offer is possible pertains to the content in the park (37%). In this regard the most frequently cited were as follows: the maintenance of trails, paths, promenades, improving cleanliness in the park, better sign marking in the park, more stores, more opportunities for recreation, more content for persons with special needs, the maintenance of the environment, infrastructure and buildings.

The Sustainable Tourism Development Strategy foresees activities related to monitoring visitor satisfaction (questionnaires, guestbooks) with the objective of improving the quality of services and visitor satisfaction.
4.6. Utilisation of Ecosystem Services (PA-BAT)

The Protected Areas Benefit Assessment Tool (PA-BAT) provides for a participatory approach to collecting information and the attitudes of various users (stakeholders) of protected areas regarding the values and benefits of an assessed protected area. The Kornati National Park Public Institution and the WWF conducted one such assessment within the frame of the Dinaric Arc Parks project (WWF, 2012 – 2014).

Values of protected areas that provide for revenue (economic gains) and development potential were identified. This workshop, in fact, underlined the lack of appropriate communication with local stakeholders and initiated better cooperation and utilisation of identified potential in going through the Charter process.

Figure 14. The greatest economic value of Kornati National Park

Figure 14 shows the benefits from which stakeholders have economic gains. Through the process of validating the opinions of stakeholders, the assessment of stakeholders that took part in the workshop, information collected from experts and protected area administrators are analysed. The graph shows that tourism is of great economic importance for the majority of stakeholder groups. The stakeholders evaluated the importance of protected nature areas and of the national park itself through its relationship with tourism.

Animal husbandry and agriculture are of great significance to the local residents, which in the case of Kornati National Park pertains to sheep breeding and olive growing. A newer activity is the gathering or medicinal herbs, which currently provides minimal economic revenue but is considered to hold significant potential, especially in tourism. Jobs in the protected area are also of great significance to the local residents as they offer year-round employment in a region where most of the residents hold
seasonal jobs.

Figure 15. The potential of Kornati National Park

Figure 15 shows the values that have the potential to provide economic gains (or an increase in the existing benefits) in the future. The values are identified by the local residents, associations, researchers, the Government/administrators of protected areas and the business sector.

The cited potential indicates that there is room for progress for the protected area stakeholders and for the Park itself. Research, education, cultural and historical values are valorised as potentials but are currently insufficiently exploited and there is no significant revenue from them. Encouraging the achievement of potential would provide for a greater content and a longer tourism season precisely through the protection of natural and cultural heritage. The products and services offered by traditional agriculture and animal husbandry are potentials, but for the moment the revenue from local products is low due to a lack of a unified offer and a lack of visual identity and promotion.

The users of the area already have the greatest economic revenue from tourism activities/services, but the tourism currently present is not in line with the principles of sustainability.

This Sustainable Tourism Development Strategy with action plan is created on the basis of the identified potential of the area and the needs of local stakeholders, and in line with the principles of sustainable tourism.
5 WORK OF THE FORUM

5.1. REQUIREMENTS OF THE EUROPEAN CHARTER

The underlying aims of the European Charter for Sustainable Tourism are:

- To increase awareness of Europe's protected areas as a fundamental part of our heritage, which should be preserved for and enjoyed by current and future generations;
- To improve the sustainable development and management of tourism in protected areas, which takes account of the needs of the environment, local residents, local businesses and visitors.

Within the frame of the Charter sustainable tourism is defined as follows: "Any form of tourism development, management or activity which ensures the long term protection and preservation of natural, cultural and social resources and contributes in a positive and equitable manner to the economic development and well-being of individuals living, working, or staying in protected areas". In order to put this form of tourism into practice, the European charter puts emphasis on harmonising the needs of nature protection, local businesses, visitors and the residents who live in protected areas.

The special qualities of every protected areas need to be preserved, emphasised and promoted as the foundation of its tourism offer. The four key objectives that all sustainable tourism strategies need to refer to are as follows:

1. To preserve, develop and add value to the environment and heritage
2. To increase the economic and social benefits of tourism
3. To preserve and improve the quality of life of local residents
4. To be dedicated to the effective visits management and to improve the quality of the tourism offer

The text of the Charter indicates two chief objectives of sustainable tourism in protected areas:

1. To increase awareness of Europe's protected areas as a fundamental part of our heritage, which should be preserved for current and future generations and to encourage their sustainable utilisation
2. To improve the sustainable development and management of tourism in protected areas, which takes account of the need to protect the environment and of the local residents, local businesses and visitors.

These objectives are elaborated in the Charter in ten principles that serve as guidelines in setting up
the necessary structures and activities. These principles are as follows:

1. To involve all those implicated by tourism in and around the protected area in its development and management,

2. To prepare and implement a sustainable tourism strategy and action plan for the protected area,

3. To protect and enhance the area’s natural and cultural heritage, for and through tourism, and to protect it from excessive tourism development,

4. To provide all visitors with a high-quality experience in all aspects of their visit,

5. To communicate effectively to visitors about the special qualities of the area,

6. To encourage specific tourism products which enable discovery and understanding of the area,

7. To increase knowledge of the protected area and sustainability issues amongst all those involved in tourism,

8. To ensure that tourism supports and does not reduce the quality of life of local residents,

9. To increase benefits from tourism to the local economy,

10. To monitor and influence visitor flows to reduce negative impacts.

Special requirements of the Charter pertain to:

- Establishing a permanent structure that will guarantee joint management of sustainable tourism in a protected area – a Forum that will include the participation of representatives of the managing body, the local self-government, conservation and local organisations and representatives of the tourism sector;

- Creating a strategy of sustainable tourism in the protected area, that will be in line with the four key objectives of the Charter;

- Creating a five-year action plan that must identify the responsibilities of the various stakeholders and ensure the implementation of the basic objectives and the ten Charter principles in the protected area.
5.2. ROLE OF THE KORNATI NATIONAL PARK PUBLIC INSTITUTION

The Kornati National Park Public Institution manages the area of Kornati National Park and plays an important role in supporting and developing sustainable tourism in the broader Park area, primarily through networking and coordinating all of the players active in the broader area of Kornati National Park, by encouraging their inter-communication and partnership, starting with the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County which manages the neighbouring important landscape through numerous local stakeholders, units of local self-government, tourism organisations, and the public, business and civil sectors. The primary role of the Kornati National Park Public Institution is the conservation of the natural and cultural heritage of the Park, its biological and landscape diversity, and to systematically collect and interpret information about the Park, emphasising its special qualities and educating present and future generations. The Public Institution, however, also needs to play a role in the development of sustainable tourism in the Park, supporting tourism projects and initiatives in the area of the Park through active cooperation with the tourism sector (the tourist boards and agencies) and marketing and promotion of joint programmes. This cooperation would not lead to an overlapping of areas of activity between the tourism sector and the Institution, but would, rather, lead to their working in a complementary fashion and to broadening a sustainable tourism offer in the Park. The emphasis of this cooperation should, in fact, be precisely on rendering it mutually beneficial both for the local stakeholders and the Park itself, i.e. the Public Institution that manages it.

5.3. FORUM ON SUSTAINABLE TOURISM DEVELOPMENT

With the objective of finding a common interest, improving inter-cooperation and the development of sustainable tourism with the stakeholders in the broader area of Kornati National Park, the Kornati National Park Public Institution established the Forum on Sustainable Tourism Development, the participants of which took part in creating a Sustainable Tourism Strategy and contributing to defining the Charter Area. The Forum on Sustainable Tourism Development is composed of the representative of the public (Municipality of Murter-Kornati, Municipality of Tisno, Šibenik-Knin County, Ministry of Tourism, Croatian Chamber of Trades and Crafts, Croatian Chamber of Economy, tourist boards, polytechnics etc.), private (local product manufacturers, travel agencies, ship-owners, diving centres, agricultural cooperatives, hospitality and catering providers) and civil sectors (various local and regional associations).

The institution has based the work of the Forum on building trust, small steps, perseverance and in assuming leadership and responsibility in eliminating the minor and significant difficulties stakeholders face in their work. Projects were created jointly with an objective and expected results that would be beneficial to all, including visitors. The Forum actively participated in drawing up the proposed Sustainable Tourism Strategy. In total, at the five meetings of the Forum held to date, 36 different institutions active within and outside the borders of the Park have participated with a total of 66 different representatives. Agreements on cooperation in the implementation of the Strategy
have to date been signed by 40 institutions, listed in the Annex.

Five meetings of the Forum have been held since September of 2014. The objectives of the Strategy were determined at a meeting of the Forum on sustainable tourism development in the broader area of Kornati National Park, on the basis of the results of a SWOT analysis, i.e. the themes on which the activities of an action plan would be based. The facilitate the work, the participants of the Forum were divided into five topical groups: improving the quality of the tourism offer of manufacturers/vendors in the Charter Area; cooperation with other protected areas; improving the legislative framework; co-management; and infrastructure. Each of the topical groups has its leader and coordinators from the ranks of the relevant staff of the Kornati National Park Public Institution.

The Institution is the principal body for activities related to the process of joining the European Charter for Sustainable Tourism (ECST), which implies the organisation and coordination of the work of the Forum in the preparation of the Sustainable Tourism Development Strategy and it is the principal party in a part of the activities planned in the Strategy and Action Plan.

In December of 2014 a managing body was established for the Forum at the proposal of the public institution, consisting of a president and five vice presidents, which also serve as the heads of the topical groups.

Serving as the president of the Forum in the first year of the Strategy is Petar Ježina (Kornati Agricultural Cooperative). The vice-presidents of the Forum are: Toni Turčinov (Kornati Agricultural Cooperative), Luka Ježina (the Argonauta Association), Martina Markov (Kornati National Park), Melina Turčinov (the Kurnatari Association), Željko Jerat (the Lateen Sail/Latinsko idro Association).

The Forum meets at least once every month and the methods of communication have been meetings, workshops, correspondence by electronic mail and phone calls. Work in the topical groups
took place between the plenary meetings held once every month with consultation from time to time with outside associates. The first presentation to the broader public of the presence and work of the Forum took place during the signing of a cooperation agreement following the fifth meeting of the Forum and the adoption of the Sustainable Tourism Development Strategy and Action Plan for the broader area of Kornati National Park.
### 6 STRATEGY

#### 6.1 SWOT ANALYSIS

The SWOT analysis is the basis for defining the activities of the action plan and is the result of the joint work of all stakeholders in the Forum on Sustainable Tourism Development in the broader area of Kornati National Park.

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>A biological diversity &quot;hot spot&quot;</td>
<td>(Lack of) maritime connectivity – no regular lines</td>
</tr>
<tr>
<td>Protected area (the National Park and Žut-Sit island group Important Landscape) and Natura 2000 area</td>
<td>No visitor management plan</td>
</tr>
<tr>
<td>The high quality of the environment (sea, soil, air)</td>
<td>A lack of vision and strategy for the development of the area (no cooperation and coordination, no trust, lack of transparency)</td>
</tr>
<tr>
<td>Geographic position – distance from the mainland (reduced impact of pollution from the mainland, ...)</td>
<td>Lack of maintenance and deteriorating infrastructure (public maritime demesne - waterfronts, ports, berths, anchorage sites; country lanes)</td>
</tr>
<tr>
<td>&quot;UNIQUE&quot; the densest island group in the Mediterranean, the unique nature of the KORNATI archipelago = Kornati National Park and the Žut-Sit island group</td>
<td>A lack of a &quot;good&quot; tourism offer for the area</td>
</tr>
<tr>
<td>A long tradition of the coexistence of people and the &quot;harsh&quot; natural environment (sheep breeding, olive growing, fishing, honey, Robinson tourism, shipbuilding, medicinal plants)</td>
<td>Insufficiently valorised culture history and traditional heritage</td>
</tr>
<tr>
<td>The wealth of traditional and cultural heritage (drystone walls, the lateen sail, shipbuilding, archaeological sites; events: the pilgrimages to Our Lady of Tarac, the Nativity of Mary and the Holy Cross; Tureta, the Venetian castle)</td>
<td>The abandonment of traditional forms of agriculture, poor connectivity between producers (Family Operated Farms)</td>
</tr>
<tr>
<td>Pleasant climate</td>
<td>An insufficient offer of original/traditional souvenirs (convert tools into souvenirs)</td>
</tr>
<tr>
<td>Defined acts of law: the Nature Protection Act, the Ordinance on Protection and Conservation, the Management Plan</td>
<td>The exclusion of traditional fishing tools (the &quot;kurnatska vrša&quot; fish trap) from the list of permitted fishing tools, the lack of a model for the joint management of marine resources</td>
</tr>
<tr>
<td>Developed nautical tourism (the presence of marinas, berths), the on-going development of nautical infrastructure (anchorages sites and berths)</td>
<td>Lack of accessibility in the area for persons with special needs</td>
</tr>
<tr>
<td>Developed diving tourism and the cooperation of Kornati National Park with diving centres and clubs</td>
<td>Lack of verified education programmes, lack of a training programme for guides in the area (the National Park, Association of Tourist Guides, the County, service providers in the area)</td>
</tr>
<tr>
<td>Hospitality and catering and excursion tourism (one-day)</td>
<td>Undefined zones/location use in the Park – locations for bee hives, number of bees, the period when bringing them in is permitted, etc.</td>
</tr>
<tr>
<td>The proximity of other protected areas (Telašćica Nature Park, Lake Vransko Nature Park, Krka National Park)</td>
<td>The Kornati National Park brand has not been capitalised on, lack of a marketing plan for Kornati National Park</td>
</tr>
<tr>
<td>Cooperation in the younger farmer population (cooperatives)</td>
<td>Illegal construction</td>
</tr>
<tr>
<td>Globally recognised national parks brand</td>
<td>Geographic position (problems during times of inclement meteorological conditions)</td>
</tr>
<tr>
<td>Recognised Kornati National Park brand</td>
<td>Loss of traditions as a result of inadequate legislation, inappropriate stimulus for the traditional use of properties on the Kornati Islands (in the entire ECST area)</td>
</tr>
<tr>
<td>Strengthening Kornati National Park brand</td>
<td>Kornati – dead capital from the viewpoint of the local residents</td>
</tr>
<tr>
<td>The interest of the local residents for a better valorisation of the area</td>
<td>Insufficient independence of the National Park Public Institution in relation to the Ministry of Environmental and Nature Protection (professional and financial)</td>
</tr>
</tbody>
</table>
Continuous conduct of scientific research (monitoring of the status of the natural values) | Insufficient cooperation among protected areas near Kornati National Park
---|---
The interest and support of units of local self-government and regional self-government for participation in projects | Lack of mobile network signal coverage
Membership in international organisations (EUROPARC), cooperation with international organisations (Medpan, WWF, DAP Association) | Unresolved state of affairs in land registers (lack of cooperation between local self-governments and LAGs), unresolved extent of the maritime demesne)
Cooperation with local non-governmental organisations (Kurnatari, Žut, Argonauta, Lateen sail - Murter-Betina) | Lack of harmonisation among regulations (spatial plans and permitted activities, national regulations and the Nature Protection Act)
Cooperation with local residents (has begun) | Navigation fairways through the National Park, lack of maintenance of the navigation fairways (questionable safety of navigation towards/into the area of the National Park: lighthouses, inappropriate marking of breeding grounds)

