

ACTION PLAN FOR THE DEVELOPMENT OF BICYCLE TOURING IN THE CROSS-BORDER REGION

EV13 is the missing section: Filling the gap – completion of the cross-border part of the EuroVelo13 route between Drávatamási and Virovitica

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Contracting Authority: Tourist Board of the Virovitica-Podravina County

For the Contracting Authority: Josip Mikolčić, Assistant Director

Creation of the Action Plan: College for Management in Tourism and Informatics in Virovitica

Project Manager and Action Plan Editor: Božidar Jaković, Graduated Economist

Associates: Juraj Randelj, Graduated Economist, Assistant Manager,

Dejan Tubić, PhD

Irena Bosnić, PhD

Rikard Bakan, Graduated Economist

Martina Budiša, Graduated Economist

Igor Dragojević, Bachelor of Economics

Daria Marković, Bachelor of Economics

Proofreading: Ivana Vidak, Graduated Librarian

¹ In this action plan, cross-border region refers to the area of the Virovitica-Podravina County in the Republic of Croatia and the area of the Town of Barcs in Hungary

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LIST OF ABBREVIATIONS

AP	Action plan
BK	Biking club
CzP	Visitor centre
D	State road
DRAFT	Draft d.o.o. for the promotion of economic development, counselling, representation and tourist agency
ECF	European Cyclists' Federation
EU	European Union
EV	EuroVelo
EV13 GAP	EV13 GAP 'Filling the gap – completion of the cross-border section of EuroVelo13 between Drávatamási and Virovitica'
Ft	Hungarian forint
GRAS	Development Agency of the Town of Slatina
HGSS	Croatian Mountain Rescue Service
IRTA	Istrian Tourism Development Agency
JLRS	Local and regional self-management units
JU	Public institution
KEKS	Expedition and sports club
LC	Local road
MNV.	Meters above sea level
MTB	Mountain bike
MUP	Ministry of the Interior
OP	Operational plan
PBS	Pannonian cycling trails
PP	Nature park
RA VIDRA	'Vidra' Development Agency; Regional Development Agency of the Virovitica-Podravina County
RD	Recreational society
RH	Republic of Croatia
RSR	Regional Status Report Iron Curtain Trail project SEE/D/0081/3.1/X – Development Agency North – DAN
SEO	Search engine optimization
TZ	Tourist Board
UCI	Union Cycliste Internationale
UEC	Union Européenne de cyclisme; European Cycling Union
UNWTO	World Tourism Organization
VIROVITICA-PODRAVINA COUNTY	Virovitica-Podravina County
VŠMTI	College for Management in Tourism and Informatics in Virovitica
VTA	Development Agency VTA (Virovitica)
XC	Cross Country (a discipline in mountain biking)
ŽC	County road

1. INTRODUCTION

The Action Plan for the development of bicycle touring in the cross-border region was created as the result of the implementation of the EU project EV13 missing section: Filling the gap – completion of the cross-border section of the EuroVelo13 route between Drávatamási and Virovitica, co-financed by the European Fund for Regional Development through the Cross-Border Cooperation Programme Hungary-Croatia 2014-2020 - INTERREG V-A. The financing of these projects, which will support the further growing trend in bicycle touring development, will support also the implementation of global sustainable development goals, i.e. the implementation of the United Nations Programme 2030 for sustainable development to which, according to Pavić Rogošić (2015), the EU has committed itself.

Cyclotourism as a special form of tourism is growing on the tourist market² (Picket et co., 2013; Faulks et co., 2006; Lumsdon, 2000). The growth of cyclotourism is primarily impacted upon by the current trends in the tourism demand for an active vacation and stay in the nature, as well as the trend of an ever-greater inclusion of bicycles while staying at the destination. Additional strength of cyclotourism is provided by the universal care for the environment, i.e. the trend in increasing the use of bicycles as an eco-friendly means of transportation, but also the increasing trend in caring for one's health. In such circumstances, it is ever more likely that the destinations with preserved nature and environment and valuable cultural and historic heritage and other suitable natural features will be able to cash on the fast expansion of cyclotourism if they appropriately adjust to the needs of the cyclotourist market (infrastructurally, superstructurally, in terms of marketing and in particular by creating attractive cyclotourist products).

Since the Action Plan (AP) is directed towards the development of cyclotourism on the territory of two neighbouring countries, it is necessary to take into account the wider context within which cyclotourism is developing. In this context, the basis for the development of international cyclotourism is represented by EV routes³, initiated by the European Cyclists' Federation. Out of the total 15 EV routes, three pass through the territory of the Republic of Croatia and Hungary. One route passing along the Croatian-Hungarian border, mostly along the Drava river, is route EV13 representing the greatest potential for the development of cyclotourism in this region. The route passes along the border of the former Iron Curtain, i.e. the borderline that divided Europe into two political blocks, and through 20 European countries, through 14 UNESCO World Heritage sights and three European seas. AP activities are primarily directed at promoting cyclotourism along this route and then at improving the other routes of the region and their connectedness with EV13 route.

The main hindrances for a more intense cyclotourism development of the observed region are equal to those established in the AP for the development of cyclotourism in Croatia (small number of especially built cycling trails, poor maintenance and routing of the

² Cyclotourism shows positive development in economic, social and ecological terms. More details at the European Cycling Lexicon website, available at: <https://www.eesc.europa.eu/glossaries/glossary/european-cycling-lexicon/page/some-cycling-statistics> (26/10/2018)

³ EV is the European cyclist route network with 15 long cycling routes linking and connecting the entire European continent. More details on the official EV website, available at: <http://www.EV.com/en> (29/10/2018)

existing trails and disconnectedness and discontinuity of individual cycling path sections). Moreover, there is also a lack of accommodation facilities (in particular those that are specialised and adjusted to cyclotourists) and other tourism products and services, as well as their connectedness through the cycling infrastructure (presence and connectedness along the routes). Apart from the insufficient level of adjustment and quality of the cyclotourism product that is still lagging behind the competing destinations in the region, hindrances to a more intensive development are also the poor organisation of cyclotourism in the field and insufficient communication with the target markets, primarily on the territory of the Town of Barcs, where the development of cyclotourism has been left to chance and enthusiasm of a few individuals.

Since the Virovitica-Podravina County as well as the neighbouring cross-border area of the Town of Barcs are abundant in the specificities of the natural and cultural heritage, with appertaining anthropogenic resources and attractions, it will take coordinated action to improve the segment of the newly created facilities and infrastructure for the development of cyclotourism, connecting the existing and newly created content into one integral tourism unit. In parallel with the establishment of a high-quality starting base for the development of cyclotourism (cycling infrastructure and superstructure), it is essential to start with continuous communication activities towards the target demand markets (directly or by hiring intermediaries). The Town of Barcs must put in more effort in the organisation of cyclotourism and communication among the participants of development.

AP was made for the period until 2023. The implementation time frame is defined pursuant to the European and national strategic and financial frameworks in effect until 2020. Since the development of this area is financially mostly leaning on grants from the European and national funds, the period of the validity of the AP shall be expanded for three years with regard to the possibility for the implementation of potential contracted projects.

1.1. Purpose and Goals of the Action Plan

Apart from being created for the needs of achieving the set project activities within the EV13 GAP project, AP's main purpose is to improve the existing condition and position of cyclotourism of the cross-border area of the Virovitica-Podravina County and the Town of Barcs, primarily along the EV13 route passing and connecting the said cross-border regions. AP goals (Image 1) are directed at three main areas that further represent the framework for the definition of the programme, measures and activities in the promotion of cyclotourism.

Image 1 Action Plan Goals



Source: Created by author

The goals defined in the Action Plan are in correlation with the goals of the national and regional strategic documents in tourism development (Tourism Development Strategy of the Republic of Croatia until 2020, Tourism Master Plan of the Virovitica-Podravina County for the Period 2009-2019, OP (Operational Plan) of the Development of Cyclotourism of the Virovitica-Podravina County 2017-2020, Hungary's National Tourism Development Strategy until 2030, Integrated Urban Development Strategy of the Town of Barcs) and the actual needs for the development of cyclotourism as well as the interests of the local community and the relevant interested stakeholders.

In order to contribute to the implementation of the main purpose of the document and achieve the defined goals, AP contains detailed programmes and measures to be achieved through concrete project activities. As presented in Table 1, the programmes and measures of the AP are directed at lifting the quality of the cycling infrastructure, improving accommodation facilities and other appertaining services, marketing activities and better organisation of cyclotourism through coordinated communication, education and cooperation of stakeholders in the field.

Table 1 Programmes and measures in promoting cyclotourism of the Virovitica-Podravina County and the area of the Town of Barcs

PROGRAMMES	MEASURES
1. Improving the quality of the cyclotourist infrastructure	<ol style="list-style-type: none"> 1. Refurbishment of the existing section and connecting the disconnected parts of the Drava route and the Three River route (EV13) 2. Refurbishment of other cycling routes of the Virovitica-Podravina County and the area of the Town of Barcs 3. Refurbishment of cycling roads 4. Equipping the existing and/or new cycling routes with all the necessary service and informative content 5. Equipping the existing and/or new cycling routes with a uniform cycling and informative tourist signage
2. Development and improvement of service quality	<ol style="list-style-type: none"> 1. Encouraging increase in the number of specialised accommodation facilities for cyclotourists 2. Improvement of hospitality services and encouraging a better presentation of local cuisine 3. Co-financing the participants of the civil society and private sector in dealing with cyclotourism
3. Promotion of marketing activities	<ol style="list-style-type: none"> 1. Development of products 2. Promotion of marketing communication 3. Sales promotion
4. Improvement of the organisation, cooperation and education for the needs of cyclotourism development	<ol style="list-style-type: none"> 1. Establishing a coordinated cyclotourism organisation 2. Education of the local community with the aim of inclusion in the development of cyclotourism

Source: Created by author

It is to be expected that the implementation of the proposed programmes, measures and activities will contribute to a better quality of the cyclotourism product, a greater number of new cyclotourism products formed on the market and to the visibility and availability of the product within the cyclotourism demand. All these effects should generally lead to a greater recognisability of the observed area as a cyclotourism destination along with acquiring sustainable benefits of all the included stakeholders and the community as a whole.

1.2. Approach and Methodology

The baseline in creating the AP is the current status and the target direction and level of development of cyclotourism until 2023, pursuant to the European, national and regional strategic documents (connected with cyclotourism) and actual needs of the said area.

The creation of the AP is divided into several stages within which primary and secondary data were collected and used (in terms of quality and quantity). For the needs of creating the AP, the following activities were undertaken:

- Comprehensive collection, study and selection of secondary data (desk analysis),
- Field visit of specific points in the said area,
- Collection of primary data in workshops, by organising focus groups and by means of interviews.

By using secondary and partly primary data, a detailed analysis of the existing condition in supply and demand was made first with a presentation of relevant international trends. In the analytical part of the AP, SWOT analysis was made for the needs of a summary view of the position and perspective of the development of cyclotourism. With regard to the shortage of certain data from secondary sources, workshops have been undertaken on both sides of the cross-border area with the aim of collecting the necessary information and data on the condition of individual specific cyclotourism areas. Workshops have encompassed the stakeholders possessing specific information and data from the field, such as the representatives of cycling clubs and other associations connected with tourism, accommodation providers and hospitality industry, local and regional self-government units and other JU (for the protected areas and culture), tourism boards, professional associations and other interested stakeholders.

Based on the established condition of cyclotourism development in the said area, a framework was prepared for the collection of primary data with the aim of defining alternative cyclotourism development scenarios, i.e. defining the desired level of cyclotourism development until 2023. The period encompassing the AP implementation was defined pursuant to the valid strategic documents and the current programme period for the financing of projects until 2020. Since the contracted projects until 2020 are being implemented also in the years thereafter, the implementation of AP +3 years is valid (2020+3) in order to fully encompass the realisation of the financial programme period.

By collecting the primary data for the needs of creating concrete programmes, measures and activities were implemented in two stages. The first stage refers to the organisation of focus groups that took place in the Virovitica-Podravina County and the Town of Barcs. The target examinees of the focus groups in the Virovitica-Podravina County were the representatives of BKs, TZs, JLRs, protected areas, development agencies and entrepreneurs in tourism. On the territory of the Town of Barcs, the focus group

examinees were the representatives of the Town of Barcs, members of the Sports Association of the Town of Barcs, individual cyclists and other stakeholders. In stage two, other necessary data from the Croatian and Hungarian participants were collected by means of a standardised form. Moreover, interviews were made with individuals directly involved in the development of cyclotourism in order to clarify in detail the implementation plan for key measures and activities within AP.

After unifying all parts of the AP, a draft document was created and introduced into public discussion. Upon the completion of the public discussion period, amendments of the draft AP were started by considering the received comments and recommendations that were either accepted or rejected, with a detailed explanation of disregarded parts.

1.3. The Main Participants and Organisation of Cyclotourism

By strengthening the trends that had an impact on the increased bicycle use as a means of transport but also as a means of sports and recreation, the primary need occurred for the cycling and other appertaining infrastructure. In order to ensure a high-quality cycling infrastructure network system, the appropriate regulation of the space is necessary in terms of including the cycling infrastructure in space, primarily by coordinated action of the relevant bodies, from the national to the local level. In addition, the potential development stakeholders must be awakened and included with the aim of establishing a network of providers of the necessary products and services, i.e. improving the cyclotourism quality and position. A significant role in the commercialisation of cyclotourism belongs to marketing by means of which the cyclotourist offer must be unified and formed and generally presented on the cyclotourist market. It is necessary to establish and continuously strengthen the cyclotourism support system by increasing the number of the relevant stakeholders and their coordinated cooperation. As far as the said area to which AP refers is concerned, the holders of the development activities within cyclotourism are primarily BKs, tourist boards and JLRS. A detailed overview of the stakeholders who are of major importance for the future development of cyclotourism in this area is presented in Table 2.

Table 2 Major stakeholders in the development of cyclotourism of the Virovitica-Podravina County and the Town of Barcs

Major groups	Individual participants
Cycling clubs	BK Bor, BK Lood, BK Slatina
Tourist boards	TZ of The Virovitica-Podravina County, TZ of the Town of Virovitica, TZ of the Town of Slatina, TZ of the Town of Orahovica, TZ of the Pitomača Municipality, TZ of the Čačinci Municipality, TZ of the Suhopolje Municipality
Local and regional self-government units	Virovitica-Podravina County and all towns and municipalities from the area of the Virovitica-Podravina County, Somogy County, Town of Barcs and municipalities within the Barcs district (Drávatamási, Potony, Szentborbás, Vízvár, Babócsa, Csokonyavisonta)
Development agencies	RA VIDRA, GRAS, VTA, DRAFT d.o.o.

Associations	Sports community of the Virovitica-Podravina County, Sports community of the Town of Virovitica, KEKS, Community of Sports Associations of the Town of Slatina, Community of Sports Associations of the Town of Orahovica, Motiv from Slatina, Orahovica Swimming Club, RD Zeleno srce ('Green Heart') from Pitomača, Sports Association of the Town of Barcs, Tourist Board of Podravina (Hungary)
Public institutions	JU for the management of the protected nature parts and ecological network of the Virovitica-Podravina County, JU Papuk Nature Park, Physical Planning Institute of the Virovitica-Podravina County, County Road Authority of the Virovitica-Podravina County, VŠMTI, Danube-Drava National Park Administration, Water Regulatory Authority of the Southern Transdanubian Region, Entrepreneurial Centre of the Somogy County
Public companies	Hrvatske ceste d.o.o. (Croatian Roads), Ceste d.d. (Roads) Bjelovar, Hrvatske vode, d.o.o. (Croatian Waters), Hrvatske šume d.o.o. (Croatian Forests), Hrvatske željeznice putnički prijevoz d.o.o. (Croatian Railways Passenger Traffic), SEFAG Šumarsko i drvo-prerađivačko d.d. (Forestry and Wood Processing), Hungary Road – Somogy County Administration
Other stakeholders	Hotel Kurija Janković, Pustara Višnjica, Zlatni klas Otrovanec, Nippy Adventures, Helian Natour Kft. Tourist Agency

Source: Created by author

2. ANALYSIS OF THE CONDITION OF CYCLOTOURISM OF THE VIROVITICA-PODRAVINA COUNTY AND THE TOWN OF BARCS

In order for the cyclotourism on the territory of the Virovitica-Podravina County and the Town of Barcs to be able to develop meaningfully, it is necessary to establish which resources necessary for the development of cyclotourism are present in the said area. Following from the above, in the continuation of AP, the overview of the condition of the cyclotourist offer of the Virovitica-Podravina County as well as the overview of the cyclotourist offer of the Town of Barcs will be presented.

2.1. Overview of the Status of the Cyclotourist Offer of the Virovitica-Podravina County

Based on the collected secondary data and data from the field, an analysis of the condition of the cyclotourist infrastructure of the Virovitica-Podravina County was made through a summary overview of the existing cycling route network, signage, safety, accompanying services along sections of the individual routes (stations, rest areas etc.). Furthermore, an analysis of the condition of the accommodation and hospitality industry was made along with the accommodation types and capacity, Bike&Bed accommodation, providing hospitality services and availability of local cuisine and cyclotourism events, happenings and other factors of importance for the cyclotourist offer.

2.1.1. Overview of the Existing Cycling Infrastructure

Based on the terms and definitions brought forward so far in the Operational Plan of cyclotourism development of the Virovitica-Podravina County 2017-2020, it can be concluded that the cycling infrastructure presents one of the most complex and most complicating procedures so that during the construction it is necessary that several professional stakeholders cooperate and coordinate their actions among themselves (from the local to the national level). For the renovation of corridors, such as cycling trails, paths, roads etc., coordination of finances, time, physical planning and the work is necessary. Based on the constructed cycling infrastructure, the social community will be provided with multiple benefits manifesting themselves through the increase in popularity of bicycle touring in the local population, a higher degree of safety of the cyclists in the context of a proper adjustment of the corridor in the strict city centres, intertwined with motorised traffic and a reduction in the number of accidents in which cyclists take part. By meeting these factors on the local and county level, high quality steps will be made towards the development of a certain area as an appropriate cyclotourist destination. In order for a cyclotourism destination to develop properly, it is necessary to develop the cyclotourist offer. The context thus implies the marking of individual routes, creating new products, developing accommodation facilities, creating bike maps and introducing novelties such as bicycle sharing⁴ system.

On the territory of the Virovitica-Podravina County, two EU projects originally took place oriented towards the development of the cycling network, Drava4Enjoy and Bike routes along Drava, by means of which a total of 13 official trails were entered on the territory of the entire Virovitica-Podravina County. The majority of the trails are not marked, except for the Drava route along the very Drava river in the length of 40 km, where the EV13 corridor

⁴ Bicycle exchange system, 'public bike' system.

is also passing. With the help of the projects, the old Janković manor house was also refurbished today serving as high quality accommodation mostly used by cyclists and in the environment of which there are cycling routes from the project. Likewise, rest stops and maps and info tables have been placed. The said trails are presented in Table 3.

Table 3. Bike trail network of the Virovitica-Podravina County (status of 2017)

Name of the route	Length	Intensity	Highest point	Lowest point	Type of trail	Ride time
Along the Drava through the Virovitica-Podravina County – Western Part	43.2 km	light	116 m	103 m	Asphalt 100%	2-3 h
Along the Drava through the Virovitica-Podravina County – Eastern Part	66.65 km	light	129 m	113 m	Asphalt 35% Macadam 65%	3.5-4.5 h
Podravina circle	63.02 km	light	177 m	117 m	Asphalt 92% Macadam 8%	2.5-3.5 h
Path of friendship	14.22 km	light	126 m	113 m	Asphalt 100%	40 min
To Drava and to Bilogora	60.70 km	light	132 m	98 m	Asphalt 92% Macadam 8%	2.5-3.5 h
Drava path	96.27 km	medium	142 m	100 m	Asphalt 74% Macadam 26%	4-6 h
Virovitica path	32.26 km	light	138 m	110 m	Asphalt 100%	1.5-2 h
Slatina path	38.78 km	light	140 m	109 m	Asphalt 100%	2-3 h
From Čačinci to Jankovac by bike	20.87 km	medium	463 m	118 m	Asphalt 77% Macadam 23%	1.5-2.5 h
Along Bilogora to Virovitica	32.33 km	light	165 m	119 m	Asphalt 84% Macadam 16%	1.5-2 h
Across Bilogora and Papuk to Voćin	38.90 km	light	234 m	119 m	Asphalt 100%	2-2.5 h
Along Papuk from Voćin to Orahovica	42.15 km	medium	298 m	126 m	Asphalt 88% Macadam 12%	2.5-3 h

Source: adjusted according to Cikloprom (2017): OP cyclotourism development of the Virovitica-Podravina County. Virovitica: Virovitica-Podravina County, p. 12-13.

Image 2 Cycling route map on the territory of the Virovitica-Podravina County (Drava4Enjoy and Bike routes along Drava)



⁵ VPŽ, Cycling route map on the territory of VPŽ, available at: <http://www.vpz.hr/2014/12/30/u-sklopu-eu-projekata-drava4enjoy-biciklisticke-staze-uz-dravu-u-viroviticko-podravskoj-zupaniji-obiljezeno-vise-od-600-kilometara-biciklistickih-staza/> (14/01/2019)

Based on the drawn primary networks of cyclotourist routes, additional cycling routes were made, of which the following according to the Operational plan of cyclotourism development of the Virovitica-Podravina County⁶ should be mentioned:

- Drava meander route on the section between the Banov brod forest in the north-eastern part of the Pitomača municipality and the town of Kapela Dvor in the Lukač Municipality in the total length of 18 km. The route passes along LC 40003, LC 40007 local roads and county roads ŽC 4003, ŽC 4007, ŽC 4009,
- Put ribiča route (Angler's trail) on the section between the Križnica bridge and the town of Križnica in the Pitomača municipality in the total length of 5.5 km. The route passes along the LC 40004 local road,
- Put salaša route (Grange trail) on the section between the town of Kapela Dvor and Terezino Polje in the Lukač municipality in the total length of 7 km. The route passes along the D5 state road,
- Slatki put route (Sweet trail) on the section between the town of Kapela Dvor in the Lukač municipality and the northern part of the Town of Virovitica (area with the Virovitica sugar factory) in the total length of 4.5 km. The route passes along the D5 state road and the Virovitica town road,
- Slavonski kolaž route (Slavonian collage) on the section between the western part of the Town of Lukač in the Lukač municipality and Budakovačka bara (Budakovac swamps) in the north-eastern part of the Gradina municipality in the total length of 20 km. The route passes along ŽC 4007, ŽC 4005, ŽC 4010 and ŽC 4014 county roads.

Apart from the above-mentioned and planned routes and trails, there are other routes and trails in other areas of the Virovitica-Podravina County. The following are to be singled out:

- Put šarana singletrack trail (Carp's trail) around nine Virovitica ponds, 11.3 km long and 330 m above sea. The Put Šarana cycling route is positioned along the Virovitica ponds that are approximately 7 km away from the very centre of Virovitica, beside the Virovitica-Grubišno Polje main road. Access to the beginning of the trail is simpler after it has been covered in asphalt and due to brown signage along the road. The trail is circular, i.e. two-way, which to the drivers, runners and pedestrians gives the impression of two different trails. In its entire length, Put Šarana is marked by signposts and signalisation so the route can be passed easily,
- On the territory of Pitomača, the Bilogora cycling route was built, 14 km long, passing along the slopes of Bilogora, with several possibilities for the expansion of the trails through interesting vineyards and villages, which is particularly interesting because of the wines that this area has to offer,
- It is necessary to single out also the Bilodrava cycling triangle, from Pitomača via Bilogora to Bjelovar and back to Đurđevac and Pitomača. The Bilodrava cycling triangle encompasses parts of already existing routes (Bilodrava – north and east, Bilogora and the Dravska route). The route can also be a part of an international route, from the Hungarian Lake Balaton to the Lonjsko Polje Nature Park,
- There are several unofficial routes on the territory of Slatina ("Ne dirajte mi ravnicu"/"Do not touch my valley", Slatina Gazebo, Slatina area, XC Bunarić/XC

⁶ Operational plan of cyclotourism development of VPŽ, available at: <http://vpz-hr.s3-eu-west-1.amazonaws.com/wp-content/uploads/2013/10/13210137/OP-VPZ-smanjeno.pdf> (29/10/2018)

well, Podnožjem Papuka/On the foothills of Papuk) and Orahovica (Route no. 1) used by club members,

- On the territory of the Papuk Nature Park, there are nine official routes, mostly of medium difficulty, well maintained yet marked with signs according to the possibilities since the tables are often destroyed and alienated.

Out of the other projects within cyclotourism, EuroVelo 13, Pannonian cycling routes and Amazon of Europe Bike Trail should be singled out.

2.1.1.1. Drava Route

As mentioned earlier, the strongest project so far in the domain of cyclotourism on the territory of the Virovitica-Podravina County is the project 'Drava4Enjoy' EU project. It launched and developed the basic elements of cyclotourism. Cycling trails in the length of 277.45 km were built, of which 43 km are sections of the Drava embankment, which created the Drava cycling route. The 'Drava4Enjoy' project went harmoniously with another (earlier) Drava cycling route project, known as the Drava Route, which has existed since 2002 and is one of the first marked cycling routes in Croatia. The route is marked from the mouth of Mura into Drava (near Legrad) to Pitomača, in the length of 84 km. The rest of the route is not marked (i.e. some parts are marked); in the west, it extends up to the Međimurje County and further to Slovenia, while to the east it goes all the way to Osijek through Pitomača. It should be mentioned that the Drava route is a part of the EV13 corridor, the 'Iron curtain' trail, whereby a part of the EV13 corridor is marked with the designations of the Drava route. (OP of the Cyclotourism Development of the Virovitica-Podravina County 2017). The total length of the Drava route is 111 km in the Virovitica-Podravina County and marked with blue signage. The crown of embankment is built in the following sections: Sopje-Noskovci embankment, 8,286 m long, Županijski kanal embankment (County canal) 3,250 m long, the Terezino Polje-Vrbovka embankment 22,055 m long.

Route EV13 passing through Croatia extends through four counties. According to the "Regional Status Report ON Iron Curtain Trail Project SEE/D/0081/3.1/X – Development Agency North – DAN"⁷ document, EV13 route will mostly pass through the Virovitica-Podravina County along the Drava route as a low intensity asphalted road or offer an alternative section to be subsequently developed and built. The larger part of this route follows from the IPA HUHR 1001 / 1.2.2. / 1002 Bike routes along Drava project and is marked accordingly. The route will be asphalted with low frequency traffic with the exception of one traffic sub-section with high frequency traffic. The Drava4Enjoy (HU-HR IPA CBC) project has completed a part of the missing route between Pitomača (HR) and Barcs (HU).

The suggested route thus continues to the existing Drava route and is marked within the framework of the Drava4Enjoy project. It is mostly asphalted and passes through picturesque villages and towns along the Drava. On the route, there are the basic preconditions for the improvement and development of cyclotourism such as accommodation and hospitality facilities, convenience stores, river crossing points, health services, objects of cultural and historic heritage and basic cycling infrastructure.

⁷ Regional report on the condition – Iron Curtain Trail project, SEE/D/0081/3.1/X – Development Agency North – DAN, 2014

2.1.1.2. EV13 Route – Iron Curtain Trail

The most interesting planned EV route envisaged for certification (will be passing through the Virovitica-Podravina County) is EV13 – the Iron Curtain Trail. The route goes along the border of what used to be the Iron Curtain, i.e. margin line that divided Europe into two political blocks – Eastern European countries headed by the Soviet Union and Western European countries within the US interest group. With a total of 10,400 km, it is the longest of all the EV routes. It passes through 20 European countries, along 14 UNESCO World Heritage Sites and along three European seas.

The route has two official variants for the entry into Croatia. The first one is the border crossing Goričan in Međimurje and the other is the border crossing Gola in Podravina. The route passes through preserved nature and picturesque towns and villages in Međimurje, Podravina and Slavonia along the river Drava all the way to the Town of Donji Miholjac, where it briefly leaves Croatia, and it enters Croatia again at the Baranjsko Petrovo Selo border crossing, from where it passes through the northern part of Baranja; it leaves Croatia in Batina on the Danube. The EV13 section through Croatia is approximately 240 km long. It should be mentioned that there is a possibility of establishing the EV13 route on both sides of the Drava river, i.e. make it going parallelly both on the Croatian and Hungarian side.

Below is a graphical presentation of the EV13 route map – Iron Curtain Trail.

Image 3 EV13 – Iron Curtain Trail



Source: EuroVelo13, www.EV13.com (14/01/2019)

The planned part of the EV13 route passes through a major part of the Virovitica-Podravina County (it starts in the western point of entry into the county close to Pitomača, it goes to Terezino Polje and ends in the village of Ilin Dvor near Čađavica). Below is a graphical presentation of the EV13 route on the way through Croatia showing also the part passing through the Virovitica-Podravina County.

