ACTION PLAN FOR THE DEVELOPMENT OF CYCLOTOURISM

Ministry of Tourism, Zagreb
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godina u službi održivog razvoja Hrvatske
in the service of sustainable development of Croatia
1 BASIC ENTRIES
2 MAIN STAKEHOLDERS
3 STARTING DOCUMENTS
4 BASIC FINDINGS OF SWOT ANALYSIS AND THE VISION OF CYCLOTOURISM DEVELOPMENT
5 DEVELOPMENT PROJECTS
6 MODELS OF INCENTIVES AND FINANCING
1 STARTING POINTS

a) Cyclotourism is seen in a broader view as all forms of bicycle usage on a tourist trip, including additional recreational usage and sport manifestations.

b) According to the actual tourist demand and trends in Croatia, cyclotourism represents a tourist product with one of the highest growth rates in the near future.

c) In Croatia there is very limited cycling infrastructure for safe cycling in comparison with the developed European countries due to lack of cycling paths and tracks, inadequate signage, as well as due to non-connectivity and poor maintenance of the existing routes.

d) Additional obstacles for intense development of cyclotourism include limited accommodation, catering and service facilities for cyclotourists („bike & bed standards“), unequipped attractions and insufficient promotion, especially in the interior of Croatia.

e) There is a need for stronger sectoral co-operation on the operationalization of the Action plan between the Croatian Ministry of Tourism and Ministry of Maritime Affairs, Transport and Infrastructure, as well as with other stakeholders.
1 OBJECTIVES OF THE ACTION PLAN

a) Construction and design of the **national cycling infrastructure that meets the standards of traffic safety** in European Union and EuroVelo standards of cycling routes

b) Equipping new and existing **cyclo tourist routes with necessary signalization and services**, including construction of cycling lanes and paths on critical road sections

c) Improvement of cyclo tourist infrastructure through **adaptation of accommodation capacities to bike & bed standards** and introduction of necessary catering, service and other facilities for cyclo tourists into areas where there are insufficient

d) Creation of **network of all stakeholders** involved in tourist usage of bicycles

e) Promotion of **cyclo tourism as a form of tourism that sustainably uses environment** and diminishes seasonality of tourism offer

f) Establishment of the **National Center for coordination** and monitoring of the national network of cycling paths, responsible also for EuroVelo network.
1 ADVANTAGES OF CYCLING

→ bicycles are suitable for daily **urban trips shorter than 7 kilometers**, and longer trips up to 15 km

→ bike can **cover a large part of the urban area**, within about 150-700 km² of residence

→ bicycles are **small, lightweight, environmentally clean** and silent vehicles

→ bicycles are **easy to drive**, transfer and park, and it’s simple to maintain them

→ **bicycles take up little space**, while the bicycle lane 2 m wide can leak more than 2,000 cyclists per hour,

→ bike is **available to all persons of normal health condition**, including children and the elderly people

→ the bike has **disadvantages because of weather conditions**, mountainous terrain and limited ability to transport of children and goods.

*Trends in world production of bicycles and cars, back sixty years (Source: Earth Policy Institute from Worldwatch Institute, BRIN)*
# 2 MAIN STAKEHOLDERS

| MINISTRIES | Ministry of tourism  
| Ministries of Maritime Affairs, Transport and Infrastructure  
| Ministry of the Interior  
| Ministry of Regional Development and EU Funds  |
| --- | ---  
| PUBLIC COMPANIES AND AGENCIES | Croatian Roads, Croatian Railways, Coastal Shipping Agency  
| Croatian Waters, Croatian Forests  
| Regional Development Agencies, National properties agency (DUUDI)  |
| CYCLING ASSOCIATIONS | National associations: Sindikat biciklista, HBS, Pedala, Mojbicikl, Velo  
| Regional and local associations: (Zagreb, Split, Osijek, Istra, Međimurje)  |
| THE SYSTEM OF TOURIST BOARDS & TRAVEL AGENCIES | Croatian National Tourist Board  
| Regional & local Tourism Boards (Zagreb, Koprivnica, Osijek, Pula, Šibenik)  
| Travel agencies dealing with cyclotourism (DMC)  |
| OTHER IMPORTANT STAKEHOLDERS | The Croatian Mountain Rescue Service (HGSS)  
| Croatian Chamber of Economy (HGK), Croatian Hunting Federation  
| Regional and local government (counties, cities and municipalities), Enterpreneurs involved in cyclotourism (services, rent-a-bike, bike share)  |
## 2 Functions of Main Stakeholders