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creating a brand for the area</td>
<td>The economic crisis</td>
</tr>
<tr>
<td>Developing a year-round tourism offer - sustainable tourism</td>
<td>Politics – poor political decisions ; inadequate legislative framework; corruption; lack of continuity in the Park management</td>
</tr>
<tr>
<td>Better valorisation of the culture history and traditional heritage, cooperation with institutions in Zadar County and Šibenik-Knin County (University of Zadar, Museum – Šibenik)</td>
<td>Uncontrolled nautical tourism (navigation fairways, refuse, faecal refuse, anti-fouling paint, anchoring at non-permitted sites, marine debris)</td>
</tr>
<tr>
<td>Development of the tourism offer (olive growing-mountainaineering-diving-lateen sail-honey production-drystone wall renovation)</td>
<td>Uncontrolled fishing activities near the Park (purse seine nets-impoverishment of coastal resources + light pollution)</td>
</tr>
<tr>
<td>Improving the knowledge of users about the values of the area (for quality promotion/interpretation) – cooperation with sectors</td>
<td>Poaching</td>
</tr>
<tr>
<td>Encouraging the installation of new eco-friendly technologies (solar panels, etc.)</td>
<td>Illegal tourism</td>
</tr>
<tr>
<td>Possibility of obtaining EU funding</td>
<td>Human activity (tourism, etc.)</td>
</tr>
<tr>
<td>Creating a new Kornati National Park Spatial Plan and a Žut-Sit Archipelago Special Characteristics Plan</td>
<td>Sale of islands/real estate within the ECST area</td>
</tr>
<tr>
<td>A return to traditional methods of preserving rocky country pastures (burning, controlled fires)</td>
<td>Use of pesticides/herbicides</td>
</tr>
<tr>
<td>Increased visitor interest for selective forms of tourism (adventure, eco-tourism, culture/faith/religious, educational, including sustainable modes of travel/reducing the ecological footprint)</td>
<td>Exploitation of oil in the Adriatic Sea</td>
</tr>
<tr>
<td>Including the area users in monitoring (e.g. diving centres/clubs – monitoring the state of the marine environment) – joint management model</td>
<td>Eco-incidents (oil spills, ballast waters)</td>
</tr>
<tr>
<td>Construction of the Vrulje Visitor/Education Centre (island of Kornat)</td>
<td>Spreading of invasive species (pine, algae, fish)</td>
</tr>
<tr>
<td>Increased demand for ecologically produced products</td>
<td>The introduction of allochthonous species of bees, introduction of diseases</td>
</tr>
<tr>
<td>Resolving the black water drainage system</td>
<td>Illegal construction, no possibility of legalising illegally built structures</td>
</tr>
<tr>
<td>Improving the refuse collection and selection system – financing from the Environmental Protection and Energy Efficiency Fund</td>
<td>The relocation of the Kornati National Park Public Institution management to Betina (increasing the distance between the Public Institution and the local residents/people of the Kornati)</td>
</tr>
<tr>
<td>Strengthening inter-sectorial cooperation</td>
<td>Complete ban on traditional fishing</td>
</tr>
<tr>
<td>Legalisation of structures in the Kornati Islands area</td>
<td>Competition from other markets, uncompetitive tourism offer</td>
</tr>
<tr>
<td>A visitor centre in Murter</td>
<td></td>
</tr>
</tbody>
</table>

Watercraft – regular lines
6.2. CURRENT SITUATION

The development of tourism in this area dates from the 1970s, which also played a role in the proclamation of a part of the Kornati archipelago as a national park. Kornati National Park and the Kornati archipelago as a whole is one of the best-known protected areas in the Republic of Croatia. As a result of the lack of dialogue with local residents and joint planning of the development of tourism in this area, however, has seen tourism take place without coordination, without direction and in a chaotic manner, which has also led to a lack of recognisability of the destination.

On the other hand, the Kornati National Park Public Institution lacks the initiative to establish a dialogue with the local inhabitants and other stakeholders and the collaboration and partnership needed for the development of tourism in the broader region of Kornati National Park. Also lacking are funds that would provide for the improvement of both research activities and promotional activities that would contribute to the development of the local community. What is most important, however, is a lack of VISION, i.e. an answer to the question of how we see the Kornati Islands in ten years’ time. The lack of vision is the result of poor political decision-making and a lack of continuity in the work of the principal bodies (directors and the governing boards). With the creation of the Management Plan (2009 – 2014) more active cooperation with the local residents and other stakeholders began on the creation of ten-year management guidelines, but without their systematic and active inclusion in its implementation.

There are a number of serious problems faced by the Public Institution that obstruct the effective management of the area. Inadequate spatial planning documentation, i.e. an inadequate Kornati National Park Spatial Plan that does not provide for improvements to management in the Park area and an inadequate Municipality of Murter-Kornati Spatial Plan on account of which the prerequisites for the construction of a visitor centre in the home port in Murter have yet to be secured. The creation of a new Kornati National Park Spatial Plan and amendments to or the creation of a new Municipality of Murter-Kornati Park Spatial Plan are two activities that need to be actively pursued immediately upon the adoption of the Strategy, which will provide the prerequisites for the sustainable management of the area and the development of sustainable tourism that will ensure the sustainable development of the entire community. The same is true of the area of the Žut-Sit Archipelago Important Landscape which, although protected since 1967 and under the management of the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County since it was established in 2007, still does not have a Special Characteristics Plan that defines the organisation of the area, the method of its utilisation, development and the protection of the area. The active inclusion of local stakeholders in its creation will ensure that the plan is made on the basis of the needs of the stakeholders and in accordance with legislature (Nature Protection Act).

Furthermore, the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County has neither the staff nor the funds required for the adequate management of the Žut-Sit island group area and it is exceedingly important that cooperation is ensured both with the Kornati National Park Public Institution and the Municipality of Murter-Kornati and with the local stakeholders.
Along with the drawing up of spatial planning documentation, the development of sustainable tourism would be greatly facilitated by the completion of the surveys of Kornati cadastral municipality, which will produce new cadastral maps and list of owners of properties and real estate in the Kornati archipelago, and initiate the relocation of land registers to the area to which their administratively belong. Engagement in the completion of the survey is one of the important activities planned in this five-year strategic planning period.

The inadequate regulation of conditions and measures for protection, conservation, improvement and utilisation of Kornati National Park has been identified as a problem by the stakeholders in the Forum. They need to be closely examined and the parties need to work together to rework the provisions that pertain to the regulation of activities permitted in the Park area (traditional fishing, planning bee pasturing, planning medicinal plant harvesting, etc.) all in accordance with the law.

The problem of poor connectivity of Kornati properties with Murter and Betina is one of the reasons for the abandonment of traditional activities (olive growing, sheep breeding). The great distances from Murter and Betina, and the high cost of travel, are not motivating for the local residents, and a solution needs to be found for the procurement of adequate watercraft that would be used to provide support to local stakeholders in carrying out their traditional activities.

A major problem for the stay of both the property owners and the staff of the Kornati National Park Public Institution, and for the numerous visitors, is the poor mobile network signal. Besides problems in carrying out their activities (ship-owners, hospitality and catering providers, etc.) the lack of signal coverage is also a significant problem in terms of safety of all those staying in the Kornati archipelago, especially during the cold part of the year when there are few boats in the area that could offer assistance in the event of an accident in the Kornati archipelago.

Besides the active work of all stakeholders in the Forum with the objective of jointly resolving the problems that obstruct the establishment of sustainable tourism in the Kornati archipelago, work also needs to be done on providing better information to local residents on the values of the area and make them active stakeholders in management. Additional effort needs to be invested in the active inclusion of the owners of properties ("Kurnatari") in the presentation and promotion of the area, which is also very important to visitor satisfaction, through the "Host" programme proposed by the Forum.

Improving the refuse collection system by the introduction of primary selection and support in the procurement of systems of renewable energy are activities through which we wish to round out the activities through which we endeavour to contribute to the joint establishment of sustainable tourism in the Kornati archipelago by strengthening awareness and knowledge on the role of the Park, the functions of tourism and the establishment of cooperation/partnership of all stakeholders.

With the SWOT analysis it is evident that the Kornati archipelago has significantly greater potential to offer diverse and attractive content and activities that can enrich the offer (branding local products, creating new local products and souvenirs, tourism packages, new publications for various target
groups, etc.) and to extend the tourism season, and that we need to work together to brand the destination with all of its values with which we will approach the target tourism market. It is very important that we also monitor the quality of services and work on improving them.

Additional efforts need to be made towards improving the visitor management system and achieving the ecological sustainability of the Park as a whole or of individual habitats. Although the framework for visitor management is provided in the Management Plan (zoning, visiting bans) and the Ordinance on the Internal Order (payment of tickets, etc.), additional activities need to be undertaken, for example the instalment of buoys that would control the impact on the valuable *Posidonia* beds at anchorage sites. Research of the structure and attitudes of visitors need to be continually carried out as do assessments of the locations under the greatest stresses and the planning of measures to reduce these loads (new land tails and new attractions, etc.) through the creation of the Visitor Management Plan.

The Strategy recognises the problems and defines activities that demand the active engagement of the Forum on Sustainable Tourism Development and active cooperation with the local residents and other users of the area, and with all other relevant stakeholders at the local, regional and national level.

We find great encouragement in the implementation of the Action Plan in the fact that part of the activities can be financed with EU funds.

### 6.3. VISION

The vision was defined at the first meeting of the Forum on Sustainable Tourism Development in the broader area of Kornati National Park.

The combined efforts of the Kornati National Park Public Institution and all stakeholders will develop sustainable tourism that will preserve the natural and cultural heritage and achieve greater economic benefit for local residents, while allowing visitors to better understand the local culture, society and environment.
### 6.4. GENERAL AND SPECIFIC OBJECTIVES

**GENERAL OBJECTIVE OF THE STRATEGY**

Sustainable tourism in the broader area of Kornati National Park contributes to preserving and promoting the natural, culture history and traditional values, the active inclusion of local stakeholders in valorising local resources and the arrival of a greater number of satisfied visitors which ensures the economic sustainability of the community.

<table>
<thead>
<tr>
<th>SPECIFIC OBJECTIVES</th>
<th>Corresponds with the principles</th>
<th>Indicators</th>
</tr>
</thead>
</table>
| 1. Strengthen the identity of the Kornati archipelago as a destination for sustainable tourism, and promote the natural, culture history and traditional values of the area and the offer to visitors | 1, 3, 4, 5, 9 | - Improved offer for visitors on the basis of research of visitor attitudes/opinions  
- Promoting elements of the natural, culture history and traditional heritage  
- The number of branded products, new souvenirs and local products and product packages, new events, educational programmes for schools, enriched with promotional materials  
- The number and quality of fairs and other aspects of advertising  
- An increased number of visits and number of overnight stays |
| 2. Develop and improve the content and activities that will enrich visitor satisfaction | 1, 3, 4, 5, 6, 8, 9 | - Improved promotion of natural, cultural and traditional values through a large amount of information/educational content  
- The number of entities included in monitoring the quality of services and a growth in the number and satisfaction of visitors to the Charter Area  
- The number of visitors to the Visitor Centre  
- The number of proposals for a new spatial plan that ensures the preconditions for new content  
- The number of donations to the Visitor Payback programme |
| 3. Strengthen awareness and knowledge about the role of the Park, about the functions of tourism and establish and implement cooperation/partnership with the owners of Kornati Islands properties (Kurnatari) and other stakeholders necessary to establish sustainable tourism | 1, 2, 3, 6, 7, 8, 9, 10 | - The number of stakeholders in the Forum  
- The number of meetings of the Governing Board of the Forum and of the working groups  
- The number of participants of the annual meetings of the Forum  
- The number of topical workshops for the local residents  
- The print run and quality of bulletins  
- The number of Forum participants during study visits  
- Greater awareness of the local residents about the values of the Kornati archipelago  
- The quality of new spatial planning and management documents  
- The quantity of collected refuse during primary selection |
| 4. Improve the visitor management system and the flow of visitors | 1, 4, 5, 8, 9, 10 | - The level of the quality of the environment  
- The level of the quality of species and habitats  
- Greater visitor satisfaction  
- Greater number of employed persons (the Host programme, and guides)  
- Greater number of visitors with physical disabilities  
- Murter and the harbour of departure for the Kornati Islands is easier to find/get to  
- Improved visitor flow system |
7. ACTION PLAN

<table>
<thead>
<tr>
<th>Set of activities: DESTINATION BRANDING</th>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2015 – 2019</td>
<td>-</td>
</tr>
</tbody>
</table>

**Current state:**
The Charter Area is recognised as an attractive tourism destination, but there is no joint, common offer nor an overall promotion of the destination. The stakeholders promote their activities on an individual basis and in many cases insufficiently. Within the Action Plan activities that constitute steps in the destination branding process have been planned separately. The quality implementation of the planned activities will lead to the branding of the destination.

**Objective:**
A conceived brand with the purpose of increasing the tourism competitiveness of the destination

**Description of activities:**

I. IDENTIFYING AND PROMOTING STAKEHOLDERS AS MEMBERS OF THE FORUM

II. CONCEIVING INDIGENOUS SOUVENIRS AND LOCAL PRODUCTS

III. BRANDING LOCAL TRADITIONAL PRODUCTS

IV. CONNECTING PRODUCERS AND VENDORS AND CREATING TOURISM PACKAGES

V. CREATING AN INTERNET SUB-SITE FOR THE PARK-CHARTER

VI. PRINTING MORE OF EXISTING AND CREATING NEW PUBLICATIONS

VII. ENRICHING EXISTING EVENTS AND INTRODUCING NEW EVENTS AND CELEBRATING IMPORTANT DATES RELATED TO NATURE PROTECTION

VIII. CREATING EDUCATIONAL PROGRAMMES FOR CHILDREN AND YOUTH

IX. ENSURING ACCESS TO CONTENT AND SERVICES TO ALL – “ACCESS TO ALL”

X. STRENGTHENING INTERNATIONAL COOPERATION WITH PROTECTED AREAS

XI. COOPERATION WITH OTHER PROTECTED AREAS IN THE REGION

XII. COMMUNICATION WITH THE MEDIA

XIII. COMMUNICATION WITH DOMESTIC AND FOREIGN MARKETS
### Activity 1: IDENTIFYING AND PROMOTING STAKEHOLDERS AS MEMBERS OF THE FORUM

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>1, 3</td>
<td>2015 – 2017</td>
<td>70,000</td>
</tr>
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</table>

**Current state:** Since September of 2014 the Forum stakeholders have worked intensively on producing the Sustainable Tourism Development Strategy based on their needs and within the legislative frame. The Forum pools representatives of a diverse range of interest groups (ship-owners, agencies, diving centres, fishers, property and house owners, hospitality and catering providers, privately-owned accommodation providers, manufacturers, associations, units of local and regional self-government) that are willing to adapt their operations/activities to the principles of sustainable tourism. Although it is necessary that all stakeholders in the Charter area be promoted, it is important that those who have signed the Cooperation Agreement and agreed to work in line with the adopted Strategy be highlighted.

**Objective:** Promoting and highlighting Forum stakeholders whose actions contribute to the implementation of the Sustainable Tourism Development Strategy

**Description of activities:**

1. Organise one meeting with Forum stakeholders in order that they may participate in conceiving a visual identity (e.g. Enjoy Local)
2. Define the visual identity of the Forum (ship-owners and diving centres, agencies, hospitality and catering providers, privately-owned accommodation providers, manufacturers)
3. Define the criteria (Forum stakeholders, etc.) and conditions for acquiring the label
4. Draw up a book of standards
5. Assign the label
6. Use the label in promoting the Forum stakeholders

**Result:**

1. A meeting has been held at which the Forum stakeholders presented proposals for the visual identity of the Forum (all stakeholders)
2. The visual identity of the Forum has been defined, conceived across the individual categories (ship-owners, diving centres, agencies, hospitality and catering providers, privately-owned accommodation providers, manufacturers)
3. The criteria and conditions for acquiring the label have been defined
4. The book of standards has been drawn up
5. The labels have been assigned (at least 30 stakeholders)
6. The stakeholders in the Forum are designated with the promotional label (stickers in premises, label on the Internet, etc.)

**Indicator of success:** The number of stakeholders per category, the number of new stakeholders expressing an interest

**Principal institution:** Kornati National Park Public Institution

**Partners:** All stakeholders in the Forum
### Activity 2: CONCEIVING INDIGENOUS SOUVENIRS AND LOCAL PRODUCTS

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>1, 2</td>
<td>2015 – 2018</td>
<td>110,000</td>
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</table>

**Current state:** The existing offer of souvenirs is poor and lacking in creativity (small bottles of olive oil, creams based on olive oil, sage honey, sage infusion, hydrolates, essential oils, etc.). As a result of the lack of local products, souvenir shops are full of various souvenirs that can be purchased in any other area. Visitors seek souvenirs characteristic of Murter and the Kornati Islands – memories of the traditional heritage (wooden boats, animal husbandry, traditional fishing, etc.). Besides saving this part of our tradition from oblivion, the production of new souvenirs would also contribute to the development of the area in terms of economic activity as a result of the greater involvement of local manufacturers. An additional contribution would be a better offer of local products (marmalades, herbs, etc.).

