

# SHARE – SIBENIK ACTION PLAN

City of Šibenik – Petar Mišura

## City of Šibenik

- First mentioned in 1066
- Venetian rule 400 years
- Oldest native Croatian city
- Large historic centre , 20 churches, 4 fortresses, two UNESCO sites and two national parks
- Recognized for cultural heritage management



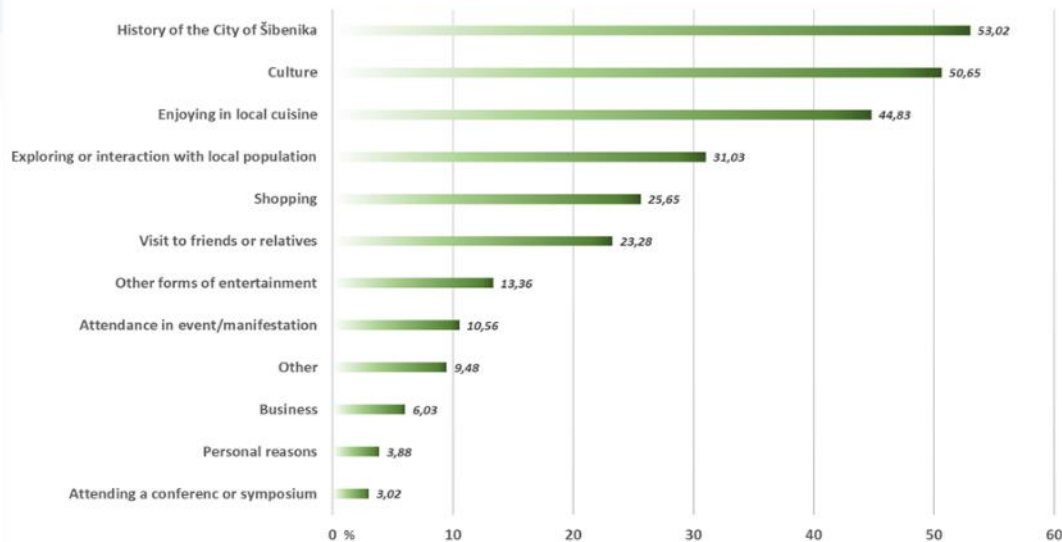
## City of Šibenik – Industrial → Tourism



## City of Šibenik – Industrial → Tourism



# Šibenik – Cultural Heritage



# Šibenik – Cultural Heritage



## WHY SHARE?



# SHARE First two years

Collecting documents

SWOT

Benchmarking

B to B meetings

Workshops

Experts

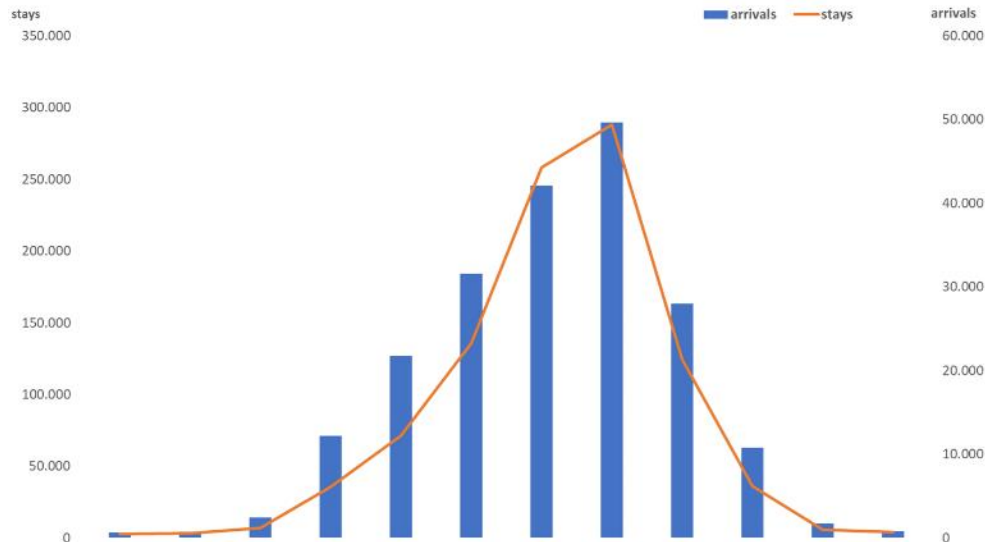
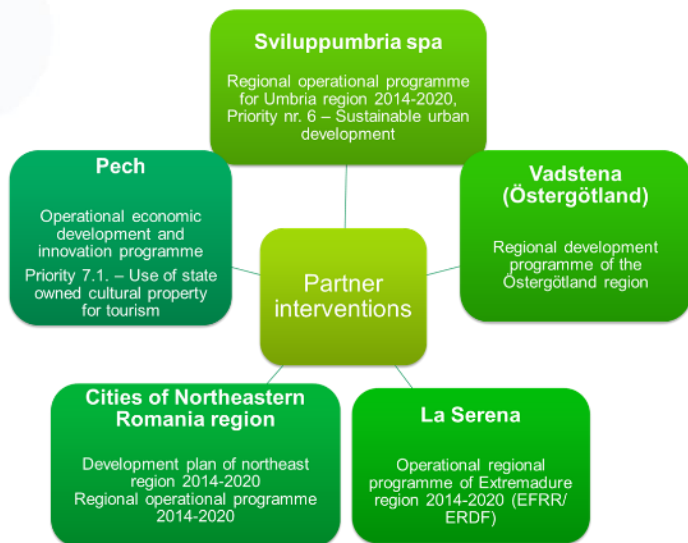
Partners interventions

