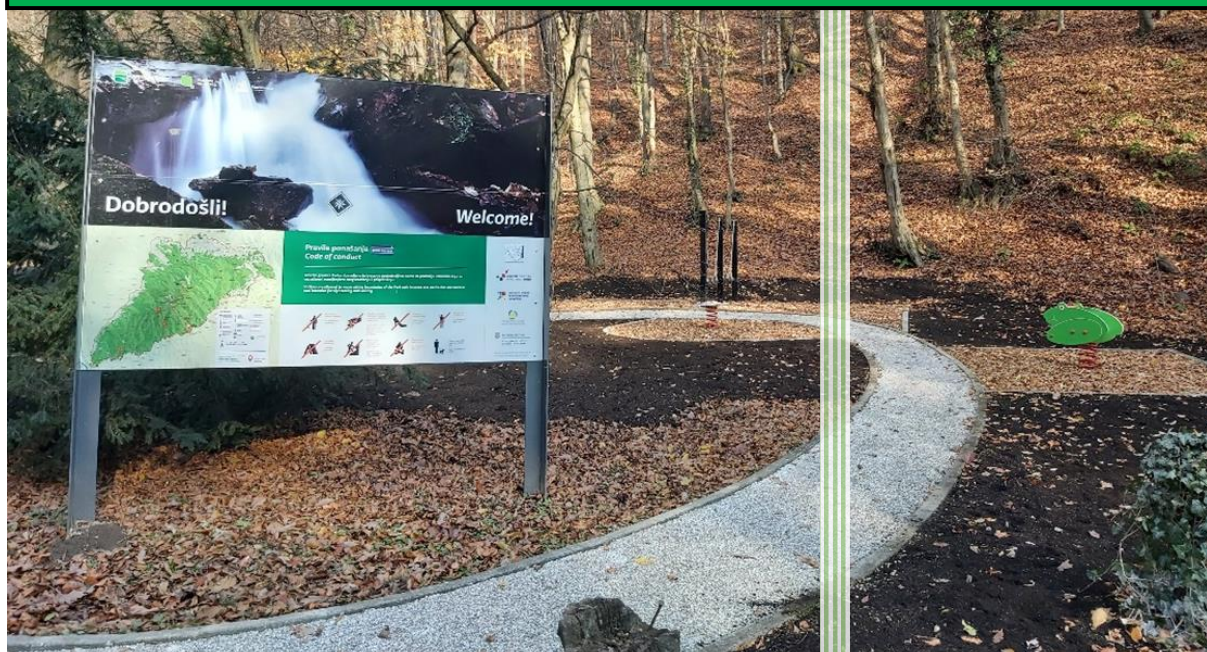


STRATEGY OF SUSTAINABLE TOURISM 2024 -2028



MEDVEDNICA
Park prirode
Nature Park



EUROPARC
Sustainable Tourism
in Protected Areas

Public Institution Nature Park Medvednica

ZAGREB, 2024.

Organization and participants

Person Responsible

Marina Popijač, Ph.D.

Head Planning team (Public Institution Nature Park Medvednica)

Tajana Ban Ćurić, mag.geol.

Martina Jurjević Varga, M.Sc.For.

Martina Belović Kelemen, M.Sc.For.

Professional Assistants (Public Institution Nature Park Medvednica)

Andrea Kostelić, mag.edu.geogr.

Denis Kovačić, mag.geogr.

Sandra Wolf Kramarić, mag.ing.silv.

Ana Hodak, mag.oec.

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APPRRR – Agencija za plaćanja u poljoprivredi, ribarstvu i ruralnom razvoju / Agency for payments in agriculture, fisheries and rural development

AZO – Agencija za zaštitu okoliša / Environment protection Agency

DGU – Državna geodetska uprava / State Geodetic Administration

FZOEU – Fond za zaštitu okoliša i energetska učinkovitost / The Environmental Protection and Energy Efficiency Fund

DIRH – Državni inspektorat republike Hrvatske / State Inspectorate of the Republic of Croatia

DVD – Dobrovoljno vatrogasno društvo / Volunteer Fire Department

DZZP – Državni zavod za zaštitu prirode / State institute for nature protection

ECST – European Charter for Sustainable Tourism

GIS – Geografski informacijski sustav / GIS Geographic information system

HAOP – Hrvatska agencija za okoliš i prirodu / Croatian Environment and Nature Agency

HC – Hrvatske ceste / Croatian roads

HGSS – Hrvatska gorska služba spašavanja / Croatian Mountain Rescue Service

HPS – Hrvatski planinarski savez / Croatian Mountaineering Association

HŠ – Hrvatske šume d.o.o. / Croatian forests l.t.d.

HV – Hrvatske vode d.o.o. / Croatian waters l.t.d.

JLS – jedinice lokalne samouprave / local community

JU – Javne ustanove / Public institutions

MINGOR – Ministarstvo gospodarstva i održivog razvoja / Ministry of Economy and Sustainable Development

NN – Narodne novine / Official Gazett

OPG – Obiteljsko poljoprivredno gospodarstvo / Family farm

PPM – Park prirode Medvednica / Medvednica Nature Park (MNP)

PINPM – Public Institution Nature Park Medvednica

POVS – Područja očuvanja značajna za vrste i stanišne tipove / Conservation Areas Significant to Species and Habitat Types

RGN – Rudarsko-naftno-geološki fakultet / Faculty of Mining, Geology and Petroleum Engineering

TV – televizija / television

USO – Upravljanje sportskim objektima / Management of sports facilities

ZET – Zagrebački električni tramvaj /Zagreb electric tram

ŽC – županijska cesta / County Road

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Introduction

Medvednica Nature Park (hereinafter: the Park) holds the European Charter for Sustainable Tourism (ECST, EUROPARC) certificate for the period from 2014-2018 and 2020-2024.

The Park is located in the immediate vicinity of the Croatian capital, surrounded with more than a quarter of Croatia's population with increasing demands for ecosystem services, which puts it at various pressures. Part of mountain Medvednica, especially protected area, is one of the good examples of the Periurban Parks where the nature and urban city meet each other.

Public Institution Medvednica Nature Park (hereinafter: the Public Institution) manages the Park following the Nature Protection Act (OG 80/13, 15/18, 14/19, 127/19). The development and management of tourism in accordance with the regulations of the protected area and in the interest of all stakeholders has initiated establishment of a Stakeholder Forum 2013 in accordance with the principles of the ECST - certificate for sustainable tourism.

Primary activities of the Public Institution are related to nature protection and conservation, but it also aims to increase the scope of monitoring in the Park every year in order to monitor the effects of all pressures and threats caused by the actions of stakeholders and visitors as well as the increasingly unpredictable weather conditions.

There are many stakeholders in the Park with different demands and interests, which are sometimes difficult to reconcile. We attempt to address or challenge all issues at Forum meetings where stakeholders actively and freely present their views.

Basic information

The Public Institution manages the POVS area HR2000583 Medvednica according to the Regulation on the ecological network and the competences of public institutions for managing the ecological network areas (OG 80/19, 119/23 hereinafter referred to as the Regulation) which covers the area of 18.530,00 ha. The boundaries of the ecological network cover the Park area and part of the City of Donja Stubica (increased by 592,00 ha) (Figure 1).