**Objective:** An enriched offer of indigenous (traditional) souvenirs and local products

**Description of activities:**
1. Open a call for tenders for the concept of indigenous souvenirs and/or local products
2. Select the three best indigenous souvenirs and confer awards (the purchase of products and contracts on business cooperation)
3. Offer the souvenirs at the Kornati National Park Public Institution premises and other interested stakeholders premises
4. Promote the souvenirs on the Charter Internet sub-site

**Result:**
1. A call for tenders is placed on the Internet sites of Kornati National Park, the Tourist Board of Murter-Kornati County and the Municipality of Murter-Kornati and at least five souvenir applications are submitted
2. The best souvenirs are selected and purchased (3 souvenirs/local products)
3. The souvenirs are included in the offer of the Kornati National Park souvenir shop and at sales points of the other members of the Forum (at least five sales points)
4. The indigenous souvenirs are promoted on the Charter Internet sub-site

**Indicator of success:** The number of new souvenirs, the number of sold souvenirs and the impressions of visitors on the basis of questionnaires and the guestbook

**Principal institution:** Kornati Agricultural Cooperative

**Partners:** Kornati National Park Public Institution, Family Operated Farms and trades and crafts - manufacturers of souvenirs and local products, Tourist Board of Murter-Kornati County, Betina Tourist Board and travel agencies
### Activity 3: BRANDING LOCAL TRADITIONAL PRODUCTS

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>1, 2, 3</td>
<td>2015 – 2017</td>
<td>65,000</td>
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</tbody>
</table>

#### Current state:
The traditional local products in the Charter area are olive oil, sage honey, marmalades, herbal infusions, herbs, roasted almonds (*broštulane mendule*), cured and salted fish, dry broad beans, peas (*bigule*) and chickpeas (*čičvarda*), Kornati Islands cheese and wool, wooden shipbuilding and various souvenirs. The processing of medicinal plants and olives yields contemporary products such as essential oils, hydrolates and creams (sage, lavender, common St John's wort, fennel). Some of these products have acquired the designation of Croatian Island Product and Croatian Eco Product.

One of the prerequisites for the further development of these products and the preservation of traditions is coming up with a brand that would unify them all and make them recognisable and "connected" with the area from which they come, which would result in greater demand and production – and finally to the economic strengthening of the local community.

#### Objective:
A recognisable local product from the Charter area positioned on the market

#### Description of activities:
1. Organise meetings (info, workshops) with manufacturers/vendors in the Charter area
2. Identify existing products in the Charter area (olive oil, honey, etc.)
3. Analyse the competition and consumers
4. Conceive a visual identity (attractive packaging, recognisability, Protected Geographical Indication)
5. Develop a communication strategy (target groups, etc.)
6. Selection of a channel of communication
7. Product placement
8. Monitoring the effects of communication (monitoring product demand and sales)
9. Adapting to the situation on the market

#### Result:
1. Meetings and workshops held (at least three meetings)
2. Products identified (at least fifteen products)
3. An analysis of the competition has been conducted
4. A visual identity has been developed
5. A communication strategy has been developed
6. Channels of communication have been defined
7. The products have been placed on the market (at least ten commission sales contracts)
8. An analysis of demand and sales has been conducted
9. The products are regularly adapted to the demands of the market

#### Indicator of success:
The number of manufacturers involved in the branding process, the number of branded products, the number of commission sales contracts signed

#### Leading institutions:
Kornati Agricultural Cooperative and Kornati National Park Public Institution

#### Partners:
Polytechnic of Šibenik, Croatian Chamber of Trades and Crafts, Family Operated Farms and trades and crafts – manufacturers local products and souvenirs, Tourist Board of Murter-Kornati County and Betina Tourist Board and More 249 LAG
### Activity 4: CONNECTING PRODUCERS AND VENDORS AND CREATING TOURISM PACKAGES

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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</thead>
<tbody>
<tr>
<td>1, 2, 3</td>
<td>2016 – 2018</td>
<td>51,000</td>
</tr>
</tbody>
</table>

**Current state:** There are registered Family Operated Farms in the Charter area that are insufficiently promoted. Along with them there is a large number of small producers of local products (olive oil, honey, jams, liqueurs, etc.) that are able to offer their products through the Kornati Agricultural Cooperative. There is no database on all manufacturers from this area, as a result of which coming up with an offer that would also include them is difficult. Across the entire Charter area there is a significant capacity operated by privately-owned accommodation providers, and the offer of hospitality and catering and sports activities is well developed. There is great potential in creating packages by involving traditional values and events (the Kornati Islands sheep, the Kornati islanders (Kurnatari), the trails and paths of honey, olives, the traditional regatta, Our Lady of Tarac, drystone walls) in the offer. These elements of the tourism offer have not been unified in tourism package for various interest groups.

**Objective:** An enriched tourism offer in the Charter area

**Description of activities:**
1. Establish a working group for the creation of tourism packages
2. Define the elements of the tourism offer (products) and create a database
3. Come up with proposals of new offers (tourist package)
4. Create business and marketing plans for the packages
5. Promote the tourism packages on the Internet sites of the Charter and of the stakeholders (Tourist Board of Murter-Kornati Municipality, Kornati National Park, etc.)

**Result:**
1. A working group has been gathered for the creation of tourism packages
2. Existing products have been defined and are in the database
3. Three tourism packages have been developed
4. Business and marketing plans have been developed for the created tourism packages
5. The tourism packages (three) have been put on the Internet sites of the stakeholders and the Charter

**Indicator of success:** The number of tourism packages created, the number of products in the packages, the sales of packages

**Principal institution:** Tourist Board of Murter-Kornati Municipality

**Partners:**
Kornati National Park Public Institution, Croatian Chamber of Trades and Crafts, Family Operated Farms, manufacturers and service vendors from the Charter area, travel agencies, Polytechnic of Šibenik, Betina Tourist Board, Tourist Board of Šibenik-Knin County, the Kurnatari Association, the Lateen Sail Association, the Žut Association, the Blue World Institute and the More 249 LAG
## Activity 5: REWORKING THE PARK’S EXISTING INTERNET SITE AND CREATING AN INTERNET SUB-SITE FOR THE CHARTER

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>1</td>
<td>2015 – 2016</td>
<td>70,000</td>
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### Current state:
Currently the Internet site of the Kornati National Park Public Institution offers information in the Croatian and English languages and it needs to be broadened with translations into Italian and German. Considering that the Institution has at its disposal a strong GIS database that it utilises in planning protection measures, it would be useful to place it on the Internet site via a WebGIS browser.

Furthermore, there is no common web platform where the Forum stakeholders would have insight into the activities of the other members and on which they could promote themselves, which is a prerequisite for successful cooperation and the promotion of tourism products. Given that the official site of the Kornati National Park Public Institution gets a large number of hits, creating a sub-site would provide a functional point of entry for more detailed information for Forum stakeholders, and for information on the offer of the Charter area.

### Objective:
To improve the promotion of the Kornati National Park Public Institution, the Charter area and communication among the Forum stakeholders

### Description of activities:
1. Develop a concept of the reworking of the Internet site
2. Acquire translations into German and Italian
3. Develop a concept of the Internet sub-site
4. Collect bids for the creation of the Internet sub-site
5. Create the Internet sub-site
6. Regularly update the Facebook profile

### Result:
1. A concept and materials for the reworking of the Internet site
2. The entire text of the Internet site translated into Italian and German
3. A proposal for the Internet sub-site
4. At least three offers for the creation of the Internet site
5. The Internet site is created
6. Facebook posts are regular (at least two per month)

### Indicator of success:
A growth in the number of hits to the Internet site and the number of "likes", the number of queries and expressed interest for products and services

### Principal institution:
Kornati National Park Public Institution

### Partners:
All stakeholders in the Forum
### Activity 6: PRINTING MORE OF EXISTING AND CREATING NEW PUBLICATIONS

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>1, 2</td>
<td>2015 – 2019</td>
<td>1,150,000</td>
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</tbody>
</table>

**Current state:** The current offer of publications includes the *Kornati National Park* tourist guidebook, the *Kornati National Park* pocket guidebook, *Podmorje (Marine World)* and *Kornati s krme od gajete (The Kornati Islands from the Stern of the Gajeta)*. No publications have been issued to date targeted exclusively to schools and children, and we also lack those offering comprehensive information on the culture history heritage of the entire Charter area and publications targeted to promoting diving activities.

**Objective:** Providing information to diverse national, age and interest groups among visitors (boaters, pupils, students, etc.)

**Description of activities:**
1. Create an annual plan for additional print runs of existing publications
2. Assess the quality of existing publications
3. Make additional print runs of existing publications (the pocket guidebook, *Podmorje*, etc.) in multiple languages
4. Conceive new topical publications (multilingual): plastic laminated guidebook for divers, Natura 2000 in the Kornati Islands, worksheets for children and colouring book, a publication on culture history and traditional heritage
5. Print the new publications

**Result:**
1. An annual plan for additional print runs of existing publications
2. The quality of existing publications has been assessed
3. An additional print run has been done for existing publications as per the annual plan
4. Five new multilingual publications have been created: a laminated guidebook for divers (Croatian, English, German, Italian), Natura 2000 in the Kornati Islands (Croatian, English), worksheets for children and a colouring book (Croatian, English, German, Italian), stickers for the users of diving tourism (for a *log-book*) and publications on culture history and traditional heritage (Croatian, English, German, Italian)
5. Five new publications have been printed: plastic laminated guidebook for divers (at least 500 units x 2 bilingual), worksheets for children (at least 300 x 4 languages) and colouring book (at least 500), stickers for users of diving tourism (for a *log-book*) and a publication on culture history and traditional heritage (at least 2000 x 4 languages)

**Indicator of success:** The number of new publications, the quantity of reprinted material

**Principal institution:** Kornati National Park Public Institution

**Partners:** the Argonauta Association, Tourist Board of Murter-Kornati Municipality, Betina Tourist Board, the Kurnatari Association, Tourist Board of Šibenik-Knin County, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County and the Blue World Institute
Activity 7: ENRICHING EXISTING EVENTS AND INTRODUCING NEW EVENTS AND CELEBRATING IMPORTANT DATES IN THE CHARTER AREA

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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</thead>
<tbody>
<tr>
<td>1, 2, 3, 4</td>
<td>2015–2019</td>
<td>250,000</td>
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</table>

Current state: Events during the tourism season organised by the Tourist Board of Murter-Kornati Municipality, Kornati National Park and local associations are: the *Gospa o'Tarca* (Our Lady of Tarac, island of Kornat) – annual pilgrimage on the first Sunday in July where pilgrims travel by boat to the church of Our Lady of Tarac; the *pilgrimage to the Church of the Holy Cross* (island of Žut) with a pilgrimage and a mass on the Feast of the Cross (14th September) at the Church of the Holy Cross; the *Lateen Sail Day* event that preserves the lateen sail tradition and includes rowing regattas, lateen sail regattas, a culture and arts programme and; the *Kornati National Park Anniversary* on 13th August. The existing events need to be enriched with new content by improving the involvement of all service and products vendors and thereby ensuring greater visitor satisfaction and also a greater contribution to the local community. Similar events also need to be organised to mark important dates related to nature protection (22nd April – Earth Day and 22nd May – International Day for Biological Diversity) and other events with the objective of preserving and promoting wooden shipbuilding, Glagolitic script heritage and Glagolitic singing authentic to this area and other specificities of the area (throughout the year).

Objective: Increase visits to the Charter area and the satisfaction of both visitors and organisers and raising awareness

Description of activities:

1. Organise meetings with the Forum stakeholders – how to improve the existing events
2. Develop an implementation plan with elements to improve existing events (culinary – Kornati Island lamb, ethno heritage, etc.)
3. Define the time of implementation and the Kornati Islands Open Doors Day programme where all manufacturers and service providers in the Charter area meet and exhibit their products
4. Define a plan and programme for the celebration of important dates (information, education, fair activities, topical meetings, workshops)
5. Make an event promotion plan, including international promotion
6. Stage Events as per the plan

Result:

1. Meetings with the Forum stakeholders have been held and proposals have been formulated to improve the organisation of existing events as have proposals for new events (at least 10 stakeholders)
2. A plan for carrying out existing events has been made
3. The time and programme of the Kornati Islands Open Doors Day has been defined
4. A plan and programme for the celebration of important dates has been defined
5. A promotion plan has been made
6. All events are staged according to the plan
<table>
<thead>
<tr>
<th>Indicator of success:</th>
<th>A greater number of involved stakeholders, the organisation of new events, the number of participants in celebrating important dates, greater attendance rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading institutions:</td>
<td>Kornati National Park Public Institution, Tourist Board of Murter-Kornati Municipality, Betina Tourist Board and the Lateen Sail Association</td>
</tr>
<tr>
<td>Partners:</td>
<td>Municipality of Murter-Kornati, Kornati Agricultural Cooperative, local associations, Croatian Chamber of Trades and Crafts, Croatian Chamber of Economy, Tourist Board of Šibenik-Knin County, Municipality of Tisno, Sveti Mihovil Parish, local manufacturers and service vendors, the other Forum stakeholders, the Kurnatari Association, The Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, the Blue World Institute and the Museum of Betina Shipbuilding</td>
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### Activity 8: IMPROVING THE IMPLEMENTATION OF EDUCATIONAL PROGRAMMES

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>1, 2, 3, 4</td>
<td>2016 – 2019</td>
<td>5,300,000</td>
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</table>

**Current state:** The Kornati National Park Public Institution does not presently have an educational programme for the pupils of primary and secondary schools that would be harmonised with the curriculum within which expert guidance, appropriate to the age level, could be provided in the Park. The Institution is not able to carry out educational visits for interested groups of students. The Institution does not have at its disposal its own watercraft or staff resources to carry out educational excursions adapted to groups. The participation to date in expert guidance has occurred at the request of interested schools and institutions of higher education that have participated in the services of one-day excursions without adapted educational programmes. A purchased watercraft, except for the conduct of education programmes, would also be used to carry out visits to the Kornati archipelago for inhabitants of Šibenik-Knin County at a lower price.