Image 4 EV13 – Iron Curtain Trail (Croatian part)



Source: EuroVelo13, www.EV13.com/stages/hungary-croatia (14/01/2019)

The trail itself is still in the early stage of development and exploitation and is not marked in the field, however, along its route, there are the tables with bike routes along the Drava project. As visible from the legend below Image 4, a part of the route is still under development, a part of the route is developed but the route is still not officially certified or marked on EV tables.

2.1.1.3. Pannonian Cycling Trails

The project titled Pannonian cycling trails is financed within the framework of the cyclotourism development project on the continent in 2018 and its goal is to promote the cyclotourist offer in Continental Croatia. Thanks to the project, a visual standard was made for the marking and future marking of cycling paths on the Virovitica-Podravina County. In 2018, five new paths have been marked and the plan is to increase the number of the marked trails every year. A www.panonske-staze.com destination website and specialised bike maps were created has been created, road and MTB, and translated into English, German and Hungarian, on paper and non-tear material. Moreover, it should be noted that in 2016 the Pannonia-Bilogora recreational MTB marathon event was launched.

The routes included in the Pannonian cycling trails project are presented in the following Table.

Table 4 Routes of the Pannonian cycling trails project

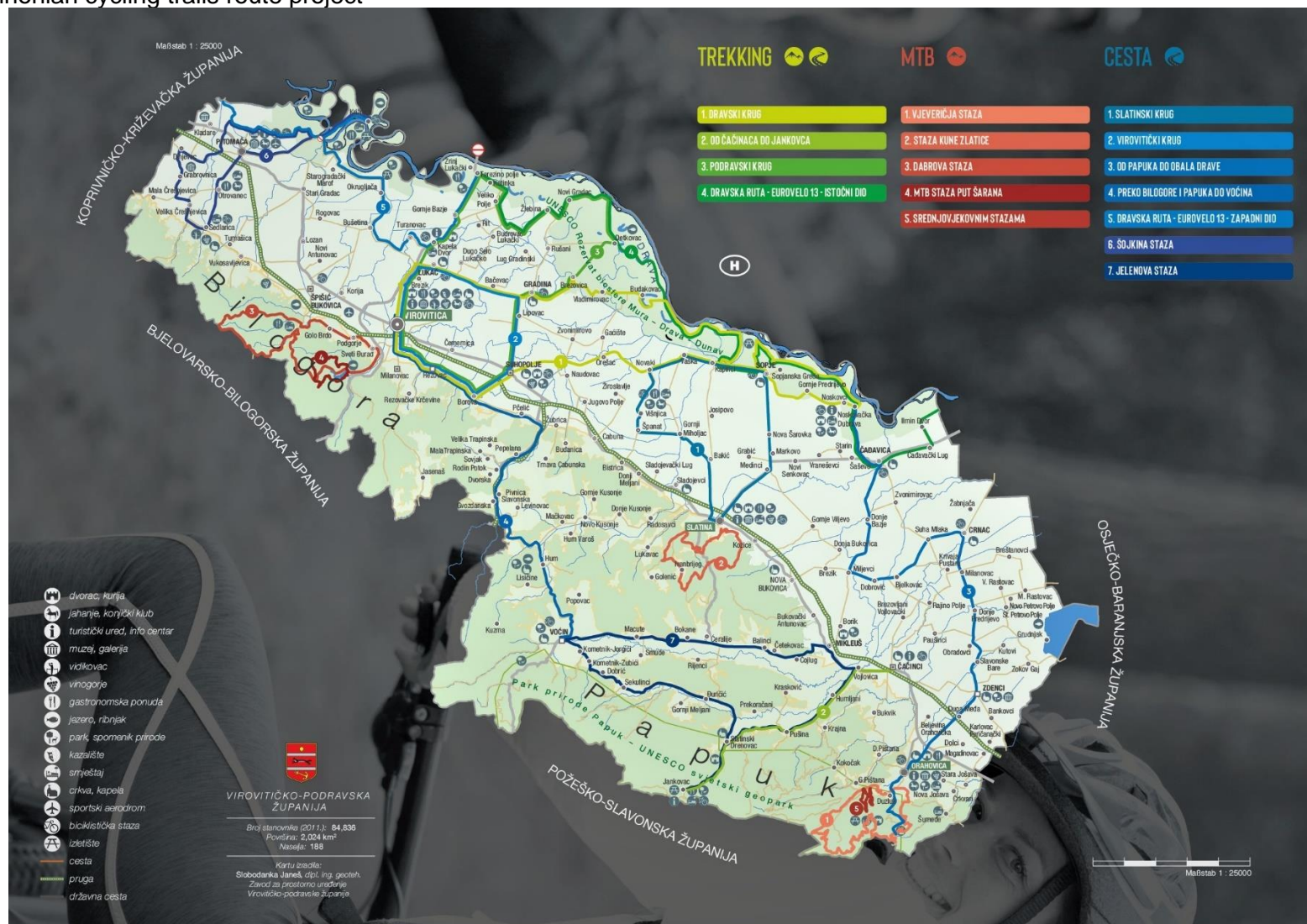
Route name	Length	Intensity	Highest point	Lowest point	Type of trail	Ride time
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Along the Drava through the Virovitica-Podravina County – Western part	44 km	light	116 m	103 m	Asphalt 100%	2-3 h
Along the Drava through the Virovitica-Podravina County – Eastern part	67 km	light	129 m	113 m	Asphalt 35% Macadam 65%	3.5-4.5 h
Podravina circle	64 km	light	177 m	117 m	Asphalt 92% Macadam 8%	2.5-3.5 h
Drava route	97 km	medium	142 m	100 m	Asphalt 74% Macadam 26%	4-6 h
Virovitica path	33 km	light	138 m	110 m	Asphalt 100%	1.5-2 h
Slatina path	39 km	light	140 m	109 m	Asphalt 100%	2-3 h
By bike from Čačinci to Jankovac	21 km	medium	463 m	118 m	Asphalt 77% Macadam 23%	1.5-2.5 h
Across Bilogora and Papuk to Voćin	39 km	light	234 m	119 m	Asphalt 100%	2-2.5 h
From Papuk to the Drava river banks	56 km	light	605 m	114 m	Asphalt 100%	2.5-3 h
Deer Path	67 km	medium	699 m	230 m	Asphalt 100%	3-4 h
Jay Path	43 km	light	165 m	115 m	Asphalt 100%	2-3 h
Carp's Path	12 km	medium	221 m	136 m	Singletrail 85 % Forest path 10 % Macadam 5 %	1-1.5 h
On the mediaeval paths	5 km	medium	352 m	219 m	Soil/Macadam 95% Asphalt 5 %	1 h
Beaver's Path	36 km	medium	125 m	241 m	Soil n/a Asphalt n/a	3 h
Marten's Path	24 km	medium	246 m	130 m	Soil n/a Asphalt n/a	1.5 h
Squirrel's Path	36 km	difficult	699 m	230 m	Soil n/a Asphalt n/a	2 h

Source: adjusted according to the Pannonian cycling trails, <https://www.panonske-staze.com/staze/> (11/01/2019)

As visible from the previous table, the project includes some of the existing routes from the territory of the Virovitica-Podravina County, beside which additional (new) trails will be marked. It should be emphasized that one of the goals of the Pannonian cycling trails project is to unite all the cyclotourist routes on the territory of the Virovitica-Podravina County into a unique system of marked and network routes in order to have an impact on the recognisability of the cyclotourist offer of the area. Below is a graphical presentation of the Pannonian cycling trails project routes.

Image 5 Pannonian cycling trails route project



Source: Virovitica-Podravina County

2.1.1.4. Amazon of Europe Bike Trail

The Amazon of Europe Bike Trail EU project with the 700 km long cycling route will connect the neighbouring states of Austria, Slovenia, Hungary, Croatia and Serbia. The cycling route will be established on the territory of the UNESCO Cross-Border Mura-Drava-Danube Biosphere Reserve covering an area of a million hectares, a large river landscape in the lower stretches of these rivers and among the largest European freshwater pearls. A part of the Drava river in Croatia represents the most preserved part of the river from its source in the Alps up to the mouth of the Drava into the Danube in Aljmaš. The partner consortium is comprised of 15 partners and ten associate partners from Austria, Slovenia, Hungary, Croatia, Serbia and Italy.⁸

On the territory of the Virovitica-Podravina County, it is planned to additionally mark the cycling routes along the Drava, construct a new and additionally equipped existing cycling infrastructure, establish InfoPoints in the protected area and develop a joint internet platform for the development of sustainable tourism along the Drava river.

All the said projects will contribute to the development of cyclotourism of the Virovitica-Podravina County. Apart from marking the trails and creating a unique system in marking the trails, the projects will create also additional points for bicycle repair, informative panels, brochures, maps, specialised accommodation and anything else necessary for the completion of the cyclotourist offer.

2.1.1.5. Appertaining Cycling Infrastructure

On the territory of the Virovitica-Podravina County, there is a lack of additional cycling products, offers and infrastructure such as bike share systems or e-charging. The reason for this is that other products comprising the basis of cyclotourism development such as Bike&Bed accommodation, informative tables, brochures etc. are not sufficiently present. However, it should be emphasized that the infrastructure will be upgraded with new content by means of the projects under implementation (Amazon of Europe Bike Trail, Pannonian cycling trails, EV13 GAP). The Drava4Enjoy project has realised the installation of one and the Bike routes along Drava three rest stops for cyclists with informative material (Križnica, Kapela Dvor, Noskovačka Dubrava), which are located at attractive sites along the route. Out of the other offers for cyclists, there are mostly offers in the form of shops, services or bike and other equipment rentals. Furthermore, on the territory of the Virovitica-Podravina County, there are 12 bike repair stations at various sites in which there are also four Recro Bike⁹ solar service stations for bicycles – three in the Town of Virovitica and one in the Virovitica ponds at the start of the 'Put šarana' cycling route.

Further below, there is a table presentation of additional cyclotourist services on the territory of the Virovitica-Podravina County.

Table 5 Additional Services in cyclotourism on the territory of the Virovitica-Podravina County

Service	Name of the project	Site	Note
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⁸ Cikloturizam.hr, available at : <https://cikloturizam.hr/vijesti/amazon-of-europe-bike-trail-medunarodna-biciklisticka-ruta-kroz-5-zemalja/> (28/12/2018)

⁹ Recro Bike service station represents a post equipped with bike repair tools, a tire pump and a solar board enabling the charging of mobile phones and servicing even when it is dark.

Bike rental	Hotel Kurija Janković	Kapela Dvor, Lukač	Rent payable
	Hotel – Pustara Višnjica	Višnjica, Sopje (Slatina)	Rent payable
	Informative-educational centre-hostel Dravska priča	Noskovci, Čađavica	Free rental
Bicycle shops and services	ROG JOMA	Virovitica	
	PANEX DINAMIC	Virovitica	
	Bike shop 'KOMPAS'	Virovitica	
	SVIJET BICIKLA j.d.o.o.	Pitomača	
	Bike shop 'KOMPAS'	Slatina	
Bike repair stations in the Virovitica-Podravina County	Hotel Kurija Janković	Kapela Dvor, Lukač	
	Informative-educational centre-hostel Dravska priča	Noskovci, Čađavica	
	Hotel – Pustara Višnjica	Višnjica, Sopje (Slatina)	
		Gornje Bazje	
		Križnica	
		Sopje	
		Suhopolje	
		Špišić Bukovica	
	Park and shop	Virovitica	
		Virovitica centar	
		Virovitica	
		Virovitica ponds	
		Slatinski Drenovac	
Rest stop for cyclists	Informative-educational centre-hostel Dravska priča	Noskovci, Čađavica	
		Križnica, Pitomača	
		Budakovac	
		Kapinci	

Source: adjusted according to the data available for the Pannonian cycling trails, <https://www.panonske-staze.com/> (14/01/2019)

2.1.2. Safety and Signage

The traffic signs and equipment for the marking of cycling surfaces are comprised of traffic signs, i.e. warning signs, regulation signs, guidance signs, additional boards, tourist and other information signs. Apart from the traffic signs, there are also marks on the pavement. These are longitudinal marks¹⁰, transversal signs, arrows, symbols etc. Apart from the traffic signs and marks on the pavement, there is also traffic equipment, i.e. equipment for the marking of pavement edges, protection fences, posts, ramps and other appropriate hindrances, bike parking stands such as holders, stands, racks and bike storing systems such as storage or cycling stations.

On the state level, there is the defined signage for the bike traffic routes (the so-called 'blue signage'), which is practical for bike traffic on roads and cyclotourists in transit. The majority of the cycling routes and content are circular, around a certain site and content, to which the 'blue signage' does not apply. The international EV system corridors have their own defined signage and, therefore, on the EV13 route, there should be the type of signage used for that trail in its other parts, i.e. EV signage. It can be put on the posts of other cycling signage, i.e. independent posts.

The signage on the territory of the Virovitica-Podravina County is mostly developed in towns. For example, the Town of Virovitica is at the forefront due to its drawn signs on the pavement and the general cyclotourist infrastructure (it should be emphasized that, in Virovitica, there are drawn cycling trails created through the project made in cooperation with the Ministry of Interior for the purpose of connecting the cycling routes and reducing the number of traffic accidents in urban centres), while in the surrounding municipalities the signage and infrastructure are only about to be developed. There is a visible shortage of investment into traffic equipment, protective fences, posts, ramps and bike storage systems, which should be taken into account when planning the development of the cycling infrastructure in towns and villages. As already stated, the project titled Pannonian cycling trails is under way in order to create a visual standard with which the cycling routes on the territory of the Virovitica-Podravina County will be marked. This should unite all the cycling routes on the territory of the Virovitica-Podravina County into a unique system of marked and networked routes with the aim of making the cyclotourist offer of the said area recognisable.

As far as safety is concerned, on the territory of the Virovitica-Podravina County, there is a large number of traffic corridors and roads that are not adjusted for bike traffic. According to the allegations of the Operational Plan, in the central part of the Virovitica-Podravina County, the Podravina traffic corridor is passing connecting the central and north-eastern Croatia and the traffic route towards Hungary that is very burdened (more than 10,000 vehicles a day pass through Virovitica).

¹⁰ Longitudinal signs are edge lines or dividing lines (Road Act ("Official Gazette" no. 84/2011, 22/2013, 54/2013, 148/2013 and 92/2014); Article 47 of the Bicycle Infrastructure Regulation ("Official Gazette" no. 28/16)).

According to the data of the Virovitica-Podravina Police Department, it is obvious that the cyclists cause a relatively small number of accidents, however, the total number of accidents that include bikes has doubled. The available data indicate that cyclists are an ever more endangered group in traffic. The reason for this is that bikes are used as a means of transport for children and the young to get to school, for daily chores or in performing various jobs and activities.

According to unofficial information, individual JLRS from the territory of the Virovitica-Podravina County work on the design of safe cycling routes separated from the rest of the traffic. The goal is to connect the towns of the most frequent circulation of citizens (schools, shops, meeting and socialising areas). By realising unofficial plans in promoting town road safety, citizens are encouraged to use bicycles more often, which would reflect on noise and air pollution levels and, therefore, the quality of life in those areas would improve.

According to the data of the Virovitica-Podravina Police Department Report, considered as particularly problematic for the participation of cyclists in traffic are: the centre of the Town of Virovitica and the D2, D5 and D34 state roads in their entire length.

2.1.3. Overview of Accommodation and Hospitality Industry

In order for cyclotourism to be able to develop without hindrances, the cyclotourist offer should be entirely adjusted to cyclotourists. A key factor in adjusting the cyclotourist offer to the cyclotourists is the development of accommodation, i.e. the accommodation and hospitality industry offer according to the Bike&Bed standard. The Bike&Bed standard has the following features:

- Possibility of receiving cyclotourists for only one night,
- Safe bike storage,
- An area for the clothes and travel equipment drying,
- Various breakfast offer or possibility of using a kitchen,
- Availability of precise and high quality maps of the region, with marked cycling routes if possible,
- Availability of information on public transportation (railway, ferryboats),
- Possibility of using simple repair tools,
- Information on sites, bike service working hours at the destination or in the vicinity in case of major defects.

The accommodation offer on the territory of the Virovitica-Podravina County is generally limited with regard to capacity and quality, however, at present it is satisfactory with regard to the scope and quality of the tourist offer, in particular cyclotourism. The Virovitica-Podravina County has a rather small number of catering facilities and the accommodation offer is therefore also modest and thus the offer of specialised accommodation for cyclists is almost non-existent. Individual endeavours are reduced to the effort of individual renters. In the past few years, there has been interest in certain catering facilities to invest and expand the offer in such specialised directions. With a few of such facilities and properly trained and hospitable renters, the development of the Bike&Bed offer on the county level could be directed and encouraged. In the Virovitica-Podravina County, there are currently no facilities adjusted to the Bike&Bed standard,

however, there are a few bike friendly¹¹ facilities. There are several facilities introducing new services in order to get the Bike&Bed standard mark but these are as a rule upgrades of already existing accommodation facilities.

Cyclists and cyclotourists stay in almost all the accommodation facilities on the territory of the Virovitica-Podravina County and some of the accommodation facilities have additionally added to their offer with elements and content that are most sought by the cyclists and cyclotourists. Bike friendly accommodation on the territory of the Virovitica-Podravina County are, for example, Hotel Kurija Janković offering bike rental service and in a year, by implementing new projects, their offer for cyclists will be upgraded. Another example is the informative and educational Dravska priča centre and hostel in Noskovačka Dubrava that, beside the accommodation service, since recently offers 36 bicycles and helmets and reflective vests at the disposal to tourists who decide to visit this facility. Višnjica (hotel, stables, farm) can also be characterised as a bike friendly facility. Out of the additional services for cyclists, bike rental is offered. In a few past years, with cyclotourism becoming more popular from the state to the local level, there has been an increased interest of hospitality facilities to develop the offer directed at cyclotourists and thus also the interest of the catering service providers on the territory of the Virovitica-Podravina County is on the increase. As far as the total accommodation facilities of the Virovitica-Podravina County are concerned, in 2019 there were 40 active accommodation facilities (from private accommodation to a 4 star hotel) with 558 beds. Table 6 presents accommodation facilities on the territory of the Virovitica-Podravina County.

Table 6 Accommodation facilities on the territory of the Virovitica-Podravina County

Name of the facility	Type	Accommodation capacity	Additional Services for Cyclists
VIROVITICA			
Rooms 'Šulentić'	Rooms	30	
Rooms 'KTC'	Rooms	8	
Lodging 'Slavonska kuća'	Rooms	11	
Rooms 'Vila Magnolia'	Rooms	9	
Rooms 'Vebe'	Rooms	11	
Rooms 'Smiljanec'	Rooms	6	
Mario Pavelić, rooms within household	Rooms	4	
Jasna Frank, rooms within household	Rooms	7	
Apartment 'Braja'	Apartment	6	
Rooms 'Mila'	Rooms	4	
Lodging 'Zrinski'	Rooms	10	
Lodging 'Seka'	Rooms	8	
SLATINA			
Business Club, Hospitality services LM-PROM	Rooms	15	
Rooms in 'Repić' catering	Rooms	10	
Family house Repić	Rooms	6	
Rooms and vacation house – Jošavac d.o.o.	Rooms Vacation house	20	
Rooms 'PINTA'	Rooms	8	

¹¹ Bike friendly facilities are facilities adjusted to receive cyclotourists, i.e. facilities introducing certain additional services adjusted to cyclotourists (bike storage, bike repair tools, maps etc.), not meeting all the conditions for the Bike&Bed standard mark.

Hunting lodge 'Fazanerija Kozice'	Rooms	16	
Apartments 'Ana'	Apartment	6	
ORAHOVICA			
Rooms to rent Marbo d.o.o.	Rooms	16	
Hotel 'Dukat' (***)	Hotel	36	
Rooms – inn 'Sport'	Rooms	6	
Apartment 'Šimatić'	Apartment	6	
OPG 'Odmor u zelenom'	Vacation house	5	
Resort Merkur	Rooms	X ¹²	
PITOMAČA			
Lodging 'Zlatni klas Otrovanec'	Rooms	10	
Peasant household 'Dravska Iža'	Rooms	12	
Peasant household 'Profuntar'	Vacation house	4	
Lodging 'Luka'	Rooms	8	
Hotel 'Divino'	Hotel	39	
ČAČINCI			
Mountain hut 'Jankovac'	Rooms Bedrooms	55	
Buga – catering and services	Rooms	12	
Krajna – Rural vacation house	Vacation house	6	
ŠPIŠIĆ BUKOVICA			
Hotel 'Mozart' (****)	Hotel	27	
ČAĐAVICA			
Rooms 'Vlatko Horvat'	Rooms	4	
Informative-educational centre-hostel Dravska priča/Drava story	Hostel	34	X ¹³
Rooms 'Slavonski dvori' ****	Rooms	7	
VOĆIN			
Hunting lodge 'Đedovica'	Rooms	6	
SOPJE			
Hotel Višnjica (***)	Hotel	39	X ¹⁴
LUKAČ			
Heritage hotel KURIJA JANKOVIĆ (****)	Hotel	31	X ¹⁵

Source: Created by author according to the data of the Virovitica-Podravina County Tourism Board

2.1.4. Overview of the Existing Cyclotourist Events and Happenings

Events and happenings seem to be an exceptionally strong attraction factor for the cyclotourist segment. Table 7 presents events and happenings connected to cyclotourism taking place on the territory of the Virovitica-Podravina County.

Table 7 Cyclotourist events and happenings on the territory of the Virovitica-Podravina County

Name of the happening	Place and time	Organiser	Target groups
Orahovica bikeweekend	Orahovica, April	Town of Orahovica, Pannonian Challenge, BK Pannonian from	cyclists

¹² Resort Merkur – staying overnight is possible only with the membership card of the Croatian Red Cross; they are not within the eVisitor system; data on the accommodation capacity not available.

¹³ Bike rental, reflective vests and helmets (free of charge).

¹⁴ Bike rental.

¹⁵ Bike rental.

		Osijek, WeekendWarriors and BK Osijek 2010	
Bike tour 'Zelena blaga Bilogore'/Green treasures of Bilogora	Virovitica, April	Nippy adventures	cyclists
MTB Papuk adventure race	Orahovica, April	BK Lood	cyclists
XC Bunarić	Slatina, April, May	BK Slatina, Motiv, TZ Slatina	cyclists
XC Srednjovjekovnim stazama/On Mediaeval Trails	Orahovica, May	BK Lood	cyclists
International bike happening CRO-HU BIKE TOUR	Virovitica-Podravina County, May	Croatian Chamber of Commerce – Virovitica County Chamber, City Council of Szentlőrinc (Hungary), KEKS Virovitica and Szentlőrinc Kerekparos Club Co-organisers: Pitomača Municipality, Tourist Board of the Pitomača Municipality and RD Zeleno srce/Green heart from Pitomača	cyclists
Virovitica bike tour	Virovitica ponds, May	The Town of Virovitica, TZ Virovitica, BK Bor	cyclists
Papuk ExtremeChallenge	PP Papuk and Orahovica, June	Orahovica Swimming Club	swimmers cyclists
'Green heart' bike tour	Pitomača, June	RD 'Zeleno srce'/Green heart	cyclists
Mikeška bike tour	Virovitica, June	Mikešland Crafts	cyclists
Bike tour 'Bajsom i žlicom po Podravini'/By bike and spoon through Podravina	Virovitica, July	Nippy adventures (Boho Travel Art)	cyclists
Outdoor weekend	Virovitica, August	BK Bor	trkači cyclists
XC Put Šarana/Carp trail	Virovitica, August	BK Bor	cyclists
Pannonia-Bilogora recreational MTB marathon	Kapela Dvor (VT), September	KEKS	cyclists
Family bike tour Barcs-Virovitica-Virovitica ponds	Barcs/Virovitica ponds	Town of Virovitica Sports Association	cyclists
Bub – by bike in Bukovo	Suhopolje, September	Tourist Board of the Suhopolje Municipality and Youth Council of the Suhopolje Municipality	cyclists
Bike tour 'Visiting the old times by bike – during the time of Petar Preradović'	Virovitica, September	Nippy adventures (Boho Travel Art)	cyclists
'Bilogora chestnut festival' bike tour	Virovitica, October	Nippy adventures (Boho Travel Art)	cyclists

Enduro Jam	Orahovica, October	BK Weekend Warriors	cyclists
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Source: Created by author

Based on the presented table, it can be concluded that on the territory of the Virovitica-Podravina County there are 19 cyclotourist events taking place, which is quite a number. They are mostly organised by BKs, i.e. associations and they take place between April and October, which is logical with regard to the weather conditions in the rest of the year. The happenings refer to both professional and recreational cyclists.

Apart from the happenings stated in the Table, in the wider territory of the region there is also the Slavonian mountain biking league, an MTB competition system organised by numerous clubs, in which also the clubs from the Virovitica-Podravina County participate. These races are short and not too demanding to organise, however, they offer a very solid quality level, they are becoming ever more popular and are excellent in attracting recreationists, young participants and for the general bicycle touring promotion. Such happenings often contribute to the possibility of developing some greater happening from them, which can be used for the development of happenings on the territory of the Virovitica-Podravina County and for a high quality cooperation with the surrounding areas and counties.

It should be noted that a significant promotion of cyclotourism was achieved by the Tour of Croatia race, the so-called 'National Tour' passing through Virovitica in April of 2016, 2017 and 2018, the focus of the public being directed on the territory of the entire Republic of Croatia with an exceptional international promotion of Croatia.

2.1.5. Overview of Other Important Factors of Cyclotourist Offer

Apart from the cycling infrastructure, safety and signage, the accommodation and hospitality offer and cyclist events and happenings, there are also other factors directly influencing the cyclotourist offer of the Virovitica-Podravina County. These factors are very important for the functioning of the cyclotourist offer and without them the offer would not be complete or possible. The following chapters describe other factors influencing the cyclotourist offer of the Virovitica-Podravina County and the way in which they influence it.

2.1.5.1. Direct Participants in Creation and Promotion of Cyclotourist Offer

Since the cyclotourism in Croatia has a growing trend, the important factors of further development can be noticed through the intensified club activities (BK Bor, BK Slatina, BK Lood, KEKS Virovitica, Motiv Slatina, RD Zeleno srce), through the interest of private renters for the acceptance of cyclists and specialised cycling service providers, EU means regarding cyclotourism, investment into happenings, additional offers etc. The sale, cooperation and education is visible through the activities of the tourist boards of the Virovitica-Podravina County, the Town of Virovitica, Slatina, Orahovica and the Pitomača, Čačinci and Suhopolje municipalities. On the territory of the Virovitica-Podravina County, there are many active cycling clubs whose members are key partners in the implementation of all the activities directed at the development of cyclotourism. Out of the tourist agencies, there are two agencies at present, one of which is exclusively of an outbound type (sale of travel in other destinations), while the other is an agency office from another county in the Town of Virovitica that beside organising travel to other

destinations so far only modestly organises group arrivals on the territory of the Virovitica-Podravina County.

2.1.5.2. Websites and Promotional Material

Data on the trails and other cyclist infrastructure of the Virovitica-Podravina County can primarily be found on websites of the Drava4Enjoy project sites and the Pannonian cycling trails (launched at the beginning of 2019), where a satisfactory amount of information on the cyclist offer has been collected (routes, accommodation and cuisine, other cyclist infrastructure). Beside the mentioned websites, there are also the websites of individual tourist boards presenting cyclist content in their area.

Moreover, from the Drava4Enjoy and Pannonian cycling trails projects, maps and cyclist brochures of the Virovitica-Podravina County were created containing the basic data on the routes. Through the Pannonian cycling trails project, specialised cyclist maps were created (road and MTB) and translated into English, German and Hungarian. They are made out of paper and on non-tear material.

2.1.5.3. Education

In October 2015, in the organisation of the Tourist Board of the Virovitica-Podravina County and implemented by IRTA d.o.o., an education for cyclist guides from the territory of the Virovitica-Podravina County was organised, co-financed by the Ministry of Tourism. There were fourteen participants in the education and all of them successfully passed the education. The theoretical part of the education took place in Virovitica, the practical part on the Virovitica ponds and the joint ride took place in the surroundings of Virovitica. Out of the said number of participants, five are still active in cyclotourism – guiding tourists organised by different agencies, organisation of private cyclotourist offer or engaging in various other cyclotourist services (organisation of various cyclist happenings). Almost all the participants continued to be active in their clubs, in cooperation with tourist boards, private business initiatives or other activities from the domain of cyclotourism. Educating participants in the development of cyclotourism has so far proven as an exceptionally successful enticing element encouraging the development of cyclist specialists in the Virovitica-Podravina County.

