



Activity 2.1

Partner consultation rounds with
Stakeholders - Municipality of Dugopolje

D 2.2.1



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Partner consultation rounds with stakeholders

Date and Place:	May 24, 2024	Development agency of Dugopolje municipality
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List of Participants

<u>NAME AND SURNAME</u>	<u>ORGANIZATION</u>
Tomislav Radina	Municipality of Dugopolje
Marijana Botić Rogošić	Local action group Zagora
Zvonko Bender	Family farm
Nino Turudić	Visitor centar Hidden Dalmatia
Tomislav Balić	Tourist board of Dugopolje Municipality
Bože Bradarić	Apartment Badi
Ivana Šimić	Villa Infinity
Tina Radošević	Villa Radošević
Roko Plazibat	Family farm Plazibat
Ana Vržina	Development agency of Dugopolje municipality



Kristina Ćosić	Tourist board of Dugopolje Municipality
Marko Punda	Vranjača cave
Anita Ževrnja	Development agency of Dugopolje municipality

Agenda

<u>TIME</u>	
<u>14:00-14:10</u>	<p>Welcome and introduction</p> <ul style="list-style-type: none"> • Opening remarks by Anita Ževrnja, Development agency of Dugopolje Municipality • Overview of the purpose and goals of the round table
<u>14:10-14:30</u>	<p>Current state analysis</p> <ul style="list-style-type: none"> • Current tourism trends and challenges in Dugopolje • Input from tourism stakeholders on existing issues and opportunities
<u>14:30-15:00</u>	<p>Presentation of the Green Line initiative</p> <ul style="list-style-type: none"> • Explanation of the Green Line project linking Split and Dugopolje by Tomislav Balić, Tourist board of Dugopolje municipality • Discussion on its impact and potential improvements
<u>15:00-15:30</u>	<p>Interactive discussion: Enhancing visitor experiences</p> <ul style="list-style-type: none"> • Ideas for developing adventure tourism packages • Examples of successful interactive tourism activities
<u>15:30-15:50</u>	<p>Infrastructure and service improvements</p> <ul style="list-style-type: none"> • Proposals for enhancing local infrastructure, Marijana Botić Rogošić, Local action group • Discussion on improving service quality and visitor satisfaction




<p><u>15:50-16:00</u></p>	<p>Next steps and conclusion</p> <ul style="list-style-type: none"> • Summary of key points discussed • Agreement on follow-up actions
<p><u>16:00</u></p>	<p>Closure of the round table</p> <ul style="list-style-type: none"> • Closing remarks by Anita Ževrnja, Development agency of Dugopolje Municipality • Acknowledgment of participants and gratitude for their contributions

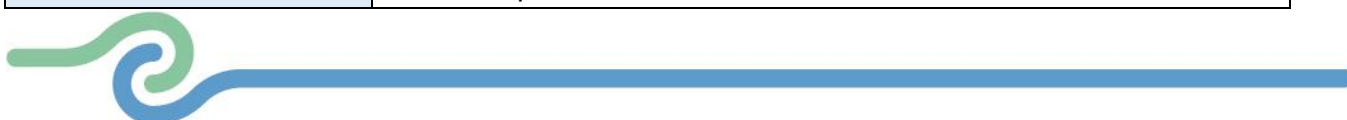
Key topics presented, discussion and conclusion

The involvement of key stakeholders of tourism and non-tourism sector (SMEs, hosting facilities managers, restaurateurs, cultural or tourism associations, citizens etc.) is essential to implement the territorial requests and complete the desk analyses. The objective is to find the main identifying tourist products of the area and to think about the best strategies for their promotion, indicating which actors to involve achieving the objectives and guaranteeing the tourism governance.

	Elements of reflection
<p>Starting tourist products</p>	<ol style="list-style-type: none"> 1. Adventure Tourism (hiking on Mount Mosor, cycling tours) 2. Speleology and Natural Wonders (Vranjača Cave) 3. Agritourism and Gastronomy (traditional peka cooking, local products like wine, olive oil) 4. Cultural Heritage (Zagora villages, Hidden Dalmatia Visitor Center)
<p>Key words</p>	<p>Nature, Adventure, Heritage, Gastronomy, Sustainability, Accessibility, Rural traditions, Eco-tourism, Local experience, Immersive, Slow tourism, Community-based tourism, Authenticity, Rural development, Sustainable mobility</p>
<p>Landmarks of the area</p>	<p>Mount Mosor, Vranjača Cave, Hidden Dalmatia Visitor center, Zagora villages (like Dugopolje), Local family farms (OPGs), Green market, Traditional stone houses, Local historical sites, Old roads</p>