**Objective:** The quality conduct of education programmes adapted to age and interests utilising the institution’s watercraft and the watercraft of other interested ship-owners

**Description of activities:**

1. Procure a tourism watercraft (approximately 50 seats) adapted to the needs of the education of target groups (open lecture room and laboratory)
2. Employ at least four persons (graduate degree – two natural science majors and two social science and humanities majors) in the Tourist Subdivision (educational excursion leader – tourist educator); the job tender should include special conditions as criteria for employment (knowledge of the archipelago); candidates are evaluated by a qualified commission).
3. One education programme each is to be created in line with the curriculum for pupils of the upper grades of primary school and for secondary school pupils
4. Create guidance programmes for various student profiles
5. Sign cooperation agreements with interested ship-owners
6. Contact agencies and present the programme to them
7. Contact schools in Zadar County, Šibenik-Knin County and Split-Dalmatia County, and other counties, and present the programme to them
8. Contact institutions of higher education and present the programme to them
9. Advertise the discounted price offer for inhabitants of Šibenik-Knin County in the media
10. The Public Institution and interested ship-owners carry out the educational programmes with regular monitoring of the quality of implementation
11. Carry out visits to the Kornati archipelago for inhabitants of Šibenik-Knin County
### Result:

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<tbody>
<tr>
<td>1.</td>
<td>The procured tourism watercraft is adapted for use in the educational programme</td>
</tr>
<tr>
<td>2.</td>
<td>At least four persons employed (graduate degree – two natural science majors and two social science and humanities majors)</td>
</tr>
<tr>
<td>3.</td>
<td>One education programme each is created for pupils of the upper grades of primary school and for secondary school pupils</td>
</tr>
<tr>
<td>4.</td>
<td>Guidance programmes for various student profiles are created</td>
</tr>
<tr>
<td>5.</td>
<td>Cooperation agreements with interested ship-owners signed</td>
</tr>
<tr>
<td>6.</td>
<td>The interested agencies have been contacted (at least 5) and the programme presented to them</td>
</tr>
<tr>
<td>7.</td>
<td>Schools in Zadar County, Šibenik-Knin County and Split-Dalmatia County and other counties (at least 20) have been contacted and the programme has been presented to them</td>
</tr>
<tr>
<td>8.</td>
<td>All institutions of higher education have been contacted and the programme has been presented to them</td>
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<tr>
<td>9.</td>
<td>The inhabitants of Šibenik-Knin County have been informed of the opportunity to visit at discounted prices</td>
</tr>
<tr>
<td>10.</td>
<td>Educational programmes are conducted (at least 10 per year) with regular monitoring and improvement of the quality of implementation</td>
</tr>
<tr>
<td>11.</td>
<td>Discounted price visits are regularly conducted for interested target groups</td>
</tr>
</tbody>
</table>

### Indicator of success:

- The number of education participants, the number of interested ship-owners, the number of interested agencies, the number of interested schools and institutions of higher education

### Leading institutions:

- Murterski škoji Elementary School, the Argonauta Association, secondary schools and the Kurnatari Association

### Partners:

- Kornati National Park Public Institution, The Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, ship-owners, secondary schools, institutions of higher education, WWF, travel agencies, the media and the Blue World Institute
### Activity 9: Ensure Content and Services Access to All

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 2, 4</td>
<td>2018 – 2019</td>
<td>1,000</td>
</tr>
</tbody>
</table>

**Current state:** An elevator for the disabled will be installed from the quay to the Visitor Centre in line with the Ordinance on ensuring access to the disabled and to persons with reduced mobility, which will provide them with access to all of the Centre’s content. There is, however, no ramp, platform for persons with special needs and reduced mobility that would assist them in disembarking and embarking from and to watercraft, nor is there a path which would lead them to the nearby settlement. Likewise, for persons with impaired vision there is no content and such content need to be installed at the Centre.

**Objective:** Park access and services is provided to all visitors of Kornati National Park

**Description of activities:**
1. Define solution for easier embarking/disembarking of persons with special needs in front of the Vrulje Visitor Centre
2. Set up the best solution taking into account the specific nature of the area
3. Develop a sensory-didactic trail towards the settlement of Vrulje (for the passage of wheelchairs)
4. Install a Braille signpost and a model of the Park in front of the Vrulje Visitor Centre
5. Install an audio recording (audio presentation) at the Visitor Centre for persons with impaired vision

**Result:**
1. A defined solution for easier embarking/disembarking of persons with special needs
2. The best solution is set up
3. A sensory-didactic trail is developed for the passage of wheelchairs
4. A Braille signpost and a model of the Park for persons with impaired vision is installed in front of the Vrulje Visitor Centre
5. An audio presentation is installed at the centre (10 minute long)

**Indicator of success:** A disembarking/embarking ramp and Braille signpost are installed, the number of users, user satisfaction, a model of the Park

**Principal institution:** Kornati National Park Public Institution

**Partners:** Tourist Board of Murter-Kornati Municipality, the Šibenik Centre for Social Inclusion, Associations of blind and vision impaired persons, the Croatian Association of the Deaf and Hard of Hearing, the Zamah Association and the WWF
### Activity 10: COMMUNICATION WITH THE MEDIA

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,3</td>
<td>2015 – 2019</td>
<td>75,000</td>
</tr>
</tbody>
</table>

**Current state:** Information on activities is presented through the media from time to time, largely in relation to events and research activities. The Kornati National Park Public Institution does not have a person nominated to cover public relations – as a result of the increased activity there is a need to delegate the task of communication with the media to competent staff, to prepare a plan of public announcements and communication with the media and to carry it out regularly.

**Objective:** To regularly inform the public of the work of the Institution and of the other Charter stakeholders.

**Description of activities:**
1. Creating capacities for communication with the media
2. Stage a press conference once a year and present the dynamics of the implementation of the Strategy and Action Plan for the Development of Sustainable Tourism in the Charter Area
3. Invite the media to events and important happenings
4. Send regular written press releases on conducted activities

**Result:**
1. Training for capacity building has been staged (for employees and partners)
2. An annual press conference is staged
3. At least five invitations to the media per year to events in the Charter area
4. At least ten written press releases sent per year

**Indicator of success:**
- The capacity for communication with the media, the number of press releases sent, the number of news item in the media (newspaper, radio, TV, Internet) and the number of reporters at press conferences

**Principal institution:** Kornati National Park Public Institution

**Partners:** Municipality of Murter-Kornati, Tourist Board of Murter-Kornati Municipality, Betina Tourist Board, WWF, Tourist Board of Šibenik-Knin County, The Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, school journalism group and the local and regional media
**Activity 11: COOPERATION WITH OTHER PROTECTED AREAS IN DALMATIA**

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,2,3,4</td>
<td>2016 – 2019</td>
<td>350,000</td>
</tr>
</tbody>
</table>

**Current state:** Although cooperation exists with protected areas in the Dalmatia region (Krka National Park Public Institution, Telašćica Nature Park, Lake Vransko Nature Park, Paklenica National Park) a joint tourism product has not be created to date for visitors that would come to this area with the express purpose to see the natural and cultural attractions of the region.

**Objective:** A joint promotion of the protected areas of the Dalmatia region: “Enjoy Nature”

**Description of activities:**

1. Hold a meeting with the representatives of all protected areas in the Dalmatia region (Krka National Park, Telašćica Nature Park, Lake Vransko Nature Park, Paklenica National Park) on the possibilities for cooperation
2. Create a joint promotional catalogue
3. Work on creating a package of products – identify potential providers of accommodation and food services
4. Work out agreements with potential providers of transport, accommodation and food services
5. Formulate a proposal of joint products (e.g. Enjoy Nature)
6. Formulate a visual identity of the products
7. Formulate a marketing plan
8. Promote and sell the products (travel agencies and Internet tourism services and browsers)

**Result:**

1. A meeting has been held with the representatives of all protected areas in the Dalmatia region and the possibilities of cooperation have been defined (at least two meetings with representatives of the Krka Nature Park Public Institution, Telašćica Nature Park, Lake Vransko Nature Park, Paklenica National Park)
2. A joint promotional catalogue has been created (10,000 units – 4 language variants);
3. Potential providers of accommodation and food services have been identified and proposed products have been defined
4. Agreements signed with providers of transport, accommodation and food services (at least ten)
6. A visual identity of the products has been developed
7. A marketing plan has been developed
8. Cooperation agreements have been signed with travel agencies and Internet tourism services and browsers (at least ten)

**Indicator of success:** Increased offer in the Dalmatia region, greater visitor rates to protected areas, greater revenue for local residents (households)

**Principal institution:** Kornati National Park Public Institution
### Partners:

<table>
<thead>
<tr>
<th>Partners</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Krka Nature Park Public Institution, Telašćica Nature Park Public Institution, Lake Vransko Nature Park Public Institution, Paklenica National Park Public Institution, The Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, The Public Institution for the Management of Protected Natural Values of Zadar County, Ministry of Environmental and Nature Protection, Polytechnic of Šibenik, local vendors of transport, accommodation and food services, travel agencies and Internet services, the Kurnatari Association and the Museum of Betina Shipbuilding</td>
<td></td>
</tr>
</tbody>
</table>

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Sustainable Tourism Development Strategy for the Broader Kornati National Park Area
### Activity 12: STRENGTHENING INTERNATIONAL COOPERATION WITH CHARTER AREAS

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,3</td>
<td>2015 – 2019</td>
<td>140,000</td>
</tr>
</tbody>
</table>

#### Current state:
Although the Kornati National Park Public Institution participates in the work of a number of international organisations/networks (EUROPARC, MedPAN, AdriaPAN, the Dinaric Arc Parks – network of protected areas) through its membership, concrete cooperation in the field of the development of sustainable tourism with the objective of exchanging knowledge and skills and the joint promotion of protected areas has not been established with any protected area. A particularly interesting area for cooperation is the protected areas to the western side of the Adriatic Sea (Italy) oriented towards the development of sustainable tourism in their area (ECST and potential ECST areas).

#### Objective:
International cooperation has been established in the area of sustainable tourism as a platform for the exchange of knowledge and experience, joint applications to tenders, mutual promotion and a broader market for the local stakeholders.

#### Description of activities:
1. Identify potential protected areas on the western side of the Adriatic Sea (at least two)
2. Sign a cooperation agreement – Twinning Charter
3. Define a plan of cooperation within the Charter
4. Formulate joint project proposals for EU tenders (at least one)
5. Presentation of the twin park in our area (participation in fairs)
6. Define and develop a "Twin Park" corner at visitor centres

#### Result:
1. Two potential protected areas on the western side of the Adriatic have been identified
2. Twinning Charter has been signed (at least two)
3. A cooperation plan has been formulated within the Charter
4. At least two joint project proposals formulated for EU tenders
5. Stakeholders from one twin park have participated at a selected fair in the other park (1+1 time a year)
6. a "Twin Park" corner has been defined and developed in the other park's visitor centre

#### Indicator of success:
The number of involved foreign protected areas, the number of exhibitors at fairs, the number of joint projects, the number of signed agreements

#### Principal institution:
Kornati National Park Public Institution

#### Partners:
Tourist Board of Murter-Kornati Municipality, Šibenik-Knin County, Public Institution for the Regional Development Agency of Šibenik-Knin County, Dinaric Arc Parks, local stakeholders (manufacturers/vendors) and their equivalents on the Italian side
### Activity 13: CHARTER COMMUNICATION WITH DOMESTIC AND FOREIGN MARKETS

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, 3</td>
<td>2015 – 2019</td>
<td>390,000</td>
</tr>
</tbody>
</table>

**Current state:** Tourist Board of Murter-Kornati Municipality, the Municipality of Murter-Kornati and the Kornati National Park Public Institution promote the destination at fairs in the country and abroad. Individual service vendors attend some sector-specific fairs independently (diving, nautical, etc.). These promotional activities are often poorly planned (all key stakeholders do not take part in the planning process) while the promotional offer represents only a part of the overall offer of the area. Furthermore, as a result of the lack of joint planning at the municipal, island and county level, the fairs are often expensive and therefore few in number. Involving all key stakeholders (Tourist Board of Murter-Kornati Municipality, the Municipality of Murter-Kornati, the Kornati National Park Public Institution, the Croatian Chamber of Trades and Crafts, the Tourist Board of Šibenik-Knin County, etc.) and other interested stakeholders in the preparation of fair presentations (content, etc.) and a selection of fairs, would improve the quality of presentation that could be promoted at a much greater number of fairs, i.e. be promoted on a much broader market. Both municipalities (Murter-Kornati and Tisno) have signed Twinning Charters with various towns in Europe, but the potential for promotion in these areas has not been sufficiently utilised. Better communication is also needed with various institutions and potential partners in umbrella associations of individual users of the area (the Croatian Chamber of Economy, the Croatian Chamber of Trades and Crafts, olive grower associations, sheep breeders, diving associations, other protected areas, universities and polytechnics, the Croatia Airlines *inflight magazine*) and to promote the area via their means of communication.

**Objective:** Improved promotion of the Charter area at national and international fairs
### Description of activities:

1. Organise meetings of interested stakeholders
2. Create a database of photographs, video recordings, stories and anecdotes of local residents
3. Create a joint catalogue in print and digital form
4. Conceive and create posters (three), banners (two), promotional films (one) as tools for fair presentations
5. Select fairs and presentations in twin cities for participation on the annual level and formulate a Plan of Participation towards defined target groups
6. Stage at least four joint fair presentations per year according to the Plan
7. Advertise the Charter area in print (*offline marketing*) and at domestic and foreign portals (*online marketing*)
8. Advertise the Charter area via the communication media of various institutions and potential partners and the umbrella associations of individual users of the area
9. Organise the reception of foreign tourism journalists, TV teams and agents

### Result:

1. At least five meetings have been held
2. A database of photographs, video recordings, stories and anecdotes has been created
3. A catalogue has been created (2 x bilingual variants – at least 10,000 units)
4. Posters (three), banners (two) and a promotional film (one) have been created and a presentation formulated
5. Plan of Participation has been formulated at the annual level
6. At least four joint fair presentations have been staged
7. The offer of the Charter area has been published in at least five *offline* and five *online* publications per year
8. Texts have been published in 3 newsletters per year
9. At least three receptions of foreign groups of tourism journalists, TV teams and agents have been organised per year

### Indicator of success:

The number of fairs organised by or with the participation of Forum stakeholders, the quality of the catalogue, banners and posters created, the number of publications in *offline* and *online* editions, the number of articles and reports following the organised reception of representatives of the media

### Leading institutions:

Tourist Board of Šibenik-Knin County, Croatian National Tourist Board and the Kornati National Park Public Institution

### Partners:

Tourist Board of Murter-Kornati Municipality, Municipality of Murter-Kornati, Municipality of Tisno, Betina Tourist Board, Croatian Chamber of Trades and Crafts, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, Ministry of Tourism, travel agencies, Charter parks in Croatia, local associations and local manufacturers and service vendors
### Activity 14: MONITORING AND IMPROVING THE QUALITY OF SERVICES

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3</td>
<td>2015 – 2019</td>
<td>150,000</td>
</tr>
</tbody>
</table>

**Current state:** The Kornati National Park Public Institution has not to date conducted research that would monitor the quality of services and improved them on this basis. Aware of the need to analyse visitor satisfaction, questionnaires have been prepared for visitors of Kornati National Park (Croatian and English) (Annex 1) which visitors will be able to fill out online or at information points of the institutions (Murter and Vrulje). We also need to monitor the quality of individual services provided by Charter stakeholders (hospitality and catering providers, watercraft renters, ship-owners, accommodation vendors, etc.) to assess the satisfaction of visitors and point out possible areas of improvement.

**Objective:** To monitor the quality of services at the Kornati National Park Public Institution and the other stakeholders with the objective of improving them.

**Description of activities:**
1. Place the already prepared questionnaires (multilingual) and guestbooks at the info point of the Kornati National Park Public Institution and the Vrulje Visitor Centre
2. Place the questionnaires on the Park's Internet site
3. Formulate and hand out questionnaires on satisfaction with individual services (hospitality and catering providers, watercraft renters, ship-owners) that will provide information on satisfaction with individual services and with the overall offer
4. Place guestbooks in the premises of service providers
5. Analyse the questionnaires and generate reports
6. Submit the reports to service vendors included in the analysis
7. Propose measures to improve the quality of services

**Result:**
1. Questionnaires and guestbooks are at the info points and the Vrulje Visitor Centre
2. Online questionnaire formulated and placed on the Internet
3. Questionnaires on satisfaction with individual services offered by service providers (ship-owners – at least 300, hospitality and catering providers – at least 300, diving centres - 150) formulated and distributed
4. Guestbooks placed (at least 10) at the premises of providers of individual services
5. Questionnaires analysed and report generated
6. Reports submitted to service vendors included in the analysis
7. Measures to improve the quality of services proposed

**Indicator of success:** The number of stakeholders involved, the number of submitted survey questionnaires, the number of online fill outs, the impressions in the guestbook, the measures undertaken to improve quality

**Principal institution:** Polytechnic of Šibenik

**Partners:** Kornati National Park Public Institution, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County and all stakeholders in the Forum
<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2015 – 2019</td>
<td>150,000</td>
</tr>
</tbody>
</table>

**Current state:** Visitors who wish to visit Kornati National Park by excursions boat have at their disposal boats of various types and capacities, with various ports of departure. One-day excursions are organised and conducted by ship-owners or organisers that have concluded an agreement with the Kornati National Park Public Institution to carry out these activities in Kornati National Park. The price of excursions, routes, times of departure and return, activities and so forth are determined by the excursions organisers. Excursions usually consist of: rides to the Kornati Islands, passage through the Kornati archipelago, breaks for lunch and a break or two for swimming. Excursion tickets are sold by bookers and/or agencies. When purchasing tickets or during the excursion there is a possibility that visitors receive incorrect information regarding Kornati National Park. This is also possible during excursions if the guide does not have correct information.

