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## GreenMove Project

### Transforming rural mobility for a Sustainable future: Municipality of Podstrana

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# About Podstrana

The Municipality of Podstrana is one of the most developed municipalities in Croatia, situated in the Split-Dalmatia County with 6 km of marine coastal area and 10.403 inhabitants on 11,7 km<sup>2</sup> of the territory.



PODSTRANA



## About Podstrana

With its population of 10 thousand with average age of 34, the Municipality of Podstrana is not only among the youngest municipalities in Croatia, but is also among the most attractive ones – more than half of Podstrana's population consists of newcomers, out of which one fifth arrived from other countries or abroad. Owing to immigration, the population of Podstrana increased tenfold in less than one hundred years





# About Podstrana

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## The Climate

Although the climate of the Municipality of Podstrana belongs to the Mediterranean type of olive climate, which is characterized by mild winters and hot summers, it also has its own microclimatic peculiarities. Statistical data show that January is the coldest month, with an average air temperature of 7.7 °C, while July is almost equally hot at 25.6 °C and August at 25.3 °C, and that in only seven days a year the air temperature drops below zero, while it rises above 30.0 °C for as many as 46 summer days.

Since Podstrana is entirely facing southwest, and protected by Perun from strong and cold northeasterly winds, it is more exposed only to the maestral wind, which brings pleasant refreshment during the summer heat, and to the gusts of the south wind that regularly hits its coast several times a year.



## **The unique rural identity of Podstrana**

The EU's rural areas are valued, among other characteristics, for their natural landscapes, varied food production, as well as the possibilities that they provide for a range of recreational activities and tourism.

In accordance with the above, the Podstrana Municipality is a dynamic space in which the synergy of traditional and urban features is visible.

A tourist and economically developed area is based on smart, green and sustainable development models.





## The unique rural identity of Podstrana

One of the main characteristics of the economic sector, i.e. the entrepreneurship in the municipality in recent decades is the intensive development of **tourism** and related service activities, while the former traditional economic activities are recording a slight growth.

According to general indicators, the economic basis of the Podstrana municipality consists of wholesale and retail trade, construction and accommodation activities, as well as food preparation and serving.





## The unique rural identity of Podstrana

Forest areas cover 66.66 ha or 5.76% of the total area, all of which are protective forests, while other agricultural and forest areas cover 571.27 ha or 49.33% of the total area of the municipality. Although the total available agricultural land in the total area of the municipality does not constitute a significant share, **agriculture has always been a traditional activity** present in this area.

Fruit growing is traditionally the predominant agricultural activity in the Podstrana Municipality. Of the fruit varieties, the most common is the peach for which Podstrana is widely known and even the symbol of Podstrana is the **peach**.

Small part of agriculture belongs to olive oil production and viticulture.





## Lucius Artorius Castus - King Arthur?

The early mediaeval legend of King Arthur most likely originates from the life of one Roman from Podstrana, an eminent military commander and governor of the province of Liburnia, buried in a lavish grave in the Roman Pituntium, today the village of St Martin. The original tombstone bearing the name of Lucius Artorius Castus and a list of his important military and political functions is today kept in the Church of St Martin in Podstrana.





# Lucius Artorius Castus - King Arthur?

The life path of **Lucius Artorius Castus** is inscribed on the monumental stone that was placed at the entrance to his luxurious tomb in the Antique-period Pituntij (Podstrana) at the eastern edge of the territory of Salona – the capital of the Roman province of Dalmatia. This is where he was buried, on his estate by the sea, at the end of the 2<sup>nd</sup> century. During the reign of Emperor Hadrian (117-138) and his successor **Antoninus Pius** (138-161), he performed important duties in five different legions and one imperial **war** fleet.

He executed his greatest feats – command over the units taken into war against the Armenians and governing the province of Liburnia, founded as part of the defence operations against Germans – during the reign of Emperor **Marcus Aurelius** (161-180).

**Lucius Artorius Castus** began his military career as a regular soldier in the legion **III Gallica**, which was stationed in Judea during the reign of Emperor Hadrian. It was a part of the powerful Roman army that broke the Second Revolt of Judea in 135. As part of this legion, **Artorius** became a centurion in his thirties, and one of his superiors was Statius Priscus, under whose command Artorius will once again find himself around **30 years** later.





## Lucius Artorius Castus - King Arthur?

The international conferences held in Podstrana: King Arthur - Lucius Artorius Castus in Podstrana – from ancient traces to tourist icon!

- The first scientific conference on this topic was held in Podstrana in March 2012, entitled Lucius Artorius Castus factor in creating the myth of King Arthur and Podstrana in antiquity, after which the Literary Circle Split in 2013 published a collection of papers.  
After the conference, which resulted in increased interest of locals and visitors to Podstrana for this topic, the Municipality of Podstrana and the local tourist board defined guidelines based on which the topic would be used as a destination icon that needs to be marketed to become an attractive tourist legend.
- In 2019 the second conference was held in order to analyze and present the possibilities of tourist valorization of the legend of King Arthur as a recognizable destination icon of Podstrana and scientifically elaborate the potential of valorization of the archaeological site of St. Martin in Podstrana. The conference was attended by lecturers from the United States, Great Britain, Italy, Russia and Croatia.



Thank you for your attention!

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