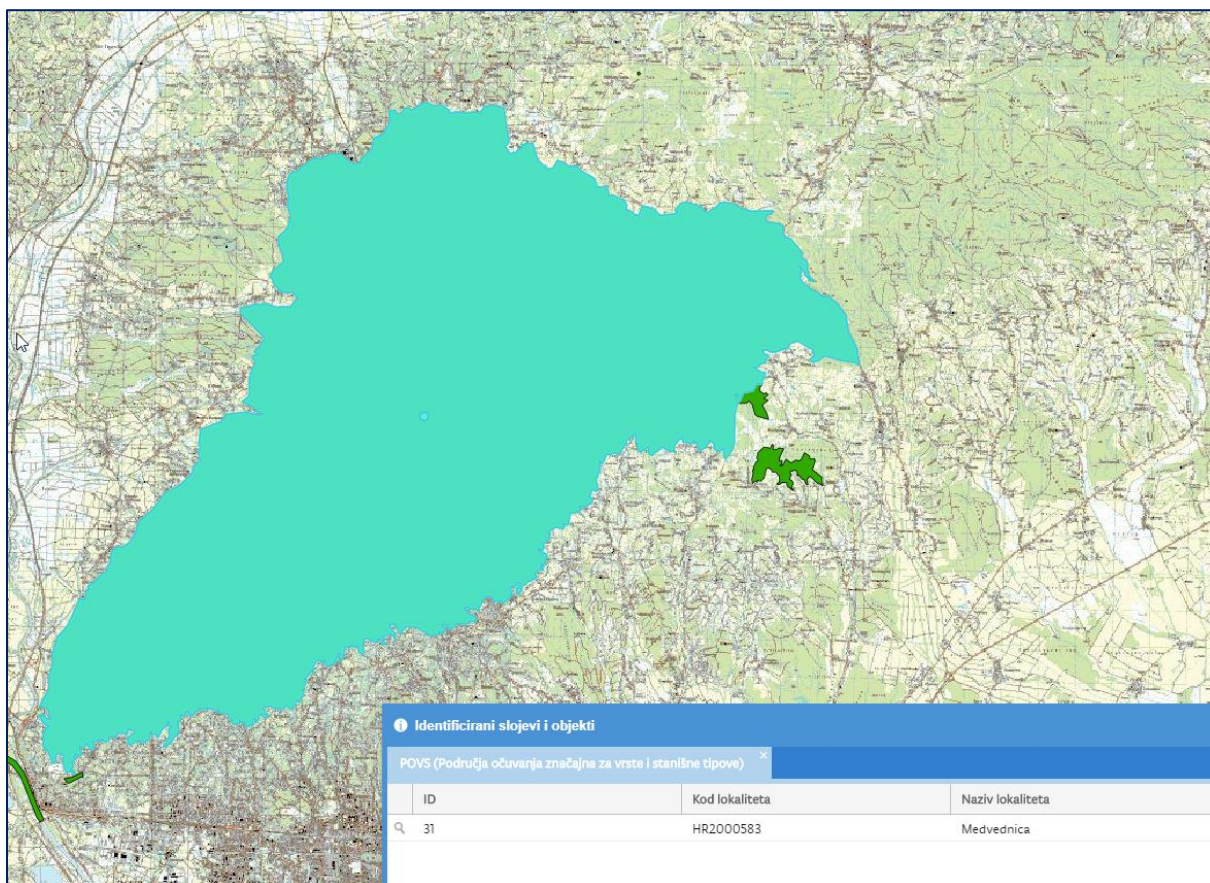


Figure 1 Ecological network area HR2000583 Medvednica 18.530 ha (source - <http://www.bioportal.hr/gis/>)

The Public Institution currently has 21 employees in four (5) departments and a director's office.

Stakeholder Forum (hereinafter: the Forum) was established in June 2013. The work of the Forum is based on trust, responsibility and negotiated solutions to keep all stakeholder's content.

The Forum meets depending on issues that need to be resolved, and the methods of communication are meetings, workshops, emails and phone calls.

Geographical location

According to the 2001 Census, there are 7 417 people live within the Park boundaries (Spatial Plan of the Medvednica Nature Park, Institute for Physical Planning of the City of Zagreb, 2014 hereinafter referred to as the Spatial Plan, 2014)¹.

The largest part of the Park (17,938, 00 ha) belongs to Zagreb area 7,305.00 ha or 40.7%, followed by Zagorje or Stubica area with about 5,941.00 ha or 30.6%, then Bistra 4.303, 00 ha or 22.5% and Sesvete area covering 6.2%, or 1. 109, 00 ha (Spatial Plan, 2014).

¹ Spatial Plan of the Medvednica Nature Park <https://mgjpu.gov.hr/prostorno-uredjenje-3335/prostorni-planovi-8193/prostorni-planovi-drzavne-razine/prostorni-planovi-parkova-prirode/prostorni-plan-pp-medvednica/3393>

Medvednica is located near Capital, and spreads to three counties (City of Zagreb, Zagreb County and Krapina – Zagorje County). It represents a unique area that rises between the river valleys of Sava, Krapina and Lonja.

The Park area is characterized by two different landscapes. One is a forest complex and the other is an entrance area with settlements and open spaces. Many streams with deep-cut valleys and areas with karst forms (steep cliffs, cliffs, sinkholes, valleys, caves, caves, etc.) contribute to the landscape diversity of the forest area, or habitat diversity in general. The entrance area has partly retained the characteristics of a typical Prigorje or Zagorje landscape, where urban, suburban and rural settlements intertwine with the surrounding agricultural areas (orchards, vineyards, arable land) and isolated forests. Rural settlements that retained their traditional appearance remained mostly only on the northern slopes, mostly in Stubica area. (Basis for Nature Conservation, 2012).

Medvednica is of great importance for the City of Zagreb, considering an ecological (soil erosion protection, prevention of torrents, impact on climate, air and water quality), aesthetic, recreational and tourist point of view (Spatial Plan, 2014).

Spatial zoning

The Park management is based on the Management Plan and the Spatial Plan of special features area on the Medvednica Nature Park, OG 89/14 (hereinafter: the Spatial Plan).

Encompassing issues of preserving the natural values, the needed management level and utilization, the Park is divided into the following management zones and sub-zones taken from the Spatial Plan:

I. Strict Protection Zone

II. Directional Protection Zone

II.a Directional Protection Zone - Special Reserves of Forest Vegetation

II.b Directional Protection Zone - Forest Complex

II.c Directional Protection and Research Zone

II.d Directional Protection Zone - Peak Zone

III. Zone of utilization

III.a Visitor Infrastructure Zone

III.b Settlements Zone

III.c Quarries - open field exploitation

III.d Ski area

Climate

Medvednica, in relation to the surrounding lowlands, has climatological characteristics of an "island", with more precipitation, lower temperatures, longer duration and amount of snow cover, and almost 100 sunny days more than Zagreb.

The area of Medvednica is in a temperature zone where the air temperature decreases by 0.5 ° C every 100 meters.

Natural values

The large biodiversity is the greatest natural value of Medvednica.

Forests are a fundamental phenomenon of the Park (81% area of Park). There are eight special forest reserves in the Park, declared as sites of valuable forest communities in 1963. The whole Park is Natura 2000 site (HR2000583 Medvednica). In addition, 12 different forest communities are recorded, depending on altitude, terrain and inclination.

State forests, which make up approx. 50% of the Park's forest habitats, are managed by the Croatian Forest Ltd., while private forests, which make up the remaining 50% of the Park's forest habitats, are managed by private forest owners. In most of the private forests there are no economic activities, and they are largely left to nature.

Despite the large percentage of forest habitats, other habitats (meadows, grasslands, underground habitats, orchards, vineyards, rural areas) should not be neglected. Numerous aquatic habitats (70 streams, 200 springs, permanent and occasional ponds) are endangered by human activity, especially the issues of wastewater, sewage and retention construction, should be singled out.

The geological structure of Medvednica is very complex. Stratigraphically, rocks ranging in age from the Paleozoic (about 440 million years), as one of the oldest rocks in the surrounding area, to the youngest Quaternary deposits are found on Medvednica. All genetic types of rocks are represented: magmatic, sedimentary and metamorphic rocks. Numerous speleological objects (around 30) are mostly closed to the public but should be mentioned as important underground habitats. The exception is Veternica cave (tourist attraction) which has been protected as a geomorphological nature monument since 1979. The cave is situated in a kind of karst pocket within the surrounding non-karst area. The complex geological structure is accompanied by the appearance of ores, primarily silver-lead-zinc (Zrinski mine which is part of the visitor infrastructure), iron and copper ores. Coal, salt deposits have also been identified, and gold is also mentioned in the literature (Markovic, 2002). Earthquakes on the south and north sides of Medvednica are quite common. The focal point of the strongest earthquake (1880) was near the villages of Kašina and Planina.

Grassland habitats are mostly endangered by succession, although there are rare dry continental grasslands on forest edges as prominent sites of high biodiversity. Although they cover a small part of the Park's area, they are very important as habitats for numerous rare and endangered plant and fungal species.

The diverse habitats on Medvednica (forests, shrubs, meadows, meadows, mountain streams, etc.), as well as altitude stratification, make home for a diverse fauna.