Watercraft rental service providers are insufficiently informed about the values of the area, points of interest worth visiting and about the rules of conduct when staying in the National Park area, which their guests (clients) should also be informed of.

**Objective:** To improve the level of knowledge and the quality of services provided by ship-owners, watercraft rental and diving service providers

**Description of activities:**

1. Formulate a programme for the education of owners and staff of ship-owners, charter companies and diving clubs-centres so that visitors may receive correct information about Kornati National Park
2. Invite the representatives of ship-owners, diving centres and watercraft rental service provider categories
3. Organise and conduct education in three modules (one each per category) of two-day education sessions
4. Promote the certified service vendors on the Charter sub-site
5. Monitor the quality of services provided
6. Undertake measures to improve the quality of services

**Result:**

1. Three education programmes have been created
2. All ship-owners and watercraft rental service providers have been informed of the programme
3. Education sessions have been organised for at least seven participants per category in the pre-season period (from 15th April to 15th June)
4. Certified excursion organisers and watercraft rental providers have been promoted on the Internet sub-site of the Charter
5. The quality of services has been analysed
6. Measures have been undertaken to improve the quality of services

**Indicator of success:** The number of participants per category, the number of different business entities, the number of Certificates awarded, visitor satisfaction
<table>
<thead>
<tr>
<th><strong>Principal institution:</strong></th>
<th>Kornati National Park Public Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Partners:</strong></td>
<td>Kurnatari Association, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, ship-owners, diving clubs/centres, companies that rent watercraft and the Blue World Institute</td>
</tr>
</tbody>
</table>
**Activity 16: DEVELOPING EXISTING AND MARKING NEW LAND TRAILS**

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 4</td>
<td>2015 – 2019</td>
<td>1,000,000</td>
</tr>
</tbody>
</table>

**Current state:** There are two educational trails in Kornati National Park: Trtuša in Trtuša field (approx. 1,400m) and Vela Panitula (165 m) on the eponymous island. The renovation and development of a trail from the Kravjačica inlet to Žejkovci field is on-going, with a length of approximately 1,000 metres, which is insufficient for visitors exploring the beauty of the land and enjoying hikes and the views from the many viewpoint on the Kornati Islands. On the other hand, the old paths to the olive groves of the owners of properties are also trails, and they are overgrown, obstructing access. The situation is similar in the area of the Žut-Sit island group.

**Objective:** Developed and marked trails constitute additional tourism and recreation content that also facilitates access to olive groves

**Description of activities:**
1. Identify existing trails – orthophoto and the Austrian cadastral records (1824 - 1830)
2. Define paths that are to be developed
3. Resolve property rights issues, draw up required documentation and procure necessary permits
4. Research and determine the methods of financing the development of land trails
5. Develop the trails
6. Determine the content, make and install information-educational signposts

**Result:**
1. The existing trails have been identified
2. The trails that are to be developed have been defined
3. Property rights issues have been resolved, required documentation has been drawn up and necessary permits procured
4. The method of financing the development of land trails has been defined
5. The land trails have been developed
6. The trails are marked with informative and educational signposts

**Indicator of success:** At least an additional 1,500 metres of trails have been developed (in the area of Kornati National Park and the Žut-Sit island group)

**Leading institutions:** Kornati National Park Public Institution and the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County

**Partners:** Forum stakeholders, Tourist Board of Murter-Kornati Municipality, Šibenik-Knin County Regional Development Agency Public Institution and local stakeholders
Activity 17: **DEVELOPING SUBMARINE TRAILS IN KORNATI NATIONAL PARK**

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2016 – 2018</td>
<td>275,000</td>
</tr>
</tbody>
</table>

**Current state:** Exploration of the submarine world is one of the activities of particular interest to visitors. Diving with scuba gear is permitted at nine locations in the area of Kornati National Park while snorkelling is permitted in swimming zones, but can access only shallow habitats (Mediterranean tapeweed, infralittoral habitats). There are no submarine trails that would, using masks and snorkels, reveal the beauty of the deeper areas – the Kornati Islands "crowns", a special value of this area the waters of which hide the beauty of valuable habitats – corallines consisting of red algae, stunning in their beauty.

**Objective:** An improved tourism offer for those who enjoy marine landscapes

**Description of activities:**
1. Define possible locations and select the best one and the most adequate technical execution
2. Procure the necessary permits
3. Research and determine the methods of financing submarine trails
4. Install the trail
5. Inform interested concessionaires and sign concession agreements

**Result:**
1. The possible locations have been defined and the best location and best technical solution for a submarine trail have been selected
2. The necessary permits have been procured
3. The method of financing has been defined
4. The trail has been installed
5. All diving clubs cooperating with the Kornati National Park Public Institution have been informed and at least three concession agreements have been signed

**Indicator of success:** One submarine trail on the "crowns" has been developed, the number of concessionaires, the number of users

**Principal institution:** Kornati National Park Public Institution

**Partners:** Forum stakeholders, Tourist Board of Murter-Kornati Municipality, Tourist Board of Šibenik-Knin County, Šibenik-Knin County Regional Development Agency Public Institution and diving clubs/centres
Activity 18: CREATING A SMARTPHONE APPLICATION TO INFORM VISITORS OF THE VALUES OF THE PARK AND THE AVAILABLE SERVICES

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 4</td>
<td>2018 – 2019</td>
<td>250,000</td>
</tr>
</tbody>
</table>

Current state: The offer of the Charter area is dispersed across a great number of web-sites. For visitors this requires excessive effort and more time spent finding the information necessary for visit planning. During their stay they can find information at the desks of tourist boards, agencies and the receptions of Kornati National Park, and there are numerous brochures available to visitors, but they may not be the best solution for acquiring information during a stay. In the present age of the Internet and smartphones, the most effective way to inform visitors is using online applications with all of the information necessary to plan an arrival and stay in the broader area of the Park.

Objective: An improved visitor information system on the offer of the Charter area that also facilitates finding one’s way around the area

Description of activities:
1. Define the application concept
2. Prepare the necessary information
3. Select a company to develop the application
4. Develop the application and place it on the web-site of the Kornati National Park Public Institution, the Tourist Board of Murter-Kornati Municipality and the sites of the other Forum stakeholders

Result:
1. The application concept has been defined
2. Information sets have been prepared
3. The application contractor has been selected
4. The application has been created and placed on the sites of the Kornati National Park Public Institution, the Tourist Board of Murter-Kornati Municipality and of the other Forum stakeholders

Indicator of success: The number of sites from which the application can be downloaded, the number of users of the application

Principal institution: Kornati National Park Public Institution

Partners: All stakeholders in the Forum
**Activity 19: LINKING THE OFFERS OF MURTER, THE KORNATI ISLANDS AND LAKE VRANSKO**

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3, 4</td>
<td>2015 – 2016</td>
<td>700,000</td>
</tr>
</tbody>
</table>

**Current state:** In the Lake Vransko area many of the properties are owned by residents of the island of Murter (Murter, Betina). Because of their focus on the valorisation of the broader area of Kornati National Park, the "Murter" and "Betina" properties in the Lake Vransko area are largely neglected, insufficiently used in agriculture and entirely unused in regard to tourism. Establishing cooperation between the two public institutions (Kornati National Park and Lake Vransko Nature Park) and the local stakeholders in recognising and revitalising traditional activities (wooden shipbuilding, olive growing, drystone wall technique building and the like) and including them in the tourism offer, constitutes an important link in the chain of the further sustainable development of the Murter area.

**Objective:** To enrich the tourism offer by linking the traditional content in the properties held by residents of Murter and Betina (Murter, Betina, Kornati Islands, Lake Vransko).

**Description of activities:**

1. Prepare and stage workshops (four) on the values of ecosystem services in the Murter region, on revitalising the traditional landscape and the skills of the sustainable utilisation of resources/sustainable tourism and workshops on planning participatory management on the eco-museum model
2. Prepare and undertake study visits - Komiža (island of Vis), Provence (France)
3. Create a pilot programme of tourist tours (Lake Vransko/Modrave/Colentum/Betina/Kornati Islands)
4. Promote the pilot programme of tourist tours to protected areas (Lake Vransko/Modrave/Colentum/Betina/Kornati Islands) in collaboration with interested stakeholders
5. Place the programme on the market

**Result:**

1. Four workshops have been held: on the values of ecosystem services in the Murter region (two); on revitalising the traditional landscape and the skills of the sustainable utilisation of resources / sustainable tourism (one) and on planning participatory management on the eco-museum model
2. Study visits to the eco-museum in Komiža (island of Vis) and Provence (France) for ten participants have been organised
3. A pilot programme of tourist tours to protected areas has been developed (Lake Vransko/Modrave/Colentum/Betina/Kornati)
4. The joint tour programme has been promoted on the Internet sites of the leading institution and partner institutions (at least five sites)
5. A package product offered by five agencies

**Indicator of success:** The number of package products created, the number of package deals sold
<table>
<thead>
<tr>
<th>Leading institutions:</th>
<th>The Argonauta Association and the Lake Vrasko Nature Park Public Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners:</td>
<td>Phoenix Arbour Association, Modrave Association, Dragodid Association, Kornati National Park Public Institution, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, Kurnatari Association, Municipality of Murter-Kornati, Municipality of Tisno, other interested local stakeholders, travel agencies and Internet services</td>
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</tbody>
</table>
Activity 20: CREATING A NEW MUNICIPALITY OF MURTER-KORNATI SPATIAL DEVELOPMENT PLAN

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2, 3, 4</td>
<td>2015 – 2019</td>
<td>75,000</td>
</tr>
</tbody>
</table>

Current state: Murter and the Kornati Islands are a unique and indivisible existential space. When we say Murter, we also think of the Kornati Islands, and when we say Kornati Islands, we also think of Murter. Murter-Kornati is one entity with two personalities.

The current spatial planning documentation, which has partially been dealing with one of the persons of this integral entity, has never taken this into consideration.

As a result of this core determinant, new spatial planning documents need to be drafted that will valorise this duality and make it the axis of its existence, not imitating the past, but rather, inspired by it, creating a present and sustainable future. In drawing up a new spatial development plan, special attention should be given to planning adequate space of the construction of a Visitor Centre in Murter.

Objective: The expert and integrated management of the Murter-Kornati island area, based on all of the determinants that make it specific and that ensure the prerequisites for the construction of a Visitor Centre

Description of activities:

1. Create a working group to participate in drafting new planning documentation
2. Monitor and participate in drawing up a spatial development programme study for the Municipality of Murter-Kornati.
3. Initiate the drafting of a new spatial development plan with a clear concept: What do we want from our own area?
4. Engage the services of an expert team and individuals at the national level that have a proven track record and are qualified for this kind of project
5. Hold meetings of the working group, determine the problems and objectives of the long term and short term management of the Municipality of Murter-Kornati area as a whole, irrespective of the level of protection
6. Put the heritage of all categories in the foundation of the Municipality of Murter-Kornati strategy, and by its credibility also in the foundation of the national strategy
7. In its work the working group and expert team (the producer) reports on, interprets and promotes the results of the work and scrutinises its credibility in a dialogue with the public (round tables, polls, meetings-workshops) up to the final verification
**Result:**

1. The working group participating in the production of spatial planning documentation has been formed
2. Regular activity on producing the spatial development programme study
3. Production of a new spatial plan initiated
4. The expert producers of this documentation have been selected on the basis of a decision of the municipal council of the Municipality of Murter-Kornati
5. At least ten meetings of the working group and the document producers have been held
6. The heritage of all categories has been incorporated into the foundations of the strategy
7. At least three public presentations have been held during the production phase (1. Problems and Objective, 2. Concept, 3. The final version of the documents) with the participation of at least 10% of the users of the area, and a formulated and adopted spatial development programme study for the Municipality of Murter-Kornati as the core document for all future interventions in the area.

**Indicator of success:**
The number of meetings of the working group and the producer, the number of meetings with the public, the number of participants in the production process, the quality of communication between the working group and the public, the planning of an adequate location for a Visitor centre

**Principal institution:**
Municipality of Murter-Kornati

**Partners:**
Kornati National Park Public Institution, the Šibenik-Knin County Institute for Spatial Planning Public Institution and the Forum stakeholders
### Activity 21: REGISTERING, RESEARCHING AND DESIGNATING STRUCTURES OF CULTURE HISTORY SIGNIFICANCE

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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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</thead>
<tbody>
<tr>
<td>2</td>
<td>2016–2019</td>
<td>450,000</td>
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**Current state:** Structures of culture history significance have yet to be registered in the Kornati National Park area, and therefore also not researched or designated. This is particularly the case with vernacular architecture structures. There is very comprehensive scientific documentation in the matter. The most urgent task is the complete registration of culture history and traditional structures, their description (largely available) followed by their designation. The fact that all of these structures are located on someone's property needs to be addressed structurally, that is to say at the level of a general agreement with the owners and respectful of them. With exceptions this is possible with minimum compensation. Along with the customary methods of designation (information/educational sign with a QR code for more detailed information) we now also have at our disposal augmented reality technology that allows the perception of reality to be enriched with inserted digital content. With the aid of a smartphone, visitors can get a computer generated three dimensional depiction over the actual image of a structure or location.

**Objective:**
To register, research and designate structures of culture history significance and inform visitors about them; visitor and property owner satisfaction

**Description of activities:**
1. Establish cooperation with the Ministry of Culture, the Ministry of Science, Education and Sports and the Conservation Institute in Šibenik
2. Form an Forum on Scientific Research in Kornati National Park (this decision has already been made and exists in the archives of the Kornati National Park Public Institution)
3. Publish an integral monograph on the culture history and traditional values of the Park (already existing material and new material); appoint an editorial board
4. Formulate a concept sign (Croatian, English, QR code) and prepare the text (with translation) and accompanying photographs
5. Organise meetings with owners on whose properties the culture history structures are located and agree on the installation of signs
6. Install informative signs on structures of culture history significance in every port and outside the port where the nature of things demands it (the Zlatarica or Roman period mole at Sedlasti Bok)
7. Define structures for promotion utilising augmented reality technology
8. Select the application contractor
9. Prepare materials (film, text, photographs, etc.)
10. Prepare the application
### Result:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<tbody>
<tr>
<td>1.</td>
<td>Cooperation is established with the Ministry of Culture, the Ministry of Science, Education and Sports, the Museum of the City of Šibenik and the Conservation Institute in Šibenik</td>
</tr>
<tr>
<td>2.</td>
<td>An Forum on Scientific Research in Kornati National Park has been established</td>
</tr>
<tr>
<td>3.</td>
<td>A monograph on the culture history and traditional values of the Park has been published</td>
</tr>
<tr>
<td>4.</td>
<td>A concept sign has been created (Croatian, English, QR code) and text (with translation) with accompanying photographs has been prepared</td>
</tr>
<tr>
<td>5.</td>
<td>Meetings with owners on whose properties the culture history structures are located have been held and agreements have been reached on the installation of signs (at least five agreements)</td>
</tr>
<tr>
<td>6.</td>
<td>Informative signs have been installed on structures of culture history significance (at least five)</td>
</tr>
<tr>
<td>7.</td>
<td>Structures for promotion utilising augmented reality technology have been defined</td>
</tr>
<tr>
<td>8.</td>
<td>The application contractor has been selected</td>
</tr>
<tr>
<td>9.</td>
<td>The materials have been prepared (film, text, photographs, etc.)</td>
</tr>
<tr>
<td>10.</td>
<td>The application has been prepared</td>
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</table>

### Indicator of success:

The number of signs installed, the number of agreements (consent) signed with owners

### Principal institution:

Kornati National Park Public Institution

### Partners:

Kurnatari Association, the property owners, the Museum of the City of Šibenik, Conservation Institute in Šibenik, Archaeology department of the University of Zadar, Museum of Betina Shipbuilding and the Tourist Board of Murter-Kornati Municipality
### Activity 22: DEVELOPMENT OF THE VRULJE VISITOR CENTRE

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>2, 4</td>
<td>2015 – 2019</td>
<td>5,000,000</td>
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</table>

**Current state:** There is no visitor centre in Kornati National Park. The institution owns a building in Vrulje cove (the *karaula* building) that has been used to date to house staff and researchers staying on the Kornati islands. The construction/reconstruction of this structure is underway, and the equipping and commissioning of the Vrulje Visitor Centre, financed by NIP (EU Natura 2000 Implementation Project) funds (World Bank loan).