2.1.5.4. Cooperation

Since cyclotourism is a form of tourism demanding a wide scope of the territory on which it takes place, it is to be expected in the field that the infrastructure should expand on the land of various owners. Therefore, in order to create cycling trails and routes, a certain level of cooperation of the participants of the area is necessary. For example, the creation of cycling routes in forest areas, where the cyclists will move, must be aligned with the subsidiary of Hrvatske šume/Croatian Forests managing the territory, as well as the holder of hunting rights, which will ensure the avoidance of a negative effect and intensify the positive effect in all the partners, primarily in guests. Moreover, Hrvatske vode/Croatian Waters that participated in the project of creating the cycling trails along Drava, primarily by establishing a trail on the embankment, participate also in some similar current projects. The Croatian Railways offer the possibility of transporting cyclists, mostly in separate cars adjusted for this purpose, which is occasionally used on the territory of Gorski kotar and central and north-eastern Croatia. As far as the transportation

of cyclists by railway is concerned, the service is on a satisfactory level. In the majority of cases, a certain number of cyclists can be transported together with their bikes, however it is necessary to agree such a service in advance (if the number of cyclists is large). In the said strategic period (after 2023), it is necessary to take into consideration the possibility of road transport (public buses, taxi, private arrangement) since an increase in the demand for such a type of service is expected. HGSS regularly participates in the organisation of cyclist happenings, primarily competitions, but also recreational. In addition, HGSS or their members participate in all types of educations, mostly connected with outdoor activities (first aid, orientation etc.).

2.2. Overview of the Condition of the Cyclotourist Offer in the Town of Barcs

The starting point of intensive development of cyclotourism on the territory of the Town of Barcs is presented by the cyclist route passing along the Drava river, which is a part of the suggested EV13 route (Iron Curtain Trail). A section of the EV13 route passing through the territory of the Town of Barcs overlaps with the Three Rivers cycling route further to Mohacs in the east. On the other side, to the north-west, upstream of the Drava, there are no ensured conditions for cyclotourism, since its infrastructure has not been adjusted to cyclotourist needs. Apart from the cycling infrastructure, cyclotourists have at their disposal also other necessary services (shops, bike services, hospitality and accommodation services, bank services, railway transportation service). However, accommodation services are not sufficiently adjusted to cyclotourist needs (fulfilment of Bike&Bed conditions), as well as other appertaining services such as rest stops, bike repair stations and info points (they are not sufficient or are not properly equipped). Out of the additional content with a positive impact on tourism on the territory of the Town of Barcs, there are the thermal bath and the recreational centre that are also at the disposal to cyclotourists as additional services. Apart from the insufficient cyclist trail network and accommodation services, marketing activities (creating cyclotourist products and programmes, promotions, sale, communication with the cyclotourist market) are represented the least, which is one of the main reasons for the insufficient valorisation of cyclotourism on the territory of the Town of Barcs. Therefore, the need is imposed on AP to work on activities that will promote the cycling infrastructure, accommodation services and promotion of marketing activities.

2.2.1. Overview of the Condition of the Existing Cycling Infrastructure

The basis of cyclotourism on the territory of the Town of Barcs is represented by the section of the Tri rijeke trail, which is a part of the suggested EV13 route. This cyclist route has been realised within the framework of the project with the same name through the INTERREG III-A programme, as a section of the national Transdanubian cross-border cyclist route. As of 2007, the 'Tri rijeke' name has become a synonym for cyclotourists for wonderful nature, pristine Podravina landscape, vivid local tradition, wide offer of gastronomic and wine tourism, even more so since the route expands along the territory of the Danube-Drava National Park, from the Town of Barcs all the way to the Town of Mohacs, which makes it very attractive and a desired cyclotourist destination.

Since this route overlaps with EV13, the following factors were taken into account when defining it:

- The existing and marked cyclist route is the basis,

- Inclusion of as many asphalt sections as possible,
- When using public roads, advantage is given to the sections with a lower traffic frequency,
- Creation closer to the state border (up to 15 km),
- Connection with as many sights as possible, thematically connected with the Iron Curtain,
- Ensuring the largest possible representation of various services along the route (sights, accommodation, hospitality industry, service workshops etc.),
- The best possible connectedness by means of public transport (railway).¹⁶

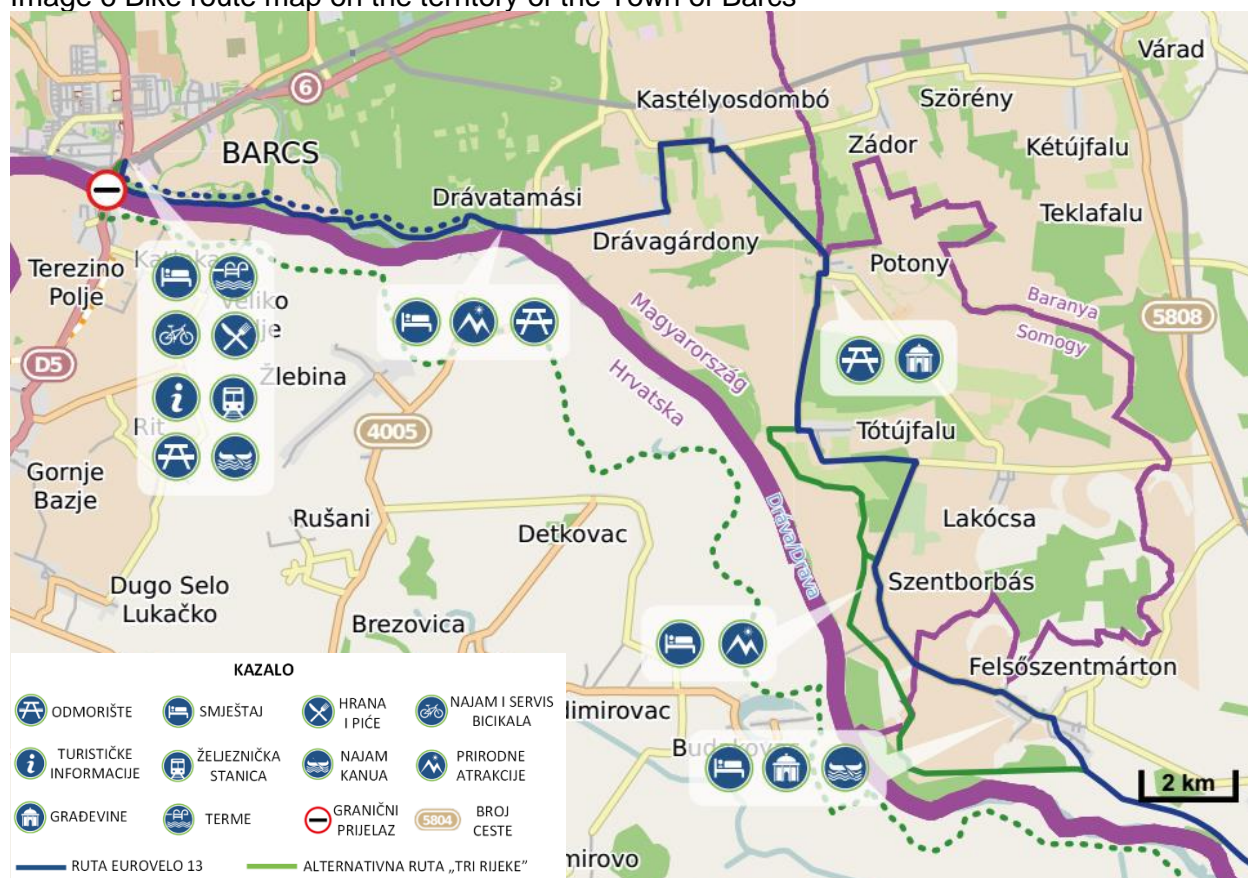
Apart from the Tri rijeke route, on the territory of the Town of Barcs there is no other organised and adjusted cyclist route (safety, signage and other cyclist infrastructure), even though individual cyclists (local and foreign) move on their own initiative also on the other traffic infrastructure and other trails (asphalt roads, agricultural and forest paths, unequipped paths etc.). In order to promote the starting base for the development of cyclotourism, it is necessary to expand the network of the appropriate cyclist routes to the north and north-west.

2.2.1.1. 'Tri rijeke'/Three Rivers Cyclist Route

The cyclist route starts from the very centre of the Town of Barcs and continues southwards, towards the Drava embankment. This part of the route takes place on a well-made asphalt base all the way to the Drava river. Before turning along Drava, there is the cyclist signage of the Tri rijeke route indicating further movement direction. As stated also on the official website of the Tri rijeke cycling route, the continuation of the route along Drava towards Drávatamási takes place on trails of various quality (forest trail, macadam, unfortified sand), which can be rather problematic for cyclists during major precipitation or extreme drought (mud or significant dust on the trails). A half of the section close to Barcs is more appropriate for cyclists (a well-kept forest trail), while the other half towards Drávatamási is quite bumpy (unfortified sand, soil). On the section along Drava towards Drávatamási, there is a wooden bridge connecting the route. The bridge is made of longitudinal logs connected on the surface by planks on which one passes. Such a bridge structure does not meet the higher safety criteria and a satisfactory cyclotourist experience and reconstruction is therefore necessary. Furthermore, after the said bridge, there is also the problem of inappropriate signage (it is not a part of the Tri rijeke signage), as well as a lack of signs on individual parts of the route. With regard to the existing condition of this section, in 2016 project documents for the reconstruction of the cyclist route were prepared. The reconstruction of the route is planned within the EV13 GAP project by the end of 2019. From Drávatamási in the direction of Drávasztáre, the route goes along quality asphalt trails with little traffic through the villages of Drávagárdony, Kastélyosdombó, Potony, Tótújfalu and Szentborbás. Out of the additional content in this part of the route, there is a rest stop for cyclists, a shop and a brewery in the town of Potony, while on the Drava embankment, near Szentborbás, there is a vacation house within the Danube-Drava National Park. In this part of the route, in Tótújfalu, there is an alternative cyclist trail on the embankment with the possibility of returning to the main trail in the town of Szentborbás or continuing on the embankment towards Felsőszentmárton in the Baranya County.

¹⁶ Official website of the Tri rijeke bike route, available at: <http://www.kerekparut.com/hr/opis-rute> (07/12/2018)

Image 6 Bike route map on the territory of the Town of Barcs



Source: South Transdanubian Regional Development Agency: Bike maps of the Tri rijeke route Barcs - Mohacs (EV13)

2.2.2. Overview of the Accommodation and Hospitality Offer

For the success of bike touring on the tourist market, i.e. development of cyclotourism, a good accommodation offer is vital. The accommodation offer must be adjusted to the Bike&Bed standards, either through upgrading of the already existing accommodation capacities for cyclists or through the creation of special bike friendly hotels and other accommodation facilities (small family hotels, boarding houses, camps). The hospitality facilities for guests/cyclotourists must offer additional services directed at meeting their needs. Since this is a tourism product of sports and adventure, the hospitality facilities must be specialised so that they provide the cyclotourists with the services of appropriate and safe bike storage, bike wash, basic maintenance, possibility of washing/drying of clothes and equipment, necessary assistance in extraordinary situations, information on the public transportation schedule and service station availability and also all the information on the area and the tourist destination offer.

Even though in the Integrated Urban Development Strategy of the Town of Barcs (Barcs Intergrált Településfejlesztési Stratégia 2014-2020¹⁷), the tourist plan emphasizes also the development of bicycle touring, tourism in the Town of Barcs is based on thermal spas and natural values. What is most endangering for a better usability of the tourist potential of Barcs is the lack of quality accommodation facilities. The current accommodation offer is in the hands of private room renters, apartments, boarding houses etc., and is concentrated, apart from the very Town of Barcs, also in some surrounding settlements such as Csokonyavisontáta (a town with an excellent thermal spa), Drávatamási, Szentborbás and Vízvár (towns located along Dráva in the Danube-Dráva National Park) and others. In the past years, several development projects have been started with the purpose of improving the hospitality offer: a three star boarding house, a four star camp and a four star hotel, however, none of the projects took root. The inadequate offer of accommodation and services is the cause that the development of specialised facilities for cyclists is underdeveloped. Nevertheless, in individual private renters, a certain interest for the specialised part of the offer in terms of cyclotourism can be noticed. With some assistance and incentives, the accommodation service providers could adjust their facilities to cyclotourists, which would activate the cyclotourist demand in the Town of Barcs. Table 8 presents the accommodation offer with the possibilities of additional content for cyclists.

Table 8 Accommodation capacities on the territory of the Town of Barcs and surrounding towns and villages

Name of the facility	Type	Accommodation capacity	Additional services for cyclists
BARCS			
Nóra-lak	Apartment	4	
Dráva Apartment	Apartment	7	
Erika&Laci Lak	Apartment	5	
Colorado Apartment	Apartment	17	
Fortuna Apartment	Apartment	8	
Hartmann Panzió	Pansion	18	X ¹⁸
Ili Mama Apartment	Apartment	2	
Müller Vendégház	Vacation house	7	
Sövényes szálláshely	Apartment	4+1	
Zátony Vendégház	Vacation house	10	
Belvárosi Apartmenház	Apartment	14	X ¹⁹
Euroland Vendégház	Vacation house	10	
Csányi Jenőné	Apartment	5	
Vank Apartment	Apartment	4+1	
Szállások Duna-Dráva Nemzeti Park-Dráva Kapu Bemutatóközpont	Apartment	6+2	X ²⁰
Csapó Zita Apartment	Apartment	4+2	
Villa Anna	Boarding house/ Vacation house	10	
Júlia Apartment és Csillag Étterem	Apartment	10	

¹⁷ Barcs Intergrált Településfejlesztési Stratégia 2014-2020, available at:

<http://www.barcs.hu/index.php/okormanyzat/intergralt-telepulesfejlesztési-strategia-2014-2020> (28/11/2018)

¹⁸ Bike storage.

¹⁹ Bike rental and own bike storage (under video surveillance).

²⁰ Bike rental.

Dráva Völgye Középiskola és Kollégium	Hostel	150	
Árnyas Rejtek Turistaszálló	Hostel	26	
CSOKONYAVISONTA			
Alexandra Vadászház	Boarding house	26	X ²¹
Korona Panzió	Boarding house	20	X ²²
Korona Apartmenház	Apartment	18	X ²³
Négy Évszak Spa	Apartment	30	
Platán Vendégház	Vacation house	12	X ²⁴
Bence-Fanna Vendégház	Vacation house	6	
Gyógy- és Strandfürdő Vendégszobák	Rooms	8	
Gyógy- és Strandfürdő Kemping	Camp	200	
Napsugár Vendégház	Vacation house	6	
Royal Apartmenház	Apartment	16	
Holiday home	Weekend house	5	
DRÁVATAMÁSI			
Veronika Vendégház	Vacation house	17+1	X ²⁵
Odú Vendégház	Vacation house	4	X ²⁶
Drávatamási Vendégház	Vacation house	4	X ²⁷
VÍZVÁR			
Dráva Menti Szálláshely	Vacation house	14	
Éden Park	Vacation house	21	X ²⁸
Zsitfapuszta Vadászház	Boarding house	6	
Szállások Duna-Dráva Nemzeti Park-Vízvár	Vacation house	10	
SZENTBORBÁS			
Szállások Duna-Dráva Nemzeti Park-Szentborbás	Vacation house	7	
RINYAÚJNÉP			
Villa Vacantia	Weekend house	4+1	X ²⁹
Countrycamp J&B	Tourist settlement	16+4	X ³⁰
DARÁNY			
Vitéztanya Vadászlak	Hunter's lodge	6	
TÓTÚJFALU			
Dráva-zug Vendégház	Vacation house	10	X ³¹
KOMLÓSD			
Öregmalomkő Falusi	Vacation house	15	
KASTÉLYOSDOMBÓ			
Erdődy Vendégház Kastélyosdombó	Vacation house	8+3	X ³²
PATOSFA			
Susanna ház	Weekend house	2	X ³³

Source: Created by author

²¹ Bike rental (4 pieces).

²² Free bikes for guests.

²³ Bike rental.

²⁴ Free bike use.

²⁵ Bike rental.

²⁶ Bike storage (under surveillance) and bike rental.

²⁷ Possible bike rental and bike storage.

²⁸ Bike rental and bike storage.

²⁹ Bike rental.

³⁰ Bike rental.

³¹ Bike rental.

³² Free bike use offered.

³³ Bike rental.

Apart from the said accommodation facilities at the disposal to cyclotourists, on the territory of Barcs there are also other accommodation facilities such as: Dráva Makett Panzió és Étterem, Hotel Boróka, Széchenyi Ferenc Gimnázium és Kollégium and Dráva Völgye Középiskola Középrigóci Kollégiuma.

2.2.3. Cyclotourist Events and Happenings

The sports projects directed at the bicycle touring segment have an important role in attracting cyclotourists. Therefore, it is recommended that the cyclotourist offer includes the organisation of competitions for active and professional cyclists and the organisation of bike tours for the wider audience, i.e. in order to attract recreationists and in general to make bicycle touring more popular. Table 9 gives an overview of certain cyclist events in 2018 on the territory of Barcs.

Table 9 Cyclist events on the territory of the Town of Barcs in 2018

Name	Date	Organiser	Town	Type
Kerékpártúra Križnicára ³⁴	14/04/2018	Barcsi Városi Szabadidő Sportegyesület	Barcs-Križnica	Bike tour
Nyitótúra Barcs-Szentborbás ³⁵	01/05/2018	BVSE Vízisport és Túra Szakosztály	Barcs-Drávatamási-Szentborbás	Combined tour including bicycle touring
Dráva menti gyalogtúrák VIII. ³⁶	19/05/2018	BVSE Vízisport és Túra Szakosztály	Barcs-Križnica	Bike tour
Nyitótúra Vízvár-Barcs ³⁷	02/06/2018	BVSE Vízisport és Túra Szakosztály	Vízvár-Barcs	Combined tour including bicycle touring
Kerékpártúra Viroviticára ³⁸	23/06/2018	Barcsi Városi Szabadidő Sportegyesület	Barcs-Virovitica	Bike tour
eXtremeMan biztosítás ³⁹	27-28/07/2018	BVSE Vízisport és Túra Szakosztály	Barcs	Combined tour including bicycle touring
Zárótúra Vízvár-Barcs ⁴⁰	15/09/2018	BVSE Vízisport és Túra Szakosztály	Vízvár-Barcs	Combined tour including bicycle touring

³⁴ Kerékpártúra Križnicára, available at:

<http://barcs.hu/images/2016/2018/Kri%C5%BEnic%C3%A1ra%202018.04.14..pdf> (21/12/2018)

³⁵ Nyitótúra Barcs-Szentborbás, available at:

<http://www.viziturabarcs.hu/file/250/2018.05.01-turaterv-barcs-sztb-nyito.pdf> (21/12/2018)

³⁶ Dráva menti gyalogtúrák VIII., available at:

<http://www.viziturabarcs.hu/file/252/2018.05.19-turaterv-kriznica.pdf> (21/12/2018)

³⁷ Vízvár – Barcs, available at:

<http://www.viziturabarcs.hu/file/254/2018.06.02-turaterv-vizvar-barcs.pdf> (21/12/2018)

³⁸ IV. Barcs – Virovitica kerékpártúra, available at:

<http://barcs.hu/images/2016/2018/Ki%C3%ADr%C3%A1s%201.pdf> (21/12/2018)

³⁹ eXtremeMan biztosítás, available at:

<http://www.viziturabarcs.hu/file/257/2018.07.27-28-extrememan.pdf> (21/12/2018)

⁴⁰ Zárótúra Vízvár – Barcs, available at:

<http://www.viziturabarcs.hu/file/260/2018.09.15-turaterv-zaro-vizvar-barcs.pdf> (21/12/2018)

Dráva menti gyalogtúrák 2018/IX⁴¹	22/09/2018	BVSE Vízisport és Túra Szakosztály	Barcs-Križnica	Bike tour
Kerékpártúra Viroviticára⁴²	29/09/2018	Barcsi Városi Szabadidő Sportegyesület	Barcs-Virovitica	Bike tour

Source: Created by author

In the Town of Barcs, there are specialised bodies coordinating sports activities such as: Barcsi Városi Szabadidő Sportegyesület and Barcsi Városi Sportegyesület (BVSE). Within BVSE, there is the Víziturizmus department dealing in the organisation of various types of tours throughout the year, some of which include bike touring. In 2018, cycling events were organised during the warmer part of the year and directed at recreationists. On the territory of the Town of Barcs, there is no sports club oriented at the needs of cyclists, which limits the development of professional bicycle touring and thus the development of specialised competitions that could improve the promotion of cycling tourism and cyclotourist offer. Moreover, associations, i.e. BK, can assist in the creation and routing of cyclist routes, marking trails with signs, suggesting their improvement and upgrading and educating cycling guides.

2.2.4. Other Important Factors within the Cyclotourist Offer

The official website of the Town of Barcs under the section 'Tourism'⁴³ states Barcsi Turisztikai Infopont and three tourist agencies: Dráva Tours, Tensi Tours and Fly Balaton. Barcsi Turisztikai Infopont (Barcs Tourist Information Centre) promotes tourism in Barcs by means of its website⁴⁴ and Facebook⁴⁵. The Barcs Tourist Information Centre provides information on the Town of Barcs, accommodation, spa and Barcs recreational centre, accommodation and hospitality facilities, sights recommended by visitors and also offer Drava River Cruises.

Table 10 presents the offer of the above-mentioned tourist agencies apart from the Fly Balaton agency⁴⁶.

Table 10 Tourist Agency Offer

Name of the tourist agency	Offer
Dráva Tours⁴⁷	Various tourist tours including hunting, fishing, motor boat and canoe rides on the Drava river, cruising on the Drava and the area of the Danube-Drava National Park and cyclists tour offers. The price of one cyclist tour is 1000 Ft/day.

⁴¹ Dráva menti gyalogtúrák 2018/IX, available at:

<http://www.viziturabarcs.hu/file/261/2018.09.22-turaterv-kriznica.pdf> (21/12/2018)

⁴² V. BARCS – VIROVITICA KERÉKPÁRTÚRA, available at:

http://barcs.hu/images/2016/2018/Ki%C3%ADr%C3%A1s_copy_copy.pdf (21/12/2018)

⁴³ Idegenforgalom, available at: <http://www.barcs.hu/index.php/idegenforgalom> (11/01/2019)

⁴⁴ Barcsi Turisztikai Infopont (internet), available at: <http://www.turizmusbarcs.hu> (11/01/2019)

⁴⁵ Barcsi Turisztikai Infopont (Facebook), available at: <https://www.facebook.com/BTInfopont/> (11/01/2019)

⁴⁶ Official website of the Fly Balaton tourist agency: <http://www.flybalaton.com> is registered, however on 11/01/2019 was not in function. Moreover, the official Barcs website does not provide the information on the agency services; rather, it lists the agency's contact data.

⁴⁷ Dráva Tours, available at: <http://www.dravatours.atw.hu/> (11/01/2019)

Tensi Tours	Local and international (private and group) travel, accommodation booking locally and abroad, booking airline tickets, organisation of events (professional conferences, social programmes), school excursions, wide range of last minute offers.
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Source: Created by author

Out of the information directed at cyclists, the Tri rijeke bike route and Dráva Kapu Bemutatóközpont are mentioned (Exhibition centre under the management of the Danube-Drava National Park). The exhibition centre, apart from organising and managing visits along Drava, horse carriage rides, providing accommodation services and others, offers also a bike rental service. On the official website of the Danube-Drava National Park, bike rental has the price of HUF 600 for half a day and HUF 1000 for an all day rental.⁴⁸

E-marketing activities are a means of communication and a channel for delivering higher value for tourists. One of the e-marketing activities tools oriented at cyclotourists is the cycling route website. The content of such a website is an important source of information for cyclists, but also for future tourists, so it is necessary that the publicly announced information and data present the cyclotourist offer. On the official Tri rijeke⁴⁹ route website, information on the very EV project can be found, on the Tri rijeke route, a digital map on the regional EV13 section and other cyclist routes in the cross-border region of Hungary and Croatia, cyclist maps of the route in the form of a brochure for downloading and a brief overview of individual route sections. Since the route starts from the Town of Barcs, the name of the first section is 'Barcs – Felsőszentmárton: Through the Forest and along Drava and small Podravina Villages'. Out of the information relevant for cyclotourism in that section, apart from the trail with the appertaining information, mentioned are possible rest stops, hospitality facilities, public transportation (train), cyclist shops and services and the Tourist Informative Centre Barcs. The digital map indicates several accommodation facilities (name/contact/site/website) in Barcs and surrounding towns, however, there is no specialised Bike&Bed accommodation. Moreover, the brochure of the route mentions also the information on the availability of cyclist shops and services in Barcs as follows: Gepida Kerékpár Szaküzlet és Szervíz and Texas 97 Kft. Apart from the mentioned ones, in Barcs there are several other cyclist service providers: Kerékpárüzlet És Szervíz Barcs, Használt kerékpár kereskedés and Barcs Car Kft.⁵⁰ Table 11 presents cyclist service providers in Barcs.

Table 11. Cyclist service providers in Barcs

Name of cyclist service providers	Shop	Service
Gepida Kerékpár Szaküzlet és Szervíz,	X	X
Texas 97 Kft., Bajcsy-Zsilinszky u. 16.	X	X
Kerékpárüzlet És Szervíz Barcs,	X	X
Használt kerékpár kereskedés, Bajcsy-	X	
Barcs Car Kft.,	X	

Source: Created by author

In the tourist promotional activities, Town of Barcs, except for the Tourist Informative Centre, Barcs participates also with BVSE Vizisport és Túra Szakosztály (a department

⁴⁸ Barcs-Drávaszentes, available at: <http://www.ddnp.hu/barcs-dravaszent> (15/01/2019)

⁴⁹ Három folyó kerékpáros túraútvonal, available at: <http://www.kerekpárut.com/hr> (15/01/2019)

⁵⁰ BiciKl Barcs, available at: <https://barcs.cylex.hu/bicikli.html> (15/01/2019)

within BVSE managing water sports activities and visits). They organise various tourist tours⁵¹ during the entire year some of them including bike activities. Due to the expansion of the offer to walking and cyclist tours, they founded an association named Dráva-Zátony Vízitúra Egyesület providing support for the work of BVSE Vízisport és Túra Szakosztály.

With regard to all of the above, activities related to the organisation of cyclotourist activities, cyclotourism promotion and encouragement of cyclotourism development as tourist products are minimal. For the development of tourist offer based on cycling activities, it is necessary to include all the key stakeholders relevant for cyclotourism in the Town of Barcs through education on the specific elements of cyclotourism but also through mutual cooperation and coordination of cyclotourism as a tourism product in order to attract the cyclotourist demand.

⁵¹ A detailed tour calendar is available at their website: www.viziturabarcs.hu (15/01/2019)

3. INTERNATIONAL TRENDS IN CYCLOTOURISM AND FEATURES OF THE CYCLOTOURIST DEMAND

The analysis of the current status of cyclotourism in the cross-border area defines everything to be found in the cross-border area and meeting the cyclotourist needs. Further below we present everything currently taking place, i.e. international trends in cyclotourism and the features of cyclotourism, i.e. the cyclotourist demand. In order to comprehend the cyclotourist needs, i.e. the cyclotourist demand, the term 'cyclotourist' must be explained. Summing up the definitions in various literature so far and of several authors, it can be concluded that a cyclotourist is a person whose motivation is to relax and rest, live healthily, stay in the nature and engage in sports and recreation. Many authors divide tourists into two categories: those renting a bike at a certain destination (these are usually one-day trips) and those who use a bike on their travels and as main means of transport. The cyclotourist development AP of the Republic of Croatia (2015) states that the main motivation for cyclotourist travel is active or passive participation in bicycle touring, while additional motivation is having an impact on the demand to participate in bike competitions and observing cyclist events. Before presenting the cyclotourism demand features according to various criteria, forms of cyclotourism are stated differentiated according to vacation length:

- One-day cyclotourism – most frequent form of cyclotourism, typical for local tourists, i.e. one-day trippers,
- Holiday cyclotourism – a form of cyclotourism in which bicycle touring is one of the activities during vacation,
- Active cyclotourism – biking is the main motivation of the journey.

3.1. Features of the Cyclotourist Demand

According to research of the European Parliament – General Directorate for Internal Policies of the Union⁵² from the study on 'Network of European Cyclists Routes – EuroVelo'⁵³, cyclotourists belong into the group of medium or highly educated people, usually traveling in pairs (50%), approximately 30% of cyclotourists come in a group of 3 to 5 people, while the remaining 20% are single. The conclusion of the research is that approximately 60% of cyclotourists change accommodation several times during their journey, while approximately 40% stay in only one destination. Furthermore, those with several days on average spend EUR 53 per day (with accommodation), while one-day trippers spend approximately EUR 16 per day. Moreover, a profile of an average cyclotourist was made with the following features:

- Majority of persons is of 45-55 years of age,
- Medium or high education,
- High income persons,
- Males are more frequent than females,
- 20% single, 50% in pairs, the rest are small groups of 3 to 5 people.

According to cyclotourism development AP of the Republic of Croatia, the consumer segments of cyclotourism can generally be divided into two basic groups:

⁵² European parliament - Directorate-General for Internal Policies of the Union.