Common mammal species are standard forest species: roe deer, wild boar, fox, badger, weasel, knotweed and whitefly, wildebeest, wild cat, rabbit, squirrel, grey fuzzi and fluffy walnut, and several other so-called 'small mammals' (rodents and bugs), and bats. As many as 25 bat species have been identified on Medvednica. Some of them live in caves, while others are related to the forest and their survival depends directly on the forest condition. Due to the existence of eight bat species, Medvednica is included in the Natura 2000 network.

Research done in the past identified 96 bird species of forest habitats in the Park area. Bird fauna includes many songbirds, woodpeckers, several species of birds of prey, owls and others. A 2019 survey found that 27 species, of the total number of recorded species, are ecologically related to forests, 5 species to forest edges and transitional habitats, and one species is not ecologically related to forests. So far, 43 forest species have been described living at Medvednica (Božić, B. 2019).

Considering the amphibians and reptiles, as a group protected by law, the yellow tortoise (*Bombina variegata*) is also the Natura 2000 species and must be monitored being a part of national monitoring.

Studying the fish species caught on all 13 streams, eight are indigenous, while three species are allochthonous. These are California trout, baboons and carp. The strictly protected wild taxa is barbel (*Barbus balcanicus*), being also the target species of the Natura 2000 network, while the schneider (*Alburnoides bipunctatus*), the European bullhead (*Cottus gobio*), Danubian gudgeon (*Gobio obtusirostris*) and brown trout (*Salmo trutta*) have the status of protected wild taxa.

Among the invertebrates, a group of butterflies with Natura 2000 species *Lycaena dispar*, *Phengaris arion*, *Euphydryas aurinia* and *Leptidea morsei* should be mentioned. In the Park area, 435 butterfly species were recorded, 388 of them were recorded for the first time in the study area. The Park's total night-butterfly list now has 457 species (Koren T., 2019).

Rich Coleoptera fauna largely mirrors the conservation, quality and diversity of the habitat, which is an indicator of the ecosystem status. In several forest community surveys, 43 species of Carabidae and 13 species of other beetles have been identified, Natura 2000 species; European stag beetle (*Lucanus cervus*), Alpine longhorn beetle (*Rosalia alpina*), hermit beetle (*Osmoderma eremita*) and large longhorn beetle (*Morimus funereus*).

Research done on the stream fauna have identified representatives of the Ephemeroptera, Crustacea, Oligochaeta, Trichoptera, and Plecoptera groups. Several species of endemic arthropods are found in the streams and the stone crayfish (*Austropotamobius torrentium*) is listed in Annex II to the Habitats Directive.

In addition to the arthropods, endemic snails live in the streams, while 56 taxa have been identified with certainty by processing material collected during speleological research in Veternica.

The park as a Natura 2000 site has 22 target species and 8 habitats in accordance with the POVS Regulations HR2000583 Medvednica.

The distribution and dispersion issue of the invasive and allochthonous species has been recognized as a major threat within the Park. In addition to invasive species endangering native flora and fauna and causing damage to native ecosystems, some of them also pose a major threat to human health (e.g. *Ambrosia artemisiifolia*). Given

the large number of visitors, the Public Institution has been organizing invasive species removal activities in order to preserve their health.

Historic and Cultural values of Medvednica Nature Park

The natural and cultural-historical values of Medvednica are interconnected.

The abundance of archaeological finds and sites testifies to the man long-term presence on Medvednica. Over 20 archaeological sites have been recorded in the Park so far, with the material heritage from prehistoric times to the late Middle Ages. The wealth of material cultural heritage has resulted in over 20 registered cultural assets. The Study on the Protection of Cultural Property (City Institute for the Protection of Cultural Monuments and Nature, 2003), done as the basis for the Spatial Plan, recognized elements of cultural and historical identity valuable for preservation. Although they do not have the characteristics of a cultural property, they are identified and registered as valuable addition to cultural assets list.

The oldest evidence of the man presence in the area was found in Veternica cave. There are numerous stone artefacts made and used by Neanderthal hunters of the Mousterian culture in the Paleolithic (circa 43,000 BC). Weapons and tools from the later Stone Age were found in other parts of Medvednica: in Vidovec and Kraljevo summit, Stubica and near Marija Bistrica.

The most famous discovery of the Bronze Age is the bronze axe (the so-called Celt), found on Medvedgrad, which dates from the 12th - 11th centuries BC.

The area of Medvednica, as well as the whole of central Croatia, had been a part of the Roman Empire from the 1st to the 5th century AD. The Romans used the stone to build their settlements on Medvednica - at least four Roman quarries were recorded: Bizek, Vrapče, Črna voda near Markuševac and Čučerje. Altars dedicated to the Roman gods Jupiter, Silvanus and Hercules were found in these quarries.

The Romans also used natural shelters on Medvednica - apart from some useful Roman objects, coins of Roman emperors Valentinian II, Gracianus and Theodosius I from the 4th century AD was found in Veternica.

According to historical sources, the name Medvednica was first mentioned in 1145 in the Golden Bull of Bela III, by which Gradec was given the estates in the mountain. King Bela IV granted forest estates to the citizens of Gradec, and in 1345 King Ludovik allowed the extraction of salt on the Slani potok (Salty creek).

The 13th century was marked by fierce attacks of cavalry hordes from the East, so the population sought protection in fortifications built on inaccessible parts of the mountain. At that time, Medvedgrad was built in the central, Susedgrad in the west and Zelingrad in the far eastern part of the mountain. This system of fortifications later prevented the penetration of the Turks to the west.

In the Middle Ages, life was concentrated in the noble cities-fortresses of Medvedgrad (13th century) and Susedgrad-Stubic estates (14th century), and in settlements around

them. Then villages were formed on the slopes of Medvednica, mostly related to churches and parishes. Those still exist under the names of Čučerje, Donja Stubica, Marija Bistrica and Bistra, Vrapče, Mikulić and Podsused, Markuševac, Vidovec and Bidrovec. Their inhabitants were cultivating fields and vineyards, exploiting forests, working in quarries and mines at the expense of their landlords and nobles.

After the end of the Turkish threat, the way of life in this area changed. Manors, castles and mansions with beautiful parks such as Kulmer's castle in Šestine, Pongratz mansion in Mikulići, Janković manor in Gornji Stenjevec, Oršić castle in Gornja Bistra, Golubovec castle, Oršić castle in Gornja Stubica, the Ružić mansion in Vugrovac and others were built on the slopes of Medvednica. Initially, those were quite modestly, but over time, these castles became more and more fabulous and luxurious, and centers of economic, social and cultural power.

In the middle of 19th century Medvednica became a recreational and tourist area. In 1870, the first wooden pyramid was built at the highest point of Medvednica, representing the first mountaineering facility in the history of Croatian mountaineering. Numerous hiking trails and huts were established, and by the end of the 19th century the Sljeme Road was built.

As early as 1934, the first ski jump was renovated, and in 1935 (after the fire destroyed it in 1934) the Hotel Tomislavov dom was built on the current site. After the Second World War, the ski slopes (Red Descent in 1946) were established and a ski lift built on today's Panjevina, and in 1963 a cable car was built from Tunnels to the top. Thus, sports and recreation become one of the significant features of the area. The old cable car stopped driving in 2007, and the new cable car which connects Gračansko Dolje with the top of the Park – Sljeme started operating in 2022.

Stakeholders

The Park is used by many stakeholders of different interests. Partnership and understanding, as well as cooperation with the aim of protecting nature, the environment, natural and cultural heritage, is crucial for the management of many different entities and their effective functioning in a relatively small area.

When developing the first Sustainable Tourism Strategy in 2013, a Stakeholder Forum was established, and previous cooperation reached a higher level.

Since the Park is surrounded by more than a million inhabitants, numerous activities are taking place in and around it. Therefore, the Public Institution has recognized the value of ECST and its principles as well as the contribution of each of the Forum to the management and development of sustainable tourism in this protected area. Shared management, taking care of the touristic pressures on nature, shows benefits to all stakeholders, both in economic profits and greater social value of the area.

Remaining challenges are still property-law relationships, which influence the realization of infrastructure plans. Many activities and challenges cannot be solved independently by the Public Institution because they are not within its jurisdiction.

Tourism, infrastructure and visitors

Tourism at Medvednica began to develop in the second half of the 19th century with a change of lifestyle (expansion of Zagreb, industrialization), when Medvednica became a retreat for many visitors from the city hustle and bustle.