<table>
<thead>
<tr>
<th>Ministry/Agency</th>
<th>Function</th>
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<tbody>
<tr>
<td>Ministry of Tourism</td>
<td>Co-ordinator and leader of the Action plan for the development of cyclotourism</td>
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<tr>
<td>Ministry of Maritime Affairs &amp; Transport</td>
<td>Planning of national cyclotourist network and creation of legislation dealing with the movement of cyclotourists on public roads</td>
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<tr>
<td>Croatian Roads</td>
<td>Leading entity responsible for the construction of national cyclotourist network</td>
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<td>Croatian Waters</td>
<td>Adaptation of the river embankments to the needs of cyclotourists</td>
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<tr>
<td>Regional Agencies</td>
<td>Attraction and usage of EU funds for the development of cyclotourism</td>
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<tr>
<td>Cycling Associations</td>
<td>Planning and monitoring of cyclotourist routes, maintenance of info bases about routes and support in production of cyclotourist maps</td>
</tr>
<tr>
<td>The System of Tourist Boards</td>
<td>Organization of cyclotourist activities in destinations, promotion of cyclotourism and support of the development of routes</td>
</tr>
<tr>
<td>Travel Agencies</td>
<td>Organization of cyclotourist tours and promotion of cyclotourism</td>
</tr>
<tr>
<td>Entrepreneurs in Cyclotourism</td>
<td>Provision of various services for cyclotourists in destinations (accommodation, catering, services, rent-a-bike)</td>
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3 STARTING DOCUMENTS FOR THE ACTION PLAN

→ Europe 2020 - European strategy for smart, sustainable and inclusive growth

→ EUROVELO – the European cycle route network

→ Croatian Tourism Development Strategy until 2020

→ Regulations on functional categories for determining a network of cycling routes

→ Draft of Regulations on the requirements for design and construction of cycling infrastructure on roads
3 EUROVELO ROUTES IN CROATIA

→ Eurovelo 6 Atlantic – Black Sea route (in Croatia - Danube route)

→ Eurovelo 8 Mediterranean route (in Croatia - Adriatic route)

→ Eurovelo 9 route Baltic – Adriatic

→ Eurovelo 13 Iron curtain trail (in Croatia Drava route)
3 CYCLING NETWORK

ESTIMATED FEASIBILITY OF THE EXISTING MAIN NATIONAL CYCLOTOURIST ROUTES

easy to construct or already existing
possible to construct, but with large investments
impossible to construct or possible only with extremely high costs
network supplement necessary
3 CYCLING NETWORK

PROPOSAL FOR THE OPTIMIZATION OF NATIONAL CYCLOTURIST NETWORK CORRIDORS

existing proposal of main national cyclorouist routes

proposal for the corrections of main national routes
3 PROPOSED RULES FOR BICYCLE TRAFFIC AREAS

Graphic choices - types of cycling infrastructure, depending on the 85-percentile speed of motor vehicles and traffic intensity on roads in urban areas

Choosing the type of bicycle traffic areas according the intensity and speed 85-percentile motor transport (Source: Proposal for the requirements for design and construction of cycling infrastructure on the roads, Ministry of Maritime Affairs, Transport and Infrastructure, Zagreb, April, 2014.)
### 3 DEFINITIONS OF MAIN TERMS DEALING WITH CYCLOTOURIST INFRASTRUCTURE