⁵³ European parliament, available at:

[http://www.europarl.europa.eu/RegData/etudes/etudes/join/2012/474569/IPOL-TRAN_ET\(2012\)474569_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/etudes/join/2012/474569/IPOL-TRAN_ET(2012)474569_EN.pdf) (28/12/2018)

- Recreational cyclists who only occasionally use a bike as a means of recreation,
- Passionate cyclists in whom a bike ride is the basic form of leisure, which includes competitors, i.e. sports cyclists.

In even more detail, according to the bike use frequency and distance that the cyclotourists pass, occasional cyclotourists can be singled out, cyclotourists preferring short distance rides, cyclotourists preferring long distance rides and competitors, i.e. professional cyclists. Table 12 presents the cyclotourist consumer segments (of the target markets) in Croatia made according to cyclotourism development AP in the Republic of Croatia.

Table 12 Cyclotourist consumer segments (target markets) in the Republic of Croatia

Target market	Geographic affiliation	Description	Products
Recreational cyclists	Occasional cyclotourists	Croatia, Hungary, Slovenia, B&H	Represent a larger consumer segment, preferring physically less demanding routes, have a planned and organised itinerary in advance, look for comfortable accommodation. Mostly of medium age and older (35 - 60 years), come with their own bike and use the bike share system. They often travel in groups or as an entire family.
	Short distance cyclotourists	Croatia, Hungary, Slovenia, B&H, Austria	
Passionate cyclists	Long distance cyclotourists	Croatia, Central European countries	Most often, they do not have a detailed travel plan, they look for simple and affordable accommodation and are mostly of younger age, from the 20s to the early 30s. They are looking for challenges and demanding cycling routes. They come with their own bike.
	Sports cyclists	Croatia, Central and Western European countries	

Source: Institute for Tourism (2015): Cyclotourism Development AP, Zagreb: Ministry of Tourism, p. 22

The following Table (Table 13) made according to cyclotourism development AP in the Republic of Croatia presents the division of the cyclotourist demand according to basic variables, subgroups and components marking it.

Table 13 Cyclotourist market according to the basic variables

Segment	Demographic features	Travel frequency	Distance	Motivation	Site
Occasional cyclotourists	Youth, families with children and persons 55+	Several times a year	Short trails (30-40 km per day), 1-2 hour rides	Amusement and recreation, family socialising	Routes near the place of residence, protected areas

Cyclotourists preferring short trails	Mature age, families with children	Weekly rides, monthly rides	30-40 km per day	Amusement and recreation, family socialising	Routes near the place of residence, organised travel
Cyclotourists preferring long trails	Mature age, families with adult children, singles	Weekly rides, monthly rides	65-100 km per day	Amusement and recreation, getting to know new routes	Well-maintained routes, longer organised travels
Competitors	Young and medium age, groups or single persons	Regular trainings and rides	100-160 km per day	Amusement and recreation, competition challenge	Well-maintained routes, longer organised travels, challenging routes

Source: Institute for Tourism (2015): Cyclotourism Development Action Plan, Zagreb: Ministry of Tourism, p. 27

The previous two tables show that the recreational cyclists represent a larger consumer segment, prefer physically less demanding routes, have an itinerary planned and organised in advance and seek comfortable accommodation. They are mostly of medium and mature age, from 35 to 60 years old, mostly using their own bicycle and sometimes renting a bike at the destination or using the bike share system (to be explained under the International trends in cyclotourism subtitle). They often travel in groups or as entire families and most often use the following tourist products:

- Less demanding cycloroutes,
- Rides through preserved nature,
- Bike share system,
- Cultural and natural attractions,
- Themed happenings.

As opposed to the recreational cyclists, passionate cyclists most often do not have a detailed itinerary; they look for simple and affordable accommodation and are mostly of younger age, from 20s to early 30s. They are interested in challenges and demanding cycling routes. The majority of the cyclotourists come with their own bike, while a small part rent a bike at the destination or use the bike share system. They most often use the following tourist products:

- Longer, demanding routes,
- Rides through preserved nature,
- Cultural and natural attractions,
- International and national cycling competitions.

At present, on the territory of the Virovitica-Podravina County and the territory of the Town of Barcs, there are no records of the number of cyclotourists or market research on the same. Data analysis from the eVisitor system⁵⁴ for the territory of the Virovitica-Podravina County for 2018 indicates that the number of local tourists is the greatest (68.16%), followed by tourists from Austria, Germany, Italy, Serbia, Slovenia, Hungary and Bosnia

⁵⁴ Data obtained from TZ VPŽ.

and Herzegovina. Tourists from other countries individually make less than 1% in arrivals and overnights on the territory of the Virovitica-Podravina County. Furthermore, current overnights are mostly the overnights of Croatian guests (65.93%), whereas within the foreign guests, guests from the surrounding countries dominate. The majority of tourist arrivals are organised individually, only 4.6% are organised by local and 10.6% by foreign agencies. The average stay of the tourists on the territory of the Virovitica-Podravina County is 2.66 days (thus, these are mostly business and weekend trips).

Based on the data on current tourist arrivals, in accordance with the existing strategic documents⁵⁵ and the results of surveys so far within the framework of themed projects related to cyclotourism, a cyclotourist segmentation can be made for the territory of the Virovitica-Podravina County and the territory of the Town of Barcs.

In the period from 2019 to 2023, an increase in cyclotourist arrivals is expected as a reflection of product development and differentiation. The primary geographic cyclotourist segment for the analysed area will be comprised of domestic visitors and visitors from the closest neighbouring countries: Slovenia, Bosnia and Herzegovina and Hungary (for the territory of the Virovitica-Podravina County), i.e. Croatia (for the territory of the Town of Barcs). Important are also guests from Austria, Germany and the Czech Republic and Italy that can be considered a secondary geographic segment. Depending on the dynamics of product development, its diversification and intensity oriented at promotional activities, the French, Dutch and Scandinavian market can be listed in the category of challenging new geographic markets.

According to the cyclotourism development strategy of the territory of Podravina, the cyclotourist segment can be viewed also from the perspective of several separate subsegments with regard to demographic, psychographic and behavioural variables, i.e. age, needs and wishes of the visitors, consumer habits and differences in the way of spending leisure time. Pursuant to the above, Table 14 defines the target consumer segments in cyclotourism on the analysed territory respecting the previously stated variables.

Table 14 Target cyclotourist consumer segments of the Virovitica-Podravina County and the territory of the Town of Barcs

Target market		Geographic affiliation	Description	Special consumer segments
Recreational cyclist	Occasional cyclotourists	Croatia, Hungary, Slovenia, B&H	Represent a larger consumer segment, prefer physically less demanding routes, have an itinerary planned and organised in advance, look for comfortable accommodation. Mostly	One-day visitors (trippers and recreational guests), students during school in nature, families with children
	Short distance cyclotourists	Croatia, Hungary, Slovenia, B&H, Austria	35 - 60 years old, coming with their own bike, using the possibility of bike	One-day trippers, two-day visitors, families with children, vacation

⁵⁵ AP of cyclotourism development of the Republic of Croatia 2015, OP of cyclotourism development of VPŽ 2017, Tourism Development Strategy of the Republic of Croatia until 2020, National Strategy of Tourism Development in Hungary until 2030, Integrated Strategy for Urban Development of the Town of Barcs 2014 - 2020

			rental. They often travel in groups or as entire families.	tourists preferring an active vacation
Passionate cyclists	Long distance cyclotourists	Croatia, Hungary, Austria, Germany, The Czech Republic, Italy, France, the Netherlands, Scandinavian countries	Most often, they do not have a detailed itinerary, look for simple and affordable accommodation and are mostly of younger age, from 20 to early 30s.	Visiting for several days
	Sports cyclists	Croatia, Hungary, Austria, Germany, the Czech Republic, Italy	They are interested in challenges and demanding cyclist routes. Come with their own bike.	Active sportsmen, members of bike clubs

Source: Adjusted according to cyclotourism development AP in the Republic of Croatia

3.2. International trends in Cyclotourism

Cyclotourists use the products of domestic producers (local OPG, i.e. family crafts etc.), local hospitality offer and visit local shops, crafts and plants more intensely than other tourists. It is very important for them that there is a large number of domestic producers and growers of various products as well as their availability and quality.

A study of the European Parliament - Directorate-General for Internal Policies of the Union, showed that in Europe at present there are more than 60 million active cyclists, 60% men and 40% women of various ages. Some 90% of cyclotourist travels is organised individually and only 10% by means of tourist mediators. According to the earlier mentioned study of the European Parliament, the cyclotourist market of the European Union, including Norway and Switzerland, is growing daily. The number of one-day visitors using bicycles during their journey is difficult to estimate, whereas the number of cyclotourists with at least one overnight is estimated at approximately 20 million. Somewhat more than one fourth of European cyclotourist journeys takes place in Germany and approximately 8% in the Scandinavian countries.

The cyclotourism development AP of the Republic of Croatia states that road safety is what matters most for cyclotourists with regard to traffic infrastructure. Therefore, if there are no built cyclist trails and paths, they prefer roads with a lower traffic intensity on which the speeds are lower in the destination, with marked routes and various content and attractions along them. They also state that in the selection of the accommodation, cyclotourists prefer accommodation adjusted to their needs, i.e. capacities meeting the so-called Bike&Bed standards. These standards primarily imply:

- Possibility of taking cyclotourists for only one night,
- Safe bike storage rooms,
- Space for the drying of clothes and travel equipment,
- Versatile breakfast offer or possibility of kitchen use,
- Availability of precise and quality maps of the region, with marked bike routes if possible,
- Availability of public transportation information (railway, ferries),
- Possibility of using simple repair tools,
- Information on sites, working hours of cyclist services at the destination or vicinity in case of major defects.

Even though there are cyclists who will be satisfied with accommodation in a camp or hostel, the majority of them desires much more than standard accommodation and love to end their journey with an excellent meal, massage or spend the rest of the day in wellness. It should be mentioned that cyclotourists, apart from the accommodation, deem road safety very important (low intensity traffic), route signs and various content (souvenirs, learning, beauty of the landscape). Family bike touring considers the safety of their children and young as most important, viewing attractions and collecting family experience as a whole. Professional cyclists are looking for challenges such as longer and more difficult cyclist routes. Mature adults seek authentic experiences including culture, events etc. Travellers expect that they will be able to find all the necessary information in one place. Comfort and practicality are top priorities and also the two most important things that cyclotourists appreciate in their host. Activities and events in a destination are of exceptional importance for cyclotourists when making a travel decision. A growing demand for unique and culturally authentic travel preserving ecological and cultural environment is also present differing from other stereotypical experiences.

The emphasis with regard to wishes and needs of cyclotourists and meeting them must also be put on certain standards according to which cyclotourists select their travel destinations in accordance with the cyclist route offer. Thus, according to EV, the standards for the development of cyclist routes are the following:

- Safety – special cyclist trails are desired and public roads with traffic below 500 vehicles per day; if the traffic is more than 2,000 vehicles per day, maximum speed of only less than 30 km/h permitted (not more than 4,000 vehicles per day and over 80 km/h),
- Attractiveness – trails in an attractive and diverse environment so that the route extends along as many natural, cultural and historic sites as possible and along major accommodation and hospitality amenities,
- Coherence – the route must not be interrupted, however, at the same time, major turns from the basic route should be avoided,
- Comfort – the recommended base is asphalt; shorter sections on a different base are also permitted if the base is hard, stable and easy for riding; uphill above 10% should be avoided, on longer sections above 6%.⁵⁶

The growing trend in cyclotourism has led to a major increase in the construction of cyclotourist infrastructure in the world. As already said, the most famous and interesting project for us is EV. EV is a network of European bike routes founded by the European Cyclists' Federation. The project develops bike routes across the entire continent; at present, there are 15 of those in total length of over 70,000 km, four of which pass through Croatia and one through the Virovitica-Podravina County (EV13). The goals of EuroVel are the promotion of bicycle touring and sustainable development, attracting non-cyclists to ride a bicycle in safe conditions, promotion of cultural exchange, exchange of good practice examples etc.

It can be said that the Project pays attention to trends in cyclotourism such as high quality of route section construction, sign system and promotion of the network.

As one of the most recent trends in cyclotourism, the bike share trend should certainly be mentioned. Bike share (a bike exchange system, public bicycle system) can be described

⁵⁶ EuroVelo, available at: <http://www.EV.org/wp-content/uploads/2011/08/Guidance-on-the-Route-Development-Process.pdf> (28/12/2019)

as a service in which bicycles are available short-term to individuals for their joint use at an appropriate price (rent) or free of charge. Many bike share systems make it possible for people to borrow a bicycle from the 'dock' and return it to a different place belonging to the same system. Docks are places for the storage of bicycles in which bicycles are automatically locked and unlocked by means of a computer. A potential cyclist enters the payment data and the computer unlocks the bicycle. The user returns the bicycle by placing it into the storage in which it is then immediately locked.

Bike share systems have already been introduced in numerous towns of the Republic of Croatia such as Pula, Umag, Čakovec, Koprivnica, Zagreb and Poreč.

4. SWOT ANALYSIS

An analysis of the existing condition of cyclotourism of the Virovitica-Podravina County and the Town of Barcs (offer, demand, trends) researched all the major internal and external factors within the cyclotourism development framework. The data obtained on the status of cyclotourism served as input in the creation of SWOT analysis that briefly presents the most significant strengths and threats to the observed cyclotourism fields. In the very basis of cyclotourism strengths, there are the comparative advantages that, with the knowledge of own weaknesses, give a clear sign for the selection of the best direction of development, while opportunities and threats additionally check the relevance of the selection as best development options. Opportunities present factors which can upgrade, i.e. increase the strengths and/or mitigate weaknesses, while the threats are factors that can have a negative impact on the utilisation of the strengths, i.e. implementation of the development projects and activities and/or increase of weaknesses if they are not recognised and if their development is not adjusted in the shortest possible time.

Table 15 SWOT analysis of cyclotourism of the Virovitica-Podravina County and the Town of Barcs

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Favourable climate and favourable traffic position, cross-border area • Natural resources and natural diversity, historic and cultural heritage • Papuk Nature Park - UNESCO Global Geopark Papuk • Territory along the Drava river within the UNESCO Cross-Border Mura-Drava-Danube Biosphere Reserve • Danube-Drava National Park • Enogastronomic riches • A large number of well-developed local roads with a low intensity traffic • Bicycle touring tradition • BKs on the territory of the Virovitica-Podravina County • High personal safety level • Professional and experienced personnel for the obtaining of EU funds • Cross-border cooperation • Water accumulation • Hospitality of the people • Multicultural society • VŠMTI • Good railway connection • Established visual identity of cyclotourism of the Virovitica-Podravina County - Pannonian cycling trails • EV13 route 	<ul style="list-style-type: none"> • Lack of fast roads and highways to the main centres of the region • Low safety and traffic culture level in road traffic • Non-existence of tourist agencies, in particular receiving ones • Non-existence of specialised cyclotourist services • Lack of specialists experienced in cyclotourism • Non-adequate cyclist signage • Small number of built and marked bike routes and paths – in nature and in urban centres • Non-built tourist infrastructure and insufficiently used tourist potential • Insufficient recognisability of brands (tourism) • Insufficient tourism promotion, i.e. promotion of tourist sights • Lack of local and regional initiative for tourism • Problems in coordination between various institutions and facilities • Lack of financial means • Slow administration on all levels • Low level of information and informative material for cyclotourists • Insufficient promotion and recognisability of Croatia and Hungary as cyclotourist destinations

	<ul style="list-style-type: none"> • Possibility of utilisation of public transportation for the transport of cyclists is rather poor (railway, buses, taxi) • Lack of an organised system for tourism management on the regional and local level in Hungary • Lack of a body directly in charge of the development and promotion of tourism on the territory of the Town of Barcs
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Status of the Republic of Croatia as an undiscovered tourist destination, in particular the continental part • In the EU, the Republic of Croatia has the largest share of surfaces protected within the NATURA 2000 programme • Tourism Strategy of the Republic of Croatia until 2020 emphasizes cyclotourism as a key product • National tourism development strategy of Hungary until 2030 • Development of special (minor) cycling oasis • Organisation of cyclists trails, paths and other infrastructure and specialised, high quality services • Spreading bike share, e-bike, e-charger • Development of new tourist products • Fast road and highway construction plan • EU funds • Closeness of Hungary and Croatia for cross-border cooperation and readiness to share experiences with EU funds • Croatian EU presidency in the first half of 2020 • Growing trend in rural tourism and growth in the demand for all forms of tourist consumption • Lifting the level of professional and specialised knowledge in parallel with the increase in the development and popularity of cyclotourism • New technologies (primarily Internet and computerisation) • Lifting the ecological awareness and a healthy lifestyle • Tourism throughout the year • Stronger development of (cyclo)tourism on the continent • Development of the offer of appertaining content and activities for cyclotourists 	<ul style="list-style-type: none"> • Poor availability of funds for investing in the development of the tourist offer through private initiatives • Exaggerated increase in traffic and increase in the number of traffic accidents with cyclists • Global competition and competitiveness of other counties • Migration of young and educated persons, lack of personnel • Low level of tourist awareness • Poor road infrastructure • Non-adjusted educational system/programme to the needs of the labour market • Difficult construction of the cyclotourist infrastructure due to inappropriate legal regulations and legal property issues • Conflicts between public and private interests • Problems with the authorities of various institutions and thus also the conditioning of a large number of factors • Limited funds for promotional activities • Simplified action for foreign agencies due to EU membership

- Coordinated development of the entire destination and establishing a coordination body on the county (destination) level
- Development of a programme for lifelong learning through connection with the labour market needs

Source: Adjusted according to Cikloprom (2017): Cyclotourism Development OP of the Virovitica-Podravina County. Virovitica: Virovitica-Podravina County, p. 23

5. ANALYSIS OF MARKETING OBJECTIVES

The trends present on the international tourist market create the vacation and travel styles, diversification of vacation activities and impose the need for research, planning and management of the tourism product. In this context, the use of marketing instruments has a vital role in creating a competitive position of cyclotourism on a dynamic and changing market.

The basic marketing goals ensuing from the existing strategic documents⁵⁷ and the SWOT analysis, planned to be achieved with this AP, are the following:

1. Promotion of the tourism product and creation of a market recognisability,
2. Activation of the tourist demand by intensifying marketing activities.

For the purpose of realising the said goals, a proposal of the necessary measures and activities will be made to cover the issues of the development of the product, and communication and sales activities. Moreover, the use of marketing constants is necessary, i.e. elements of visual and verbal identity in all forms of marketing communication and promotional material.

5.1. Product Development

The changes in behaviour of tourists have contributed to the development of special forms of tourism with which the tourist offer and tourism product are to be adjusted to tourists, i.e. a specific group of tourists thus meeting their demands, in particular in the form of organising recreational experiences, adventures and other special content. Today's tourists travel more frequently and for a shorter time, they are informed and are looking for new experiences and adventures that will meet their needs, they are interested in the vacation and recreation outside of their usual milieu, in health protection and getting to know natural beauties and cultural sights of the region and are ecologically aware and sensitive to the quality of the service.

In considering the cyclotourism product development, the focus should be on the products that will contribute to added value creation for the consumer/cyclotourist by means of unique experiences. The future product must be based on the existing elements of the cyclotourist offer (cyclist trails and EV13 route, events, sports competitions and other tourist attractions at the destination), respect the basic motives of the previously defined target cyclotourist segments and include content to represent an added value for the consumer with regard to the basic product, i.e. an active vacation experience with the use of bicycles as a means of transportation.

The product development in cyclotourism should include the following activities:

- Creation of themed tours and travel packages for special market segments,
- Construction of bike parks,
- Organisation of themed events (bike tours) and cyclist competitions continuously throughout the year.

⁵⁷ Cyclotourism development AP for the Republic of Croatia 2015, Cyclotourism development OP of VPŽ 2017, Tourism Development Strategy of the Republic of Croatia until 2020, Hungarian National Tourism Development Strategy until 2030, Integrated Urban Development Strategy of the Town of Barcs 2014 - 2020

5.1.1. Creating Themed Tours and Travel Packages for Special Market Segments

The existing cyclist trail network must be enriched with an additional tourist and hospitality offer and themed tours must be created (shorter, less demanding and longer, more demanding) that would complete the entire adventure of the destination and give a dose of authenticity. Each separate cyclotourist segment requires a tour formed according to their wishes and needs. In this regard, special attention should be paid to the creation of the following tours:

- Family tours,
- Student tours,
- Short trip tours (for individuals and groups),
- Longer several days tours (for individuals and groups) – travel packages.

The themes around which it would be possible to form authentic cyclist tours are the preserved nature with a special emphasis on the protected areas, UNESCO territories, getting to know the flora and fauna of the Drava and Papuk areas, local gastronomy and enology, the world of teas and cultural heritage of the region (material and non-material), including the quality of life and work culture.

The designed themed tours must be sold on the market as unified service packages (trips and travel packages) comprising a whole and being sold at a unique price, adjusted to special cyclotourist market segments.

Trips (one-day) and travel packages (two-day and/or several days) must provide the consumers with an authentic adventure of the entire destination, i.e. they must include unique content and attractions presenting added value for the consumer (and differentiate the product from the competition and other destinations in the wider surroundings).

A formed travel package consists of a combination of several individual tourist and hospitality services such as a ride on a bike trail in protected conservation areas, visits to rural family farms, tasting of local gastronomic specialties and overnight services or participation in events, viewing towns/villages by bike with a professional guidance and relaxation in wellness and similar packages.

Creation of unique trips and travel packages is of exceptional importance for the management of the demand because the combination of the services included in travel packages determines if a certain travel package is sufficiently attractive for the potential demand or not.

5.1.2. Bike Park Construction

With regard to an ever larger interest of the local community in bicycle touring (recreational and competitive), in cooperation with the stakeholders in the development of cyclotourism, it was established that there is a need for the construction of a bike park that would recreationally ennoble the area and provide a possibility of exercise, leisure and adrenaline for all age groups. The area of the town of Slatina has been recognised as an appropriate site for the construction of a bike park, within the Javorica lake complex,

and the territory of the Town of Virovitica, which continuously develops in the direction of active bicycle touring (there are two bike clubs, numerous cyclist trails and other cyclist infrastructure on the territory of the town).

5.1.3. Organisation of Events (Bike Tours) and Cyclist Competitions Continuously throughout the Year

The events attract a large number of recreational tourists and their organisation, in particular events of several days, will contribute to the recognisability of the Virovitica-Podravina County and Town of Barcs as cyclotourist destinations, at the same time promoting bicycle touring and a healthy lifestyle in general.

The events gather a large number of visitors and are an ideal opportunity for the presentation of additional activities, products and events offered at the destination. An example of a good concept of a cyclist event is the 'XC Put Šarana', which in the past two years expanded also to running and became 'Put Šarana Outdoor Weekend'. The number of the participants in the event is continuously growing and has the perspective to become the first sports festival on the territory of the Virovitica-Podravina County.

According to the Cyclotourist Development Operational Plan of the Virovitica-Podravina County, in order to properly organise the events it is necessary to define the categories and criteria according to which the events will be divided (e.g. for recreational tourists, professionals, children) and then their quality will be raised with directed financing and a more intense cooperation. The events should be equally distributed throughout the year and must be promoted through direct target segments for which they are intended.

Moreover, for the passionate cyclists and sportsmen market segment, it is necessary to organise special cyclist competitions. Thus⁵⁸, in the wider region, a Slavonian mountain biking league has been organised at present, an MTB competition system in the organisation of bike clubs, in which also the clubs from the territory of the Virovitica-Podravina County participate. These races are ever more popular and are an excellent basis for attracting recreationalists, young participants and for the general popularisation of biking. In addition, they serve as an excellent continuous training for active cyclists, thus motivating other recreational participants to ride their bike more often.

5.2. Communication and Sales Activities

Tourist destinations must intensely use the marketing communication tools in order to entice the tourist demand, encourage tourists to travel and use their products and services thus ensuring the economic survival on the ever more competitive tourist market. The total marketing communication programme of a certain tourist destination consists of a special combination of advertising, sales promotion, public relations, personal sales and internal and interactive marketing, whereby reaching the planned marketing and promotional goals.

In modern business conditions, marketing communication by means of Internet is essential. Internet apps enable multimedial presentation of the tourist destination offer and direct connection with consumers, creating an interaction and relations with them

⁵⁸ According to the Operational Cyclotourism Development Plan of VPŽ

with the possibility of creating tourist products and services according to the consumers' individual demands.

The basic communication and sales activities goal is to activate the tourist demand by means of:

- Promotion of basic communication activities (public relations) and e-marketing activities sending the message of the Virovitica-Podravina County and the territory of the Town of Barcs as a unique cyclotourist destination,
- Promotion of internal marketing in order to raise awareness of the local population and entrepreneurs about the cyclotourist offer and bicycle touring as a lifestyle in the function of sustainable development and enticement of healthy lifestyle habits,
- Sales promotion in order to entice the purchase, i.e. sale of products or services (development of the cooperation with specialised tourist mediators and organisation of study trips for the same).

5.2.1. Public Relations

The task of the public relations is to create a positive picture of the Virovitica-Podravina County and the Town of Barcs as cyclotourist destinations and build and cultivate a good relationship with the media, in particular bloggers, journalists and editors of specialised travel and cyclotourism magazines⁵⁹. Since today's traveller perceives magazine articles and publications in blogs as more truthful than a traditionally paid advertisement, it is necessary to create stories that will activate the cyclotourist demand. Public relations must include the following activities:

- Participation at fairs with the topic of cyclotourism, green tourism and active vacation,
- Study travels for specialised journalists, magazine editors, bloggers and other influential media,
- Continuous communication with the media and wider public.

The basic goal of participating at fairs with the topic of cyclotourism is to directly present the destination and tourist offer intended for cyclotourists, i.e. a range of tourist products, travel packages and events available to cyclotourists on the territory of the Virovitica-Podravina County and the territory of the Town of Barcs. For each year, it is necessary to make a plan of presentation at fairs and select the fairs specialised in cyclotourism, active vacation and green vacation where they can directly get in touch with the target market.

The goal of study travels for specialised journalists, magazine editors, bloggers and other media of influence dealing with active vacation and cyclotourism is to present the tourist offer of the destination and its specific content (products) for individual cyclotourist target groups. Study travels must ensure a unique tourist adventure for the participants

⁵⁹ Recommendations for foreign magazines: Fiets – a monthly with an emphasis on bicycle lovers; Fietsactief – a magazine for recreational cyclists from Belgium and the Netherlands with articles on cycling destinations and bike equipment as well as product tests; Cykloturistika – a tourist and biking magazine; Velo – a tourist and cycling magazine; Slovenian magazines dealing with active leisure: Bicikelj, Tekáč, Sokol, Val Navtika and Navtika plus.

of all the elements of the cyclotourist offer in order for them to carry it forward through articles in magazines, editorials, blogs, social networks and other media available to their readers and followers.

Continuous communication with media and the wider public includes continuous sending of interesting short stories and current news related to the cyclotourist offer. It is important to make forceful promotional activities and encourage media to publish stories and articles on special events such as happenings, festivals, opening of facilities with the Bike&Bed standard, opening of new cyclist trails or presentation of new packages for special market segments.

A vital part of public relations includes the management of the 'press corner' and selection on 'What the visitors say about us' at the promotional and sales destination website that unites the cyclotourist offer of the destination and the creation of a newsletter that will contain all the news and interesting pieces on the cyclotourist offer with the possibility of online application to the e-newsletter.

In communication with the media, the focus should be on the local media and also on the foreign emission market media.

5.2.2. Promotion of a Unique Destination Website

The destination website should be the holder of the e-marketing activities, i.e. the central promotional and sales place and the central point of cyclotourist offer and the main channel for keeping guests informed. Each business-oriented website must fulfil the following five tasks:⁶⁰

- Attracting guests to the website,
- Keeping visitors at the website,
- Attracting visitors for another visit of the previously visited website,
- Making business,
- Post-sales services.

Since the Virovitica-Podravina County and the Town of Barcs already have a website intended for the promotion of cyclotourism, it will be necessary to take certain measures in order to put it into function of a central destination website by means of which the realisation of a complete marketing programme will be possible. It is necessary to optimise the website for search engines (SEO⁶¹) in order to improve its position in the search engine's results and thus realise a greater visibility of the destination. Moreover, it is necessary to apply the marketing tools, such as Google Analytics, that enable the monitoring and generating of detailed statistical presentations of events at the website (for example, arrival of visitors, their behaviour and profile, how long they stay, at what time of the day they arrive, where they come from, how well the users are kept).

5.2.3. Promotion of Cyclotourist Offer on Social Media (Internet)

Indispensable is also the use of social networks for the purpose of promoting cyclotourism and cyclotourist offer of the destination. Social networks provide consumers with an easier access to the sought information, interaction and development of two-way

⁶⁰ Ružić, D., Biloš, A., Turkalj, D. (2014): E-marketing. Osijek: School of Economics in Osijek, 137

⁶¹ Website optimisation for search engines.

communication with consumers. In this context, a profile should be made on social networks such as Facebook, Twitter and Instagram, networks for the exchange of multimedia content such as Youtube and networks specialised in the area of tourism, travel and recreation, such as TripAdvisor and Strava⁶². Furthermore, presence on blog networks would be desirable (e.g. Blogger) enabling their users to search and skim interesting blogs. Instead of a usual profile, users write and edit their own blogs with a certain topic.