Along with the increase of visitors, the visitor infrastructure has been developed: hiking trails, mountain huts, hotels and restaurants, shelters, roads, different organizations and associations have been established.

The Park users/consumers are athletes, hikers, recreational walkers, picnic lovers and tourists from all over the world. According to the results of the Survey of the structure and attitudes of visitors to Medvednica Nature Park conducted over the years, the main motives for coming to the Park are staying in nature and contact with nature, socializing with family and friends, and then recreation, education, etc. Although rich and diverse flora and fauna are preserved, as well as the fundamental phenomenon of forests whose communities cover 81% of the Park's surface, the demands of today's visitors are expanding, they pursue additional services to enrich their time spent on Medvednica.

The Public Institution has been managing the protected area for the past twenty years, protecting and emphasizing the values of Medvednica. Among other things, the Public Institution places great emphasis on visitor infrastructure. It continually works on a visitor management system by improving tourist facilities and various interpretative services for visitors. This includes setting up rest areas, educational trails, educational and interpretative panels, producing brochures and leaflets on the Park values, and a range of educational programs. At the same time, the Public Institution focuses a large part of its activities on the promotion and education about Medvednica's natural and cultural values. Over the past ten years, a visitor management system has been realized.

Today the Public Institution manages three major tourist attractions: Veternica Cave - a geomorphological nature monument and two cultural assets of the Republic of Croatia: Zrinski Mine and Medvedgrad castle. The visitors management system also covers a whole network of different trails (several thematic educational trails, 150 km of cycling trails, 1 pilgrimage trail, 70 hiking trails and the first Croatian trail for disabled) (Table 1). There is also an Enduro cycling trail, managed by the cycling club "Opušteno".

Table 1 List of visitor infrastructure managed by the Public Institution

Name	Area	Purpose
Medvedgrad – visitors center	1435,25 m ²	Visits, education
Zrinski mine	1,2 ha	Visits, education
Veternica cave	Length: 7,100 m, tourist part: 380 m	Visits, education
Information center Bliznec	12 m ²	Visits, education
Surveillance stations	12 m ²	District office
Miroslavec educational trail	Length of the trail: 2,7 km	Recreation, education
Bliznec forest trail	Length of the trail: 800 m	Education, trail for persons with disabilities
Bistra educational trail	Length of the trail: 12,5 km	Hiking, education

Sopot educational trail	Waterfall	Length of the trail: 3,7 km	Recreation, education
Kameni svati trail	educational	Length of the trail: 2,8 km	Hiking, education
Mountain educational trail	Mirror	Length of the trail: 900 m	Recreation, education
Horvat's Stairs path	educational	1,2 ha	Visiting, education
9 cycling trails		150 km	Recreation
Marian Pilgrim path		Length of the trail: 50 km	Pilgrimage, hiking, recreation
Geological column – 2 pieces (Bliznec and Bistra)		1x3 m	Education

As the number of visitors to the Park keeps increasing annually, the awareness and importance of the protection should be increasing proportionally. For this reason, the Park has parallelly set up monitoring of the touristic impact on all-natural components, as well as continuous analysis of the visitors structure and attitudes.

Although Medvednica is mostly visited by domestic visitors whose motives are rest and recreation, the current world trends seen in Croatia as well, are an increased concern for health which requires an active break in nature. Thus, Medvednica becomes an interesting destination. Today visitors have increased demands, they need and look for more, in terms of services and content, it was very demanding during COVID-19 crises. Along with preserving natural and cultural values, interpretation is a way to increase tourists' satisfaction. With a well-planned interpretation, it is possible to: increase public awareness of the need for protection and the core values of the Park, support the Public Institution in its management and involve volunteers in the work, even get political support in the sector.

The exact number of visitors cannot be determined because there is no entry fee, only visits to various programs and tickets sold at tourist attractions are recorded. The number is boosted by the data obtained from traffic counters (road and pedestrian), and assessments of visitors to various events in the Park. At first the traffic counters were installed for monitoring the vehicle number, and later additional counters were installed for bikes and pedestrians. Now there are 9 counters in the Park.

Zagreb has been developed as a tourist destination in recent years, making Medvednica an attractive destination for visitors due to its proximity.

Trends in the tourism products development support those of health tourism, cycling, adventure sports, cultural and business tourism. Health tourism involves personal concern for health and general well-being, which also includes the outdoor sports and recreation.

Following the trend of cultural tourism products growth, we should point out the medieval fortress, which is now Visitor Centre Medvedgrad.

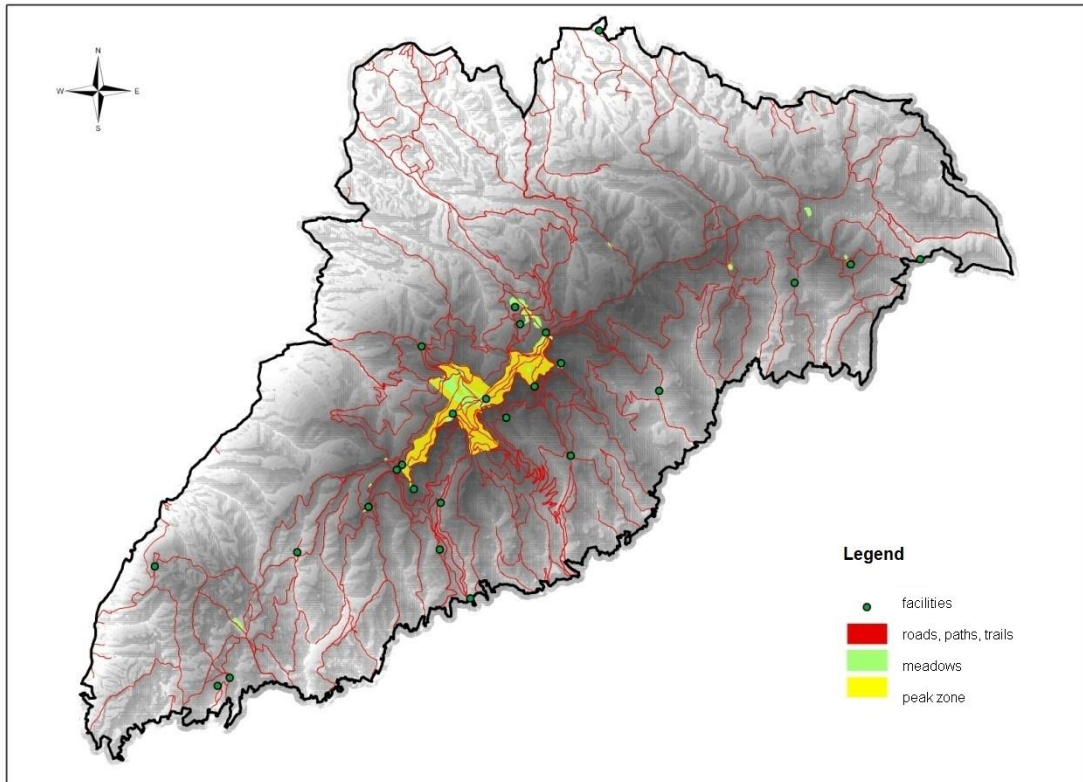


Figure 2 Distribution of visitor infrastructure in the Park

Visitors

The Public Institution continuously examines the attitudes and habits of visitors through various questionnaires and surveys. From 2009 to 2023, we conducted several surveys of visitors' attitudes and habits, and examined their knowledge of ecosystem services and public awareness of nature protection.