Per review





# SHARE First two years



# SHARE First two years



ACTIVITIES	INDICATORS	TARGET VALUES
1.1. Design of a meaningful tourism product – cultural tourism of the historic city core	At least one guided tour for three anticipated tourism products (proofs: photographs, agency offers or media coverage)	3
1.2. Development of an innovative tourism signalisation system	Designed book of graphic standards published on the city's website	1
	Innovative signalling system developed through digital media (Google maps or social networks)	1
2.1. Establishment of a coordinating body responsible for the planning of underground infrastructure in historic core	Established coordinating body (proof: minutes, signature list)	1
2.2. Program of incentives to the permanent residents for the restoration of facades, doors and windows	A tender for restoration of facades or external carpentry has been published on the city's website and conducted	1
	Press conference held	1
	Created report of conducted tender	1
3.1. Development of city documents with stimulating measures for the functional revitalisation of the historic city core	Amendments to the Order concerning the signs and urban equipment published in the Official Gazette of the City of Šibenik	1
	Adoption of the Order on the use of public spaces (publication in the Official Gazette of the City of Šibenik)	1
3.2. Fostering of communication with the residents and SME	number of printed or number of downloaded thematic brochures on maintenance, renovation and use of the buildings and building elements in the city core from the Šibenik city website	100



# SHARE –SIBENIK ACTION PLAN



## Goal 1:

Development of innovative cultural tourism

## Goal 2:

Renovation of the historic city core

## Goal 3:

Functional revitalization of the historic city core

### Activity 1.1.

Shared design of a coherent cultural tourism product for the historic city core

### Activity 1.2.

Development of an innovative marketing of the cultural tourism

### Activity 1.3.

Development of an innovative tourism signalisation system



Activity 2.1.  
Planning of the underground municipal infrastructure

Activity 2.2.  
Renovation of the facades



Activity 3.1.  
Incentives for the functional revitalisation of the historic city core

Activity 3.2.  
Fostering of communication with the residents and SME



# LAP experiences

Stakeholders – first passive then proactive

Lack of documents

Different terminology and laws

Tourism is growing, why change things?

Infrastructure first!

Indicators and evaluation - Achilles' heel

## LAP SIBENIK CONTENTS

1.	INTRODUCTION	
2.	PROBLEM IDENTIFICATION	
2.1.	SHORT SITUATION ANALYSIS AND IDENTIFICATION OF THE MOST RELEVANT PROBLEMS	
2.2.	EXCHANGE OF EXPERIENCES WITH PARTNERS	
2.2.1.	Cities in Umbria region	
2.2.2.	Vadstena (Östergötland)	
2.2.3.	La Serena	
2.2.4.	Cities of the North-eastern Romania region	
2.2.5.	Pecs	
3.	STRATEGIC GUIDELINES OF THE CITY OF ŠIBENIK	
3.1.	CURRENT STRATEGIC GUIDELINES	
		3.1.1. Šibenik City Development Strategy
3.1.2.	Strategy For Development Of Innovative Tourism Of The City Of Šibenik	
3.1.3.	Urban development plan	
3.1.4.	Other relevant strategic documents	
3.2.	PROPOSED CHANGES IN THE STRATEGIC DETERMINATION OF THE CITY OF ŠIBENIK	
4.	INTERVENTION PROPOSAL FOR SOLVING PROBLEMS	
4.1.	REVIEW OF PARTNER INTERVENTIONS	
4.1.1.	Cities in Umbria region	
4.1.2.	Vadstena (Östergötland)	
4.1.3.	La Serena	
4.1.4.	Cities of the North-eastern Romania region	
4.1.5.	Pecs	
4.2.	DEFINING INTERVENTIONS FOR SOLVING PROBLEMS	
5.	STAKEHOLDER INVOLVEMENT	
6.	GOALS	
7.	IMPLEMENTATION ACTIVITIES	
8.	RISK ASSESSMENT	
9.	MONITORING AND EVALUATION	
10.	LITERATURE AND SOURCES	

## SHARE – SIBENIK

### What's left

- Design of a meaningful tourism product – cultural tourism of the historic city core
  - a) Dark side of Šibenik - DONE
  - b) Nikola Tesla – In progress
  - c) Bravos GOT - planned in 2020
- Development of an innovative tourism signalisation system – planned in 2020



## SHARE – SIBENIK

### What's left

- Establishment of a coordinating body responsible for the planning of underground infrastructure in historic core – Partially DONE
- Program of incentives to the permanent residents for the restoration of facades, doors and windows – DONE
- Development of city documents with stimulating measures for the functional revitalisation of the historic city core – in progress
- Fostering of communication with the residents and SME –planned 2020

# Thank you

[www.sibenik.hr](http://www.sibenik.hr)

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