5.2.4. Mobile Apps

A mobile app, just like a destination website, should comprise a unique promotional and sales platform of the cyclotourist product. The following period does not propose the creation of a separate mobile app but rather the inclusion of cyclist trails and routes of the territory of the Virovitica-Podravina County in the offer of the Croatia bike routes mobile app and, on the other hand, the inclusion of cyclist trails and routes from the territory of the Town of Barcs in the mobile EV13 app. Because of the wide application of the said mobile apps, this will increase the visibility of certain trails and routes on the national and international market.

5.2.5. Internal Marketing

Activities of internal marketing must be directed at stakeholders in tourism but also at the wider local community. The basic goals to be achieved should include the creation of an enticing climate for the development of tourism as a whole (with a special emphasis on cyclotourism) and entrepreneurship in tourism, enticing the public sector to support the private sector in the development of tourism, motivating the local private sector to engage in tourism and sensibilisation of the public on the effects of cyclotourism. The set goals can be reached by organising appropriate trainings/workshops, organising study travels to 'good practice examples' destinations and building relations with local media.

5.2.6. Sales Promotion

Sales promotion consists of promotional means used in order to entice the purchase or sale of products or services. Activities in sales promotion must be directed towards visitors, tourist agencies and special interest groups such as BKs, recreational associations, schools etc. Moreover, it is important to organise study travels in order to additionally promote the sales but also the image of the Virovitica-Podravina County and the territory of the Town of Barcs as the cyclotourist destination. As key activities in promoting sales, the following can be singled out:

- Development of cooperation with specialised tourist mediators,
- Organisation of study travels for specialised mediators,
- Organisation of study travels for special visitor interest groups,
- Development of cooperation with primary and secondary schools and VŠMTI.

5.2.7. Promotional material

⁶² Strava may serve as a tool to collect information on the routes used by individuals and which need not be made trails and routes. With regard to the frequency of using certain non-marked routes, the network can serve as a signal for the creation of changes, i.e. for the reorganisation of trails and routes.

Along with the above, for the needs of implementing communication activities and achieving synergy effects, promotional material must be created (informative brochures, catalogues, maps with drawn cyclist trails and themed routes, audio-visual material) that will contain the key attractions of the destination, cyclist trails, tourist information and in the best possible way present the cyclotourist offer at the destination.

6. PROGRAMMES, MEASURES AND PROJECTS IN IMPROVEMENT OF CYCLOTOURISM IN THE CROSS-BORDER AREA OF THE VIROVITICA-PODRAVINA COUNTY AND THE TOWN OF BARCS

The presented data in the status analysis are a result of conducted primary and secondary studies and represent a relevant basis for the further planning of cyclotourism development of the Virovitica-Podravina County and the territory of the Town of Barcs. Therefore, the conducted analysis of the status of cyclotourism of the observed area is a basis for the definition of appropriate programmes and measures for the development of cyclotourism for the period until 2023.

Table 16 Programmes and measures in improving cyclotourism of the Virovitica-Podravina County and the territory of The Town of Barcs

PROGRAMMES	MEASURES
1. Improvement of the quality of cyclotourist infrastructure	<ol style="list-style-type: none"> 1. Organisation of the existing section and connecting interrupted parts of the Drava route and the Tri rijeke route (EV13) 2. Organisation of other cyclist routes of the Virovitica-Podravina County and the territory of the Town of Barcs 3. Organisation of cyclist roads 4. Equipping the existing and/or new cyclist routes with the necessary service and informative content 5. Equipping the existing and/or new cyclist routes with a uniform cyclist and informative signage for tourists
2. Development and promotion of the quality of the services	<ol style="list-style-type: none"> 1. Encouraging the increase in the number of specialised cyclotourist accommodation facilities 2. Improvement of the catering service and enticement of the strengthening of local gastronomy 3. Co-financing the stakeholders of the civil and private sector in dealing with cyclotourism
3. Promotion of marketing activities	<ol style="list-style-type: none"> 1. Product development 2. Marketing communication improvement 3. Sales promotion
4. Improvement in the organisation, cooperation and education for the needs of cyclotourism development	<ol style="list-style-type: none"> 1. Establishing coordinated cyclotourism organisation 2. Training the local community with the aim of their inclusion in the cyclotourism development

Source: Created by author

6.1. PROGRAMME 1. Improvement of the Quality of Cyclotourist Infrastructure

Within the framework of Programme 1, four measures for the Virovitica-Podravina County and three measures for the territory of the Town of Barcs with the appertaining activities for their realisation have been defined. Further below is the presentation of all the measures with the appertaining activities, followed by their detailed description.

6.1.1. Measures and Activities in Improving the Quality of the Cyclotourist Infrastructure on the Territory of the Virovitica-Podravina County

MEASURE	PROJECT ACTIVITIES
1. Organisation of the existing section and connecting the interrupted parts of the Drava route (EV13) on the territory of the Virovitica-Podravina County	<ol style="list-style-type: none"> 1. Negotiations and preparatory activities for the removal of passage hindrances of the route on the embankment of the Drava 2. Construction of the Virovitica-Terezino Polje border crossing route 3. Improvement of the safety of cyclists on the D5 state road from Virovitica to the Terezino Polje border crossing 4. Bridge construction on the Sopje county channel 5. Negotiations and preparatory activities for the construction of two bridges in the Čađavica municipality 6. Organising the legal status and refurbishment of the existing path along Drava in the Čađavica municipality – section from Noskovačka Dubrava to Martinci Miholjački
2. Organisation of other cyclist routes of the Virovitica-Podravina County	<ol style="list-style-type: none"> 1. Construction and organisation of the path around the Javorica lake in Slatina 2. Construction and organisation of the path along the Ođenica basin 3. Construction and organisation of the path from Voćin to Jankovac 4. Construction and organisation of the Orahovica – Jankovac – Orahovica route 5. Construction and organisation of the Orahovica – Orahovica vineyards – Orahovica route 6. Construction and organisation of the Podravsko sunce route 7. Construction and organisation of the BBS green 'Z Babičanke na Aršanj' route 8. Construction and organisation of the BBS blue 'Z Kosavljevice na Kulu' route 9. Construction and organisation of the BBS red 'Z Kule do Bukovice' route 10. Construction of new attractive and/or reshaping of the existing routes 11. Negotiations, preparation activities and construction of routes between counties 12. Regulation of the 'Weekenduro' cyclist trail status
3. Organisation of cyclist roads	<ol style="list-style-type: none"> 1. Negotiations and preparatory activities for the establishment of the cyclist trail on the D5 state road from Virovitica to the Terezino Polje border crossing


	<ol style="list-style-type: none"> 2. Organisation of the two-way cyclist trail from Virovitica to Suhopolje 3. Increase in safety of cyclotourists on the section of the 'Slatinski đir' route along the D2 state road from Nova Bukovica to Slatina 4. Construction and organisation of the 'Sladojevci – Kozice' route
4. Equipping the existing and/or new cyclist routes with the necessary services and informative content	<ol style="list-style-type: none"> 1. Placing service stations and rest stops on the Drava route 2. Placing service stations and rest stops in the wider Slatina area 3. Placing service stations and rest stops in the wider Pitomača area 4. Placing service stations and rest stops in the wider Orahovica area
5. Equipping the existing and/or new cyclist routes with a uniform cyclists and tourist signage	<ol style="list-style-type: none"> 1. Equipping the existing and new cyclist routes on the territory of the Virovitica-Podravina County with a standardised visual PBS identity 2. Equipping marked routes on the territory of the Virovitica-Podravina County with tourist interpretation tools

MEASURE 1 Organisation of the existing section and connecting the interrupted parts of the Drava route (EV13) on the territory of the Virovitica-Podravina County
(with the appertaining project activities)

Activity 1.1	Negotiations and preparatory activities for the removal of passage hindrances on the Drava embankment
Description	<p>In order to increase the passage of the route on the Drava embankment, it is necessary to start negotiations with Hrvatske vode d.o.o. on the alignment and realisation of activities to remove 14 (classic) ramps on the embankment along the Drava that are within their authority.</p> <p>Ramps must be replaced with appropriate ramps, adjusted for an unhindered passage of cyclists in order to influence the increase in the number of cyclists using the route.</p> <p>Since there is a larger number of ramps to be replaced, this set of activities can take place at once or in stages.</p>
Stakeholders	Virovitica-Podravina County, Hrvatske vode d.o.o., TZ of the Virovitica-Podravina County, RA VIDRA
Period	2019 – 2023

Activity 1.2	Construction and organisation of the Virovitica – Terezino Polje border crossing route
Description	<p>Since the current cyclist route from Virovitica towards the Terezino Polje border crossing (further towards Hungary) takes place on the section of the D5 state road with a greater traffic intensity, it is necessary to form and construct a new and safer route for the cyclists. Apart from creating a safer route for the cyclists, the goal is to create a cyclotourist route that will pass through attractive nature and connect the content on the route (Hotel Kurija Janković - accommodation capacities, bike rental and service etc.). The activity takes place in stages since a part of the route from the Hotel Kurija Janković to Terezino Polje is planned to be realised from the EV13 GAP project.</p> <p>It is suggested that the route starts in Virovitica and partly passes on the existing asphalt roads and mostly on firmly built paths (Virovitica – east of</p>

	<p>Brezik – Lukač – east of Turanovac and Kapela Dvor – west of Gornje Bazje – optionally to the Drava river – Terezino Polje border crossing). Upon the establishment of a satisfactory quality level of the entire route, it is suggested to mark it with standardised PBS tables and, depending on the need, place traffic signs for the safety of the cyclists and other necessary cycling infrastructure with regard to the existing one (rest stops, service stations).</p> <p>The route is mostly intended for recreational cyclotourists but also for everyone else from the local area looking for a route through nature with a minimal presence of motor vehicles.</p>
Stakeholders	TZ of the Virovitica-Podravina County, TZ VT, BK Bor, KEKS, RA VIDRA
Period	2019 – 2020

Activity 1.3	Increase in the Safety of Cyclists on the D5 State Road from Virovitica to the Terezino Polje Border Crossing
Description	<p>Since the traffic of this section is exceptionally intense, it is necessary to improve the level of the safety of cyclists by placing the 'cyclists' traffic sign. The 'Cyclists' sign (A39) marks the vicinity of the part of the road on which there are cyclists or the vicinity of the place where cyclists most often join the road from the side or from a cyclists trail.</p> <p>Moreover, it is desirable to try and revise (reduce) the speed of the movement of vehicles in certain sections, by placing traffic signs (e.g. at the D5 crossroads with the access road of the Hotel Kurija Janković, at the junction with the Drava embankment). It is possible to also plead for the placement of regulatory signs, e.g. sign of an area with calm traffic.</p> <div style="text-align: center;">  </div> <p>JLRS can propose (demand) the placement of a traffic sign explaining such need to the relevant body for roads.</p>
Stakeholders	Virovitica-Podravina County, Town of Virovitica, Lukač Municipality, TZ of the Virovitica-Podravina County, Hrvatske ceste d.o.o., RA VIDRA
Period	2019 – 2020

Activity 1.4	Construction of a Bridge on the Sopje County Channel
Description	<p>Since the goal is to establish also an alternative cyclist route continuously along the Drava embankment, it is desirable to construct a cyclist-pedestrian bridge over the county channel in the Sopje municipality. The bridge construction would connect the embankment into one whole, which would ensure the preconditions for a more intense use and development of cyclotourism on this route along the Drava.</p> <p>For the needs of realising this activity, project documentation and construction permit were obtained.</p>
Stakeholders	Virovitica-Podravina County, Sopje Municipality, Hrvatske vode d.o.o., TZ of the Virovitica-Podravina County, RA VIDRA
Period	2020 – 2023

Activity 1.5	Negotiations and Preparatory Activities for the Construction of Two Bridges in the Čađavica Municipality
Description	It is necessary to continue with the negotiations on the relevant sections and potential partners with the purpose of realising activities in obtaining the

	project documentation for the construction of bridges in the Čađavica municipality. The realisation of this activity is a precondition for the construction of bridges and further activities of putting the cyclist route into function along the existing dirt road, which will also be preceded by refurbishment.
Stakeholders	Čađavica Municipality, Virovitica-Podravina County, Hrvatske vode d.o.o., JU for the management of protected parts of nature and ecological network of the Virovitica-Podravina County, RA VIDRA, TZ of the Virovitica-Podravina County
Period	2020 – 2023

Activity 1.6	Organisation of the Legal Status and Refurbishment of the Existing Path along the Drava in the Čađavica Municipality – Section from Noskovačka Dubrava to Martinci Miholjački
Description	In order to continue with the activities in establishing the cyclist route along the Drava river on the territory of the Čađavica Municipality, it is necessary to include dirt roads into the Cadastre of unclassified roads in parallel with the Drava river in order to ensure the preconditions for the obtaining of the necessary documentation for the construction of paths. After all the necessary documents have been obtained, refurbishment and adjustment activities according to the cyclists' needs follow (physical construction of the paths, placement of signage and, if necessary, other additional cyclist content and services). With the realisation of this set of activities, the routes along the Drava would be organised all the way until the end of the Virovitica-Podravina County. This set of activities can take place immediately or in stages.
Stakeholders	Virovitica-Podravina County, Hrvatske vode d.o.o., TZ of the Virovitica-Podravina County, RA VIDRA
Period	2019 – 2022

MEASURE 2 Organisation of Other Cyclists Routes of the Virovitica-Podravina County (with the appertaining project activities)

Activity 2.1	Construction and Organisation of the Path around the Javorica Lake in Slatina
Description	Construction of a new cyclists trail around the Javorica lake in Slatina on the dirt and asphalted road. The route will be approximately 4 km long and leaning on the 'Obiteljski đir' route. Apart from giving an appropriate name to the cyclist trail and placement of the necessary signs by the holder (tourist and interpretation, cyclist etc.), it is suggested that, depending on the need (and pursuant to possibilities), other cycling infrastructure (rest stops, service stations etc.) and marking of the trail with standardised PBS tables or as a part of the brand should be made.
Stakeholders	Town of Slatina, Virovitica-Podravina County, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina
Period	2019 – 2020

Activity 2.2	Construction and Organisation of the Trail along the Ođenica Basin
Description	The construction and organisation of a cyclist trail is planned along the upper and lower basin of Ođenica. The goal is to put into function the area along Ođenica avoiding road traffic in the Town of Virovitica, connecting the town (town sights) with the natural environment from the source in the

	<p>first Virovitica pond all the way to the Drava river. The length of the cyclist trail is 13.5 km. Apart from the territory of the town, it passes also through the area of the neighbouring municipalities (Lukač and Špišić Bukovica). Apart from giving an appropriate name to the cyclist trail and placement of the necessary signs by the holder (tourist and interpretational, cyclist etc.), it is suggested, depending on the need (and pursuant to the possibilities), to place also other cycling infrastructure (rest stops, service stations etc.) and mark the trail with standardised PBS tables or as a part of the brand. It is to be expected that the activity will take place in stages (first on the upper and then on the lower Ođenica basin).</p>
Stakeholders	Town of Virovitica, Virovitica-Podravina County, TZ of the Town Virovitica, TZ of the Virovitica-Podravina County, Lukač Municipality, Špišić Bukovica Municipality
Period	2019-2023

Activity 2.3	Construction and Organisation of the Trail from Voćin to Jankovac
Description	<p>Tracing a new cyclist trail to connect Voćin and Jankovac with a forest path (off road trail). It is a former existing path (horse racing track) and thus no major intervention in space is expected. The goal is to connect two most visited destinations on the territory of the Papuk Nature Park on the side of the Virovitica-Podravina County.</p> <p>Apart from giving an appropriate name to the cyclist trail and placement of the necessary signs by the holder (tourist and interpretational, cyclist etc.), it is suggested, depending on the need (and pursuant to the possibilities), to place also other cycling infrastructure (rest stops, service stations etc.) and mark the trail with standardised PBS tables or as a part of the brand.</p>
Stakeholders	Papuk Nature Park, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County
Period	2019 – 2021

Activity 2.4	Construction and Organisation of the Orahovica – Jankovac – Orahovica Route
Description	<p>The construction of the circular cyclist route to connect the centre of Orahovica (including the Orah excursion) with Jankovac. It is predicted that the construction will take place through the already present forest trails (that are a part of the Slavonian mountain trail) and on the way back partly on the asphalted road. The route will be on Orahovica – Stari Grad – Javor – Jankovac route and back through Drenovac – Pušine and Kokočak, which would include also the other planned trails (connection with the Voćin – Jankovac and Čačinci – Jankovac trail for which a fork should be planned in the next programme period – Pušina – Krajna – Bukvik – Čačinci). Routes like this one on the hills of Papuk are of great importance with regard to their potential in terms of organising cycling races.</p> <p>Apart from giving an appropriate name to the cyclist trail and placing the necessary signs by the holders, it is suggested to place also other cycling infrastructure (rest stops, service stations) in appropriate places (e.g. improve the existing Domobranska livada rest stop and place a service station and photovoltaic collector for charging). It is suggested to mark the trail with standardised PBS tables or as a part of the brand and place tourist interpretational maps with drawn routes and main sights on the routes at every bike trail crossroads.</p>
Stakeholders	BK Lood, Town of Orahovica, TZ of the Town of Orahovica, Papuk Nature Park, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County

Period	2019 – 2022
Activity 2.5	Construction and Organisation of the Orahovica – Orahovica Vineyards – Orahovica Route
Description	<p>Tracing the cyclist route to connect the centre of Orahovica with the Orahovica vineyards, where there are the vineyards of the local farms and PP Orahovica company. This is mostly an already existing section of the wine road and, thus, no major intervention in space is expected. The route will be approximately 10 km long and due to the very constitution of the route (asphalt and firmly established base) and terrain, it will be appropriate for all cycling segments. The goal is to establish a route through the already existing attractive content and the wine tourism of the Town of Orahovica. Apart from giving an appropriate name to the cyclist trail and placing the necessary signs by the holders, it is suggested to place also other cycling infrastructure (rest stops, service stations) in appropriate places. It is especially important to take into consideration the possibility of marking the trail as a part of the standardised PBS brand and place tourist interpretational maps with a drawn route (or routes on the Orahovica territory) and main sights along the route.</p>
Stakeholders	BK Lood, Town of Orahovica, TZ of the Town of Orahovica, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County
Period	2019 – 2021

Activity 2.6	Construction and Organisation of the 'Podravsko sunce'/Podravina Sun Route
Description	<p>The 'Podravsko sunce' cyclist route starts and ends in the centre of Pitomača. This is about the construction of the route on the existing asphalt roads, 51.5 km long, which will not be demanding since it is in the lowlands, beneath the Bilogora foothills. The route is on the Pitomača – Banov Brod – Viseći most Križnica (optionally continues to Križnica) – Okrugljača – Bušetina – Špišić Bukovica – Vukosavljevica – Velika Črešnjevica – Grabrovnica – Dinjevac – Pitomača path.</p> <p>Since the route in one of its parts goes along the D2 state road, it is suggested to use it minimally and to consider the establishment of a cyclist trail or path in this section. The best solution would be that upon arrival from Bušetina on D2 and further along it, if the route continued in the Pavleka Miškina Street or Vladimira Nazora in Špišić Bukovica.</p> <p>The route will connect the most attractive content of this Podravina part of the Virovitica-Podravina County (pedestrian Križnica suspension bridge, Križnica itself, wine cellar, tasting room and Lodging Vineda, wine-growing Aršanj hill, Petar Preradović Interpretation Centre).</p> <p>The route must be equipped with cyclist and tourist signage and the necessary accompanying cyclist infrastructure:</p> <ul style="list-style-type: none"> – Placement of cyclist signs along the route, obligatorily at major crossroads (it is suggested to mark the trail with standardised PBS tables or as a part of the brand), – Placement of tourist interpretational maps with drawn routes and main sights on the routes (it has been suggested to place them at every cyclist trail crossroads, e.g. the crossroads in Bušetina where the route separates from the Drava route), – Placement of rest stops and service stations at places where necessary (where the distance between the already existing rest stops is large, e.g. in Bušetina or at the sites where tourists can make a stop – Vineda)

	cellar, Petar Preradović Interpretation Centre; service stations should be placed primarily along the existing rest stops).
Stakeholders	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce/Green Heart Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County
Period	2019 – 2023

Activity 2.7	Construction and Organisation of the BBS Green 'Z Babičanke na Aršanj' Route
Description	<p>Tracing of the Bilogora cyclist trail, in short named BBS zeleni 'Z Babičanke na Aršanj', starting and ending at the restaurant and lodging Zlatni klas in Otrovanec. This is about the formation of a less demanding mountain cyclist route in the total length of 24.2 km, in a smaller part on the existing asphalt road (4 km) and largely on a firmly built macadam road and forest paths. The route takes place on Zlatni klas Otrovanec – Sedlarica – 'Babičanka' forest house – Kladarski breg – Aršanj vineyard hill – Zlatni klas Otrovanec. The route takes place on the hills of Bilogora encompassing certain attractive content (cellars and vineyards, a local gastronomy restaurant and biological diversity of Bilogora). The route must be equipped with cyclist and tourist signage and the necessary appertaining cyclist infrastructure:</p> <ul style="list-style-type: none"> – Placement of cyclist signs along the route, obligatorily at key crossroads (it is suggested to mark the trail with standardised PBS tables or as a part of the brand), – Placement of tourist interpretational maps with drawn routes and main sights on the routes at every cyclist route crossroads and rest stops, – Placement of rest stops and service stations where necessary (where there is a great distance between the already existing rest stops or at sites where tourists can stop, while service stations must be primarily placed along the existing rest stops). <p>Since in the wider Pitomača area in the area near Bilogora in the direction of Virovitica several BBS routes are planned, it is necessary to name the basic section through which all three pass (green, blue and red) with a unique BBS title, while the other overlapping forks must be named appropriately depending on the route of the above-mentioned three.</p>
Stakeholders	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce/Green Heart Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County
Period	2019 – 2023

Activity 2.8	Construction and Organisation of the BBS Blue 'Z Kosavljevice na Kulu' Route
Description	<p>Tracing of the Bilogora cyclists trail, shortly named BBS blue 'Z Kosavljevice na Kulu', starting and ending in the Vineda wine cellar, tasting room and lodging in Vukosavljevica. This is about the formation of an MTB mountain cyclist route in the total length of 36.5 km mostly passing through excellent Bilogora forest paths and partly (on the way back) on a poorly asphalted road. The route will pass through the Vineda cellar – tops of Bilogora in the direction Sibenik – before Sibenik turning to the village of Brzaja – (connection to BBS green before Kula optional) – 'Babičanka' forest house – Kula Bilogora top – Vineda cellar. The route is on the excellent MTB mountain trail on the hills of Bilogora and is appropriate for different purposes (recreation, preparation for competitions, competitions etc.).</p>

	<p>The route must be equipped with cyclist and tourist signage and the necessary appertaining cyclist infrastructure:</p> <ul style="list-style-type: none"> – Placement of cyclist signs along the route, obligatorily at key crossroads (it is suggested to mark the trail with standardised PBS tables or as a part of the brand), – Placement of tourist interpretational maps with drawn routes and main sights on the routes at every crossroads of cyclist routes and rest stops, – Placement of rest stops and service stations at places where necessary (where there is a large distance between the already existing rest stops or at locations where tourists can stop; it would be good if the service stations would primarily be placed along the existing rest stops).
Stakeholders	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce/Green Heart Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County
Period	2019 – 2023

Activity 2.9	Construction and Organisation of the BBS Red 'Z Kule do Bukovice' Route
Description	<p>Tracing of the Bilogora cyclist trail, BBS red 'Z Kule do Bukovice' in short, starting and ending at the Zlatni klas restaurant and lodging in Otrovanec. This is about the formation of an MTB mountain cyclist route in the total length of 54.6 km mostly passing through well-built forest trails of Bilogora, partly (on the way back) on an asphalt road with low intensity traffic along the winegrowing hills of Bilogora. The route will pass through Zlatni klas Otrovanec – Mala Črešnjevnica – and further on in opposite direction of the BBS blue route all the way to the crossroads of the road towards Vukosavljevica and Sibenik – on the tops of Bilogora to Špišić Bukovica – Hotel Mozart – Vineda cellar – Turnašica – Zlatni klas Otrovanec. The route takes place on an excellent MTB mountain trail on the hills of Bilogora and is appropriate for various purposes (more demanding recreation, preparations for competitions, competitions etc.).</p> <p>The route must be equipped with cyclist and tourist signage and the necessary appertaining cyclist infrastructure:</p> <ul style="list-style-type: none"> – Placement of cyclist signs along the route, obligatorily at key crossroads (it is suggested to mark the trail with standardised PBS tables or as a part of the brand), – Placement of tourist interpretational maps with drawn routes and main sights on the routes at every crossroads of cyclist routes and rest stops, – Placement of rest stops and service stations where necessary (where there is a great distance between the already existing rest stops or where the tourists can stop, while service stations should be primarily placed along the existing rest stops).
Stakeholders	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce/Green Heart Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County
Period	2019 – 2023

Activity 2.10	Construction of New Attractive and/or Reshaping of the Existing Routes
Description	<p>The activity is particularly important and relevant for the entire period of the implementation of the AP. The frequency of activities to build new and attractive and/or reshaping of the existing routes will depend on the situation and the needs in the field to be primarily noticed by members of cyclist clubs on the territory of the Virovitica-Podravina County, individual cyclists and</p>

	<p>cyclotourists. Other relevant proposals for the creation of new routes can be based also on the experience of other individuals offering certain cyclotourist services. Of course, for the implementation of this continuous set of activities, all the stakeholders in direct or indirect contact with tourism are responsible, from the public to civil and private organisations.</p> <p>With regard to the features of cyclotourist demand, it is to be expected that the majority of the new routes and reshaping of the existing ones will take place along the Drava river, Papuk and Bilogora, because the routes in the natural environment are in demand the most. The most significant impact on the cyclotourist experience, pertaining to the cycling infrastructure, is the existence of alternative movement routes during the ride (unlimited possibilities in selecting routes).</p> <p>Accordingly, the main priority should be the activities in forming the 'forks' with which to connect the voids between the existing circular routes on the level of local destinations that are a part of the regional PBS brand. The goal is to ensure a network of connected trails and offer an unlimited number of possibilities and time to be spent riding a bike in the nature. At every cyclist route crossroads, it is necessary to place tourist interpretational maps with drawn routes and main sights on the routes, rest stops and service stations. In cases when the crossroads are very near, no rest stops and service stations at every crossroads are necessary.</p> <p>Apart from building routes in the natural environment that are a priority in the development of cyclotourism, it is necessary to think long term about the construction of cyclist trails and paths along roads within towns and those connecting towns, because they are desirable in raising the so-called 'cyclist culture' of the local population. Individual interventions in such sections, which in the stage of data collection presented themselves through focus groups as a priority (OP of cyclotourism development of the Virovitica-Podravina County 2017-2020 also includes those and many more of such sections), have been proposed for the implementation until 2023 through Measure 3 of the programme. The trails would be used for the daily movement of the population but also as a link of cyclotourism and other bike lovers to arrive at a certain desired destination or route.</p> <p>It is important to mention here that cyclotourists wish to have alternative routes at their disposal on which to move and freely select them, while the destination must ensure their safety in the long term (upon arrival in Croatia, cyclotourists expect a safety level because we are a part of the organised EU system). Respecting the wider context, within the framework of which cyclotourism develops, will be defined more easily and a future desired level of development will be reached.</p>
Stakeholders	BKs, Virovitica-Podravina County and all JLS, TZ of the Virovitica-Podravina County and other TZs, JU, other associations, entrepreneurs and all interested individuals
Period	2019 – 2023

Activity 2.11	Negotiations, Preparation Activities and Creation of Inter-County Routes
Description	Cyclotourists and other bike lovers come to the destinations in different ways, one of them being by bike. Cyclotourists who come with the goal to spend most of their stay on the territory of the Virovitica-Podravina County can come directly or with several stops in other destinations (depending on the distance from where they come) but they can also come from the neighbouring counties in which they stay. In order to improve such arrivals in the Virovitica-Podravina County, it is necessary to work also on the