**Objective:** To open the Kornati National Park Visitor Centre with educational and presentation content that improves the offer and visitor satisfaction.

**Description of activities:**
1. Complete construction/adaptation work on the building
2. Define more important content in the centre in collaboration with local stakeholders
3. Formulate informative and educational content for visitors
4. Open the visitor centre and invite a large contingent of journalists
5. Continually improve the content

**Result:**
1. The works have been completed and the building has a use permit
2. Defined/conceived content in the centre
3. Informative and educational content for visitors has been created
4. The opening of the centre has good media coverage
5. The visitor centre is functional with continual content improvement

**Indicator of success:** The number of inputs from local residents, the number of visitor, the number of articles published in the media, the centre's content, posts in the guestbook

**Principal institution:** Kornati National Park Public Institution

**Partners:** Ministry of Environmental and Nature Protection, Muze d.o.o., Museum of the City of Šibenik and interested local stakeholders
### Activity 23: "VISITOR PAYBACK"

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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<td></td>
<td>2015 – 2019</td>
<td>60,000</td>
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**Current state:** So far, no method has been found at Kornati National Park whereby the visitors could get involved in preserving the protected area. One of the possible ways is "Visitor Payback". This is a process in which the visitor can donate a desired amount of money for the purpose of the conservation and protection of the natural environment of the place they have visited. In order to know to what end the money was used, annual reports are made on activities that money was used for.

**Objective:** To provide visitors with the opportunity to participate in researching and preserving the values of the Kornati Islands

**Description of activities:**
1. Define the priority research and conservation projects in the 2015 – 2019 period
2. Design, create and install the "FRIEND OF THE KORNATI ISLANDS" money box at an adequate and safe location
3. Create a "Friend of the Kornati Islands" [web-banner](#) with an Internet registration form
4. Organise clean-up campaigns (at least one per year)
5. Publish annual reports on the dedicated use of funds

**Result:**
1. A list of projects and activities in the funding of which tourists/visitors can get involved (two projects per year)
2. An appealingly designed money box installed in premises of the Public Institution and members of the Forum (at least five money boxes)
3. A [web banner](#) is created with registration form and is posted on the Internet site of the Kornati National Park Public Institution
4. The waters and coastline is cleaned; at least three inlets per year with at least 50 participants (divers and refuse collectors on the coastline)
5. Annual reports are prepared and posted on the Internet (financial and narrative)

**Indicator of success:** The number of money boxes installed, the number of funds collected in the money boxes, the number of filled out registration forms – "Friend of the Kornati Islands", the number of participants in cleaning campaigns

**Principal institution:** Kornati National Park Public Institution

**Partners:** Tourist Board of Murter-Kornati Municipality and service vendors (hospitality and catering facilities, ship-owners, diving centres, etc.)
### Activity 24: IMPROVED VISITOR RECEPTION – THE "HOST" PROGRAM

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3, 4</td>
<td>2016 – 2019</td>
<td>1,050,000</td>
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**Current state:** For individual visitors coming to Kornati National Park in their own or rented watercraft, anchoring and overnight stays are permitted in the following inlets: Stiniva, Statival, Lupeška, Tomasovac – Suha punta, Šipnate, Lučica, Kravjačica, Strižnja, Vrulje, Gujak, Opat, Smokvica, Ravni Žakan, Lavsa, Pišker – Vela Panitula, and at Anica cove on Levrnaci, Podbižanj and Koromašna. When coming to one of the cited inlets (in which the owners live), visitors can stay on land, move along hiking and educational trails and visit the valuable sites. When landing they are unable to acquire official information as there are no info-points where they can find information about the National Park, hiking and educational trails, the inlet itself, its maritime and other characteristics and local manufacturers of traditional products. On the other hand, the local residents (owners of the property) that reside in the area during the peak season, and that are best informed of the values of the area, visitor infrastructure and the local offer, are not involved enough in the promotion of the area.

**Objective:** To involve local residents in the presentation and promotion of the area, to improve the information system and visitor satisfaction

**Description of activities:**

1. Select an inhabited inlet (**kurnaski porat**, i.e. a Kornati island port) for a **pilot programme**
2. Formulate a **Port Host** programme: a staffer (local stakeholder) of the Kornati National Park Public Institution as a **host** that serves as a kind of reception desk (provides information to individual visitors, visitors coming to the Park in organised excursions, guests in private accommodation), informs about weather conditions and assists in the mooring of boats, etc.
3. Conduct the **Port Host** programme with monitoring of visitor satisfaction (questionnaires)
4. Promote the programme on the Internet site of Kornati National Park and of the Charter
5. Evaluate the visitor satisfaction by means of questionnaires
6. Continue and expand the implementation of the programme in other inlets with corrections based on the satisfaction analysis

**Result:**

1. An inlet is selected for the pilot programme
2. A pilot programme and monitoring questionnaires are formulated
3. The pilot programme is conducted at one port in Kornati National Park with satisfaction evaluation (two staffers on weekly shifts)
4. Posts on the Internet site are regular
5. Visitor satisfaction is analysed
6. The programme continues in the pilot inlet and is expanded to other inlets with corrections based on the satisfaction analysis (four inlets)

**Indicator of success:** Visitor satisfaction analysis, the number of staffers (local residents) and inlets involved

**Principal institution:** Kurnatari Association
### Partners:

| Kornati National Park Public Institution, Tourist Board of Murter-Kornati Municipality, Polytechnic of Šibenik and other interested Forum stakeholders |  |
### Activity 25: INFORMING AND EDUCATING LOCAL RESIDENTS

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>3</td>
<td>2015 – 2019</td>
<td>75,000</td>
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**Current state:** Until recently, institutions involved in protection in the Republic of Croatia, and therefore the Kornati National Park Public Institution itself, did not make an effort to establish cooperation with the local residents on whose land properties the protected area of the Park was located. Moreover, the attitudes of both sides, largely due to a lack of good will and negligence, were always opposed. Even today there is no system of (public) information, notification and education, except partially on the official Internet site of the Kornati National Park Public Institution, which is, by its nature, accessible only to the younger segment of the population. The direct consequence is that, on the one hand, there is no trust in the Institution on the part of the stakeholders, and that, on the other hand, local residents are unable to provide visitors with complete information on the natural and cultural values of the area and actively collaborate with Kornati National Park in preservation and protection, as well as the offer and promotion of the protected area.

**Objective:** Cooperation with local residents should be regular, they should be respected and information should be provided to them, so that they can gain awareness of the fact that the protection of the Kornati Islands is in their own interest and that they are called upon, together with the Kornati National Park Public Institution, to manage the protected area.

**Description of activities:**
1. Organise regular meetings with local residents
2. Organise topical meetings for local residents: natural and cultural values, the area’s offer, instructions on improving the offer, rules of conduct
3. Organise a fun and instructional quiz about Kornati National Park for the children in the local community (schools)
4. Create a bulletin for local residents (print and Internet edition)

**Result:**
1. Meetings are held at least every six months (at least thirty participants)
2. Topical meetings (three topics per year) are staged (one per year for every topic)
3. A fun and educational quiz about Kornati National Park for the local children has been organised (once a year)
4. One bulletin per year published (200 copies + the Internet edition)

**Indicator of success:** The number of meetings/education sessions organised per year, the number of meeting participants, the quality of the bulletin

**Principal institution:** Kurnatari Association

**Partners:** Kornati National Park Public Institution, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, Argonauta Association, Tourist Board of Murter-Kornati Municipality, Municipality of Murter-Kornati, Betina Tourist Board, Municipality of Tisno, Murterski škoji Elementary School, Murter Popular Library and Reading Room, Blue World Institute, More 249 LAG and other interested Forum stakeholders

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3, 4</td>
<td>2015 – 2017</td>
<td>40,000</td>
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**Current state:** The cadastral survey of the Kornati cadastral municipality began in 2004 and has yet to be completed. The Geodetski zavod d.d. company is completing the survey in the field, the Šibenik-Knin County administrative department for maritime affairs, transport and island development has submitted a proposed border of the maritime demesne to the Ministry of Maritime Affairs, Transport and Infrastructure. The Ministry, however, has not yet determined the borders of the maritime demesne, without which the survey cannot be submitted for public scrutiny and become legal. This creates great problems for both the local residents and the institutions that manage the area of Kornati National Park and of the Žut-Sit Archipelago Important Landscape. The land registers, although they cover an area within the administrative borders of the Municipality of Murter-Kornati (Šibenik-Knin County), are held at the Municipality of Sali-Dugi otok (Zadar County), which complicates matters for the owners of the Kornati Islands properties.

**Objective:** A real property cadastre has been created and a new land register for the Kornati cadastral municipality has been established

**Description of activities:**

1. Establish a working group that will actively participate in the completion of the process and communicate with the competent institutions up to the completion of the process
2. Analyse the current status with the competent institutions and determine what issues are obstructing the completion of the process:
   - What has been accomplished and paid for (Norway)
   - What remains to be done to the establishment of a new land register (financing, deadlines, participants)
3. Encourage the completion of the survey and creation of a real property cadastre and establish new land registers for the Kornati cadastral municipality

**Result:**

1. A working group has been formed
2. The status has been analysed and the issues identified
3. Memorandums have been sent/meetings have been held with the competent institutions, the cadastral survey has been opened for public scrutiny, a real property cadastre has been created, and a new land book for the Kornati cadastral municipality has been established

**Indicator of success:** Cadastral excerpts and proprietorship registers from the new land registers

**Leading institutions:** Šibenik-Knin County and the Municipality of Murter-Kornati
### Partners:

| Kornati National Park Public Institution, State Geodetic Administration, Ministry of Justice, Ministry of Maritime Affairs, Transport and Infrastructure, Kurnatari Association, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County and all stakeholders in the Forum |
### Activity 27: AMENDMENTS TO THE EXISTING AND CREATION OF A NEW KORNATI NATIONAL PARK SPATIAL PLAN

<table>
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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3, 4</td>
<td>2016 – 2019</td>
<td>2,500,000</td>
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</tbody>
</table>

**Current state:** The existing spatial plan from 2003 is not appropriate to the needs of residents and owners in carrying out permitted activities and the sustainable utilisation of natural resources, nor the needs of the Kornati National Park Public Institution in conducting the protection and conservation of the pristine natural environment. There are contradictions within the spatial plan itself that obstruct the management of the area.

**Objective:** The Kornati National Park Spatial Plan should be appropriate to the needs of the Kornati National Park Public Institution and the needs of the owners and users of the area and to visitors.

**Description of activities:**
1. Establish a working group to work on proposals to amend the existing/create a new spatial plan
2. Initiate the adoption of a decision to amend/create a new spatial plan
3. Urge that the drafting of the document be entrusted to a team of experts, one that has a proven track record and is qualified for this kind of project
4. Hold topical meetings/round table discussions with interested stakeholders (Kornati National Park Public Institution, Municipality of Murter-Kornati, associations, small businesses, owners, fishers, etc.)
5. Draw up a draft spatial plan (and a strategic environmental impact assessment)
6. Actively participate in the further elaboration of the spatial plan (submitting additional proposals, public debate)
7. The process of amending the existing/creating the new spatial plan up to adoption

**Result:**
1. Working group members chosen
2. A decision in Croatian Parliament to amend/create a new Kornati National Park Spatial Plan is adopted
3. An expert team is set up
4. Meetings (at least five) and round table discussions (at least two) with all interested groups have been held
5. A draft spatial plan has been created incorporating the proposals
6. The chosen representatives of all interested groups actively participate in the discussions held by the principals drafting the spatial plan
7. A decision in Croatian Parliament on the adoption of an amended/new Kornati National Park Spatial Plan is adopted

**Indicator of success:** The number of proposals received, the number of meetings and round table discussions, the number of participants per event, the number of accepted and incorporated proposals in a new Kornati National Park Spatial Plan

**Leading institutions:** Ministry of Environmental and Nature Protection and the Kornati National Park Public Institution

**Partners:** Kurnatari Association, Municipality of Murter-Kornati and the Forum stakeholders
Activity 28: CREATING A SPECIAL CHARACTERISTICS PLAN FOR THE ŽUT-SIT ISLAND GROUP AREA

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3,4</td>
<td>2014 – 2016</td>
<td>2,000,000</td>
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**Current state:** Although the Žut-Sit island group area has been protected since 1967 and falls under the important landscape category that has been under the care of the Public Institution for the Management of Protected Natural Values of Šibenik-Knin County since 2007, a Special Characteristics Plan has not been created to date that would define the organisation of the space, its utilisation, development and the protection of the area. A Baseline Study has been drawn up by the State Institute for Nature Protection.

A preliminary debate was held in December of 2014 with the objective of obtaining opinions, guidelines and recommendations and to harmonise the interests of the local community and the business sector, on objectives and possible solutions significant to the development, organisation and formation of the area covered by a special characteristics area spatial plan. A public debate is expected in the spring of 2015.

**Objective:** A Special Characteristics Plan created for the Žut-Sit island group is a prerequisite for the development of sustainable tourism in the area

**Description of activities:**
1. Set up a working group to create a Special Characteristics Plan in coordination with the Žut Association
2. Post questionnaires on the county web-site for consultation with interested members of the public
3. Stage consultative topical meetings with interested stakeholders
4. Stage a public debate on the proposed Plan
5. Further corrections to the Plan
6. Obtain the necessary approvals of bodies with special authorities
7. Adopt the Plan

**Result:**
1. A working group to create a Special Characteristics Plan has been set up
2. A questionnaires has been posted on the county web-site for consultation with interested members of the public
3. A consultative topical meeting between the working group and interested stakeholders has been held (at least thirty participants)
4. A public debate has been held in Murter for interested stakeholders (at least thirty)
5. The plan has been further corrected
6. The necessary approvals of bodies with special authorities have been obtained
7. A special characteristics plan for the Žut-Sit island group area has been adopted

**Indicator of success:** The number of collected questionnaires, the number of objections/proposals for the improvement of the Plan, the number of interested stakeholders at a consultative meeting and the public debate
<table>
<thead>
<tr>
<th><strong>Principal institution:</strong></th>
<th>Šibenik-Knin County</th>
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<tbody>
<tr>
<td><strong>Partners:</strong></td>
<td>Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, the Žut Association, Kurnatari Association and other interested stakeholders</td>
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Activity 29: **IMPROVING THE ORDINANCE ON THE PROTECTION AND CONSERVATION OF KORNATI NATIONAL PARK**

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<th>Financial framework (HRK)</th>
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<td>3,4</td>
<td>2015 – 2016</td>
<td>40,000</td>
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**Current state:** The formation of a Forum on Sustainable Tourism Development and better communication with local stakeholders has yielded proposals for new solutions in areas regulated by the Ordinance on the Protection and Conservation of Kornati National Park which should be incorporated into a new Ordinance. Likewise, there is a need to analyse all of the provisions of the Ordinance and arrive at common solutions that will define the role of tourism in general, and then the role of sustainable tourism in the Kornati Islands. Considering that experience to date shows that Kornati National Park was not effectively managed that means that a new *Ordinance on the Protection and Conservation of Kornati National Park* must be adopted in cooperation with all interested parties, primarily the owners and stakeholders in the area, all in line with the current Nature Protection Act.