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tr>
<td>bicycle lane on the road</td>
<td>Part of the road designed for bicycle traffic stretching parallel with the road and marked with longitudinal line and prescribed traffic sign</td>
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<tr>
<td>bicycle path separated from the roadway</td>
<td>Built-up traffic area designed for bicycle traffic separated from the motor traffic and marked with longitudinal line and prescribed traffic sign</td>
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<tr>
<td>bicycle road</td>
<td>Asphalted road or other form of solid surface designed for bicycle traffic stretching outside of road corridor marked with horizontal lines and prescribed traffic sign</td>
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<tr>
<td>bicycle pathway</td>
<td>Built-up traffic area designed for bicycles without solid surface outside of road corridor marked with prescribed traffic sign</td>
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**Cycling route** is direction of the cycling communication connecting particular settlements or points in the country, marked with road signs and partially or completely built as a cycle path, cycle lane on the road or bicycle road.
4 BASIC FINDINGS OF SWOT ANALYSIS

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
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<tbody>
<tr>
<td>Diversity of nature and countryside</td>
<td>Very small number of built cycling paths and lanes</td>
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<tr>
<td>Plenty of local roads with low traffic intensity suitable for cyclotourists</td>
<td>Insufficient accommodation and supporting catering and service supply for cyclotourists in large part of the country</td>
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<td>High level of environment preservation</td>
<td>Low level of equipment and interpretation of attractions</td>
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<td>High level of personal safety</td>
<td>Low level of traffic culture, especially regarding cyclists</td>
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<tr>
<td>Being part of European cyclotourist network as new member of European Union</td>
<td>Poor abilities of transporting bicycles with railway, buses and ships</td>
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<td>Good traffic position to main markets</td>
<td>Lack of knowledge and expertise in the area of cyclotourism</td>
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<td>Complementarity of cyclotourism with other types of tourism in Croatia</td>
<td>Insufficient promotion of Croatia as cyclotourist destination</td>
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<tr>
<th>OPPORTUNITIES</th>
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<tr>
<td>Status of Croatia as new cyclotourist destination</td>
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<tr>
<td>Equipment of EuroVelo and national cycling routes</td>
<td></td>
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<tr>
<td>Usage of European union funding schemes for the building and signage of cyclotourist infrastructure</td>
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<td>Easier movement after inclusion in Schengen regime</td>
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<tr>
<td>Usage of new technologies in the area of information and cartography</td>
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<tr>
<td>Rise of cycle usage due to environmental awareness</td>
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<tr>
<td>Incentives to entrepreneurs involved in cyclotourism</td>
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<tr>
<th>THREATS</th>
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<tbody>
<tr>
<td>Insufficient funds for financing traffic infrastructure</td>
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<tr>
<td>Difficulties in preparation of projects dealing with building of cycling paths due to legislative and ownership problems</td>
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<tr>
<td>Rise of the number of traffic accidents with cyclist involved</td>
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<tr>
<td>Incapability in usage of European union funds</td>
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<td>Conflicts between public and private interests and low level of partnership culture</td>
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<tr>
<td>Decrease in funding of small continental tourist boards</td>
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<td>Limited funding for promotional activities</td>
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4 THE VISION OF CYCLOTOURISM DEVELOPMENT

In the year 2020 cyclotourism will become one of the main initiator of the all-year tourism in Croatia thanks to construction and proper maintenance of cyclotourist infrastructure, good connections and signage of the routes, meeting the requirements of high road security as well as to existence of adequate accomodation, catering and service infracture, and therefore the whole territory of Croatia will function as a big cyclotourist destination.
5 DEVELOPMENT PROJECTS

There is a large number of development projects organized into five groups:

1. Infrastructure
2. Legislation
3. Education
4. Improvements of cyclo-tourist supply
5. Information system and marketing

Three main projects are:

- In the group Infrastructure, the project **Defining of the national network of cyclo-tourist routes and finding a way of financing their construction from EU funds**
- In the group Legislation, the project **Establishment of a National coordination center for cycling**
- In the group Information system and marketing, the project **Unification and marketing preparation of national cyclo-tourist supply**
5 DEVELOPMENT PROJECTS – INFRASTRUCTURE