	<p>possibility to connect with other counties (and their local self-governments) with which they have a border. A good example is the Drava route connecting all counties along the Drava or the 'Bilodrava cyclist triangle' route providing the possibility of connecting and continuing the journey on other interregional cyclist routes.</p> <p>In the very focus of this set of activities is the cooperation and negotiation of activities on the possible interregional routes that will connect several counties and suggest connecting with other routes of the countries in the region.</p> <p>Such an approach can represent the starting stage in the creation of such routes. The priority of connecting the routes towards the neighbouring counties are the routes in the direction north/west/south if one takes into account the market demand from where the cyclotourists are mostly coming but also their desired movement direction towards the south of Croatia.</p> <p>The largest development potential of such routes are the natural, cultural and other attractions. An example of the route relevant for the implementation is the route that would take place on the former Gutmann railway, from Voćin to Donji Miholjac and further, optionally towards Hungary or Osijek, from Voćin offering the possibility to connect with other routes in the county and outside of it. Other relevant routes refer to the Papuk area opening the possibility to connect the route with the Požega-Slavonia and Bjelovar-Bilogora county route and further optionally towards other neighbouring counties.</p> <p>In a four-year time frame, it would be relevant to suggest cooperation, negotiations and collection of the necessary documents for the implementation of the projects on the construction of interregional cyclist routes.</p>
Stakeholders	BKs, Virovitica-Podravina County and all JLS, TZ of the Virovitica-Podravina County and other TZs, JU, other associations, entrepreneurs and all interested individuals
Period	2019 – 2023


Activity 2.12	Regulation of the 'Weekenduro' Cyclist Trail Status
Description	In the wider Orahovica area, within the Papuk Nature Park, there is an enduro cyclist trail, 'Weekenduro', that needs approval of the relevant bodies in order to be officially included in the cycling infrastructure of the Virovitica-Podravina County. The trail starts on the Rudine mountaintop and ends in the village of Duzluk. The trail has a unique form on the territory of the Virovitica-Podravina County and there is the possibility of extending the trail by lifting the attractiveness of the trail (placement of additional content on the trail such as land jumping places and others to raise the level of adrenaline).
Stakeholders	Papuk Nature Park, Town of Orahovica, BK Weekend Warriors Osijek, BK Lood
Period	2019 – 2020

MEASURE 3 Organisation of Cyclist Roads (with the appertaining project activities)

Activity 3.1	Negotiations and Preparatory Activities for the Construction of a Cyclist Trail on the D5 State Road from Virovitica to the Terezino Polje Border Crossing
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Description	<p>As already established, the section of the D5 route from Virovitica to the Terezino Polje border crossing has an exceptionally intense traffic, intensive negotiations have to be started with the relevant stakeholders and potential partners on the establishment of a cyclist trail in that section. For the implementation of these activities, it is necessary to obtain all the necessary permits and perform physical works in the field.</p> <p>These set of activities can take place at once or in stages.</p> <p>It is to be expected that in this timeframe consensus should be reached on the implementation of activities and preparation of the necessary documentation.</p>
Stakeholders	Virovitica-Podravina County, Town of Virovitica, Lukač Municipality, TZ of the Virovitica-Podravina County, Hrvatske ceste d.o.o., RA VIDRA, BK Bor, KEKS
Period	2019 – 2022

Activity 3.2	Organisation of a Two-Way Cyclist Trail from Virovitica to Suhopolje
Description	<p>The section of the D2 route from Virovitica to Suhopolje has exceptionally high traffic and it is therefore necessary to start intensive negotiations with the relevant stakeholders and potential partners on the establishment of a cyclist trail in that section. The cyclist trail must be built from the direction of Virovitica towards Suhopolje and from the direction Suhopolje towards Virovitica. For the realisation of these activities, it is necessary to obtain all the necessary permits and carry out physical works in the field.</p> <p>This set of activities can be implemented at once or in stages.</p> <p>It is to be expected that in this timeframe a consensus should be reached on the realisation of activities and the necessary documentation prepared.</p>
Stakeholders	Virovitica-Podravina County, Town of Virovitica, Suhopolje Municipality, Hrvatske ceste d.o.o., TZ of the Virovitica-Podravina County, TZ VT, TZ Suhopolje
Period	2019 – 2020

Activity 3.3	Improvement of the Cyclotourist Safety on the Section of the 'Slatinski đir' Route along the D2 State Road from Nova Bukovica to Slatina
Description	<p>Since this section has exceptionally high traffic, it is necessary to raise the cyclist safety level by placing the 'Cyclists on the road' traffic sign. The 'Cyclists on the road' sign (A39) marks the proximity of the part of the road on which the cyclists move or the proximity of the place where cyclists most often come to the road from a side road or a cyclist trail.</p> <p>Moreover, it is desirable to work on the possibility of revising (reducing) the vehicle speed in certain sections, by placing traffic signs (e.g. at the crossroads of the Slatina bypass road with the road towards the centre of the town). It is possible to plead for the placement of warning signs, e.g. the sign on a low traffic area (C25).</p> <div style="text-align: center;">  </div>
Stakeholders	Virovitica-Podravina County, Town of Slatina, Nova Bukovica Municipality, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Hrvatske ceste d.o.o.
Period	2019 – 2020
Activity 3.4	Construction and Organisation of the 'Sladojevcı – Kozice' Route

Description	Tracing of a new cyclist route on the section from Sladojevci to Kozice (Slatina) is of total length of 8.5 km. The route is on the former D2 state road (before the bypass road was built), i.e. the streets of Braće Radića and Kralja Zvonimira (from the beginning to the end of the bypass road). The trails must be marked with standardised PBS tables, if necessary, traffic signs on the safety of cyclists have to be placed and, if necessary, other necessary cyclist infrastructure (rest stops, service stations) with regard to the existing one.
Stakeholders	Town of Slatina, Virovitica-Podravina County, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina
Period	2019 – 2020

MEASURE 4 Equipping the Existing and/or New Cyclist Routes with the Necessary Service and Informative Content (with the appertaining project activities)

Activity 4.1	Placing Service Stations and Rest Stops on the Drava Route
Description	<p>It is planned to place one new rest stop with a bicycle service station in Terezino Polje and equip four existing rest stops with service stations for cyclists in Križnica, Kapela Dvor, Budakovac and Noskovci.</p> <p>It is recommended to place rest stops and service stations and tourist interpretation maps with drawn routes and main sights on the routes in Bušetina, where the route will cross the future traced routes that partially pass along the Drava route, the western part. In the same way, it is necessary, along with the existing ones, to equip at least two more sites on the eastern part of the Drava route. It is recommended that one location be in Novaki (crossroads of the Drava route section and the route towards Pustara Višnjica/Višnjica wasteland) and another one on the territory of the Suhopolje Municipality, whose concrete site must be agreed upon with the stakeholders in the field.</p>
Stakeholders	JU for the management of the protected parts of the nature and ecological network of the Virovitica-Podravina County, TZ of the Virovitica-Podravina County, Virovitica-Podravina County, RA VIDRA, Čađavica Municipality, Gradina Municipality, Lukač Municipality, Sopje Municipality, Suhopolje Municipality, Špišić Bukovica Municipality.
Period	2019 – 2020

Activity 4.2	Placing Service Stations and Rest Stops in the Wider Slatina Area
Description	<p>This set of activities will be realised in stages.</p> <p>Service stations must be placed in the following sites:</p> <ul style="list-style-type: none"> – In the centre of Voćin, – In the Čađavica Municipality, directly at the bus stop in the centre of the town, – At the Javorica lake, – Within the framework of the Sequoia EPIcentre. <p>Rest stops are to be placed at the following locations:</p> <ul style="list-style-type: none"> – placement of rest stops on the Papuk Foothills route according to the estimate and plan of BK Slatina in cooperation with relevant stakeholders – at the Javorica lake
Stakeholders	Town of Slatina, Virovitica-Podravina County, Voćin Municipality, Sopje Municipality, Čađavica Municipality, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina
Period	2019 – 2021

Activity 4.3	Placing Service Stations and Rest Stops in the Wider Pitomača Area
Description	<p>This set of activities will be realised in stages. Rest stops (adjusted for e-bikes) and service stations will be placed at the following locations:</p> <ul style="list-style-type: none"> – Two locations in Pitomača, – At the Petar Preradović Interpretation centre in Grabrovnica, – A service station within the framework of Zlatni klas/Wheatear in Otrovanec (important because of the accommodation), – At the section between Špišić Bukovica and Otrovanec.
Stakeholders	Pitomača Municipality, Špišić Bukovica Municipality, TZ Pitomača, RD Zeleno srce Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County
Period	2019 – 2023

Activity 4.4	Placing Service Stations and Rest Stops in the Wider Orahovica Area
Description	<p>This set of activities will be realised in stages. Rest stops (adjusted for e-bikes) and service stations must be placed at the following locations:</p> <ul style="list-style-type: none"> – Three in Orahovica, envisaged for the receipt of 4 e-bikes simultaneously with the appertaining benches and a software solution (Trg Damira Hornunga – ‘Doljani’, Trg sv. Križa – centre of the town and Orah excursion site), – At the top of Papuk along the existing lookout, ŽC4030 at the entrance to the Virovitica-Podravina County and PSŽ (a cyclist counting device desirable), – At least two locations from Orahovica towards the Drava route (the definition of concrete sites will be preceded by the establishment of the most important directions towards the Drava route).
Stakeholders	Town of Orahovica, TZ of the Town of Orahovica, BK Lood, TZ of the Virovitica-Podravina County, Virovitica-Podravina County, RA VIDRA
Period	2019 – 2023

MEASURE 5 Equipping the Existing and/or New Cyclist Routes with a Uniform Cyclist and Informative Tourist Signage (with the appertaining project activities)

Activity 5.1	Equipping the Existing and New Cyclists Routes on the Territory of the Virovitica-Podravina County with a Standardised PBS Visual Identity
Description	<p>It is proposed to mark all the trails and routes traced so far on the territory of the entire Virovitica-Podravina County (and others in the future) with a standardised PBS visual identity. Of course, PBS signs do not refer to the routes along the state roads (where, according to the law, only ‘blue signs’ are possible).</p> <p>It is particularly important to take into consideration the possibility of subsequent marking of the existing trails through PBS on which there already are signs from before (e.g. Drava route). It is possible to add PBS stickers to the existing signs (resistant to weather), in order to indicate that they are a part of the standardised PBS brand.</p> <p>Note: In order to take the PBS brand in the direction of a synonym for quality and adventure, it is obligatory to agree on the PBS standard criteria (on the coordination body level), i.e. which criteria the route or the trail must conform to in order to be marked through PBS. In this way, the consequences of</p>

	infringing the PBZ brand status would be avoided because the marking of any trail would be prevented if not agreed upon by the coordination body.
Stakeholders	JLRS of the Virovitica-Podravina County, TZ and Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development Agencies of the Virovitica-Podravina County
Period	2019 – 2023

Activity 5.2	Equipping the Traced Routes on the Territory of the Virovitica-Podravina County with Tourist and Interpretation Tools
Description	<p>Within the framework of this activity, it is necessary to place the tourist and interpretation tools in stages (billboards, covered boards, maps, panels etc.) on all of the trails and routes traced so far on the territory of the entire Virovitica-Podravina County (and others in the future).</p> <p>The crossroads are the priority, i.e. the points of connection/separation of the partly overlapping routes (points where there is a possibility to move in several directions) and equipping the routes at the very beginning (in shorter routes) and 'halfway' (in longer routes).</p> <p>It is recommended that the tourist and interpretation tools should contain elements such as: where you are, possible movement directions, sights on the routes, rest stops, service stations and other pursuant to the needs at the moment when they are placed.</p>
Stakeholders	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS, BKs and other associations, development agencies from the territory of the Virovitica-Podravina County
Period	2019 – 2023

6.1.2. Measures and Activities in Improving the Quality of Cyclotourist Infrastructure on the Territory of the Town of Barcs

MEASURE	PROJECT ACTIVITIES
1. Improvement of the existing section of the Tri rijeke route (EV13) on the territory of the Town of Barcs	<ol style="list-style-type: none"> 1. Reconstruction of the section of the Tri rijeke route (EV13) between Barcs and Drávatamási
2. Organisation of other cyclist routes on the territory of the Town of Barcs	<ol style="list-style-type: none"> 1. Construction and organisation of the Barcs – Drávaszentes cyclist route 2. Creation, organisation and equipping of the Barcs – Berzence cyclist route 3. Construction and organisation of the Barcs – Nagyatád cyclist route 4. Organisation and refurbishment of the internal cycling infrastructure in the Town of Barcs
3. Equipping the existing cyclist routes with uniform cyclist and tourist signage	<ol style="list-style-type: none"> 1. Refurbishment of the existing Tri rijeke signage with standardised visual identity (where in poor condition, where missing, all the way to the border of the Somogy County with the Baranya County) 2. Equipping the existing route Tri rijeke cyclist route according to EV standards (E V13)

MEASURE 1 Improvement of the Existing Section of the Tri rijeke Route (EV13) on the Territory of the Town of Barcs (with the appertaining project activities)

Activity 1.1	Reconstruction of the Section of the Tri rijeke route (EV13) between Barcs and Drávatamási
Description	With regard to the poor condition of the section of the Tri rijeke cyclist route from the embankment of the Drava river in the Town of Barcs to Drávatamási, within the framework of the Project of Cross-Border Cooperation of Hungary and Croatia, EV13 GAP, this part of the cyclist trail will be renovated. The reconstruction includes the asphaltting of 8.5 km of the trail, construction of a rest stop for cyclists and appropriate cyclist signs. With the reconstruction of this section, a better cyclist connectedness will be established of the two towns and the distance between them will be diminished and thus also some of the cyclist traffic from the main road no. 6 between Darány and Barcs, with a very intense traffic, will be reduced. In addition, with the construction of this part of the route, a section of the important EV13 route along the very border and the Drava river will be established.
Stakeholders	Town of Barcs and Municipality Drávatamási
Period	2019

MEASURE 2 Organisation of Other Cyclist Routes on the Territory of the Town of Barcs (with the appertaining project activities)

Activity 2.1	Construction and Organisation of the Barcs – Drávaszentes Cyclist Route
Description	<p>The route starts at the railway station in Barcs and is conceived so that it connects to the 'Drava Gate' visitor centre of the Danube-Drava National park in Drávaszentes and represents a continuation of the Tri rijeke (EV13) cyclist route, upstream along the Drava.</p> <p>In order to realise this activity, the project documentation encompassing the following set of activities has been prepared:</p> <ul style="list-style-type: none"> – Placement of the appropriate cyclist signage along 5431 m of the existing road, – Covering 1558 m of macadam road with asphalt, – Strengthening of asphalt in the length of 886 m at the existing asphalt road, – Completely new construction of the cyclist trail in the length of 982 m in Drávaszentes, – Placement of rest stops for cyclists along the route, – Placement of appropriate cyclist signage along the entire route. <p>It is to be expected that by creating this route the load on the road no. 6801 from Barcs to Drávaszentes will be reduced and, in addition, the route from the touristically more attractive areas directly connected with the railway station of the town will be activated.</p>
Stakeholders	Town of Barcs, Danube-Drava National Park
Period	2019 – 2022

Activity 2.2	Construction and Organisation of the Barcs – Berzence Cyclist Route
Description	During the formation of the Tri rijeke cyclist route in 2007, the section of the Barcs – Berzence route could not have been made because of high traffic frequency. Since the situation has changed, it is necessary to upgrade the cyclist route upstream along the Drava on the road no. 6801 all the way to

	Berzence. The activities encompass the creation of a signage plan and placement of appropriate signs on the already existing asphalt road no. 6801. Along the route, a rest stop must be built and a bike repair station according to the plan to be defined in the project documentation.
Stakeholders	Town of Barcs, Komlósd, Babócsa, Heresznye, Vízvár, Bélavár, Somogyudvarhely, Berzence municipalities, Somogy County, Hungarian Roads
Period	2020 – 2022

Activity 2.3	Construction and Organisation of the Barcs - Nagyatád Cyclist Route
Description	<p>In order to integrate the accommodation capacities and other tourist services on the territory of the Town of Nagyatáda into a rounded tourist whole including the area of the Town of Barcs, it is necessary to connect Barcs with the cyclist route to Nagyatád. The recommendation is that the route goes on the low traffic frequency road no. 6801 (Tri rijeke - EV13 route) to Babócsa and further on the road no. 6807 to Nagyatád.</p> <p>The entire Barcs – Nagyatád circle would then go along the following routes:</p> <ul style="list-style-type: none"> – Barcs – Drávaszentes (in the continuation of the future EV13 route), – Drávaszentes – Babócsa (road 6801), – Babócsa - Nagyatád (road 6807), – Nagyatád – Somogyszob (road 6801), – Somogyszob – Kaszó - Szentá to the Town of Csurgó (asphalted forest road in a good condition), – Csurgó – Gyékesnyes, already marked as a cyclist route (road 6808), – Gyékesnyes – Berzence border crossing (combined asphalt road, a good concrete path and a poor quality dirt road), – Berzence – Barcs (back along the route from the 2.2 activities). <p>The Town of Barcs should participate in the realisation of this activity in the part of the route on its territory. The activities encompass the creation of a signage plan and placement of appropriate signs on the already existing asphalt road. Along the route, on the section between Drávaszentes (where it will already be placed) and Nagyatád and Nagyatád and Berzence it is necessary to place a rest stop and bike repair station according to the plan to be defined in the project documentation.</p>
Stakeholders	Towns of Barcs, Nagyatád, Csurgó, Berzence Municipality, Somogy County
Period	2020 – 2023

Activity 2.4	Organisation and Reorganisation of the Internal Cycling Infrastructure of the Town of Barcs
Description	The activities encompass the definition of new and renewal of the existing cyclist trail routes and paths in the very town of Barcs. Along with the planned elements of development of the road infrastructure in the town, it is necessary to take into consideration the need to place rest stops and bike services in the centre of the town or near the railway station.
Stakeholders	Town of Barcs
Period	2020 – 2023

MEASURE 3 Equipping the Existing Cyclist Routes with a Uniform Cyclist and Tourist Signage (with the appertaining project activities)

Activity 3.1	Reconstruction of the Existing Tri rijeke Signage with a Standardised Visual Identity
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Description	The activity includes the placement of standardised cyclist signage according to present national regulations, including visual elements of the Tri rijeke route and EV13 on the existing section of the route, from Barcs along Drava to Drávaszabolcs. In the first stage, signs in poor shape have to be replaced or new ones placed where there are none. The next stage encompasses the replacement of the existing ones with appropriate tables on the entire section to Drávaszabolcs. Apart from the traffic signs, the existing multi-language information tables must be renovated (the recommendation is to replace them), which are in a very poor shape, in the form of tourist interpretation tables or maps.
Stakeholders	Town of Barcs, Somogy County
Period	2019 – 2020

Activity 3.2	Equipping the Existing Tri rijeke Cyclist Route according to EV Standards (EV13)
Description	The activity encompasses the placement of standardised EV13 cyclist signage within the existing Tri rijeke cycling signage. The activity will be preceded by the alignment with the EuroVelo standards, which will be achieved through the reconstruction of the disputed section between Barcs and Drávatamási. The activity refers to the section of the route from Barcs and all the way to the border of the Somogy County with the Baranya County, with the method of placing stickers resistant to all weather.
Stakeholders	Town of Barcs, Somogy County
Period	2019 – 2020

6.2. PROGRAMME 2 Development and Promotion of Service Quality

Programme 2 defines three measures with the appertaining activities. Below there is a presentation of all the measures with the appertaining activities, after which a detailed description of the same follows.

6.2.1. Development Measures and Activities and Promotion of the Service Quality on the Territory of the Virovitica-Podravina County

MEASURE	PROJECT ACTIVITIES
1. Enticing a larger number of specialised accommodation facilities for cyclotourists	<ol style="list-style-type: none"> 1. Promotion of accommodation facilities according to the Bike&Bed standard 2. Opening new accommodate capacities 3. Informing and enticing the specialisation of the service providers interested in providing accommodation for the cyclotourist market
2. Improvement of the hospitality service and enticement of a better representation of local gastronomy	<ol style="list-style-type: none"> 1. Opening new and adjustment of already existing hospitality facilities directed at the local gastronomic offer
3. Co-financing of the participants of the civil and private sector in dealing with cyclotourism	<ol style="list-style-type: none"> 1. Creation and implementation of a programme for the financing of cyclotourism

MEASURE 1 Enticement of the Enlargement of the Number of Specialised Accommodation Facilities for Cyclotourists (with the appertaining project activities)

Activity 1.1	Promotion of Accommodation Facilities according to the Bike&Bed Standard
Description	<p>On the territory of the Virovitica-Podravina County, there is not a single facility categorised under the Bike&Bed standard.</p> <p>After the completion of the EV13 GAP Project, Hotel Kurija Janković is to be upgraded to the Bike&Bed standard. This will be the first facility on the territory of the Virovitica-Podravina County with this standard. It is important for the cyclist to know if the facility has the Bike&Bed sign because this is a guarantee for the necessary services.</p> <p>Furthermore, it is necessary to additionally entice also other accommodation facilities directed at cyclotourists (bike friendly) to adjust them to the Bike&Bed standard, primarily those along the main cyclist routes (informative educational centre/hostel Dravska priča, Pustara Višnjica, EPIcenter Sequoia, Vineda Cellar, Zlatni klas Otrovanec and others).</p>
Stakeholders	JLRS of the Virovitica-Podravina County, TZ – Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development Agencies of the Virovitica-Podravina County
Period	2019 – 2023

Activity 1.2	Opening New Accommodation Capacities
Description	This activity refers to the opening of 15 new accommodation units in CzP Dvorac Janković in Suhopolje. The accommodation should be adjusted to the Bike&Bed or at least bike friendly standard. Moreover, it is necessary to

	encourage the stakeholders, potentially interested in the provision of accommodation services, to open new accommodation facilities adjusted to the Bike&Bed standard.
Stakeholders	JLRS of the Virovitica-Podravina County, TZ – Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development Agencies of the Virovitica-Podravina County
Period	2019 – 2023

Activity 1.3	Informing and Encouraging the Specialisation of the Existing Accommodation Service Providers for the Cyclotourist Market
Description	Through concrete informative measures and programmes (workshops, local media and others), it is necessary to inform and encourage the hospitality industry and accommodation service providers to open new accommodation facilities adjusted to the Bike&Bed standard. Through workshops and other educational programmes, it is possible to influence the raising of awareness of the accommodation service providers on the growing cyclotourist trend. It is especially important to encourage them to adjust their facilities to the needs of the cyclotourists and their personal training for the contact and provision of services intended for cyclotourists.
Stakeholders	JLRS of the Virovitica-Podravina County, TZ – Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development Agencies of the Virovitica-Podravina County
Period	2019 – 2023

MEASURE 2 Improvement of the Catering Service and Enticement of a Stronger Representation of Local Gastronomy (with the appertaining project activities)

Activity 2.1	Opening of New and Adjustment of the Existing Hospitality Facilities Directed at the Local Gastronomic Offer
Description	This activity refers to workshops and trainings in providing hospitality services with the aim of encouraging the introduction of the local gastronomic offer in the existing hospitality facilities. Moreover, it is necessary to additionally encourage the opening of new hospitality facilities directed at the local gastronomic offer.
Stakeholders	JLRS of the Virovitica-Podravina County, TZ – Virovitica-Podravina County, BKs and other associations of the Virovitica-Podravina County, Development Agencies of the Virovitica-Podravina County
Period	2019 – 2023

MEASURE 3 Co-financing of the Stakeholders of the Civil and Private Sector in Dealing with Cyclotourism (with the appertaining project activities)

Activity 3.1	Creation and Implementation of a Cyclotourism Co-financing Programme
Description	With the aim of encouraging further active participation of the existing development stakeholders, but also the inclusion of new ones in the development of cyclotourism, it is necessary to work on the establishment of a multi-year cyclotourism development co-financing programme on the level of the Virovitica-Podravina County. In order to approach the activities of co-financing in a planned and coordinated fashion, it is necessary to make a cyclotourism co-financing plan for every year. The co-financing plan

	<p>should be adopted on the level of the coordination body (it would include all the relevant stakeholders from the territory of the entire Virovitica-Podravina County). The co-financing plan should be in accordance with the potential co-financing sources (local, county and national sources of co-financing, EU funds and other sources of financing – sponsorships, donations etc.). It would be desirable to reach a consensus on the establishment of a basic co-financing model based on the proposal of the coordination body (a model of financing on the level of the Virovitica-Podravina County into which the government of the Virovitica-Podravina County and JLS bodies will be included).</p> <p>Priorities for the co-financing are:</p> <ul style="list-style-type: none"> – Procurement of the necessary cyclist equipment (bicycles, holders, vehicles and other) – Organisation of cyclotourist events and happenings, – Promotion at specialised fairs, – Maintenance of the trails, – Products and services intended for cyclotourism (directed at the civil and private sector), – Other according to importance established by the coordination body.
Stakeholders	Virovitica-Podravina County and JLS from the territory of the Virovitica-Podravina County, TZ of the Virovitica-Podravina County and other TZ – Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County
Period	2019 – 2023

6.2.2. Measures and Activities in the Development and Promotion of the Quality of Services on the Territory of the Town of Barcs

MEASURE	PROJECT ACTIVITIES
1. Enticement of specialised accommodation facilities for cyclotourists	<ol style="list-style-type: none"> 1. Opening new accommodation capacities 2. Promotion of accommodation facilities pursuant to the bike friendly accommodation principle 3. Informing and encouraging the specialisation of interested accommodation service providers on the cyclotourist market
2. Improvement of the hospitality service and enticement of the representation of the local gastronomy	<ol style="list-style-type: none"> 1. Opening new and adjustment of the existing catering facilities directed at the local gastronomic offer
3. Co-financing of the stakeholders of the civil and private sector in dealing with cyclotourism	<ol style="list-style-type: none"> 1. Creation and implementation of cyclotourism co-financing programme

MEASURE 1 Enticement of a larger number of specialised accommodation facilities for cyclotourists (with the appertaining project activities)

Activity 1.1	Opening New Accommodation Capacities
Description	In order to encourage the development of cyclotourism in the cross-border area, it is necessary to open new accommodation capacities on the territory of the Town of Barcs. The construction of the Boróka hotel in the centre of

	the town is under way, which can serve as an excellent starting point for cyclist tours. The development of the facility has to take place in accordance with the bike friendly accommodation principle, which would simplify a possible later categorisation towards the Bike&Bed standard.
Stakeholders	Town of Barcs, Somogy County
Period	2019 – 2023

Activity 1.2	Promotion of the accommodation facilities pursuant to the Bike friendly accommodation principle
Description	It is of great importance for cyclists to have the information that the facility provides services targeted at guests (bike friendly) and that they position themselves as accommodation adjusted to cyclists. Through this activity, it is necessary to create relevant programmes for the enticement of accommodation facilities directed at cyclotourists (bike friendly) in order to later be able to adjust to the Bike&Bed standard more easily.
Stakeholders	Town of Barcs, municipalities in the vicinity of Barcs, Somogy County
Period	2019 – 2023

Activity 1.3	Informing and Enticing the Specialisation of Interested Accommodation Service Providers for the Cyclotourist Market
Description	This activity refers to workshops and trainings for the accommodation service providers with the aim of raising awareness on the growing trend in cyclotourism and encouragement of services in cyclotourism as well as the training for providing services intended for cyclotourists.
Stakeholders	Town of Barcs, Somogy County, Entrepreneurial Centre of the Somogy County, cyclotourist agencies and tour operators
Period	2019 – 2023

MEASURE 2 Improvement of the Hospitality Service and Encouraging the Presentation of the Local Gastronomy (with the appertaining project activities)

Activity 2.1	Opening of New and Adjustment of the Existing Hospitality Facilities Directed at the Local Gastronomic Offer
Description	This activity refers to workshops and trainings for the provision of hospitality services with the aim of encouraging the introduction of a local gastronomic offer in the existing hospitality services. Furthermore, it is necessary to additionally encourage the opening of new hospitality facilities with the emphasis on the local gastronomic offer.
Stakeholders	Town of Barcs, Somogy County, Entrepreneurial Centre of the Somogy County
Period	2019 – 2023

MEASURE 3 Co-financing of the Stakeholders in the Civil and Private Sector Dealing in Cyclotourism (with the appertaining project activities)

Activity 3.1	Creation and Implementation of the Cyclotourism Co-financing Programme
Description	With the aim to encourage more action on the part of a few stakeholders but even more so to include new ones in the development of cyclotourism, it is necessary to work on the establishment of a multi-year programme for the co-financing of the cyclotourism development at the level of the Town of Barcs (it is desirable to entice the realisation of this activity also at a higher level – Somogy County or the Southern Danube hinterland region). In order to approach the co-financing activities in a planned and coordinated fashion,

	<p>it is necessary to make a cyclotourism co-financing plan every year. The co-financing arrangements should be agreed upon on the level of the coordination body and the Town of Barcs (in would include all the relevant stakeholders from the territory included in the programme). The co-financing plan should be in accordance with the potential sources of financing (local, county and national sources of co-financing, EU funds and other sources of financing – sponsorships, donations etc.). It is desirable to reach a consensus on the establishment of a basic co-financing model based on the proposal of the coordination body (model of financing on the level of the Somogy County into which the very management of the Somogy County and JLS bodies will be included)</p> <p>The co-financing priorities are:</p> <ul style="list-style-type: none"> – Procurement of the necessary cyclist equipment (bicycles, holders and other) – Organisation of cyclotourist events and happenings, – Promotion at specialised fairs, – Trail maintenance, – Products and services intended for cyclotourists (directed at the civil and private sector), – Anything else pursuant to the established importance by the coordination body.
Stakeholders	Town of Barcs, Somogy County, Entrepreneurial Centre of the Somogy County
Period	2019 – 2023

6.3. PROGRAMME 3 Promotion of Marketing Activities

Within Programme 3, three measures have been defined for the Virovitica-Podravina County and three measures for the territory of the Town of Barcs with the appertaining activities with which the measures will be achieved. Below is a presentation of all the measures with the appertaining activities, after which their detailed description follows.

