

“Regional Program for Beach Management in the Primorje-Gorski Kotar County”

/ Primorje – Gorski Kotar County (Croatia)



Description of the good practice

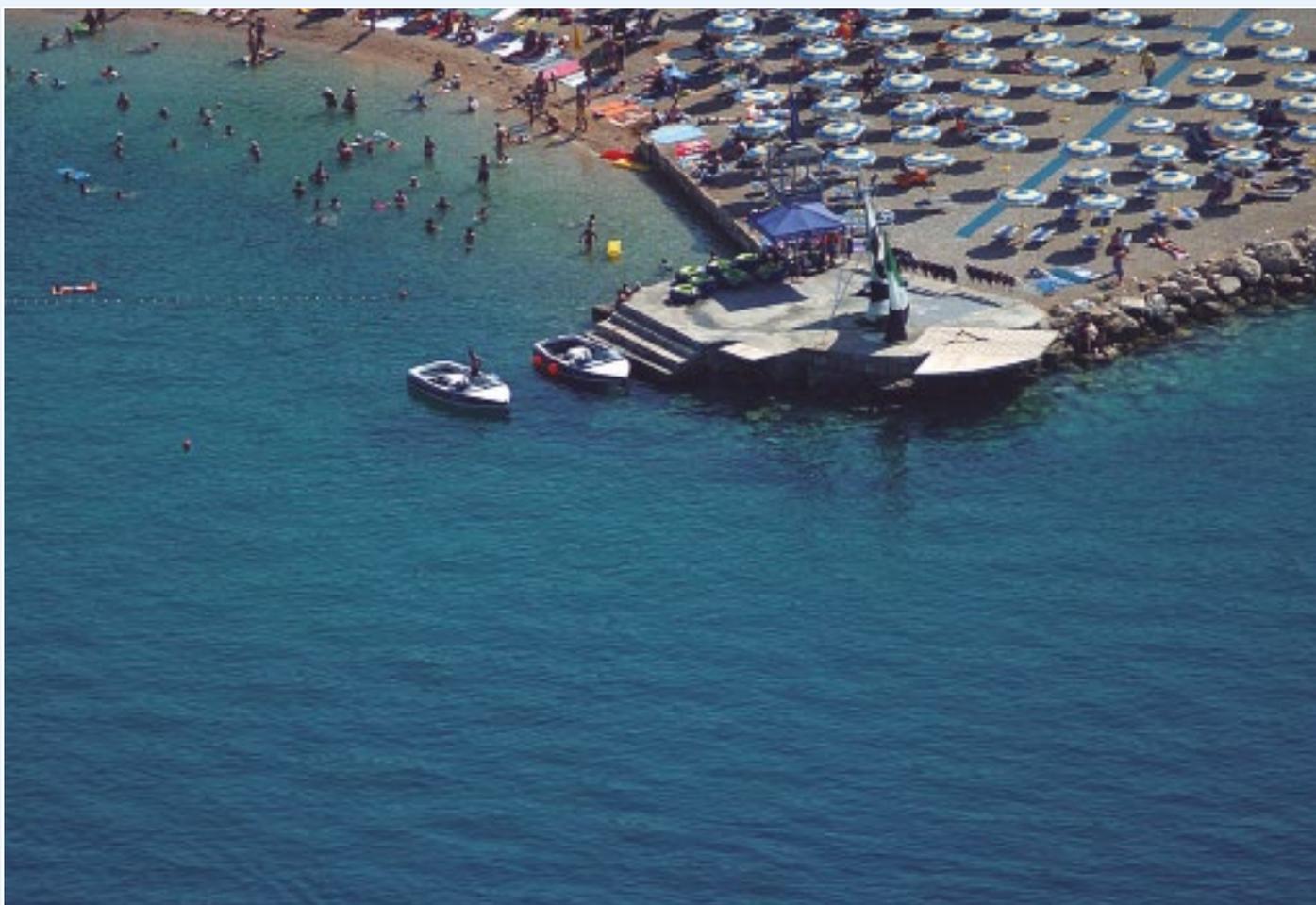
Beaches are one of the most significant coastal resources with great recreational and economic potential. During the season, they are in focus of tourist interest, making them the most commonly used space in the tourist destinations. Beaches are one of the key motives of tourist arrivals in Primorje-Gorski Kotar County, so rising their attractiveness while taking care of long-term sustainability and protection is one the key issues. Therefore it is crucial to establish a quality beach management system by which the adoption of Regional Program for Beach Management in 2015 represents a crucial step.

According to the Programme, Primorje-Gorski Kotar County has 406 beaches as defined by a spatial planning document. While this resource represents a high and diverse attraction based on the beauty of locations, purity of the sea, security and accessibility, there are many elements that need to be improved. They are mostly related to infrastructure interventions such as access, parking and sanitary conditions in some cases, as well as a number of unused opportunities for raising the quality of tourist offer, introduction of various recreational contents, and stronger profiling of offers to specific target groups of guests.

The challenge is also the seasonal feature of tourism in Primorje-Gorski Kotar County, which results in problems of overcrowding

and noise at the peak of the season, making the beaches in some destinations lose part of their attractiveness. It is a high-value resource from the aspect of natural, social, economic and recreational potential. In order to make beaches a function of tourist offer and positioning of tourist destination on the tourist market, and to make the tourist product of the destination more attractive, it is necessary to enrich the beach offer according to the wishes of the market segments while respecting the principles of sustainable development.

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Results

The Regional Program for Beach Management aims to improve the quality of beaches in Primorje-Gorski Kotar County by intensifying activities at the regional and local level by defining the needs of local communities, developing and implementing beach management plans with organizational support.

Location

Primorje-Gorski Kotar County.

Further information

<https://www2.pgz.hr/doc/dokumenti/2018/03-Regionalni-program-uredjenja-i-upravljanja-morskim-plazama-PGZ.pdf>