These are the main conclusions of all previous research:

- Medvednica is mostly visited by the domestic visitors, inhabitants of the direct surroundings of the Park (80%)
- 43% of visitors belong to the age group of 31-45 years, 36% between 18 and 30 years, 16% of respondents between 40 and 60 years, and 5% are older than 60 years; higher educated (41%), and employed (70%)
- Most of the visitors come to the Park during weekends (70%), a couple of times per year (25%), 5% of the visitors claimed it was their first visit to the Park
- Most of the visitors come to the Park with friends (50%) and family (34%), alone (16%)
- Main motives for visits are staying in nature (40%), socializing with family and friends and rest (25%), recreation (30%), other (5%)

- 35% of the visitors received the information about the Park by informal sources (recommendation of friends and relatives or they have a habit of coming to the Park) and official sources – the Internet (50%), articles in journals and in newspapers and radio and TV (15%)
- 80% of the visitors stay in the Park for the half of the day and almost one quarter of the visitors spends the entire day in the Park
- The three most visited sites are TV Tower, Puntijarka and Grafičar
- 40% of the visitors come to the Park with their personal vehicles, only 10% with cable car; the motivation for them to come by cable car instead by car would be a lower ticket price of cable car or free parking at the foothill
- Most of the visitors were satisfied with the offer in the Park but some of them want new facilities such as adrenaline park, bike park or playground for children and a public toilet
- The three most visited sites are TV Tower, Puntijarka and Grafičar
- 60% of the visitors are satisfied with the signalization in the Park
- 40% of the examinees are ready to pay the hypothetical ticket of the calculated middle value of 1.5 EUR
- 69% of respondents do not know about forest ecosystem services, 31% are familiar with the term
- Almost all visitors know Medvednica must be protected
- Respondents stated construction as the most significant and recognized pressure on the natural values - 70%, traffic 80% and the waste 30%
- 75% of respondents believe that cars have medium to large negative affect
- Most visitors think that the Park is managed by the City of Zagreb or Croatian forests Ltd. , only a small part of respondents (12%) answered Public Institution.

Transportation connections

The Park is very accessible. The county road runs along the park - Ž 1049 (one way road goes to the top zone and the returns to Zagreb is one way, while at the top and towards Zagorje is two-way road - Ž 2219). There are numerous dirt roads and forest roads serving emergency vehicles and vehicles with a permit, and more than 70 hiking trails for visitors.

In 2022, the new Sljeme cable car was put into operation, and expectations were that the number of cars in the Park would decrease, which unfortunately is not the case yet. The reason is probably the high price of the ticket based on a survey conducted in 2023.

The regular bus line, which is part of public city transport, from the Mihaljevac to the Hotel Tomislavov dom and Hunjka is still active.

Another large challenge is the insufficient number of parking spaces in the Park peak zone and entrance area. The issue is especially evident on weekends and during the ski season when the same areas is overloaded with cars.

Visitor Center Medvedgrad is accessible from all routes connecting the three counties (City of Zagreb, Zagreb County and Krapina-Zagorje County), so it can be reached from the City of Zagreb by the local road from Lukšić (Šestine) or via the County Road at Bliznec entrance (ŽC 1049) and from Krapina-Zagorje County via Pila entrance (ŽC 2219). However, although well connected, traffic access to Medvedgrad is not adequate for buses with organized groups.

Veternica Cave, one of the three most visited sites in the Park, also has a poor access route. It is partly paved, and for the most part it is a gravel road that runs through privately owned forests. In recent years, due to heavy rains, the access road has visibly deteriorated. However, regardless of the access road, getting to the cave still requires hiking and is not accessible to everyone.

So, visitors to the Park currently have several transportation options:

1. Walk on marked hiking trails
2. Use public transport (bus and cable car)
3. Use personal vehicles
4. Use bicycle

People with disabilities have access to the Bliznec Forest Trail at the main entrance to the Park now waiting for renovation. The trail follows Bliznec stream, 800 meters long, offering facilities for the blind and visually impaired. The trail is interpreted with 11 panels, supplemented with Stations of the Cross. Traditionally, every Good Friday, the pilgrimage of the Holy Cross for the Disabled is attended by some 2,000 devotees. Each of the panel has its own board, the Braille forest book for the visually impaired and blind. The trail was completely devastated by storm Theodor on 11/11/2013 and restored in segments. In 2023, the project documentation for the reconstruction of the trail was made. The property-legal status of the trail is currently being resolved. After that, the conditions will be created for the application of the renovation project to one of the available funds. We hope that the reconstruction works will start in the near future.

In near future, stakeholders with Public institution employees are planning new projects and with them, Peak zone is planned to have and feel less pressure.

The goal of the "Medvedgrad Promenade" project is to restore the promenade, which will contribute to increasing the safety of visitors and the resilience of the visitor infrastructure, increasing the attractiveness and quality of the visitor infrastructure, reducing the ecological footprint of visiting pressure zones in accordance with EU environmental protection standards, strengthening sustainability and encouraging green and digital transitions, improving people's quality of life and health, and informing and educating visitors about the importance of preserved ecosystems and climate goals.

The implementation of the project will contribute to improving the quality and availability of recreational infrastructure in order to promote the health and active life of all age groups of citizens through recreation. This is in line with the strategic goal no. 5 "Healthy, active and quality life" of the **National Development Strategy of the Republic of Croatia until 2030**.

The implementation of infrastructure for e-cars and e-bikes aims to reduce the levels of greenhouse gas emissions in the Park and reduce negative effects on the environment and natural resources by encouraging visitors to use walkways and/or means of transport without internal combustion engines (e-vehicles).

The Bliznec forest trail was built in 2002 and has been renovated several times. As it was built from wooden elements that have worn out, it needs to be arranged together with all the associated elements of the path (crossings - bridges). The Bliznec trail is included in the "Handbook of examples of good practices on accessible tourism in rural and natural areas" of the World Tourism Organization UNWTO.

The Bliznec Info Center, a kiosk made of wood and glass, needs to be renovated due to dilapidation and adapted to people with physical disabilities/sensory impairments by installing equipment that provides different sensory stimuli through activities that include movement and that, with its elements and content, enables learning through the senses with the aim of sensory integration person.

The goal of the project is to bring the track to a satisfactory condition in terms of all aspects of the essential requirements for the building, so that it is safe for further use. The renovation of the Bliznec Forest Trail will contribute to increasing the safety of visitors and the resilience of the visitor infrastructure, reducing the ecological footprint of visiting pressure zones, strengthening sustainability and encouraging the green and digital transition, improving the quality of life and health of people, and informing and educating visitors about the importance of preserved ecosystems and climate goals.

The implementation of the project will contribute to improving the quality and availability of recreational infrastructure in order to promote the health and active life of all age groups of citizens through recreation, which also corresponds to the strategic goal 5. "Healthy, active and quality life" of the National Development Strategy of the Republic of Croatia until 2030.

The arrangement of the trail, which is adapted for use by people with physical disabilities/sensory impairments, will ensure equal access to other visitors, which is in line with the horizontal priorities of the National Development Strategy of the Republic of Croatia until 2030 on promoting equality and equal opportunities.

The very location of the trail requires that for the renovation of the trail, materials of natural origin will be used for the most part, which will fit into the natural environment in which the trail is located, and all in accordance with the Croatian Law on the Protection of Nature.

The arrangement of the Bliznec stream bed for the "Bliznec Forest Path" project consists of moving the settling tank to another position with the aim of harmonizing the natural flow of the stream.

The goal of the project is to arrange the bed of the Bliznec stream using mostly materials of natural origin that will fit into the environment in which the stream is located. The implementation of the project will result in the preservation and improvement of biodiversity, prevention of pollution and protection of the environment, as well as the safety and protection of people and the surrounding area.

Preservation of species and habitats within the ecological network Natura 2000 and restoration of damaged ecosystems is one of the priority areas of strategic goal number

8 "Ecological and energy transition for climate neutrality" related to the protection of natural resources and the fight against climate change.

The arrangement of part of the watercourse is in accordance with the Nature restoration law proposal, which aims to restore nature throughout Europe for the benefit of biodiversity, climate and people, and to achieve a continuous, long-term and sustainable recovery of biodiversity in terrestrial and marine areas, and to increase climate mitigation and adaptation through restoration.