6.3.1. Measures and Activities in Promoting the Marketing of Cyclotourism on the Territory of the Virovitica-Podravina County

MEASURES	PROJECT ACTIVITIES
1. Product development	<ol style="list-style-type: none"> 1. Creating themed tours and package travels for special market segments 2. Bike park construction 3. Organisation of happenings (bike tours) and cyclist competitions continuously throughout the year
2. Promotion of the marketing communication	<ol style="list-style-type: none"> 1. Redesign of promotional activities in accordance with the new visual identity 2. Participation at fairs 3. Organisation of study travel for specialised journalists, bloggers and special interest groups 4. Promotion of a unique destination website 5. Implementation of promotional activities on social networks 6. Mobile app use 7. Creation of promotional material 8. Promotion of internal marketing 9. Continuous implementation of market research and keeping track of cyclotourists
3. Sales promotion	<ol style="list-style-type: none"> 1. Development of partnership with specialised tourist mediators and special interest groups 2. DMK establishment

MEASURE 1. Product Development (with the appertaining project activities)

Activity 1.1	Creating Themed Tours and Package Travels for Special Market Segments
Description	<p>It is necessary to create cyclotourist tours on the existing cyclist trails in such a way that the individual cyclist trails are connected with the most important sights along the route (e.g. on the Voćin - Jankovac section, a tour should be made under the title 'By Bike through the UNESCO Geopark Papuk' and connect the sights based on the geopark).</p> <p>The themes around which authentic cyclist tours can be made are the preserved nature with a special emphasis on the protected nature areas, UNESCO territories, getting to know the flora and fauna of the Drava and Papuk area, local gastronomy and enology, a world of teas and cultural heritage of the region (material and non-material) including the culture of living and working.</p> <p>The well thought through themed tours must be sold on the market as comprehensive service packages (trips and package travels of several days) to consist of a combination of several individual tourist and hospitality services such as a ride on the cyclist trail in the protected nature area, visit to family farms in villages, tasting of local gastronomic specialties and</p>

	<p>overnight services or participation at events, visiting the towns/places by bike with the professional guidance and relaxation in wellness and similar packages.</p> <p>In the first stage, the activity need not necessarily be of commercial nature and is relevant for the implementation also without the presence of tourist mediators. The activity is primarily there for business entities in tourism who can propose such tours as an activity that can take place on the territory of the Virovitica-Podravina County and complete the tourist stay thus additionally influencing the promotion of the Virovitica-Podravina County as an active vacation destination (in which there are places to visit, things to see etc.).</p> <p>The created themed cyclist routes must be specially marked on the cyclist maps.</p>
Stakeholders	Business entities in tourism, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County
Period	2019 – 2023

Activity 1.2	Bike Park Creation
Description	<p>It is recommended to construct bike parks on the territory of the Town of Slatina and on the territory of the Town of Virovitica that would recreationally ennoble the area and provide a possibility of exercise, amusement and adrenaline for all age groups.</p> <p>Bike park must be made from natural materials (mostly soil) and should have jumping grounds, passes, curves of various degrees, inclinations etc.</p> <p>The realisation of such activities will take place in stages and will encompass negotiations in selecting the precise location (plots), preparation of project documentation and the actual physical construction.</p>
Stakeholders	BK Bor, KEKS, TZ of the Virovitica-Podravina County; TZ of the Town of Virovitica, Town of Virovitica, TZ of the Town of Slatina, Town of Slatina, BK Slatina, Motiv
Period	2019 – 2023

Activity 1.3	Organisation of Happenings (Bike Tours) and Cyclist Competitions Continuously throughout the Year
Description	<p>The existing happenings must be divided into categories according to consumer segments (e.g. for children, recreationists, professionals).</p> <p>In November of each year, a plan of events has to be created for the following year with exact dates and it should be kept in mind that the terms of the events do not overlap.</p> <p>It is necessary to place priority happenings and invest more financial means into them, conduct intensive promotional campaigns (e.g. before any event a feature story should be made that will announce it and place it to the media, last year's participants should receive invitations with the message that 'we are waiting for them this year as well', for the participants of the event maps should be printed, competition dresses or shirts that the participants could take home as a souvenir) and financially assist cyclist clubs and associations included in the organisation of happenings.</p>
Stakeholders	BKs on the territory of the Virovitica-Podravina County, TZ – on the territory of the Virovitica-Podravina County, tourist mediators on the territory of the Virovitica-Podravina County, Business entities in tourism
Period	2019 – 2023

MEASURE 2 Marketing Communication Promotion (with the appertaining project activities)

Activity 2.1	Redesign of Promotional Activities in Accordance with the New Visual Identity
Description	All future promotional activities and promotional material must be connected with the new Pannonian cycling trails visual identity. Apart from the said visual identity, the following messages can be made: On the trails of the Pannonian Cyclist paths, Along Drava by Bike, Destination with the UNESCO Signature.
Stakeholders	TZ of the Virovitica-Podravina County, BKs on the territory of the Virovitica-Podravina County, Business entities in tourism
Period	2019 – 2023

Activity 2.2	Participating at Fairs
Description	<p>The cyclotourist offer of the Virovitica-Podravina County must be presented at national and international tourist fairs. For every year, a plan of appearance at fairs must be made and fairs should be selected that specialise in cyclotourism, active vacation and green vacation and enable direct contact with the target market. It is recommended to obligatorily participate in some of the following fairs:</p> <ul style="list-style-type: none"> – Amsterdam Cycling and Hiking Fair, Amsterdam (the largest fair in Europe specialised in cyclotourism and hiking) – Caravana, Leeuwarden (the largest fair with the topic of camping and stay in the nature in the Netherlands) – Natour Alpe Adria, Ljubljana – Destinations - The Holiday and Travel Show, London – <i>Fiets en wandelbeurs</i> (biking and hiking), Utrecht – The Netherlands – F.RE.E- Fair for Leisure and Travel, München – ITB - The World's Leading Travel Trade Show, Berlin
Stakeholders	TZ of the Virovitica-Podravina County
Period	2019-2023

Activity 2.3	Organisation of Study Trips for Specialised Journalists, Bloggers and Special Interest Groups
Description	It is necessary to make a key media base. Once a year, all the relevant media should be organised to make a study trip in which in two days destinations of the cyclotourist offer and specific products (packages) will be presented for the individual cyclotourist target groups. The study trip programme must ensure a unique experience of the destination to its participants of which they will write in their articles and blogs.
Stakeholders	BKs from the territory of the Virovitica-Podravina County, TZs on the territory of the Virovitica-Podravina County, cyclotourist guides, specialised mediators on the territory of the Virovitica-Podravina County, Nippy Adventure
Period	2019-2023

Activity 2.4	Promotion of a Unique Destination Internet website
Description	<p>The Internet website of the Pannonian cycling trails (https://www.panonske-staze.com/) should become the central promotional and sales site and a central point of the cyclotourist offer in the county and the main information channel for the guests.</p> <p>The existing Internet website must be upgraded with the following content:</p> <ul style="list-style-type: none"> – Current offer menu should be added that will contain a list of themed packages and trips available to tourists,

	<ul style="list-style-type: none"> – Current happening offer with a calendar of events and description of each event should be added, – Upon the completion of the bike park construction project, the information is to be published on the Internet website, – A press corner should be added, an online application to the newsletter, visitor opinions on the destination, – If necessary, brochures, interactive maps, multimedia content and other promotional material should be added and regularly updated. <p>The Internet website of the Pannonian cycling trails must be regularly updated and maintained. It is necessary to make an optimisation of the Internet website for search engines (SEO) and increase the utilisation of the Internet website with the application of Google Analytics.</p>
Stakeholders	TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County
Period	2019 – 2023

Activity 2.5	Implementation of Promotional Activities on Social Networks
Description	<p>Proactive use of social networks includes opening a profile on Facebook, Instagram and TripAdvisor.</p> <p>On a daily basis, photos and information should be updated and reviews are to be actively responded to, the offer presented (trails, service packages, accommodation facilities, natural and cultural attractions).</p> <p>All promotional activities must be based on the material and information of a verified quality and connected with the new visual identity of the Pannonian cycling trails.</p> <p>It is recommended to apply Strava, a social network for a so-called active recreation (cycling, running, hiking) that can also serve as a tool for collecting information on the routes used by individuals on the territory of the Virovitica-Podravina County.</p>
Stakeholders	TZ of the Virovitica-Podravina County, BKs, coordination body for the cyclotourist development
Period	2019-2023

Activity 2.6	Mobile App Use
Description	<p>The cyclist trails on the territory of the Virovitica-Podravina County must be included in the mobile app offer uniting the entire cyclist route offer on the territory of Republic of Croatia through several categories. Apart from the unique presentation of all the routes on the level of the entire country (as one of the categories), the app offers the possibility of a narrow overview of the routes in a certain region (as one of the categories, defined on the level of geographic features or on the level of the Virovitica-Podravina County).</p>
Stakeholders	TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County
Period	2019 – 2023

Activity 2.7	Creation of Promotional Material
Description	<p>It is necessary to create multi-language brochures that present the Virovitica-Podravina County as a cyclotourist destination. The brochures should contain all the necessary information on the cyclotourist offer of the area, cyclists trails, happenings, themed cyclist tours, major tourist attractions, accommodation facilities with Bike&Bed standards, bike rental possibilities etc. It is recommended to make online brochures (that are easily updated), while the number of copies for printing will be defined ever year</p>

	<p>depending on the financial possibilities and needs. With the increase in the scope of the cyclotourist offer, it is proposed to create themed brochures intended for specific cyclotourist segments and special brochures for events (bike tours).</p> <p>A special emphasis must be put on the maps that should be created on waterproof material. The maps should be simple and have clearly marked trails, tourist attractions and resources, list catering and accommodation facilities, service stations and bike shops.</p> <p>For the purpose of strengthening promotional activities, it is suggested to subsidise the creation of cyclist club jerseys to promote the new Pannonian cycling trails visual identity. It is expected that through the presence of club members at various competitions, happenings and other recreational activities, the visibility and the recognisability of the cyclist trails of the Virovitica-Podravina County will increase.</p>
Stakeholders	JLRS of the Virovitica-Podravina County, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County
Period	2019 – 2023

Activity 2.8	Internal Marketing Promotion
Description	<p>The internal marketing activities must be directed towards the creation of an encouraging climate for the development of cyclotourism, raising public awareness on cycling as a lifestyle and motivating the private sector for active participation in the development of cyclotourism.</p> <p>It is suggested to make the following trainings/workshops:</p> <ul style="list-style-type: none"> – ‘Cyclotourism – Business Success’ intended for private sector and the entire interested public with the aim to motivate the private sector, associations and individuals to get actively involved in the development of cyclotourism with their project proposals and business enterprises. – ‘On the Pannonian Cyclists Trails’ – the workshop would be adjusted to the entire interested public and its goal would be to raise public awareness on the elements of the cyclotourist offer, possibilities of researching destinations by bike, advantages of cycling and an active lifestyle. <p>Once a year, it is recommended for all participants in cyclotourism to organise a study travel into a developed cyclotourist destination as ‘a good practice example’, where the implementation of a series of components on which cyclotourism is based can be conceived.</p> <p>It is also recommended to continuously cooperate with the local media in order to develop the relationship with the local public.</p>
Stakeholders	TZ of the Virovitica-Podravina County, VŠMTI
Period	2019

Activity 2.9	Continuous Implementation of Market Research and Keeping Records on Cyclotourists
Description	<p>For the needs of creating a database on cyclotourists to be the basis for further development of the cyclotourist product, it is necessary to systemically collect data on cyclotourists (cyclotourist profile, the motives of arrival, satisfaction with individual elements of the offer). The data collection can take place in cooperation with the accommodation and hospitality facilities, renters of cyclist equipment and other stakeholders in the field. An opportunity for the implementation of market research are the happenings at which a larger number of participants gather in one place. As a possible</p>

	instrument for the implementation of the research, a questionnaire is proposed. Due to the need to monitor the frequency of use of individual cyclist trails, it is necessary to place traffic meters. The activity can be realised in several stages, whereby the priority is given to the most significant trails and routes of international, national and regional importance.
Stakeholders	TZ of the Virovitica-Podravina County, Business entities in tourism, BKs
Period	2019-2023

MEASURE 3 Sales Promotion (with the appertaining project activities)

Activity 3.1	Development of Partnership with Specialised Tourist Mediators and Special Interest Groups
Description	<p>The development of partnerships with specialised tourist mediators and special interest groups is of special importance for the sales promotion of cyclotourist products.</p> <p>The tourist communities should initiate the development of cooperation with the tourist mediators who should have the say when it comes to the sale of trips and package travels that are a part of the cyclotourist offer. Since, at the moment, there is no receptive tourist agency on the territory of the Virovitica-Podravina County, it is recommended to develop cooperation with tourist agencies from the surroundings interested in the expansion of their business in this area. The cooperation with tourist mediators can be expanded also to mediators with a seat in the emitte countries (e.g. Funactive tours, Italy; Radissimo GmbH, Germany; BIKETEAM Radreisen, Germany; Die Landpartie Radeln&Reisen GmbH, Germany; DAV Summit Club GmbH, Germany; Eurocykl, The Czech Republic).</p> <p>For additional tourist animation of the mediators (agencies and operators), it is suggested to organise study trips at which the elements of the cyclotourist offer, possible trips, themed tours and packages of several days adjusted to special cyclotourist segments will be directly introduced.</p> <p>Moreover, it is possible to develop cooperation with the primary and secondary schools and VŠMTI related to the implementation of school in nature and field education with the theme of cyclotourism. This would contribute to the strengthening of awareness in the young with regard to the possibilities of the region in cyclotourism development, on the positive impact of cycling on health and care for nature.</p>
Stakeholders	TZ of the Virovitica-Podravina County, Nippy adventure
Period	2019-2023

Activity 3.2	Establishing DMK
Description	<p>The establishment of a receptive tourist agency and/or destination management of the company is of crucial importance for further development of cyclotourism and tourism in general on the territory of the Virovitica-Podravina County.</p> <p>From the local self-government units and tourist communities, it is expected that they will support the establishment of DMK that would take over the main role in the sale of tourist products and increase in tourist demand.</p>

Stakeholders	Virovitica-Podravina County, TZ of the Virovitica-Podravina County, Business entities in tourism, Nippy adventure
Period	2019-2023

6.3.2. Measures and Activities in Promoting Cyclotourism Marketing on the Territory of the Town of Barcs

MEASURES	PROJECT ACTIVITIES
1. Product development	<ol style="list-style-type: none"> 1. Creating themed tours and package travels for special market segments 2. Creating and organising happenings (Bike tours)
2. Marketing communication promotion	<ol style="list-style-type: none"> 1. Redesign of promotional activities in accordance with the new visual identity 2. Participation in fairs 3. Organisation of study travels for specialised journalists, bloggers and special interest groups 4. Promotion of a unique destination Internet website 5. Implementation of promotional activities on social networks 6. Mobile app use 7. Creation of promotional material 8. Internal marketing promotion 9. Continuous market research promotion
3. Sales promotion	<ol style="list-style-type: none"> 1. Development of partnerships with specialised tourist mediators and special interest groups

MEASURE 1 Product Development (with the appertaining project activities)

Activity 1.1	Creating Themed Tours and Package Travels for Special Market Segments
Description	<p>It is necessary to create cyclotourist tours on the existing cyclist trails so that individual cyclist trails are connected with the most important sights along the route.</p> <p>The topics around which it is possible to make authentic cyclist tours are the preserved nature with a special emphasis on the protected nature areas, the National Danube-Drava Park, getting to know the flora and fauna of the territory of the Drava, local gastronomy and enology, pristine Podravina landscape and vivid local tradition. The thought through themed tours must be sold on the market as unique service packages (trips and package travels of several days) that will consist of a combination of several individual tourist and hospitality services such as bike rides on a trail in a protected nature area, tasting of local gastronomic specialties and overnight services or participation in happenings, viewing towns/villages by bike with the professional guidance and wellness relaxation and similar packages.</p> <p>The activity in the first stage does not necessarily have to be of commercial nature and is relevant for the implementation also without the presence of tourist mediators. The activity is primarily interesting for business entities in tourism which may suggest such tours as an activity that can take place on the territory of the Town of Barcs and complete the tourist stay, which would have an additional impact on the promotion of the Town of Barcs as an active vacation destination. The creation of a themed cyclist route must be specially marked on cyclist maps.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department

Period	2019 – 2023
Activity 1.2	Creation and Organisation of Happenings (Bike tours)
Description	<p>The existing happenings must be divided into categories according to consumer segments (e.g. for children, recreationists, professionals). In November of each year, a plan of happenings is to be made for the following year with the exact dates, attention should be paid that the dates of the happenings do not overlap.</p> <p>It is necessary to set priority happenings and invest more financial means in them, carry out intensive promotional campaigns (e.g. ahead of any happening, a feature story should be made to announce the same and place it to the media; last year's participants should receive invitations with the message: 'Expecting you this year as well', maps should be printed for the participants of the happening, competition jerseys or shirts that the participants could take home as a souvenir) and financially assist the participants included in the organisation of the happenings.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019 – 2023

MEASURE 2 Marketing Communication Promotion (with the appertaining project activities)

Activity 2.1	Redesign of Promotional Activities according to the New Visual Identity
Description	All future promotional activities and promotional material have to be connected with the 'Tri rijeke' visual identity.
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019 – 2023

Activity 2.2	Participation at Fairs
Description	<p>The cyclotourist offer of the Town of Barcs must be presented at the national and international tourist fairs (independently or within the framework of the Somogy County). For each year, a plan of appearances at the fairs should be made and only those fairs are to be selected that are specialised in cyclotourism, active vacation and green vacation and enable direct contact with the target market. It is recommended to obligatorily participate at some of the following fairs:</p> <ul style="list-style-type: none"> – Amsterdam Cycling And Hiking Fair, Amsterdam (the largest fair in Europe with specialised in cyclotourism and hiking) – Caravana, Leeuwarden (the largest fair with the topic of camping and stay in the nature in the Netherlands) – Natour Alpe Adria, Ljubljana – Destinations - The Holiday and Travel Show, London – <i>Fiets en wandelbeurs</i> (biking and hiking), Utrecht – The Netherlands – F.RE.E- Fair for Leisure and Travel, München – ITB - The World's Leading Travel Trade Show, Berlin
Stakeholders	Town of Barcs
Period	2019-2023

Activity 2.3	Organisation of Study Trips for Specialised Journalists, Bloggers and Special Interest Groups
Description	It is necessary to create a key media base. Once a year, a study trip should be organised for all the relevant media in which, in two days, the cyclotourist offer of the destination and specific products (packages) for individual

	cyclotourist target groups would be presented. The study trip programme must ensure a unique experience of the destination for its participants on which they will write in their articles and blogs.
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019-2023

Activity 2.4	Promotion of a Unique Destination Internet Website
Description	<p>The 'Tri rijeke' Internet website (http://www.kerekparut.com/hr) should become the central promotional and sales place and the central point in the cyclotourist offer in the Town of Barcs and the main channel of information for the guests.</p> <p>The existing Internet website must be updated with the following content:</p> <ul style="list-style-type: none"> – Detailed information on the trails such as GPS tracks, maps, technical data, altimetry, photos along the trail, description, driving instructions, – An accommodation menu should be added with all the possible accommodation capacities and their contacts; if the accommodation has the Bike&Bed standard or bike friendly designation, this should be emphasized separately, – Service information menu containing a list of all bike shops, bike repair stations, a list of bike renters and all important phone numbers should be added, – A menu with current offers containing a list of themed packages and trips available to tourists should be added, – A menu of events with calendar and a description of each happening should be added, – A press corner, an online application to the newsletter, opinions of the visitors of the destination should be added, – If necessary, brochures, interactive maps, multimedia content and other promotional material should be added if necessary and regularly updated. <p>The 'Tri rijeke' Internet website must be regularly updated and maintained. It is necessary to optimise the Internet website for search engines (SEO) and their Internet website usability should be increased by applying Google Analytics.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019 – 2023

Activity 2.5	Implementation of Promotional Activities on Social Networks
Description	<p>Proactive use of social networks includes the opening of a profile on Facebook, Instagram, Twiter and TripAdvisor.</p> <p>It is necessary to daily update photos, information, actively respond to the reviews and present the offer (trails, service packages, accommodation facilities, natural and cultural attractions).</p> <p>All promotional activities must be based on the material and information of verified quality and connected with the 'Tri rijeke' visual identity.</p> <p>It is recommended to apply Strava, a so-called active recreation social network (cycling, running, hiking) that may serve also as a tool for the collection of information on the routes that individuals use on the territory of the Town of Barcs.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019-2023

Activity 2.6	Mobile App Use
Description	It is recommended to use a mobile app for EV13 that is relevant for the entire cross-border area, including the Town of Barcs. The application data must be updated with adjusted content (routes information, updated route maps). The mobile app must be available also in an offline version since the mobile signal in the cross-border area is poor.
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019 – 2023

Activity 2.7	Creation of Promotional Material
Description	<p>It is necessary to create multi-language brochures with which the area of the Town of Barcs will be presented as a cyclotourist destination. The brochures must contain all the necessary information on the cyclotourist offer of the region, cyclist trails, events, themed cyclist tours, major tourist attractions, accommodation facilities with Bike&Bed standards, bike rental possibility etc. It is recommended to create online brochures (that are easy to update), while the number of copies to print will be defined every year depending on the financial possibilities and needs. With the increase of the scope of cyclotourist offer, it is suggested to make themed brochures intended for specific cyclotourist segments and the creation of special brochures for events (biking tours).</p> <p>A special emphasis should be placed on the maps; it would be good if they would be produced from waterproof material. The maps must be simple and with clearly marked trails, tourist attractions and resources, a list of hospitality and accommodation facilities, service stations for bike repair and bike shops.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019 – 2023

Activity 2.8	Internal Marketing Promotion
Description	<p>The internal marketing activities must be directed towards the creation of an enticing climate for the development of cyclotourism, raising public awareness on bicycle touring as a lifestyle and motivation of the private sector to get actively involved in the development of cyclotourism.</p> <p>The creation of the following trainings/workshops is suggested:</p> <ul style="list-style-type: none"> – ‘Cyclotourism – Business Success’ intended for the private sector and the entire interested public with the goal to motivate the private sector, associations and individuals to get actively involved in the development of cyclotourism with their project proposals and business enterprises. – ‘EV13 Trails’ – the workshop would be adjusted to the entire interested public and its goal would be to raise awareness on the elements of the cyclotourist offer, possibilities to research destinations by bike, advantages of bicycle touring and an active lifestyle. <p>Once a year, for all the participants in cyclotourism, it is recommended to organise a study trip to a developed cyclotourist destination as a ‘good practice example’, where the implementation of a series of components on which cyclotourism is based can be seen.</p> <p>Moreover, continuous cooperation with the local media is recommended in order to connect with the local public.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019

Activity 2.9	Continuous Market Research Implementation
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Description	In order to create a cyclotourist database of the Town of Barcs (or the cross-border area of the Somogy County) as a basis for further development of cyclotourist products, it is necessary to systematically collect data on cyclotourists (cyclotourist profile, motivation for visits, satisfaction with the individual elements of the offer). Data collection can take place in cooperation with the accommodation and hospitality services, bicycle equipment rental and other participants in the field. The opportunity for the implementation of market research are events gathering a large number of participants in one place. As a possible research implementation instrument, a survey is suggested.
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019-2023

MEASURE 3 Sales Promotion (with the appertaining project activities)

Activity 3.1	Development of Partnerships with Specialised Tourist Mediators and Special Interest Groups
Description	<p>The development of partnerships with specialised tourist mediators and special interest groups are of particular importance in the promotion of the cyclotourism product sales.</p> <p>The Town of Barcs should initiate the development of cooperation with tourist mediators who would take over the leadership when it comes to the sale of trips and package travels that are a part of the cyclotourist offer. Created travel packages can be promoted through the Internet on both sides and by means of local tourist organisations (e.g. TZs of the Virovitica-Podravina County, TDM in Nagyatád).</p> <p>Cooperation with tourist mediators can be expanded also to the mediators of the emissive markets (e.g. Funactive tours, Italy; Radissimo GmbH, Germany; BIKETEAM Radreisen, Germany; Die Landpartie Radeln&Reisen GmbH, Germany; DAV Summit Club GmbH, Germany; Eurocykl, The Czech Republic).</p> <p>For additional animation of tourist mediators (agencies and operators), it is suggested to organise study trips in order to directly learn about the elements of the cyclotourist offer, possible trips, themed tours and packages of several days adjusted to special cyclotourist segments.</p>
Stakeholders	Town of Barcs, Somogy County, Vizitourismus department
Period	2019-2023

6.4. PROGRAMME 4 Improvement of the Organisation, Cooperation and Education for the Needs of Cyclotourism Development

Within Programme 4, two measures have been defined with the appertaining activities for their achievement. Below is a presentation of all the measures with the appertaining activities, followed by their detailed description.

