

Cycling routes to improve natural and cultural heritage of Herzegovina and Montenegro - CYCLING RURAL

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2nd	
Project title:	Cycling routes to improve natural and cultural heritage of Herzegovina and Montenegro - CYCLING RURAL	
Thematic priority:	Encouraging tourism, cultural and natural heritage	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 485,793.81	€ 400,000.00
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	Office for European Integration of the West Herzegovina Canton	City of Siroki Brijeg Municipality of Grude Municipality of Ljubuski Municipality of Posusje Tourism organisation of Herceg Novi
Location of the action:	Montenegro	Bosnia and Herzegovina
	Herceg Novi	Široki Brijeg, Ljubuški, Posušje, Grude
Target groups:	Partner municipalities and cities, tourism businesses as well as sport and outdoor associations and clubs.	
Commencement date and project duration:	01 October – 01 April 2021 (18 months)	
Overall objective:	To strengthen and diversify the quality of tourism offer in cross border regions of Montenegro and Herzegovina.	
Specific objective(s) or project purpose:	Development and promotion of cycling and outdoor tourism offer in specific rural areas of cross border regions and its integration into overall tourism offer of Adriatic Hinterland.	
Expected results:	<p>Result 1: Cross border partnership in active tourism development enhanced and strengthened</p> <p>Result 2: Network of cycling heritage trails in West Herzegovina and Herceg Novi mapped and equipped</p> <p>Result 3: Bike Friendly Concept introduced as well as capacities of cross border stakeholders for outdoor tourism development strengthened</p> <p>Result 4: Cross border regions further promoted as attractive outdoor tourism destinations</p>	
Planned activities:	<p>Activity 1: Joint management, coordination and networking</p> <p>Activity 2: Networking heritage localities into cycling trails and equipping the trails with small scale tourism infrastructure</p>	

	<p>Activity 3: Development of Bike Friendly Concept and building capacities of local stakeholders for outdoor tourism offer</p> <p>Activity 4: Promotion of new tourism offer</p>
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