SWOT analysis

STRENGTHS

- Attractive and preserved natural and cultural heritage
- Protected area – positive perception of possible visitors
- Good walking and hiking infrastructure – hiking, mountaineering and educational trails
- The existence of outdoor activities – ski slopes, cycling trails, paintball, spas northern of the Park
- Tourist attractions – Veternica cave, Zrinski mine and Visitor Centre Medvedgrad, Sljeme 360° (OIV tower)
- Educational programs and facilities for school children
- Accommodation and services (climbers' lodgings, restaurants and bars, hotels)

WEAKNESSES

- still no complete visitor package - without integration and common access to the tourist market (there is no common portal, applications and almost no unified content in one package)
- a large number of stakeholders managing the visitor's infrastructure (services and facilities)
- expensive cable car
- there is no public transport from the north side of the park
- insufficient content
- many parallel offers produced nationally and regionally
- lack of private investments in additional facilities
- poor facilities condition - unresolved property-legal relations
- insufficient financial resources to maintain existing infrastructure for visitors and build additional / new facilities
- traffic - too many cars on weekends and during the ski season, lack of parking spaces, crowds, noise, pollution, endangered visitor safety
- concentration of most content and visitors in the peak zone
- a very large and administratively complex area - three counties
- lack of local supply in the Park - family agricultural businesses (local produce)
- facilities limited working hours
- negative perception of forest management in Medvednica

- abandoned buildings
- vandalism

OPPORTUNITIES

- trend of visiting protected areas (green tourism, health tourism, cultural tourism, active and adventure tourism)
- religious tourism (Stepinac Road, Marian Pilgrimage Road, Marija Bistrica- Marian sanctuary)
- designing summer and Advent-related content (liaising with event organizers in the city),
- networking with travel agencies - designing the tours / programs they would offer
- integrating events, content and attractions into one bilingual web portal
- putting existing unused or underused facilities into operation - Rebar Villa, Brestovac, Dom željezničara (Railway House), Hunjka
- inactive quarries - lots of obstacles, but also opportunities
- integrating the content and services of Forum members as one product on the market

THREATS

- the financial and economic crisis in society in general
- disproportionate dependence on the state budget (less and less) and other sources; rare self-sustainability
- increased pressure of weekend visitors arriving by car - noise, pollution, safety
- potential peak zone visitors' over-pressure and consequently visit quality decrease
- inappropriate activities in the Park that may damage its natural balance and attractiveness (e.g. off-road: quads, motorbikes, bicycles)
- wild waste dumps
- vandalism
- too many stakeholders not cooperating enough, even on the levels of institutions (city and state level), frequent overlaps and ambiguities over jurisdiction (in terms of legislation)
- travel agencies' and tour operators' practices do not include NPM
- property barriers - many private areas in the Park area greatly reduce or complicate infrastructure interventions
- loss of tradition
- climate changes (strong winds, drought etc.)
- construction on the north Park side

STRATEGY

The Strategy determines the mission, vision and goals which are the basis of the action plan for the next five years.

Current situation

Protected areas have a significant role in Croatian tourism. While in most well-visited Croatian protected areas foreign visitors are dominant, on Medvednica the visitors are mostly domestic, (half-day and one-day visitors) from the three counties in which the Park is administratively located (according to the results of the visitors' surveys so far).

The Park is located in close vicinity to the capital and more than a million people use the area for sport and recreation throughout the year. According to the 2011 register 1.240.551 residents are situated in three counties on which the Park is located.

The number of visitors to City of Zagreb is increasing each year, and with planning and creating new content, they could be lured to Parks attractions: Visitor Center Medvedgrad - a medieval fortress, Veternica cave, and the peak zone around OIV tower Sljeme with new attraction Sljeme 360°.

A great number of stakeholders are managing the visitor's infrastructure, some of which are in bad condition because of unresolved property rights issues.

Visitors flow management is important for achieving environmental sustainability of the Park in whole or in particular habitat in the Park, for example Veternica cave. A visitor management strategy is being designed in 2020. Beside **Visitor Management Plan** and **Management Plan of Park and ecological network PU 5000 (2024-2033)**, the following strategies and action plans have been made together with stakeholders:

1. Analysis of the current state of development of cycle tourism in the Medvednica Nature Park (2020-2029)
2. Strategy for the development of cycling in the Medvednica Nature Park (2020-2029)
3. Action plan for the standardization of tourist infrastructure (2020-2029)
4. Action plan for the cycling route Medvedgrad - Tomislavov dom (2020-2029)
5. Action plan for upgrading 8+1 existing cycling routes (2020-2029)
6. Action plan for standardization of cycling infrastructure (2020-2029).

There are different techniques of visitor flow management: zoning, ticketing, restricting visits, restricting the development of a particular area, planning, temporal and spatial dispersion of visitors, strict regulations. This strategy emphasizes an important component of management, that is, monitoring the impact of tourism activities on nature.

In the peak zone of the Park, as one of the major infrastructure zones, water and snow monitoring has been established in recent years, as well as for the other components of nature and environment.

Bike routes and enduro track are currently infrastructure that may not satisfy all cyclists but there are constant pressures to arrange a bike park.

In July 2023, the peak zone of the Park was affected by wind storm that destroyed the ski lift, and part of the ski area will not be in operation until a new ski lift is built, we hope by the end of 2024.

ECST principles

1. Giving priority to protection

A fundamental priority for the development and management of sustainable tourism should be to protect the area's natural and cultural heritage and to enhance awareness, understanding and appreciation of it.

2. Contributing to sustainable development

Sustainable Tourism should follow the principles of sustainable development which means addressing all aspects of its environmental, social and economic impact in the short and long term.

3. Engaging all stakeholders

All those affected by sustainable tourism should be able to participate in decisions about its development and management, and partnership working should be encouraged.

4. Planning sustainable tourism effectively

Sustainable Tourism development and management should be guided by a well-researched plan that sets out agreed objectives and actions.

5. Pursuing continuous improvement

Tourism development and management should deliver ongoing improvement in sustainable environmental impacts, visitor satisfaction, economic performance, local prosperity and quality of life, requiring regular monitoring and reporting of progress and results.

When developing Management Plan (2024-2033), we also undertake to follow the ECST principles: to preserve biodiversity and cultural heritage, to enhance all the functions of the Park in cooperation with stakeholders and key actors, to enhance the level of visitors' awareness on the importance of sustainable use of space by the principle of "leave no trace" for all the activities we will carry out.

Mission

Protecting cultural and natural values by fostering quality sustainable tourism, fostering partnerships and supporting the local lifestyle, raising awareness of the need for sustainability and promoting cooperation, raising visitors' awareness of the importance of ecosystem services and sustainable use of space.

Vision

Sustainable tourism in protected areas provides quality experience, protects natural and cultural values, supports local customs, supports tradition and is economically viable.

Strategic goals

1. Preservation of natural integrity, landscape features and individual components of natural and cultural heritage, especially Natura 2000 species and habitats, and their monitoring
2. Improve MNPs primary function: ecological, recreational and educational

3. Increase the overall quality of services and content for visitors
4. Increase cooperation with the stakeholders of the Park, locals, and the private sector
5. Reduce carbon footprint with new public transport

Role of the Public Institution Nature Park Medvednica

The primary role of the Public Institution is to preserve the natural and cultural heritage of the Park and its biological, geological and landscape diversity, and to systematically collect and interpret information about the Park, emphasizing its special qualities and educating present and future generations. The Public Institution should be involved in the development of sustainable tourism in the Park, supporting tourism projects and initiatives in the Park through active cooperation with the tourism sector and marketing and promotion of joint programs. Co-operation and support from tourism institutions, especially tourism boards, is crucial as they carry out much of the effective marketing of destinations as well as tourism management in their fields of activity, including research, product development, information and training services for tourism professionals. Tourist boards also have direct daily communication with numerous travel agencies across the country and abroad, so it is very important to achieve and maintain quality cooperation. Although good co-operation with some of the surrounding tourist boards has already been established, there is still much room for improvement in the practice so far, to the general benefit of visitors, local businessmen, the Institution as well as the Park as a whole.

