Charter communication in Nature Park Medvednica

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Public Institution Nature Park Medvednica
**Medvednica Nature Park**

**Medvednica Nature Park**

**ID-current state**

<table>
<thead>
<tr>
<th>Surface of the Park</th>
<th>17.938 ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height above mean sea level:</td>
<td>120 - 1035 m a. s. l.</td>
</tr>
<tr>
<td>Highest point:</td>
<td>Sljeme</td>
</tr>
<tr>
<td>Direction:</td>
<td>Southwest-northeast in the length of 42 km</td>
</tr>
<tr>
<td>Territorial boundaries:</td>
<td>City of Zagreb, Krapina-Zagorje County, Zagreb County</td>
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<tr>
<td>Number of inhabitants in the Nature Park, 2001, estimate:</td>
<td>Approximately 7.400</td>
</tr>
<tr>
<td>Accessibility:</td>
<td>By foot, car, bicycle, public transportation - bus</td>
</tr>
<tr>
<td>Specific landscape macro-units:</td>
<td>81% of Park´s area</td>
</tr>
<tr>
<td>a) forests:</td>
<td>19% of Park´s area</td>
</tr>
<tr>
<td>b) access area:</td>
<td></td>
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</tbody>
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**Legend:**

- Nova granica
- Granice županija
Medvednica Nature Park

- Public Institution „Nature Park Medvednica” - management of the Park

- Institution works for 16 years now

- 16 employees

- The Park is of a great importance for the city of Zagreb (800,000 inhabitants) from an ecological, educational, recreational and tourist point of view

- Exposed to many pressures, but despite this it represents very valuable area worth to protect
Tourism in the Park

- about 1 mil. visitors
- no Park entrance fee,
- only tickets for 3 attractions and for educational programs
- 99% domestic visitors
Tourism in the Park

Public institution needs to secure infrastructure and services for visitors in accordance with the conservation of natural and cultural values of protected areas.

“Visiting system” in protected area

- System of visitors’ centers, control stations, network of trails, tourist attractions and other which together represent tourist infrastructure of a protected area.

Integral part of the “Visiting system” are services for visitors—interpretation (education programs, events…)

Interpretation is a key for successful tourist product (cultural and natural)

Tourist infrastructure in the Park is numerous and various, there is a need to invest in quality and marketing.
# Tourist infrastructure in the Park

<table>
<thead>
<tr>
<th>Type of the object</th>
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</thead>
<tbody>
<tr>
<td>Infocenter Bliznec and Natura 2000 labyrinth</td>
</tr>
<tr>
<td>Medvedgrad-medieval castle</td>
</tr>
<tr>
<td>Veternica Cave</td>
</tr>
<tr>
<td>Zrinski Medieval Silver Mine</td>
</tr>
<tr>
<td>Bistra Educational trail</td>
</tr>
<tr>
<td>Slani potok Educational trail</td>
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<tr>
<td>Slap Sopot Educational trail</td>
</tr>
<tr>
<td>Kameni svati Educational trail</td>
</tr>
<tr>
<td>Miroslavec Educational trail</td>
</tr>
<tr>
<td>Bliznec Forest trail</td>
</tr>
<tr>
<td>Horvatove stube Educational trail</td>
</tr>
<tr>
<td>Cycling trails (9/153 km)</td>
</tr>
<tr>
<td>Gorsko zrcalo climbing area</td>
</tr>
<tr>
<td>Supervision station (Pila, Bistra)</td>
</tr>
<tr>
<td>Hiking trails (67)</td>
</tr>
<tr>
<td>Pilgrimage routes (2)</td>
</tr>
</tbody>
</table>

11 mountain huts, 2 hotels and 8 restaurants that offer food and drink, a rough calculation of accommodation capacity is around 500 beds ski slopes, ZET cable car....
Tourist infrastructure in the Park
Problems in the Park

Some of specific problems that Nature Park Medvednica faces:

- 0.8 mil. inhabitants in a near vicinity
- concentration of contents in the peak zone
- seasonality of visits and problems related to traffic and lack of parking places
- pour resources of Public Institution (human, financial)
- in the Park: commercial use, supervision, and coordination of a number of stakeholders - various requirements
- many stakeholders (all together 50), overlapping 2013/14. - 9 storms, windswept (65000 m3), large amount of rainfall, landslides, ruptured roads and road slides
ECST - How it all begun?