6.4.1. Measures and Activities in the Improvement of the Organisation, Cooperation and Education for the Needs of the Development of Cyclotourism on the Territory of the Virovitica-Podravina County

MEASURES	PROJECT ACTIVITIES
1. Establishing a coordinated organisation of cyclotourism of the Virovitica-Podravina County	<ol style="list-style-type: none"> 1. Creating a coordination body for the development of cyclotourism of the Virovitica-Podravina County (formally or informally) 2. Continuous meetings of the coordination body for the development of cyclotourism in the Virovitica-Podravina County (encouraging cooperation and partnerships of the relevant stakeholders in the development of cyclotourism through joint projects, activities in managing the existing and development of new products, promotion and appearance on the market and other activities in promoting cyclotourism)
2. Implementation of the education of the local community with the aim of their inclusion in the development of cyclotourism	<ol style="list-style-type: none"> 1. Continuous implementation of education for the private sector 2. Continuous implementation of the education of the local population and civil sector

MEASURE 1. Establishing a coordinated organisation of cyclotourism in the Virovitica-Podravina County (with the appertaining project activities)

Activity 1.1	Creating a Coordination Body for the Development of Cyclotourism in the Virovitica-Podravina County (Formally or Informally)
Description	<p>Cyclotourism has been defined on the national level as a product with a pronounced development perspective based on the growing demand on one side and existing preconditions for the development of the offer on the other (resources, attractiveness of the region etc.). Since a few years, on the territory of the Virovitica-Podravina County, significant cyclist infrastructure has been developed representing today the starting point of further and more intense cyclotourism development. Moreover, on the territory of the Virovitica-Podravina County, there is a significant number of stakeholders included and encouraging the development of cyclotourism. The condition in the field shows that the County, among other things, wishes to position itself as a cyclotourist destination. These are only some of the reasons why it is necessary to form a coordination body for the development of cyclotourism.</p> <p>Even though progress is significant and is predicted also in the future, in order to achieve the desired results and long-term sustainability of</p>

	<p>cyclotourism in the Virovitica-Podravina County as a unique destination, organised and coordinated action for further development is necessary. The creation of a coordination body for the development of cyclotourism is today not only 'desirable' but rather indispensable. The main goal in forming such a body is coordinated communication between the stakeholders in planning development and action in the field. Coordinated communication between stakeholders would reduce not knowing about the development activities taken and planned between individuals and certain groups that, if not present, can lead to an insufficient level of product quality in the long term and decrease the competitiveness of the destination on the cyclotourist market (with all other negative consequences).</p> <p>It is suggested that the TZ of the Virovitica-Podravina County manages this process, with the support of the Virovitica-Podravina County and other JLS. In case of establishing a formal body, it is necessary to take into consideration the legal action status and develop the necessary legal and other acts.</p>
Stakeholders	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS
Period	2019

Activity 1.2	Continuous Meetings of the Coordination Body for the Development of Cyclotourism in the Virovitica-Podravina County
Description	<p>The coordination body for the development of cyclotourism imposes itself as an important factor in further specialisation of the Virovitica-Podravina County in the field of cyclotourism. However, the creation of the coordination body itself does not meet the purpose of its existence. The proposal to create a body for the development of cyclotourism on the level of the Virovitica-Podravina County is not relevant if continuous action in the field is lacking.</p> <p>It is suggested that the coordination body meets at least four times a year, depending on the need and intensity of potential interventions in the area of cyclotourism. The main tasks of the body should be directed at knowing the condition and the need to promote certain segments of cyclotourism in the field. The coordination body would be in charge of:</p> <ul style="list-style-type: none"> – Knowing the condition of the cycling infrastructure in the field, – Establishment of a sophisticated database (statistics) of cyclotourism of the Virovitica-Podravina County, – Promotion, i.e. adjustment of the cyclotourist infrastructure to the needs of the market, – Managing the existing and planning the development of new products, – Establishment of a project base according to priorities and a financial framework, – Promotion and selection of tools for the appearance on the market, – Cooperation and partnership with relevant stakeholders (within and outside of the Virovitica-Podravina County) through projects and other activities of development, and – Other activities in promoting cyclotourism (according to the defined goals).
Stakeholders	TZ of the Virovitica-Podravina County and Virovitica-Podravina County
Period	2019 – 2023

MEASURE 2 Implementation of the Education of the Local Community with the Aim of Inclusion in the Development of Cyclotourism (with the appertaining activities)

Activity 2.1	Continuous Implementation of the Education for the Private Sector
Description	Quality of the cyclotourism product on the level of the destination will certainly depend on the number and quality of the product and services of the business entities. In order to raise the quality of the existing entities, and even more to encourage and include other potential entities in the cyclotourist offer, it is necessary to permanently work on providing information and education. The education must be directed at OPGs, crafts and companies that could provide certain services to cyclotourists. Educational programmes can be directed at a certain segment of the product and services that can be included in the cyclotourist offer or can unite the entire cyclotourism segment. The trainings should be directed at pointing the direction of the development of the Virovitica-Podravina County in tourism and identification of resources and other basics in the development of tourism, getting to know the cyclotourist demand market and possibilities to enter the cyclotourist market (accommodation, catering, services, doorstep selling, visits to farms and production etc.) with a special emphasis on insufficient products in the segment of cyclotourism and other, depending on the current needs.
Stakeholders	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS
Period	2019 – 2023
Activity 2.2	Continuous Implementation of the Education of the Local Population and Civil Sector
Description	Apart from the education of the private sector, it is necessary to implement the education of the local population and the civil sector. The trainings must primarily be oriented at raising the awareness on the importance of using bicycles for various purposes (as a means of transportation and means for recreation), with the goal of encouraging a healthier lifestyle and environmental sustainability. On the other hand, it is necessary to encourage that the destination 'lives cyclotourism' as much as possible for the purpose of differentiation from the competition. In this way (as well as through internal marketing), friendly relations would be developed between the population and cyclotourism, i.e. cyclotourists. It is to be expected that the trainings will contribute to increased interest of individuals in bike use as well as to be actively included in the promotion and development of cyclotourism (through associations or provision of certain products and services).
Stakeholders	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS
Period	2019 – 2023

6.4.2. Measures and Activities in Improving the Organisation, Cooperation and Education for the Needs of Cyclotourism Development on the Territory of the Town of Barcs

MEASURES	PROJECT ACTIVITIES
1. Establishing a coordinated organisation of cyclotourism of the Town of Barcs	1. Continuous meetings for the development of cyclotourism in the Town of Barcs (formally or informally)
2. Implementation of education of the local community with the goal of its inclusion in the development of cyclotourism	1. Continuous implementation of trainings of the private sector 2. Continuous implementation of the education of the local population and civil sector

MEASURE 1 Establishing a Coordinated Organisation of Cyclotourism of the Town of Barcs (with the appertaining activities)

Activity 1.1	Continuous Meetings for the Development of Cyclotourism in the Town of Barcs (Formally or Informally)
Description	<p>On the territory of the Town of Barcs (and the wider area of the Somogy County), there is a certain number of stakeholders encouraging the development of cyclotourism. A favourable geographic position and a relatively well-developed infrastructure indicates that the Town of Barcs, among other things, wishes to position itself as a cyclotourist destination (just like the Virovitica-Podravina County). Even though progress is visible and is further predicted, in order to achieve the desired results and long-term sustainability of cyclotourism in the Town of Barcs, it is necessary to approach further development activities in an organised and joint way, even more so since on the territory of the town there is no organisation that would be specially in charge of the promotion and development of tourism (as is the case in the Republic of Croatia with TZs).</p> <p>In order to improve the communication between the cyclotourism development holders and other stakeholders in the field, it is necessary to introduce the practice of continuous meetings with the topic of cyclotourism in the Town of Barcs, which should gather all the most important stakeholders in the development. The activity of holding the meetings has as a goal the promotion of the development and quality of the cyclotourism product of the Town of Barcs. The main tasks of the stakeholders in the development of tourism should be oriented at knowing the condition and the needs for the promotion of individual cyclotourist segments in the field. The stakeholders in the cyclotourist development would be in charge of:</p> <ul style="list-style-type: none"> – Knowing the condition of the cycling infrastructure in the field, – Establishment of a sophisticated cyclotourist database (statistics), – Promotion, i.e. adjustment of the cyclotourist infrastructure to the needs of the market, – Management of the existing and planning the development of new products, – Establishment of a project base according to the priorities and financial framework for the financing, – Promotion and selection of the tools for the appearance on the market, – Cooperation and partnership with relevant stakeholders through projects and other development activities, and – Other activities in promoting cyclotourism (depending on the defined development goals). <p>According to the information from the field, none of the JLS is capable to take over the coordination. The most appropriate stakeholder for coordination can be the Entrepreneurial Centre of the Somogy County with a regional office in the Town of Barcs.</p>
Stakeholders	Town of Barcs, The Entrepreneurial Centre of the Somogy County
Period	2019 – 2023

MEASURE 2 Implementation of Education of the Local Community with the Aim of including it in the Development of Cyclotourism (with the appertaining activities)

Activity 2.1	Continuous Implementation of Education for the Private Sector
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Description	The quality of the cyclotourism product on the level of the destination will certainly depend on the number and quality of the product and services of the business entities. In order to raise the quality of the existing entities, and even more to encourage and include other potential entities into the cyclotourist offer, it is necessary to permanently work on providing information and education. The trainings must be oriented at business entities that could provide individual cyclotourist services. The educational programmes can be oriented at certain product and service segments that can be included in the cyclotourist offer or can unite the entire cyclotourist segment. The content of the education should include also the information on the status of cyclotourism in the field and potential of the Town of Barcs. Anyhow, the most important segment of the training should be oriented at the possibilities for the inclusion in the cyclotourist offer.
Stakeholders	Town of Barcs and the municipalities in the area of Barcs (Drávatamási, Potony, Szentborbás, Vízvár, Babócsa, Csokonyavisonta), Entrepreneurial Centre of the Somogy County
Period	2019 – 2023

Activity 2.2	Continuous Implementation of the Education of the Local Population and the Civil Sector
Description	<p>Apart from the private sector education, it is necessary to conduct trainings of the local population and the civil sector. The trainings must primarily be oriented at raising awareness on the importance of bicycle use for various purposes (as a means of transportation and a means of recreation), with the aim of encouraging a healthier lifestyle and environmental sustainability. On the other hand, it is necessary to encourage that the destination 'lives cyclotourism' as much as possible with the purpose of differentiating it from the competition. In this way (as well as through internal marketing), friendly relations would be tried to be developed between the population and cyclotourism, i.e. cyclotourists.</p> <p>It is to be expected that the trainings will contribute to increased interest of individuals to use a bicycle as well as to actively involve them in the promotion and development of cyclotourism (through associations or provision of certain products and services).</p>
Stakeholders	Town of Barcs and municipalities in the area of Barcs (Drávatamási, Potony, Szentborbás, Vízvár, Babócsa, Csokonyavisonta), Entrepreneurial Centre of the Somogy County
Period	2019 – 2023

7. AN OVERVIEW OF THE IMPLEMENTATION OF THE CYCLOTOURISM PROMOTION PROJECTS

7.1. Virovitica-Podravina County

	SCHEDULE OF ACTIVITIES	PARTICIPANTS	2019	2020	2021	2022	2023
Programme 1	Improving the quality of the cyclotourist infrastructure						
Measure 1	Organisation of the Existing Section and Connecting the Interrupted Parts of the Drava Route (EV 13) on the Territory of the Virovitica-Podravina County						
Activities	1.1 Negotiations and preparatory activities in removing hindrances of the route on the embankment of the Drava	Virovitica-Podravina County, Hrvatske vode d.o.o., TZ of the Virovitica-Podravina County, RA VIDRA					
	1.2 Construction and organisation of the Virovitica – Terezino Polje border crossing route	TZ of the Virovitica-Podravina County, TZ VT, BK Bor, KEKS, RA VIDRA					
	1.3 Increase in the safety of cyclists on the D5 state road from Virovitica to the Terezino Polje border crossing	Virovitica-Podravina County, The Town of Virovitica, Lukač Municipality, TZ of the Virovitica-Podravina County, Hrvatske ceste d.o.o., RA VIDRA					
	1.4 Construction of a bridge on the Sopje County canal	Virovitica-Podravina County, Sopje Municipality, Hrvatske vode d.o.o, TZ of the Virovitica-Podravina County, RA VIDRA					
	1.5. Negotiations and preparatory activities for the construction of two bridges in the Čađavica municipality	Čađavica Municipality, Virovitica-Podravina County, Hrvatske vode d.o.o., JU for					

		the management of the protected nature areas and ecological network of the Virovitica-Podravina County, RA VIDRA, TZ of the Virovitica-Podravina County					
	1.6. Regulating the legal status and adjustment of the existing trail along the Drava in the Čađavica municipality – section from Noskovačka Dubrava to Martinci Mihaljački	Virovitica-Podravina County, Hrvatske vode d.o.o., TZ of the Virovitica-Podravina County, RA VIDRA					
Measure 2	Organisation of Other Cyclist Routes of the Virovitica-Podravina County						
Activities	2.1 Construction and organisation of a trail around the Javorica lake in Slatina	The Town of Slatina, Virovitica-Podravina County, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina					
	2.2 Construction and organisation of a trail along the Ođenica basin	The Town of Virovitica, Virovitica-Podravina County, TZ of the Town of Virovitica, TZ of the Virovitica-Podravina County, Lukač Municipality, Špišić Bukovica Municipality					
	2.3 Construction and organisation of a trail from Voćin to Jankovac	Papuk Nature Park, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County					
	2.4 Construction and organisation route Orahovica – Jankovac – Orahovica	BK Lood, Town of Orahovica, TZ of the Town of Orahovica, Papuk Nature Park, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County					

	2.5 Construction and organisation of the Orahovica – Orahovica vineyards - Orahovica route	BK Lood, Town of Orahovica, TZ of the Town of Orahovica, TZ of the Virovitica-Podravina County, RA VIDRA, Virovitica-Podravina County					
	2.6 Construction and organisation of the Podravsko sunce route	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County					
	2.7 Construction and organisation of the BBS green 'Z Babičanke na Aršanj' route	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County					
	2.8 Construction and organisation of the BBS blue 'Z Kosavljevice na Kulu' route	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County					
	2.9 Construction and organisation BBS red 'Z Kule do Bukovice' route	Pitomača Municipality, TZ of the Pitomača Municipality, RD Zeleno srce Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County					
	2.10 Creating new attractive and/or reshaping the existing routes	BKs, Virovitica-Podravina County and all JLS, TZ of the Virovitica-Podravina County and other TZs, JU, other associations, entrepreneurs and all interested individuals					

	2.11 Negotiations, preparatory activities and construction of inter-county routes	BKs, Virovitica-Podravina County and all JLS, TZ of the Virovitica-Podravina County and other TZs, JU, other associations, entrepreneurs and all interested individuals					
	2.12 Regulating the status of the 'Weekenduro' cyclist trail	Papuk Nature Park, Town of Orahovica, BK Weekend Warriors Osijek, BK Lood					
Measure 3	Organisation of Cyclists' Roads						
Activities	3.1 Negotiations and preparatory activities for the establishment of a cyclist trail on the D5 state road from Virovitica to the Terezino Polje border crossing	Virovitica-Podravina County, Town of Virovitica, Lukač Municipality, TZ of the Virovitica-Podravina County, Hrvatske ceste d.o.o., RA VIDRA, BK Bor, KEKS					
	3.2 Organisation of a cyclist trail from Virovitica to Suhopolje, two-way	Virovitica-Podravina County, Town of Virovitica, Suhopolje Municipality, Hrvatske ceste d.o.o., TZ of the Virovitica-Podravina County, TZ VT, TZ Suhopolje					
	3.3 Increase of the safety of cyclotourists on the 'Slatinski đir' route section along the D2 state road from Nova Bukovica to Slatina	Virovitica-Podravina County, Town of Slatina, Municipality Nova Bukovica, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Hrvatske ceste d.o.o.					
	3.4 Construction and organisation of the 'Sladojevci – Kozice' route	Town of Slatina, Virovitica-Podravina County, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina					

Measure 4	Equipping the Existing and/or New Cyclist Routes with the Necessary Service and Informative Content				
Activities	4.1 Placing service stations and rest stops on the Drava route	JU for the management of protected parts of nature and ecological network of the Virovitica-Podravina County, TZ of the Virovitica-Podravina County, Virovitica-Podravina County, RA VIDRA, Čađavica Municipality, Gradina Municipality, Lukač Municipality, Sopje Municipality, Suhopolje Municipality, Špišić Bukovica Municipality.			
	4.2 Placing service stations and rest stops in the wider Slatina area	Town of Slatina, Virovitica-Podravina County, Voćin Municipality, Sopje Municipality, Čađavica Municipality, TZ of the Virovitica-Podravina County, TZ of the Town of Slatina, Motiv, BK Slatina			
	4.3 Placing service stations and rest stops in the wider Pitomača area	Pitomača Municipality, Špišić Bukovica Municipality, TZ Pitomača, RD Zeleno srce/Green Heart Pitomača, DRAFT, TZ of the Virovitica-Podravina County, Virovitica-Podravina County			
	4.4 Placing service stations and rest stops in the wider Orahovica area	Town of Orahovica, TZ of the Town of Orahovica, BK Lood, TZ of the Virovitica-Podravina County, Virovitica-Podravina County, RA VIDRA			

Measure 5	Equipping the Existing and/or New Cyclist Routes with a Uniform Cyclist and Informative and Tourist Signage				
Activities	5.1 Equipping the existing and new cyclist routes on the territory of the Virovitica-Podravina County with a standardised PBS visual identity	JLRS of the Virovitica-Podravina County, TZ – Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County			
	5.2 Equipping of traced trails on the territory of the Virovitica-Podravina County with tourist and interpretation tools	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS, BKs and other associations, Development agencies from the territory of the Virovitica-Podravina County			
Programme 2	Service Quality Development and Promotion				
Measure 1	Encouraging the Increase in the Number of Specialised Accommodation Facilities for Cyclotourists				
Activities	1.1 Promotion of accommodation facilities towards the Bike&Bed standard	JLRS of the Virovitica-Podravina County, TZ – and of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County			

	1.2 Opening new accommodation capacities	JLRS of the Virovitica-Podravina County, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County					
	1.3 Informing and encouraging the specialisation of interested accommodation service providers for the cyclotourist market	JLRS of the Virovitica-Podravina County, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County					
Measure 2	Improvement of Catering Service and Encouraging Stronger Representation of the Local Gastronomy						
Activities	2.1 Opening new and adjustment of existing hospitality facilities directed at the local gastronomic offer	JLRS of the Virovitica-Podravina County, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County					
Measure 3	Co-financing of the stakeholders of the civil and private sector in cyclotourist activities						
Activities	3.1 Creation and implementation of the cyclotourism co-financing programme	Virovitica-Podravina County and JLS from the territory of the Virovitica-Podravina County, TZ of the Virovitica-Podravina County and other TZ – and of the Virovitica-Podravina County, BKs and associations of the Virovitica-					

		Podravina County, Development agencies of the Virovitica-Podravina County					
Programme 3	Promotion of Marketing Activities						
Measure 1	Product Development						
Activities	1.1 Creation of themed tours and package travels for special market segments	Business entities in tourism, TZs of the Virovitica- Podravina County, BKs and associations of the Virovitica- Podravina County					
	1.2 Bike park construction	BK Bor, KEKS, TZ of the Virovitica-Podravina County; TZ of the Town of Virovitica, Town of Virovitica, TZ of the Town of Slatina, Town of Slatina, BK Slatina, Motiv					
	1.3 Organising happenings (Bike tours) and continuous cyclist competitions during the year	BKs on the territory of the Virovitica-Podravina County, TZ - and on the territory of the Virovitica-Podravina County, tourist mediators on the territory of the Virovitica- Podravina County, Business entities in tourism					
Measure 2	Communication Promotion Marketing						
	2.1 Redesign of promotional activities in accordance with the new visual identity	TZ of the Virovitica-Podravina County, BKs on the territory of the Virovitica-Podravina					

		County, Business entities in tourism						
	2.2 Participation at fairs	TZ of the Virovitica-Podravina County						
	2.3 Organising study trips for specialised journalists, bloggers and special interest groups	BKs from the territory of the Virovitica-Podravina County, TZs on the territory of the Virovitica-Podravina County, cyclotourism guides, specialised mediators on the territory of the Virovitica-Podravina County, Nippy Adventure						
	2.4 Promotion of a unique destination Internet website	TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County						
	2.5 Implementation of promotional activities on social networks	TZ of the Virovitica-Podravina County, BKs, coordination body for the development of cyclotourism						
	2.6 Mobile app use	TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County						
	2.7 Creation of promotional materials	JLRS of the Virovitica-Podravina County, TZs of the Virovitica-Podravina County, BKs and associations of the Virovitica-Podravina County, Development agencies of the Virovitica-Podravina County						

	2.8 Internal marketing promotion	TZ of the Virovitica-Podravina County, VŠMTI					
	2.9 Continuous implementation of market research and keeping records on cyclotourism	TZ of the Virovitica-Podravina County, Business entities in tourism, BKs					
Measure 3	Sales Promotion						
Activities	3.1 Development of partnerships with specialised tourist mediators and special interest groups	TZ of the Virovitica-Podravina County, Nippy adventure					
	3.2 Organising DMK	Virovitica-Podravina County, TZ of the Virovitica-Podravina County, Business entities in tourism, Nippy adventure					
Programme 4	Improvement of the Organisation, Cooperation and Education for the Needs of Cyclotourism Development						
Measure 1	Establishment of Coordinated Organisation of Cyclotourism in the Virovitica-Podravina County						
Activities	1.1 Creating a coordination body for the development of cyclotourism of the Virovitica-Podravina County (formally or informally)	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, of the Virovitica-Podravina County and other JLS					
	1.2 Continuous meetings of the coordination body for the development of cyclotourism in the Virovitica-Podravina County	TZ of the Virovitica-Podravina County and of the Virovitica-Podravina County					

Measure 2	Implementation of the Education of the Local Community with the Aim of including it in the Development of Cyclotourism				
Activities	2.1 Continuous implementation of education for the private sector	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS			
	2.2 Continuous implementation of education of the local population and the civil sector	TZ of the Virovitica-Podravina County and other TZs from the territory of the Virovitica-Podravina County, Virovitica-Podravina County and other JLS			

7.2. Town of Barcs

	Schedule of activities	Participants	2019	2020	2021	2022	2023
Programme 1	Improvement of the quality of cyclotourist infrastructure						
Measure 1	Promotion of the Existing Tri rijeke (EV13) Route Section on the Territory of the Town of Barcs						
Activities	1.1 Reconstruction of the Tri rijeke (EV13) route section between Barcs and Drávatamási	Town of Barcs, Dravatamasi Municipality					
Measure 2	Organisation of Other Cyclist Routes on the Territory of the Town of Barcs						
Activities	2.1 Construction and organisation of the Barcs - Drávaszentes cyclist route	Town of Barcs, Danube-Drava National Park					
	2.2 Creation, organisation and equipping of the Barcs – Berzence cyclist route	Town of Barcs, Komlósd, Babócsa, Heresznye, Vízvár, Bélavár, Somogyudvarhely, Berzence Municipalities, Somogy County, Hungarian roads					
	2.3 Construction and organisation of the Barcs - Nagyatád cyclist route	Town of Barcs, Town of Nagyatád, Town of Csurgó, Berzence Municipality, Somogy County					
	2.4 Organisation and reorganisation of internal cycling infrastructure of the Town of Barcs	Town of Barcs					

Measure 3	Equipping the Existing Cyclists Routes with Uniform Cyclist and Tourist Signage					
Activities	3.1 Renovation of the existing Tri rijeke signage with the standardised visual identity	Town of Barcs, Somogy County				
	3.2 Equipping the existing Tri rijeke EV cyclist route with standards (EV13)	Town of Barcs, Somogy County				
Programme 2	Service Quality Development and Promotion					
Measure 1	Encouraging the Increase in the Number of specialised Cyclotourist Accommodation Facilities					
Activities	1.1 Opening of new accommodation capacities	Town of Barcs, Somogy County				
	1.2 Promotion of accommodation facilities pursuant to the bike friendly accommodation principle	Town of Barcs, municipalities around Barcs, Somogy County				
	1.3 Informing and encouraging the specialisation of interested accommodation service providers on the cyclotourist market	Town of Barcs, Somogy County, the Entrepreneurial Centre of the Somogy County, cyclotourist agencies and tour operators				
Measure 2	Improvement of the Catering Services and Encouraging the Strengthening of the Representation of the Local Gastronomy					
Activities	2.1 Opening of New and Adjustment of the Existing Catering Facilities Directed at the Local Gastronomic Offer	Town of Barcs, Somogy County, the Entrepreneurial Centre of the Somogy County				

Measure 3	Co-financing Participants in the Civil and Private Sector in Dealing with Cyclotourism				
Activities	3.1 Creation and implementation of the cyclotourism co-financing programme	Town of Barcs, Somogy County, Entrepreneurial Centre of the Somogy County			
Programme 3	Promotion of the Cyclotourist Marketing Segment				
Measure 1	Product development				
Activities	1.1 Creating themed tours and package travels for special market segments	Town of Barcs, Somogy County, Vizitourismus department			
	1.2 Creating and organising happenings (Bike tours)	Town of Barcs, Somogy County, Vizitourismus department			
Measure 2	Marketing Communication Promotion				
	2.1 Redesign of promotional activities in accordance with the new visual identity	Town of Barcs, Somogy County, Vizitourismus department			
	2.2 Participating at fairs	Town of Barcs			
	2.3 Organisation of study trips for specialised journalists, bloggers and special interest groups	Town of Barcs, Somogy County, Vizitourismus department			

	2.4 Promotion of a unique destination Internet website	Town of Barcs, Somogy County, Vizitourismus department					
	2.5 Implementation of promotional activities on social networks	Town of Barcs, Somogy County, Vizitourismus department					
	2.6 Mobile app use	Town of Barcs, Somogy County, Vizitourismus department					
	2.7 Creation of promotional material	Town of Barcs, Somogy County, Vizitourismus department					
	2.8 Internal marketing promotion	Town of Barcs, Somogy County, Vizitourismus department					
	2.9 Continuous market research implementation	Town of Barcs, Somogy County, Vizitourismus department					
Measure 3	Sales Promotion						
Activities	3.1 Development of partnerships with specialised tourist mediators and special interest groups	The Town of Barcs, Somogy County, Vizitourismus department					
Programme 4	Improvement of the Organisation, Cooperation and Education for the Needs of Cyclotourism Development						
Measure 1	Establishment of Coordinated Cyclotourism Organisation of the Town of Barcs						
Activities	1.1 Continuous meetings for the development of cyclotourism of the Town of Barcs (formally or informally)	Town of Barcs, the Entrepreneurial Centre of the Somogy County					

Measure 2	Implementation of the Education of the Local Community with the Aim of Including it in the Development of Cyclotourism				
Activities	2.1 Continuous education implementation of the private sector	Town of Barcs and municipalities in the circle of Barcs (Drávatamási, Potony, Szentborbás, Vízvár, Babócsa, Csokonyavisonta), the Entrepreneurial Centre of the Somogy County			
	2.2 Continuous education implementation of the local population and the civil sector	Town of Barcs and municipalities in the circle of Barcs (Drávatamási, Potony, Szentborbás, Vízvár, Babócsa, Csokonyavisonta), the Entrepreneurial Centre of the Somogy County			

8. CONCLUSION

Cyclotourism as a special form of tourism continuously notes an increase in the number of its fans who of lately are ever more present at the destinations during the entire year. That cyclotourism has a future growth tendency is primarily indicated by the current global trends in tourist demand for an active vacation and stay in the nature, as well as an ever more frequent trend in using bikes during the stay at the destination. Additional power is provided by the general care for the environment, i.e. a trend in increasing the use of bicycles as ecological means of transportation, but equally so the trend of an increased care for one's health.

Croatia has recognised the opportunities coming from the environment and in the Tourism Development Strategy until 2020 indicated that cyclotourism is generally a product with a very pronounced development perspective to which green light is given in terms of investment in its development. If one takes into account also the fact that cyclotourists are a special tourist segment where every area is their potential destination (regardless of the resources and attractiveness of the area itself), cyclotourism certainly justifies further investment, even more so because it has the power to valorise the so far undeveloped tourist areas. This is particularly important for the continental part of Croatia and the cross-border area of Hungary along Drava touristically lagging behind other 'regions' within their limits (Adriatic, Balaton and Budapest).

The Virovitica-Podravina County and the neighbouring cross-border area of the town of Barcs (within the Somogy County, i.e. Southern Danubian region) have recognised the opportunities and a few years ago worked more intensively on the adjustment of the territory to cyclotourist needs. Apart from several projects through which the emphasis was put on the development of the cycling infrastructure, on the territory of the Virovitica-Podravina County a critical mass of stakeholders is building with access to organised cyclotourism development. With the adoption of the Operational Plan of the development of cyclotourism for the period from 2017 to 2020, the Virovitica-Podravina County has strategically opted for cyclotourism, for which it is expected that it will take a leading role in the development of tourism in this area. As opposed to the Virovitica-Podravina County, the Town of Barcs is lagging behind in the part of the organised and planned tourism development, primarily due to the non-existent system, i.e. a body directly in charge of tourism management on the local and regional level.

The starting base of further development of cyclotourism is approximately the same on both sides of the area with a certain previously emphasised advantage of the Virovitica-Podravina County. AP is a logical continuation of the realisation of the Operational Plan on the side of the Virovitica-Podravina County identifying priority activities in order to reach the desired level of cyclotourism development until 2023, pursuant to the interests of the included participants and the local community as a whole. For the territory of the Town of Barcs, a similar development scenario has been defined, respecting the specificities of the system and the territory within which cyclotourism is developing. AP established four main areas for the promotion of cyclotourism (with the appertaining measures and activities) that are entirely necessary for the implementation and would ensure the preconditions for further development and realisation of the long-term goal by 2030, when this area should become an attractive, desirable and sustainable cyclotourist destination.

Apart from the activities in promoting the cyclotourist infrastructure, which is a necessary basis for the development, AP instructs the specialisation and standardisation of products and services directed at the cyclotourist demand (e.g. narrowly themed routes and itineraries, bike friendly or Bike&Bed standard), but also the strengthening of their visibility at the target markets. In this sense, marketing is imposed as the most significant factor in encouraging the development of cyclotourism, in this and also in the next planned period, by penetrating and creating recognisability on the market (with the precondition of the existence of minimum development conditions met – adjusted products and services). In order for the realisation of the defined activities to be as efficient as possible, a high level of organisation and cooperation of the included stakeholders in the development and their coordinated action in the field is necessary, primarily through the establishment of a coordination body for the development of cyclotourism.

The reality of the implementation of the defined activities reflects the fact that they are generally leaning on the internal power participating in the development (infrastructural, personnel, organisational and financial). In terms of infrastructure, these are interventions mostly on the existing routes (roads, paths) demanding less upgrading (signage, rest stops, service stations etc.) apart from individual routes that will be completely renovated and for which funds have been ensured (e.g. Barcs – Dravatamási route section). When it comes to personnel and organisational strength, the observed area (in particular the Virovitica-Podravina County) disposes of a satisfactory number of experienced participants in the creation and realisation of development projects, in close cooperation. The need of intense cooperation of the development stakeholders is emphasized within the civil and private sector with the purpose of adjustment and raising the quality of the product and cyclotourist services. When it comes to financial strength, the implementation of activities leans on combining the sources of financing, in which, according to the number of realised activities, own sources will have the advantage (JLRS budgets), then the means from the state budget and other sources (private entities). With regard to the issue of the quantity of the accumulated financial means, most is expected from the EU funds. It is certainly important to emphasize (with regard to the experience of the participants on both sides in the implementation of EU projects) that it is necessary to primarily get directed at external financing sources, in particular the more demanding activities in terms of financing for two key reasons - impact on the sustainability of the conducted activities and reduction of the expenses of the local community.

For the needs of monitoring and recording the conducted activities, it is necessary to make annual reports on the level of the coordination body (or another body) on the condition of the AP implementation and note deviations between the plan and the realisation (but also the realisation of any possible unplanned activities). After the expiration of the validity of the AP, it is necessary to make a general report on the realisation efficiency (with the description and explanation of non-realised activities), in order to have a full and clear insight in the realisation of the AP. Non-realised activities (to be explained) should be taken into consideration and, pursuant to future circumstances, the relevance of their inclusion in the new planned period should be established.

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