Action plan (activities, responsibility partners, costs)

Objective 1	Protection of natural and cultural values
ECST Key actions	1.2, 1.3, 2.2, 2.3, 4.2
Activity	1.1 Renovate and/or build the infrastructure of the Zrinski Mine and the surrounding area
Activity description	To reconstruct and to build infrastructure (new wall formwork, fences, to replace rotten structural parts, lighting, sound system, etc.), to obtain use permit
Role of NPM	Implementation
Partners	External contractors, FZOEU, RGN
Period	2024
Outcome indicators	Reconstructed and/or built infrastructure (new wall formwork, fences, replacement of rotten structural parts, lighting, sound system, etc.), obtained use permit
Cost	66362,00
Financing options	FZOEU

Objective 1	Protection of natural and cultural values
ECST Key actions	1.2, 1.3, 2.2, 2.3, 4.2
Activity	1.2 Continuously maintain the infrastructure in facilities managed by NPM (Zrinski mine and surrounding area, Veternica, CPM, Bliznec)
Activity description	To clean and arrange NPM objects surrounding area, and to maintain the infrastructure that is managed by NPM (Zrinski mine and surrounding area, Veternica, CPM, Bliznec)
Role of NPM	Implementation
Partners	RGN, External experts
Period	2024 – 2028
Outcome indicators	At least 3 mowing per year; Conducted at least 1 cleaning and arrangement action, report on the conducted air quality test, continuous on the conducted inspection of the stability of the substructure at the intersection of corridors of Zrinski mine
Cost	145000
Financing options	Own revenue, state budget

Objective 1	Protection of natural and cultural values
ECST Key actions	1.2, 1.3, 2.2, 2.3, 4.2
Activity	1.3 Create project documentation for the Bliznec Forest Trail project (Bliznec Forest Trail, Bliznec Info Center, Bliznec Stream) and implement the Bliznec Forest Trail Project (Bliznec Forest Trail, Bliznec Info Center, Bliznec Stream)
Activity description	New project documentation for Bliznec Forest Trail, new Bliznec parking, and reconstruction of a Bliznec stream, Construction of a new Bliznec forest trail.
Role of NPM	Implementation
Partners	External experts
Period	2024 – 2025
Outcome indicators	Prepared project documentation, Application for the tender of the EU fund for co-financing; Bliznec Forest trail constructed, Bliznec parking arranged, Bliznec stream reconstructed
Cost	40000
Financing options	FZOEU, Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	1.1
Activity	2.2 Monitor the condition of the cable car route (mowing, erosion, waste, visitor safety)
Activity description	To monitor the state of the cable car route, is it mowed, is there an erosion, waste, is it safe for use.
Role of NPM	Supervision
Partners	HŠ, ZET
Period	2024 – 2028
Outcome indicators	Report on the state of the cable car route, use of cable car in number vs. number of the vehicle number in Park
Cost	500
Financing options	Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	1.1
Activity	2.3 Introduce the use of digital technologies in order to reduce the carbon footprint
Activity description	To install cameras, ramps, obstacles, measuring stations in order to reduce the carbon footprint
Role of NPM	Cooperation
Partners	HŠ, ZET, City of Zagreb
Period	2028
Outcome indicators	Number of installed cameras, ramps, obstacles, measuring stations
Cost	16666
Financing options	Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	4.4
Activity	2.4 Continue adapting the infrastructure for people with disabilities
Activity description	To maintain and to add new infrastructure suitable for people with disabilities
Role of NPM	Implementation
Partners	ZET, City of Zagreb, HŠ
Period	2025 – 2028
Outcome indicators	Equipment in operation. CPM's contents and programs adapted to people with disabilities. Installed at least 5 security elements related to digital technologies. Bliznec forest trail in operation for people with disabilities. Administrative building of JU PPM adapted for people with disabilities
Cost	22222
Financing options	Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	4.1, 4.4
Activity	2.5 Introduce online purchase of tickets in CPM
Activity description	To Introduce online purchase of tickets in CPM that would unburden the ticket office, and to enable the visitors to buy their tickets in advance
Role of NPM	Implementation
Partners	External experts
Period	2025
Outcome indicators	Number of purchased tickets
Cost	40000
Financing options	Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	1.3
Activity	2.6 Monitor the number of visitors and implement active visitor management measures
Activity description	To monitor the number of visitors by installed counters, and to conduct survey of visitors
Role of NPM	Implementation
Partners	ZET, Local community, Stakeholders, Tourist boards
Period	2024 – 2028
Outcome indicators	Number of visitors at locations with installed counters. Every year, data is collected on the number of visitors who come by cable car. Created survey questionnaire. At least 300 visitors were surveyed
Cost	5000
Financing options	Own revenue, state budget

Objective 2:	Visits management
ECST Key actions	4.1, 4.3
Activity	2.7 Encourage the development of a network of bicycle paths and routes that are connected with the Park's surroundings
Activity description	To encourage local community and bike associations to develop a network of cycle paths and routes which are connected with Parks surroundings
Role of NPM	Encourage
Partners	Local community, Croatian bike association, Tourist boards
Period	2024 – 2028
Outcome indicators	Held at least 10 meetings Construction of 1 new cycling route has begun. Integrated at least 1 cycling route.
Cost	5000
Financing options	Own revenue, state budget, tourist boards

Objective 2:	Visits management
ECST Key actions	4.2
Activity	2.8 Encourage mountaineers to maintain trails
Activity description	To encourage mountaineers through meeting to maintain the trails (so that every trail has a proper signalisation)
Role of NPM	Encourage
Partners	HPS, JLS, City of Zagreb, HŠ
Period	2024 – 2028
Outcome indicators	Held at least 10 meetings.
Cost	2500
Financing options	Own revenue, state budget, tourist boards

Objective 2:	Visits management
ECST Key actions	1.2, 1.3
Activity	2.9 Encourage sports, recreational and health activities
Activity description	To encourage sports, recreational and health activities in the Pak and to distribute them around the Park with concession permits
Role of NPM	Encourage
Partners	HPS, JLS, City of Zagreb, tourist boards, HSS, Sljeme Ski resort, tourist agencies
Period	2024 – 2028
Outcome indicators	Held at least 8 events. At least 8 concession approvals issued.
Cost	1500
Financing options	Own revenue, state budget, tourist boards

Objective 2:	Visits management
ECST Key actions	5.4
Activity	2.10 Upgrade and improve the offer of content/programs in existing and new locations
Activity description	To upgrade and improve the offer of content/programs in existing and new locations in cooperation with educational institutions
Role of NPM	Implementation
Partners	JLS, tourist boards, educational institutions
Period	2026 – 2028
Outcome indicators	Developed at least 1 new program. Improved at least 1 existing program.
Cost	9000
Financing options	Own revenue, state budget, tourist boards

Objective 2:	Visits management
ECST Key actions	6.2, 6.3
Activity	2.11 Systematically develop cooperation with the City of Zagreb, the holder of development projects (Urban Agglomeration, Zagreb Plan, etc.)
Activity description	Preparation of studies for better traffic solutions, arrangement of parking lots outside the protected area
Role of NPM	Cooperation
Partners	City of Zagreb, science community, stakeholders
Period	2024 – 2028
Outcome indicators	4 meetings held; one project realized
Cost	250000
Financing options	City of Zagreb

Objective 2:	Visits management
ECST Key actions	4.1
Activity	2.12 Maintain visitor signalization and related infrastructure
Activity description	To maintain visitor signalization and related infrastructure that are distributed around the Park
Role of NPM	Implementation
Partners	JLS, MINGOR, External experts
Period	2024 – 2028
Outcome indicators	Replaced at least 5 signals and ramps. Installed at least 5 new signals. Equipment and infrastructure in operation. Conducted at least 10 tests and certificates.
Cost	20000
Financing options	Own revenue, state budget

Objective 3:	Communication with stakeholders
ECST Key actions	6.2, 7.1, 7.2
Activity	3.1 Encourage conservation, sustainable use and management in order to preserve traditional agricultural production
Activity description	Through branding ensure the existence of small traditional agricultural farms
Role of NPM	Supervision
Partners	Ministry of Agriculture, APPRRR, DGU, OPG, crafts, landowners
Period	2026 - 2028
Outcome indicators	Held at least 3 meetings Awarded at least 10 logos and slogans to OPGs for the preservation of traditional agricultural production
Cost	6333
Financing options	Own revenue, state budget

Objective 3:	Communication with stakeholders
ECST Key actions	5.1, 5.4
Activity	3.2 Continuously raise public awareness of the area's values and increase the recognizability of the Park through localities of special importance for PINPM
Activity description	Through education of visitors in Parks locations (Medvedgrad, Zrinski mine, Veternica Cave) raise awareness of Parks importance. Connecting with tourist agencies and connecting facilities of importance in order to extend the stay of tourists in the Medvednica Nature Park.
Role of NPM	Implementation
Partners	Tourist board, external experts, media
Period	2024 – 2028
Outcome indicators	The number of recorded visitors at locations of special importance (CPM, RZ, ŠV)
Cost	10000
Financing options	Own revenue, State budget, Donations

Objective 3:	Communication with stakeholders
ECST Key actions	5.1, 5.2, 5.4
Activity	3.3 Carry out presentation and interpretation activities of natural and cultural values of the area
Activity description	Hold the 2 nd Medvednica Green Touch conference (Zeleni dodir Medvednice, conference that is held every three years), hold presentations at colleges, schools, events
Role of NPM	Implementation
Partners	MINGOR, Tourist board, JLS, media, science and educational institutions
Period	2024 – 2028
Outcome indicators	Number of participants in the trainings Photo documentation from the held trainings
Cost	25000
Financing options	Own revenue, state budget, donations