-on the first meeting it was evident that a good project is developing - there was a great need for better communication between all stakeholders
-Strategy for sustainable tourism development in NPM 2015-2019 was produced (bottom up approach)
-October 2014 in Düsseldorf Europarc’s evaluation team positively evaluated Park’s application and NPM was awarded with certificate
- awarding ceremony was in December 2014 in Brussels at the European Parliament
Members of the Park´s Forum

Park stakeholders: caterers, hoteliers, ski area management, Croatian Forests, Croatian Water Management, hunters, associations active in the Park, etc.

External stakeholders: ministries, county level organisations, local government, the City of Zagreb, museums, scientific institutions…

Tourism sector outside the Park: ministry, city and regional tourist boards, travel agencies…

-new members still joining

-institutionalisation of the Forum´s work through Agreements (29)
Members of the Park’s Forum

- until now 50 different institutions participated in the work of the Forum (170 different representatives),
- City of Zagreb and Tourist Board of the City of Zagreb financially supported Charter (strong emphasis on tourism, complementarity of objectives, common interests)
- 19 Forum meetings until October 2017
Examples of good practise with Park stakeholders:

- small joint activities are realised (cleaning actions, removing of invasive specieis (common ragweed-ambrosia),
- joint application of small scale projects
- preparation of Medvedgrad-Vistors´ center project and Veternica Cave project with relevant stakeholders members
- E bike guided tours (4)
- Underground Medvednica – 2 tourism products in cooperation with private sector
Removal of ragweed (ambrosia)

Education of Forum stakeholder members

Waste cleaning actions
**Medvednica without common ragweed**
(Ambrosia artemisiifolia L.)

**Aim** – raising public awareness on invasive species impacting biodiversity and human health

**Cooperation** - NPM, City of Zagreb, „Dr. Andrija Štampar” Teaching Institute of Public Health, Natur Park stakeholders

**Activities** - education and workshops on Forum meeting, removal of common ragweed event, July 2017
Afforestation events:
MZOIE, SINP, PARCS, WWF ADRIA
5 Embassies
Croatian Forests
NPM
80 volunteers
Earth Day April 22\textsuperscript{nd} – traditional forest waste cleaning in NP Medvednica

- 8 locations
- 120 volunteers
- 15 trucks of waste
- City of Zagreb – Čistoća free waste removal and disposal
- Forum members distributed on different location
Cleaning of Vukov Dol stream

Association „Planinska družina”
Elementary school „Matija Gubec” – 100 volunteers
NP Medvednica employees
Result: 1400 m of stream cleaned from waste
Museum of Prigorje
Nature Park Medvednica
Result: exhibition (portable) of traditional croatian wedding
Humanitarian fund raise „Snowflake of goodness”

Organisation:
Lions club Zagreb, Montain hut „Kućica”
Ski club Medveščak
Result: children's playground device - children with special needs
Charter recommendations for the Park

Recommendations of Charter evaluation team for the next 5 years:
- educate employees and stakeholders on sustainable tourism, communication skills for tourism and others;
- develop Visitor Management Plan (alone or with other stakeholders – EU Project Medvedgrad visitor Center 2018/19)
- networking with other protected areas in the country and abroad (Parcs of Croatia brand, Parcs Dinarides-network of protected areas of Dinarides)
- develop sustainable tourism through activities of the Strategy with a range of stakeholders, monitor implementation and regularly report
What are benefits of Charter/Forum meetings for the Park?

- provides an effective framework for cooperation with all stakeholders (in and outside of the protected area)
- cooperation with other Charter areas - examples of good practice
- Europarc distributional channels for promotion
- communication with all the stakeholders is much more improved
- cooperation is easier
- they are willing to help in Park activities
- they can do much more together
- possibility of training various stakeholders on themes that bind nature conservation, sustainable tourism etc.
Reccomandation for other Charter Parks:

Always try to see the situation from everyone’s perspectives.

Try to find solutions together.

Use “the bottom up” approach.

Ask for opinion when planning to implement something new.

Respect and accept each other!

When there is a will, there is a way! 😊
Thank you for attention!