



PILOT ACTION AREA	Medvednica Nature Park, Croatia
REASONS FOR STARTING THE PILOT ACTION	<p>Medvednica mountain presents a valuable area of significant biodiversity but is exposed to many threats due to its immediate vicinity to Croatia's capital, Zagreb. Overload of visitors and vehicles during spring and autumn weekends and winter skiing season cause environmental problems in Medvednica Nature Park. Heavy traffic and lack of parking space block the main road leading to the "peak zone" of the Park, presenting ecological and safety problems, and having a negative impact on visitors' experience of the Park.</p>
MAIN OBJECTIVES	<p>The main objectives of the pilot action are:</p> <ol style="list-style-type: none"> <li>1. contribution to nature conservation by developing a monitoring scheme for the environment, nature and visitors' flow;</li> <li>2. reduction of visitors' pressure in the Park;</li> <li>3. improvement of knowledge and awareness about nature conservation, of both tourists and stakeholders.</li> </ol>
MONITORING TOOLS USED	<p>To reach set objectives, several monitoring activities were implemented:</p> <ol style="list-style-type: none"> <li>1. Electronic car counters and video cameras were installed to determine the number of vehicles and the capacity of parking space in the Park;</li> <li>1. In-depth survey on the structure, habits and views was done among visitors and users in the "peak zone" of the Park, especially skiers;</li> <li>2. Monitoring of natural and environmental conditions in the "peak zone" of the Park was done, especially of the northern area of the Park where skiing area is, to define the initial state of the area.</li> </ol>
MEASURES AND ACTIVITIES	<p>The Park management implemented several activities which resulted in defining Sustainable Tourism Action Plan for the Park:</p> <ol style="list-style-type: none"> <li>1. End 2018 car counters and video cameras were installed at the main roads to the "peak zone" and skiing area of the Park, and video cameras on the main parking spots and on the busiest intersection in the pilot area. Obtained data are used to define measures for the reduction of traffic congestions during winter season in the "peak zone" of the Park and to define possible solutions for safe traffic.</li> <li>2. Beginning 2019 in-depth survey was conducted. It included quantitative and qualitative research on types of visitors, their habits, opinions, the way, frequency and reason for visiting the Park. Constant monitoring of tourism flow is conducted.</li> <li>3. Results of the in-depth study were analysed and discussed with relevant stakeholders during workshop. The aim of the workshop was to develop the 5-year Sustainable Tourism Action Plan of the Park, with an emphasis on defining the role of individual stakeholders (institutions), identifying problems and possible solutions and ultimately proposing specific measures and activities.</li> </ol>



	<p>4. Measures for the preservation of a good condition of the protected area, especially of the "peak zone", were defined based on results and analysis of the monitoring of natural and environmental conditions in the area.</p>
<p>USE OF ACQUIRED DATA</p>	<p>Data obtained from the monitoring of the number of vehicles in the Park and parking space capacity was used to define measures for restricting and improving traffic in the Park and to overall improve touristic flow and visitors' experience of nature in the Park.</p> <p>The results obtained from visitors in depth study are very interesting, especially for the future management for PA. Visitors are prepared to pay for parking area and are aware of the possible loss of the valuables of PA due to the traffic overloads and touristic pressures (97% percent of them think Medvednica need protection from negative impact).</p> <p>Medvednica Nature Park is a part of the ecological network Natura 2000 and continuous monitoring of habitats and species in the Park is very important for keeping the good condition of the nature and environment of the complete ecological network.</p>
<p>CONCLUSION</p>	<p>Planning activities together with stakeholders is the most valuable part of the CEETO project for Public institution Nature Park Medvednica because all parties share the same goal to protect nature and the environment. Stakeholders are involved continuously in all important developmental and management processes.</p> <p>From more technical side, it is advisable to dedicate some time to solving technical problem with the equipment (defining the spot, signal strength, etc) and future modifications due to possible changes of conditions and situation in the field.</p>