Objective 3:	Communication with stakeholders
ECST Key actions	5.1, 5.2
Activity	3.4 Continuously mark important dates for natural and cultural heritage protection
Activity description	To appropriately mark important dates for natural and cultural heritage protection by organizing an event or posting a media announcement
Role of NPM	Implementation
Partners	Tourist board, JLS, media, science and educational institutions, NGO, MINGOR, JU, JLS
Period	2024 – 2028
Outcome indicators	At least 3 important dates are marked
Cost	30000
Financing options	Own revenue, state budget, donations

Objective 3:	Communication with stakeholders
ECST Key actions	5.1, 5.2, 5.4
Activity	3.5 Establish a local network of collaborators for the implementation of educational programs
Activity description	By involving stakeholders, expand the educational programs of the Park
Role of NPM	Cooperation
Partners	External experts, stakeholders
Period	2024 – 2028
Outcome indicators	Held at least 10 workshops on the implementation of educational programs. At least 20 stakeholders are involved in the implementation of educational programs.
Cost	4444
Financing options	Own revenue, state budget, donations

Objective 3:	Communication with stakeholders
ECST Key actions	3.1, 5.2
Activity	3.6 Educate visitors and the public about the harm of dumping waste in nature with the aim of effective waste management
Activity description	By involving stakeholders and visitors, conduct cleaning actions
Role of NPM	Implementation
Partners	MINGOR, DIRH, Stakeholders, JLS, ZG Holding, communal security, media
Period	2024 – 2028
Outcome indicators	Outcome indicators
Cost	Cost
Financing options	Financing options

Objective 3:	Communication with stakeholders
ECST Key actions	5.2
Activity	3.7 Inform visitors in a timely manner about difficult visiting conditions
Activity description	Posting an announcement on FB, webpage and other ways of communications
Role of NPM	Implementation
Partners	ZET, HC, County roads, HŠ, DVD, USO, media
Period	2024 – 2028
Outcome indicators	A minimum of 5 notifications per year available to the public
Cost	8000
Financing options	Own revenue, state budget, donations

Objective 3:	Communication with stakeholders
ECST Key actions	10.1, 10.2, 10.3, 10.4
Activity	3.8 Maintain partnership with the EUROPARC Federation
Activity description	Meetings, communication and visit another Charter area, attendance to EUROPARC conferences
Role of NPM	Implementation
Partners	MINGOR, EUROPARC, Stakeholders forum, JLS, Stakeholders
Period	2024 – 2028
Outcome indicators	Number of Forum meetings held. Prepared strategy, action plan and other requested documents. Recertification performed.
Cost	10000
Financing options	Own revenue, state budget, donations

Overview of the sustainable tourism action plan

Activity	Period	Responsibility	Partners
Objective 1: Protection of natural and cultural values			
1.1 Renovate and/or build the infrastructure of the Zrinski Mine and the surrounding area	2024	PINPM	External contractors, FZOEU, RGN
1.2 Continuously maintain the infrastructure in facilities managed by NPM (Zrinski mine and surrounding area, Veternica, CPM, Bliznec)	2024 – 2028	PINPM	RGN, External experts
1.3 Create project documentation for the Bliznec Forest Trail project (Bliznec Forest Trail, Bliznec Info Center, Bliznec Stream) and implement the Bliznec Forest Trail Project (Bliznec Forest Trail, Bliznec Info Center, Bliznec Stream)	2024 – 2025	PINPM	External experts
1.4 Create documentation for the construction the Medvedgrad promenade with associated elements and construct the Medvedgrad promenade with associated elements	2024 – 2025	PINPM	External experts
Objective 2: Visits management			
2.1 Monitor traffic pressure in the PU 5000 area with an emphasis on the Peak Zone	2024 – 2028	PINPM	ZET
2.2 Monitor the condition of the cable car route (mowing, erosion, waste, visitor safety)	2024 – 2028	PINPM	HŠ, ZET
2.3 Introduce the use of digital technologies in order to reduce the carbon footprint	2028	PINPM	HŠ, ZET, City of Zagreb
2.4 Continue adapting the infrastructure for people with disabilities	2025 – 2028	PINPM	ZET, City of Zagreb, HŠ
2.5 Introduce online purchase of tickets in CPM	2025	PINPM	External experts
2.6 Monitor the number of visitors and implement active visitor management measures	2024 – 2028	PINPM	ZET, Local community, Stakeholders, Tourist boards
2.7 Encourage the development of a network of bicycle paths and routes that are connected with the Park's surroundings	2024 – 2028	PINPM	Local community, Croatian bike association, Tourist boards
2.8 Encourage mountaineers to maintain trails	2024 – 2028	HPS	HPS, JLS, City of Zagreb, HŠ

2.9 Encourage sports, recreational and health activities	2024 – 2028	PINPM	HPS, JLS, City of Zagreb, tourist boards, HSS, Sljeme Ski resort, tourist agencies
2.10 Upgrade and improve the offer of content/programs in existing and new locations	2026 – 2028	PINPM	JLS, tourist boards, educational institutions
2.11 Systematically develop cooperation with the City of Zagreb, the holder of development projects (Urban Agglomeration, Zagreb Plan, etc.)	2024 – 2028	PINPM	City of Zagreb, science community, stakeholders
2.12 Maintain visitor signalization and related infrastructure	2024 – 2028	PINPM	JLS, MINGOR, External experts

Objective 3: Communication with stakeholders

3.1 Encourage conservation, sustainable use and management in order to preserve traditional agricultural production	2026 - 2028	PINPM	Ministry of Agriculture, APPRRR, DGU, OPG, crafts, landowners
3.2 Continuously raise public awareness of the area's values and increase	2026 - 2028	PINPM	Tourist board, external experts, media
3.3 Carry out presentation and interpretation activities of natural and cultural values of the area	2024 – 2028	PINPM	MINGOR, Tourist board, JLS, media, science and educational institutions
3.4 Continuously mark important dates for natural and cultural heritage protection	2024 – 2028	PINPM	Tourist board, JLS, media, science and educational institutions, NGO, MINGOR, JU, JLS
3.5 Establish a local network of collaborators for the implementation of educational programs	2024 – 2028	PINPM	External experts, stakeholders
3.6 Educate visitors and the public about the harm of dumping waste in nature with the aim of effective waste management	2024 – 2028	PINPM	MINGOR, DIRH, Stakeholders, JLS, ZG Holding, communal security, media
3.7 Inform visitors in a timely manner about difficult visiting conditions	2024 – 2028	PINPM	ZET, HC, County roads, HŠ, DVD, USO, media
3.8 Maintain partnership with the EUROPARC Federation	2024 – 2028	PINPM	MINGOR, EUROPARC, Stakeholders forum, JLS, Stakeholders

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- Pravilnik o zaštiti i očuvanju parka prirode »Medvednica«, Narodne novine 17/21 (*Rulebook on the protection and preservation of NPM*)
- Studija upravljanja posjetiteljima Parka prirode Medvednica, Zagreb 2020. (*Visitors management study*)
- Prostorni plan Parka prirode Medvednica, Zavod za prostorno uređenje Grada Zagreba, 2014. (*Spatial plan*)
- Strategija i akcijski plan zaštite prirode Republike Hrvatske za razdoblje od 2017. do 2025. godine, Narodne novine 72/17 (*Strategy and action plan for nature protection of the Republic of Croatia*)
- Strategija održivog turizma do 2030. godine Narodne novine 2/03 (*National Development Strategy of the Republic of Croatia until 2030*)
- Studija zaštite kulturnih dobara, Gradski zavod za zaštitu spomenika kulture i prirode, Zagreb, 2003. (*Study of the protection of cultural assets*)
- Uredba o osnivanju Javne ustanove Park prirode Medvednica, Narodne novine 118/98 (*Establishment Regulation of PINPM*)
- Zakon o proglašenju Parka prirode Medvednica, Narodne novine 24/81 (*Law on Proclamation of MNP*)
- Zakon o zaštiti prirode, Narodne novine 80/13, 15/18, 14/19, 127/19 (*Nature Protection Act*)