**Objective:** The better regulation of conditions and measures of protection, supervision, conservation, improvement and utilisation of the Kornati National Park area

**Description of activities:**
1. Set up a working group to rework the Ordinance
2. Conduct an analysis of the existing draft Ordinance on the Protection and Conservation of Kornati National Park that will identify problems (fishing, traditional fishing tools and monitoring the fish stock, bee breeding and pasture management, the harvesting of medicinal plants, ticket proceeds, etc.)
3. Organise a debate with all stakeholder groups
4. Harmonise the Ordinance on the Protection and Conservation of Kornati National Park with the accepted solutions of all interested groups
5. Submit a new Ordinance proposal to the Ministry of Environmental and Nature Protection
6. Post the adopted Ordinance on the Internet site of the Kornati National Park Public Institution

**Result:**
1. A working group to rework the Ordinance has been set up
2. An analysis of the existing draft Ordinance on the Protection and Conservation of Kornati National Park has been made, the problems identified
3. A debate with all stakeholder groups has been held (at least 30 participants)
4. The Ordinance on the Protection and Conservation of Kornati National Park has been reworked and harmonised with all interested stakeholders
5. The proposed Ordinance has been submitted for adoption to the Ministry of Environmental and Nature Protection
6. The adopted Ordinance has been posted on the park’s Internet site

**Indicator of success:** The number of meeting participants, the number of proposals, the number of accepted proposals, a reworked Ordinance
### Leading institutions:
Kornati National Park Public Institution and the Kurnatari Association

### Partners:
Forum stakeholders and other interested stakeholders (local residents, associations, entrepreneurs, etc.), Ministry of Environmental and Nature Protection and other competent ministries
Activity 30: PROPOSAL TO ADAPT THE MINIMUM TECHNICAL CONDITIONS FOR THE PURSUIT OF PERMITTED ACTIVITIES IN THE KORNATI ARCHIPELAGO

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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3</td>
<td>2016 – 2018</td>
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**Current state:** A lack of harmonisation between the Ordinance on the Internal Order in Kornati National Park and the Kornati National Park Spatial Plan which permit the pursuit of activities under the condition of nature protection, with laws that stipulate minimum technical conditions for these activities (e.g. the Hospitality and Catering Industry Act). Because of the impossibility of implementing these provisions, the stakeholders are frequently in violation of regulations.

**Objective:** Harmonised and adapted legislation for the pursuit of activities in the area of Kornati National Park and the Žut-Sit island group

**Description of activities:**

1. Set up a working group (hospitality and catering providers, other Forum stakeholders, etc.)
2. List the provisions that are illogical, inapplicable and incoherent
3. Talk to Forum stakeholders on Sustainable Tourism Development of Medvednica Nature Park and Lonjsko Polje Nature Park, residents of Mljet National Park, Lastovo Archipelago Nature Park (if necessary with other owners and residents in protected areas) – exchange experience and work out venues of cooperation
4. Define solutions to adapt the minimum technical conditions for the pursuit of permitted activities with the objective of preserving the natural and anthropological values we have in the field (a restaurant/apartment on the mainland is not the same as one in Kornati National Park) together with all interested owners, residents and public institutions for protected areas
5. Contact the Ministry of Tourism, the Ministry of Economy, also involve the County Office for the Economy, the Croatian Chamber of Economy, the Croatian Chamber of Trades and Crafts, the Kornati National Park Public Institution, the Ministry of Environmental and Nature Protection – familiarise them all with the issues, the solutions and lobby for a correction of the legislation

**Result:**

1. A working group has been set up (hospitality and catering providers, etc.)
2. The provisions that are illogical, inapplicable and incoherent have been listed
3. Cooperation with stakeholders (Medvednica Nature Park, Lonjsko Polje Nature Park and the owners and residents in Mljet National Park, Lastovo Archipelago Nature Park) has been agreed upon with the aim of jointly resolving the problems
4. A memorandum has been drawn up with the joint demands of all interested owners and public institutions for protected areas
5. The state institutions have been familiarised with the problems, the possible solutions and have been invited to cooperate
**Indicator of success:** The number of acts in which illogical and inapplicable provisions have been identified, the number of proposals for corrections, the number of contacted protected areas, the number of contacted state institutions, a reduced number of inconsistencies in the legislation

**Leading institutions:** Kurnatari Association and Žut Association

**Partners:** Croatian Chamber of Trades and Crafts, Croatian Chamber of Economy, Forum stakeholders, Medvednica Nature Park and Lonjsko Polje Nature Park, owners and residents of other protected areas (associations, etc.), Kornati National Park Public Institution, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, Ministry of Tourism and the Government of the Republic of Croatia
Activity 31: **PROCUREMENT OF A MULTIPURPOSE WATERCRAFT FOR A "REGULAR LINE" FUNCTION**

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>2015 – 2018</td>
<td>4,300,000</td>
</tr>
</tbody>
</table>

**Current state:**
The Kornati Islands are poorly connected with the surrounding areas and therefore also with Murter, from which the majority of house and property owners are from. There is no regular line and making the trip to the Kornati Islands depends solely on weather conditions, owning one’s own boat and being able to cover its costs. The owners of properties on the Kornati Islands have boats of various sizes and capacities, and for most of them a trip to the Kornati Islands requires almost ideal weather conditions. Furthermore, they need to build their own piers (if they have not inherited one) to land their boat, which they also purchased, since the boat is at the core of the way of life in the Kornati Islands. Without boats there is no way to get to the Kornati Islands for the owners or anyone else.

There are over 18 thousand olive trees on the Kornati Islands, for the most part on the fields far from the shore, such that great quantities are not harvested due to the difficulties associated with transport over the Kornati Islands terrain and especially at sea, given that the harvest takes place during the season of unstable weather (autumn). Besides the threat to economic activity, there are at times real threats to the lives of the local residents and visitors.

To date the Kornati National Park Public Institution has on many occasions assisted the people of the Kornati Islands, transporting olives and other cargo on its boat. But this is a vessel intended for other uses, it is run down and cannot be a solution for a (public) link between Murter and the archipelago.

**Objective:**
To establish a specific boat link, adapted to the needs of the property owners, between Murter/Betina and the Kornati Islands to integrate the dislocated but unique properties of the Kornati islanders.

**Description of activities:**
1. Define the needs of local residents for a permanent link and the content of the watercraft
2. Find an optimal solution for a timetable given the infrastructure at ports and the large number of ports
3. Formulate a conceptual design of the boat and a timetable
4. Determine the sources of financing the procurement (EU funds, our own funds, etc.)
5. Procure/rent a multipurpose watercraft and define a timetable

**Result:**

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<th>1.</th>
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<th>4.</th>
<th>5.</th>
</tr>
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<tbody>
<tr>
<td>The needs of the Kornati National Park Public Institution and of the local residents and the content of the watercraft have been defined</td>
<td>An optimal solution has been defined</td>
<td>A conceptual design has been made</td>
<td>Sources of financing have been determined</td>
<td>A multipurpose watercraft has been procured</td>
</tr>
<tr>
<td>6. A timetable has been made</td>
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</table>

**Indicator of success:**
The number of functions for the watercraft, a multipurpose watercraft in operation, the number of departures to the park
**Sustainable Tourism Development Strategy for the Broader Kornati National Park Area**

<table>
<thead>
<tr>
<th>Leading institutions:</th>
<th>Kornati National Park Public Institution, Municipality of Murter-Kornati and Kurnatari Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners:</td>
<td>Šibenik-Knin County Regional Development Agency Public Institution, Kurnatari Association, Žut Association, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County and other Forum stakeholders</td>
</tr>
</tbody>
</table>
Activity 32: **PRIMARY REFUSE SELECTION**

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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>3</td>
<td>2016 – 2019</td>
<td>450,000</td>
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</table>

**Current state:** In mixed-use zones of the Kornati National Park Spatial Plan refuse is collected in containers, transported using special service boats and finally disposed outside the borders of Kornati National Park (at the Bikarac Regional Waste Management Centre). Collection and transport is done by the Kornati National Park Public Institution. In the area of the Žut-Sit island group collection and transport is done by the Murtela Municipal Services Company. In all larger, inhabited inlets in Kornati National Park (seventeen locations) there are fenced areas for temporary disposal in containers (fifty-two in all) while there is a container in every inhabited inlet (ten) in the area of the Žut-Sit island group. There is no selection, however, and a large quantity of refuse that could be recycled winds up together with other municipal refuse. A large quantity of refuse originates from boaters (24.35%, mostly plastic and glass bottles, cans and batteries). Much of the refuse falls or is thrown into the sea.

**Objective:** To establish a system of primary refuse selection

**Description of activities:**
1. Determine locations for the selective collection of refuse
2. Purchase and assigning containers (for glass, paper, cans, batteries) to the foreseen locations
3. Define the schedule of refuse collection

**Result:**
1. Locations for the selective collection of refuse have been determined (at least six)
2. Containers have been purchased and placed (four to a set: for glass, paper, cans, batteries)
3. A refuse collection schedule has been made

**Indicator of success:** The number of containers placed, the number of locations with containers, the collected quantity of selected refuse per category

**Leading institutions:** Murtela Municipal Services Company and the Kornati National Park Public Institution

**Partners:** Municipality of Murter-Kornati and the Environmental Protection and Energy Efficiency Fund
### Activity 33: OPPORTUNITIES FOR THE USE OF WOOL AND LEATHER

<table>
<thead>
<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2015 – 2019</td>
<td>130,000</td>
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</table>

**Current state:** For 10 thousand years, sheep have been a key factor in maintaining the Kornati Islands rocky pastures. The remains of sheepfolds are now semi-abandoned and there is less and less sheep out to pasture, which contributes to the devastation of the Kornati Islands landscape. There is also the problem of wool, which is not in use and winds up as refuse, as one of the traditional activities – animal husbandry – has not found its place in the protection and sustainability of the Kornati Islands area. Wool was used in Murter and Betina home manufacture to produce thirty-two consumer items, including articles of clothing, quilts, ship equipment etc.

**Objective:** The use of wool as a raw material for the manufacture of traditional consumer goods and articles of apparel, souvenirs and insulation material and distribution to manufacturers of wool products

**Description of activities:**
1. Unite the animal breeders on the Kornati Islands and organise the collection and possible temporary storage of wool
2. Identify wool buyers on the domestic market
3. Research and animate potential domestic users of wool with the objective of reviving the manufacture of traditional wool products
4. Identify the possibilities of using wool in the construction industry as an insulation material

**Result:**
1. The organised collection of wool during the shearing season, transport and possible storage or direct distribution
2. Contracting purchase prices and modes of transport with wool buyers
3. Educating potential wool processors and achieving support for their initial investment (local level)
4. Defining sales channels towards manufacturers of insulation materials in the construction industry

**Indicator of success:** The amount of wool used (from sheep breeder data), the number of interested local manufacturers of wool products (souvenirs), the number of interested manufacturers of insulation materials in the construction industry

**Leading institutions:** Kurnatari Association and Kornati National Park Public Institution

**Partners:** Kornati Agricultural Cooperative, Kornati Islands sheep breeders, Municipality of Murter-Kornati, potential manufacturers of souvenirs and the Forum stakeholders
Activity 34: ENSURING MOBILE TELEPHONY SIGNAL COVERAGE ACROSS THE ENTIRE KORNATI ARCHIPELAGO

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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3</td>
<td>2015 – 2017</td>
<td>50,000</td>
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</table>

**Current state:** There is a lack of adequate mobile telephony network signal coverage in the areas of Kornati National Park and the Žut-Sit island group. Besides creating problems in communication, it also brings into question the safety of visitors and local residents.

**Objective:** To have full mobile telephony network signal coverage across the entire Kornati archipelago with the aim of increasing safety and improving communication for both visitors and the local stakeholders in the Kornati archipelago.

**Description of activities:**
1. Contact the operators (Vip, T-mobile)
2. Investigate the possibility of better mobile telephony network signal coverage (stronger signal, repeaters) and define an optimal solution
3. *If new repeaters are the solution the consent of property owners must be obtained to install them*
4. Install repeaters

**Result:**
1. The operators are familiarised with the issue
2. The possibility of better mobile telephony network signal coverage (stronger signal, repeaters) has been investigated and a solution defined
3. *The consent of property owners has been obtained*
4. Repeaters have been installed

**Indicator of success:** The number of operators contacted, stronger mobile network signal

**Leading institutions:** Kornati National Park Public Institution and Municipality of Murter-Kornati

**Partners:** Telecom operators, Ministry of Environmental and Nature Protection, Ministry of Maritime Affairs, Transport and Infrastructure, Forum stakeholders and property owners
### Activity 35: SUPPORT IN ESTABLISHING RENEWABLE ENERGY SYSTEMS

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<td>3</td>
<td>2015 – 2019</td>
<td>50,000</td>
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</table>

**Current state:** The implementation of renewable source energy systems is an important part of the development of sustainable tourism. Many structures have small solar panels that are sufficient for intermittent stays, but they are insufficient for longer pre-season and post-season stays with the purpose of pursuing traditional activities. Large quantities of energy are required for accommodation services provision and for hospitality and catering activities, which requires the installation of much larger solar systems, i.e. large financial investments. The Environmental Protection and Energy Efficiency Fund co-finances the purchase of systems via public tenders. Unfortunately, most owners are not exposed to information on these tenders and face problems when filling out design documentation. Individual procurement is more costly than if procurement and installation is undertaken jointly.

**Objective:** To ensure support for the installation of renewable source energy systems in the Charter area.

**Description of activities:**
1. Monitor tenders for energy efficiency and regularly pass on information on the web-sites and notification boards of the Municipality and the Kornati National Park Public Institution
2. Identify the best solution model for structures on the Kornati Islands
3. Stage information workshops for the owners of houses and hospitality and catering facilities
4. Ensure assistance in filling out the application forms

**Result:**
1. Regular posting of tender information on the web-sites and notification boards of the Municipality and the Kornati National Park Public Institution
2. The best solution model for structures on the Kornati Islands has been defined
3. Information workshops are staged once a year upon tender announcements
4. Kornati National Park Public Institution staffers assist in completing at least five application forms

**Indicator of success:** The number of application forms filled out, the number of participants of information workshops, the number of structures with installed renewable source energy systems

**Leading institutions:** Municipality of Murter-Kornati and Kornati National Park Public Institution

**Partners:** Sibenik-Knin County and Environmental Protection and Energy Efficiency Fund
### Activity 36: INSTALLING INFORMATIVE AND EDUCATIONAL SIGNPOSTS AT MURTER (THE PORT OF DEPARTURE)

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>4</td>
<td>2015 – 2016</td>
<td>80,000</td>
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</table>

**Current state:** There are no informative and educational signposts in the Charter area – notably at Murter, the port of departure for Kornati National Park – where visitors could obtain detailed information on where they are going, what to see and how to behave. During the tourism season, information about the area can be obtained at the information points of the Tourist Board and the Public Institution, orally and in brochures. In the pre-season and post-season, however, due to the shorter working hours of the Tourist Board office, this information is not available.

**Objective:** To provide better information to visitors of Murter about the values of the Kornati Islands and their association with Murter

**Description of activities:**

1. Identify locations for the installation of informative and education signposts (five)
2. Obtain the necessary permits
3. Define the concept (visual identity, content)
4. Install the signposts

**Result:**

1. The locations have been identified (frequented positions) (five locations)
2. Installation permits have been obtained
3. The concept of the informative and education signposts has been defined – at least five bilingual signposts per location
4. The signposts have been installed

**Indicator of success:** The number of locations at which signposts have been installed, the number of signposts installed

**Principal institution:** Kornati National Park Public Institution

**Partners:**

Tourist Board of Murter-Kornati Municipality, Municipality of Murter-Kornati, Argonauta Association, Šibenik-Knin County, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County and the Blue World Institute
### Activity 37: IMPROVED ROAD TRAFFIC SIGNS

<table>
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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>4</td>
<td>2015 – 2016</td>
<td>40,000</td>
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</table>

**Current state:** The existing traffic signs on the motorway and state roads are insufficient, which makes it difficult for visitors to find their way on the journey and arrival at Kornati National Park, i.e. at Murter as the port of departure.