<p>Work phases</p>	<ol style="list-style-type: none"> 1. Identify the main tourist products and their unique selling points (USP). 2. Involve key stakeholders (local businesses, tourism providers, local authorities, NGOs, etc.) in discussions to assess feasibility and synergies. 3. Collaboratively develop sustainable tourism strategies, focusing on product integration (e.g., connecting hiking with gastronomy). 4. Create marketing and promotional strategies that emphasize local identity and authenticity. 5. Implement pilot projects, such as accessible tourism packages, to gauge demand and refine strategies. 
<p>Main products and connections</p>	<ol style="list-style-type: none"> 1. Adventure Tourism (hiking/cycling on Mount Mosor + Vranjača Cave) 2. Rural and Agritourism (visits to OPGs, local food and wine tasting) 3. Heritage & Cultural Tourism (Zagora village tours, cultural events, Hidden Dalmatia center) 4. Gastronomy and Culinary Experiences (traditional Dalmatian food, peka workshops, farm-to-table experiences)



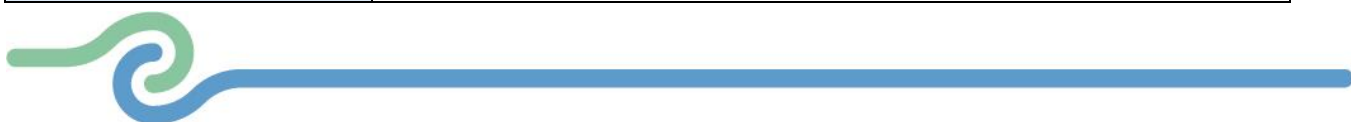
5. Slow Tourism & Sustainable Travel (eco-tourism, slower-paced exploration of nature and culture)

The tourism products identified are closely tied to the natural beauty and cultural heritage of the region, with a strong focus on sustainability. The involvement of local stakeholders is critical in integrating these elements into a coherent tourism strategy. For instance, collaboration between agritourism providers and the gastronomy sector could create more immersive, hands-on experiences. Likewise, promoting regional specialties and sustainable practices (e.g., promoting organic farm produce) can align with growing trends in eco-conscious travel.

Moreover, the accessibility of key attractions (Vranjača Cave, hiking trails) needs further development to cater to a broader, more inclusive audience.

For successful tourism management in Dugopolje and Dalmatian Zagora, it is crucial to establish strong collaboration among all relevant stakeholders, including both public and private actors. In this context, the cooperation between the **Dugopolje Municipality Development Agency**, the **Dugopolje Municipality Tourist Board**, and the **Local Action Group Zagora (LAG)** is key to developing and implementing an effective tourism strategy.

- The **Dugopolje Municipality Development Agency** plays a vital role in connecting local entrepreneurs and promoting initiatives that can lead to sustainable tourism development, as well as encouraging investment in infrastructure and tourism projects. The Agency has excellent collaboration with local entrepreneurs, which allows for better alignment of the tourism offer with market needs.
- The **Dugopolje Municipality Tourist Board**, as a promotional body, has an essential role in creating and implementing marketing campaigns to attract tourists to the destination. With its experience and



resources, it can coordinate the promotion of key tourism products and provide support for organizing local events and festivals, which further enhance the destination's appeal.

- The **Local Action Group Zagora (LAG)**, which brings together a wide range of stakeholders, including farmers, family-run businesses (OPGs), cultural organizations, and other local actors, provides an important platform for joint work on sustainable tourism development. LAG Zagora facilitates the integration of agriculture and tourism, creating added value by promoting local products and authentic experiences.

Through the collaboration of these three organizations, it is possible to create an **IAT (Information and Assistance Center)**, which would serve as a central point for coordinating tourism activities and providing information to visitors. The IAT could play a pivotal role in the following aspects:

Coordination of activities – It allows for better coordination between all stakeholders, including the private sector (restaurants, accommodation providers, tour guides) and public institutions (municipalities, tourist boards, development agencies), ensuring alignment of the tourism offer with market demand.

Information exchange – As a central hub for gathering and distributing information about local attractions, events, and offerings, the IAT could help promote and sell tourism packages, making it easier for visitors to access relevant information.

Supporting sustainable development – The IAT could be a key tool for implementing sustainable practices in tourism, such as promoting eco-friendly tourist options, sustainable agricultural practices, and introducing smart solutions for managing visitor flows and reducing the environmental impact of tourism.





Connecting sectors – The IAT could provide a platform for fostering collaboration between the private and public sectors, ensuring the long-term sustainability of the tourism offer and integrating tourism into the broader social and economic framework.

Through this cooperation, the three organizations can effectively direct tourism activities toward shared goals – preserving cultural heritage, promoting local products, and ensuring sustainable tourism development. By developing a joint strategy and implementing the IAT, Dugopolje and Dalmatian Zagora can become a recognized destination that offers an authentic, sustainable, and inclusive experience for visitors.