→ defining of the national network of cyclotourist routes and finding a way of financing their construction from EU funds
→ planning, construction and uniform labeling of national network of cycling routes
→ the construction of cycle paths and lanes in major urban areas and tourist destinations
→ equipment of bike parks
→ refurbishment of railway lines which are out of use for the purposes of cyclo-tourism
→ conversion and adaptation of railway wagons for bike tourists
→ adaptation of the river embankments to the needs of cyclo tourists
5 DEVELOPMENT PROJECTS – LEGISLATION

→ establishment of a National coordination center for cycling, responsible also for Eurovelo network of routes

→ harmonization of national network of bicycling routes with the needs of cyclo tourism

→ the adoption of the necessary legislation related to the bike routes planning, including the signalization

→ the adoption of the necessary legislation regulating movement of cyclists on river embankments, dams and forest areas

→ adjustment of legislation related to road safety with the legislative practice in EU countries with developed cyclotourism
5 DEVELOPMENT PROJECTS
- EDUCATION

→ organization of various educational and lifelong learning programmes for the employees in tourism boards (DMO-s) in the area of cyclotourism

→ organization of various educational programmes for the entrepreneurs involved in cyclotourism (travel agencies – DMC-s, rent-a bike and bicycle repair services), especially in the continental part of Croatia

→ dissemination of information and public awareness campaigns intended to raise traffic safety in cyclotourism

→ various types of education linked to usage of ICT technologies, especially regarding digital cartography and GPS systems
5 DEVELOPMENT PROJECTS
- IMPROVEMENTS OF CYCLOTOURIST SUPPLY

→ creation of new tourism products related to pre and post season by linking natural attractions and cyclo-tourist needs

→ development of accommodation and supporting facilities compliant with “Bed & Bike” standards

→ organization of cycling race through Croatia "Tour of Croatia," (already started)

→ capacity building programs of continental tourism boards with the emphasis on regional networking

→ development of “Bike share” system in major urban areas and most important tourism destinations
5 DEVELOPMENT PROJECTS
– INFORMATION SYSTEMS AND MARKETING

→ unification and marketing preparation of national cyclotourist supply

→ strengthening of communication activities through intensive use of ICT technologies, social networks and PR activities

→ preparation and distribution of information and promotional materials related to cyclo tourism in destinations, especially accurate and precise maps

→ strengthening the function of DMC-s in cyclo tourism offer and its vertical and horizontal integration,

→ equipment of cyclotourism information centers/points

→ branding of whole territory of Croatia as an attractive cyclo tourism destination
## 6 MODELS OF INCENTIVES AND FINANCING

<table>
<thead>
<tr>
<th>FINANCIAL / FISCAL INCENTIVES</th>
<th>EU FUNDS</th>
<th>STRATEGIC PARTNERSHIPS</th>
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<tbody>
<tr>
<td>• Incentives for interpersonal activities (travel agencies - DMC, rent-a-bike, bicycle repair shops)</td>
<td>• Construction of cyclotourist paths on the national network with special accent on EuroVelo routes</td>
<td>• With public institutions „Croatian roads” and „Croatian waters” (construction of cycle paths and lines)</td>
</tr>
<tr>
<td>• Rising the level of supply (bike friendly accommodation)</td>
<td>• Cyclotourist signing of the routes</td>
<td>• Intrasectoral co-operation, regional linkages and co-operation on national and international level</td>
</tr>
<tr>
<td>• Organization of sport manifestations</td>
<td>• Educational activities (for the guiding of cyclotourists)</td>
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6 OTHER SOURCES OF FINANCING

- Ministry of tourism
- Ministry of Maritime Affairs, Transport and Infrastructure
- Ministry of Agriculture
- National, regional and local tourist boards
- Regional and local government (counties, cities and municipalities),
- Private enterpreneurs
EXAMPLE OF BIKE ROUTES PLANNING (BJELOVAR-BILOGORA COUNTY)
THANK YOU FOR YOUR ATTENTION