**Objective:** To facilitate the arrival of tourists to the town of Murter as the point of departure for Kornati National Park.

**Description of activities:**
1. Define a plan of traffic direction and visitor information (at least three signs)
2. Obtain the necessary permits for the installation of signs
3. Fabricate the signs (brown signs)
4. Install the traffic signs

**Result:**
1. The direction plan and visitor information plan from the state road is defined (for at least three signs)
2. The necessary permits for the installation of signs have been obtained
3. The signs have been fabricates
4. The signs have been installed

**Indicator of success:** The number of signs installed, an increased number of visitors departing from Murter, visitor satisfaction level based on a questionnaire (how to get here)

**Principal institution:** County road administration in Šibenik-Knin County

**Partners:** Kornati National Park Public Institution, Hrvatske ceste d.o.o. (Croatian road company) and the Tourist Board of Murter-Kornati Municipality
## Activity 38: CREATING A VISITOR MANAGEMENT PLAN

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>4</td>
<td>2016 – 2018</td>
<td>150,000</td>
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### Current state:
The Institution determines the number of visitors to the Park from ticket sales records. Tickets, however, are not sold per person, rather based on the length of a watercraft (boaters) or based on the watercraft capacity (one day excursions). The Institution collects information on the number of overnight stays in the Park and the number of visitors that stay more than one day from the data of the Tourist Board of Murter-Kornati Municipality. We have no data on the flow of visitors within the Park, and this data is vital to the preservation of the ecological sustainability of the Park.

### Objective:
To monitor the number and flow of visitors in order to create an adequate Visitor Management Plan

### Description of activities:
1. Organise a workshop for the establishment of a visitor monitoring system – visitor monitoring programme (what and how to monitor, who will monitor, who will collect data, who will analyse the data, etc.)
2. Create a programme for visitor monitoring with defined indicators of success
3. Conduct monitoring and generate reports
4. Create a Visitor Management Plan (three years of implementation)
5. Publish the plan to the Park’s web-site

### Result:
1. A workshop for the establishment of a visitor monitoring system has been organised
2. A programme for monitoring the number and flow of visitors has been created
3. Reports on the number and flow of visitors are generated once a year
4. A Visitor Management Plan is created on the basis of the data
5. The plan is published to the Park’s web-site

### Indicator of success:
The number of stakeholders involved, the sample size, visitor satisfaction data, reduced threat to species and habitats

### Leading institutions:
Kornati National Park Public Institution and Public Institution for the Management of Protected Natural Values of Šibenik-Knin County

### Partners:
Tourist Board of Murter-Kornati Municipality, Betina Tourist Board, Tourist Board of Šibenik-Knin County, Polytechnic of Šibenik, Public Institution for the Management of Protected Natural Values of Šibenik-Knin County, ship-owners, Blue World Institute and companies renting watercraft
Activity 39: INSTALLING BUOYS IN KORNATI NATIONAL PARK

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<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tbody>
<tr>
<td>2, 4</td>
<td>2015 – 2019</td>
<td>3,500,000</td>
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</table>

Current state: There are no buoys currently installed in Kornati National Park that would provide for the safe mooring of visitors, control the number and flow of visitors and preserve valuable habitats (beds of *Posidonia oceanicae*) at anchorage sites. The Ordinance on the Internal Order provides for the instalment of a total of 302 buoys at nineteen anchorage sites and two buoys each at each of the nine diving sites in Kornati National Park. At the time of the drafting of this document we have obtained location permits for the installation of twenty-two buoys in Vrulje cove (although forty-one buoys are planned for installation at this location) and thirty buoys in Lavsa cove (the planned number) and their installation is to be done during 2015.

Objective: Improved visitor flow and safety system in the Kornati National Park area

Description of activities:
1. Prepare design documentation for the other anchorage sites in the Park
2. Obtain the location permits
3. Install the buoys at the anchorage sites

Result:
1. Design documentation for the other anchorage sites has been prepared
2. Location permits have been obtained for each of the anchorage sites
3. The buoys provided for by the location permits are installed

Indicator of success: The number of installed buoys (in line with the number provided for by the location permits), the number of inlets with buoys, the number of installed diving buoys

Principal institution: Kornati National Park Public Institution

Partners: Šibenik-Knin County Institute for Spatial Planning Public Institution and entrepreneurs (procurement and installation of the system)
## Activity 40: MEETINGS AND THE WORK OF THE FORUM

<table>
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<tr>
<th>Specific objective</th>
<th>Time frame</th>
<th>Financial framework (HRK)</th>
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<tr>
<td>3</td>
<td>2015 – 2019</td>
<td>150,000</td>
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**Current state:** The establishment of the Forum on Sustainable Tourism Development gathered the interested stakeholders who took part in creating the Strategy and Action Plan. Its implementation requires continual work in topical groups (working groups) and annual provision of information to all interested members. Likewise, the implementation of the Strategy and Action Plan needs to be monitored.

**Objective:** To regularly inform and actively work on the implementation of the Strategy

**Description of activities:**
1. Hold annual meetings of the members of the Forum (once a year)
2. Hold regular meetings of the Governing Board of the Forum (at least six times a year)
3. Hold topical meetings of the working groups depending on the requirements of the implementation of individual activities
4. Stage study visits for interested members (two per year/at least nine participants)
5. Monitor the success of the implementation of the Strategy and Action Plan
6. Process the data, generate reports and post the results of the implementation of the Strategy on the Park’s web-site

**Result:**
1. Annual meetings are held (once a year)
2. At least six meetings of the Governing Board are held per year
3. Topical meetings of the working groups are held (at least six per year)
4. One- or two-day study visits for at least nine people are staged twice a year
5. Monitored indicators of the success of the implementation of the Strategy and Action Plan
6. The annual report is produced and presented

**Indicator of success:** The number of activities in which the Forum stakeholders take the initiative, the number and destinations of study visits, the number of participants of study visits, reports on the implementations of the Strategy at the annual level

**Principal institution:** Kornati National Park Public Institution

**Partners:** All stakeholders in the Forum
8 COMMUNICATION PLAN

8.1. PROMOTION OF THE PROTECTED AREA AS A DESTINATION

Current Situation

The Kornati National Park Public Institution has an Internet site (www.np-kornati.hr) on which it provides information about the values of the area, information on activities permitted in the Park and has a promotional corner with photographs, interesting information and publications. The site is available in two language versions (Croatian and English). The Institution has an official Facebook profile (Kornati National Park), on which is regularly posts news about activities in the protected area.

At the invitation of the Municipality of Murter-Kornati and the Tourist Board of Murter-Kornati Municipality, the Kornati National Park Public Institution participates in presentations and fairs in the country and abroad. This cooperation, however, lacks a clear elaboration of target groups, presentation programme and the overall offer of the destination. There is a lack of cooperation with other protected areas in the Dalmatia region (Krka National Park, Telašćica Nature Park, Lake Vransko Nature Park, Paklenica National Park) with the objective of joint presentation of the areas.

There is an excellent collection of photographs that are used for promotion in print materials and on the Internet site. There is also video material (aerial and underwater footage) with which an effort will be made to bring the values of the Park closer to the broader public. Furthermore, the elements of the culture history heritage are insufficiently valorised through the tourism industry (they are not interpreted). Diving services have recently been enriched with the publication *Kornatsko podmorje* (*The Marine World of the Kornati Islands*), and further enhancements are planned.

The video material recorded in the Kornati Islands are insufficiently utilised. The feature film *As The Sea Rages* (*Pobješnjelo more, Raubfisher in Hellas*) was shot here back in 1959 – a reconstruction of a Greek village was built for the filming on the island of Mana, which is of great interest to visitors. The documentary film *Kornati – kamen od raja* (*Kornati – Rock Of Paradise*) was shot in 2009 by the Croatian state radio and television broadcaster HRT, which focuses on the coexistence of people and nature. This material needs to be included in the promotion of the destination.

Journalist visits to date have been organised by the Tourist Board of Šibenik-Knin County without active collaboration in adapting the visits to what reporters are interested in.

Planned Activities

The official Internet site needs to be broadened with two new language versions (German and Italian) and a sub-site needs to be created that would, among other things, present the comprehensive offer of the Charter area with particular emphasis on the Forum stakeholders (who conduct their work in line with the principles of sustainable development). The existing Facebook profile should be regularly enhanced with the content of interest to the stakeholders and should also
promote the offer of the Charter area.

Every year, together with all stakeholders, the Public Institution will create presentation content for domestic and foreign fairs (in which fairs it will participate, what materials are necessary, etc.). A promotional catalogue will be created for the needs of the quality presentation of values and services in the protected area. Cooperation will also be established with the other protected areas in the Dalmatia region (Krka National Park, Telašćica Nature Park, Lake Vransko Nature Park, Paklenica National Park) with the objective of joint presentation of the areas at fairs and to create a joint tourism offer.

With the adaptation of the area for visits by persons with disabilities, the destination also needs to be promoted for this target group.

The collection of photographs and video needs to be regularly expanded, the materials included in the creation of various types of promotional content, especially those related to inadequately presented values and services (culture history heritage, diving tourism, etc.).

8.2. IMPACT ON OTHER USERS

Current Situation

To date communication with users was via information provided on the web-site, with direct answers to queries posed by interested users. The Public Institution did not actively participate in formulating and implementing the Tourist Board’s strategic and annual plans at the local level, nor was it in a position via the Tourist Board office to use their means of communication whereby it could inform their stakeholders (member) of its activities. Since December of 2014 a staff member of the Kornati National Park Public Institution is a member of the Governing Board of the Tourist Board of Murter-Kornati Municipality, which ensures the provision of quality information to the tourist board, and to all of its members.

There is also a lack of communication with various institutions and potential partners and the umbrella associations of individual users of the area (the Croatian Chamber of Economy, the Croatian Chamber of Trades and Crafts, school bulletins, diving associations, other protected areas, professional associations: associations of olive growers, sheep breeders, etc.), which would allow us, through their bulletins or web-sites, to place information on the values and offer of the Charter area.

Planned Activities

For a quality promotion of the Charter area there must be an integrated story – there cannot be individual interpretations. The Strategy plans for numerous activities that will improve the knowledge of users of the area about the area.

Informative topical texts will be produced that will be sent to various institutions and potential
partners, as well as to the umbrella associations of individual users of the area (the Croatian Chamber of Economy, the Croatian Chamber of Trades and Crafts, associations of olive growers, sheep breeders, diving associations, other protected areas, universities and polytechnics) for publication in their own bulletins, and for publication on their Internet sites and social network profiles.

A PROMOTIONAL PACKAGE will be created that will include the Park logo and instructions for its use in providing information on the values of the area, a collection of photographs that will be available for use in promotion and the conditions of the use of the package.

8.3 INFORMATION ON ORIENTATION

Current Situation

Visitors who decide to visit Kornati National Park can obtain a pocket guidebook at the information point in Murter in a Croatian-English and Italian-German language version. Visitors have at their disposal a flyer with general information about the area and a map of the area with highlighted elements of the offer. Some of the information is available on the Internet site and Facebook profile (in Croatian and English) during a stay in the National Park (if there is a network signal).

Planned Activities

To improve the ability of visitors to find their way around the Charter area, the Kornati National Park Public Institution will distribute flyers with general information on the area to all service vendors (accommodation, catering and hospitality providers, diving centres, companies renting watercraft, etc.). The information needed to facilitate getting around and using the services in the area will also be posted on the official Internet sub-site of the Park. A web-application will be created for smartphones for easier orientation in the area. In order to make the Internet service more accessible, work will be done on strengthening the network signal and coverage of the entire area. A joint catalogue of the values of the Charter area will contain information on the offer and will be handed out at all locations where tickets can be purchased.

8.4. INFORMATION CENTRES IN THE PARK

Current Situation

During the tourism season there is an information-reception point open in Murter at which information can be obtained about the values of the Park and a part of the offer. Tickets for entry into Kornati National Park can also be purchased her, as can souvenirs.

The first Visitor Centre in the Kornati islands area is currently under construction (at Vrulje cove), with completion expected in June of 2015. The centre will be outfitted to the latest standards. It will contain communication material about the Park in line with the demands of the Charter and will also be accessible to persons with disabilities.
Planned Activities

In order to improve the information and education of visitors and emphasise Murter as the port of departure for the Kornati Islands, whereby we will contribute to visitor satisfaction and ensure the development of the local community to which the Kornati Islands administratively belong to, we need to plan the construction of the Visitor Centre in Murter. Within the Strategy there are plans to amend the existing or create a new Spatial Plan for the Municipality of Murter-Kornati that would lay the groundwork for construction.

8.5. PROVIDING INFORMATION TO SERVICE VENDORS AND OTHER USERS OF THE AREA

Current Situation

Quality information and education is essential so that those working with the protected area could get quality information on the park which they could then pass on to their clients (visitors).

The provision of information to service providers and other users of the area is nowadays carried out by the Internet and by Facebook. There is no targeted education of manufacturers and service providers (catering and hospitality providers, ship-owners, companies renting watercraft, diving centres) about the values and other offer of the area, even though it is essential for the building of the capacity to provide correct information about the area and to improve the offered services.

Planned Activities

Quality and correct information on the values of the area will be presented to stakeholders on the Forum during regular meetings of the body.

Two-day workshops tailored to the needs of ship-owners, watercraft rental services providers and diving services providers will take place, raising the level of their knowledge which will be then passed on to the users of their services (visitors).

We will also hold annual meetings/presentations for all local stakeholders. A sufficient number of informative and educational publications will be drafted for our associates (users) to pass on to their clients.

8.6 IMPROVING GUIDE SERVICES AND EVENT PROGRAMMES

Current Situation

The Kornati National Park Public Institution does not currently have an educational programme compliant with the curriculum within which expert guidance could be provided in the park. The institution also lacks its own watercraft for educational visits to the Kornati Islands. The National Park participates exclusively at the request of interested school, with educational programmes that
are in that case provided by technical department staff who possess significant knowledge but are overburdened by other obligations. The travel department is small in number and is not in a position to dedicate its efforts to drafting and implementing programmes.

Visitors who wish to visit Kornati National Park by excursion boat have boats of various types and capacities at their disposal, with various ports of departure. One-day excursions are organised and conducted by ship-owners or organisers that have concluded an agreement with the Kornati National Park Public Institution to carry out these activities in Kornati National Park. The price of excursions, routes, times of departure and return, activities and so forth are determined by the excursions organisers. Excursions usually consist of: rides to the Kornati islands, passage through the Kornati archipelago, breaks for lunch and a break or two for swimming.

During the tourism season the Tourist Board of Murter-Kornati Municipality, Kornati National Park and local associations organise the following events: the pilgrimages to Gospa o’Tarca (Our Lady of Tarac, island of Kornat) and to the Church of the Holy Cross (island of Žut); the Lateen Sail Day event; and the Kornati National Park Anniversary. The existing events need to be enriched by improving the involvement of all service and product vendors and should have a better promotion, thereby ensuring greater visitor satisfaction and also a greater contribution to the local community. Similar events also need to be organised to mark important dates related to nature protection (22nd April – Earth Day and 22nd May – International Day for Biological Diversity).

**Planned Activities**

The Sustainable Tourism Development Strategy includes plans to purchase a watercraft that would be used for the education of pupils of the upper grades of elementary school and secondary school based on prepared guidance programmes that would be incorporated into their curriculum. In order to improve the guidance of visitors during one-day excursions to the Kornati Islands, work will also be done on educating ship-owners and their guides about the values of the area and the methods of its adequate interpretation (a prepared programme for guides).

Enriching the event program and introducing new events is a separate activity planned within the Strategy that will make the events more attractive to visitors.
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10 ANNEXES

I. Budget

II. List of stakeholders who has signed Cooperation Agreement

III. Cooperation agreement (in Croatian)

IV. Price list

V. Questionnaire

VI. Reports (Minutes) and signature lists from the meetings, photos

VII. Publications (PDFs and scans)

VIII. Kornati NP Management Plan (2014-2023)

IX. Map of the Kornati NP Area