

From the Medieval Fortresses in Herzegovina to the Austro-Hungarian
Fortresses in Montenegro / FORT-NET

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2 nd	
Project title:	From the Medieval Fortresses in Herzegovina to the Austro-Hungarian Fortresses in Montenegro / FORT-NET	
Thematic priority:	Encouraging tourism, cultural and natural heritage	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 470,079.65	€ 399,556.55
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	City of Ljubuski	Centre for Sustainable Tourism Initiatives National Tourism Organisation of Montenegro Public Development Agency of West Herzegovina county - HERAG
Location of the action:	Montenegro	Bosnia and Herzegovina
	Municipality of Kotor, Tivat, Herceg Novi and Niksic	Municipality of Ljubuški, Široki Brijeg, Stolac, Blagaj and Trebinje
Target groups:	Regional and local authorities; Tourism boards/departments and their employees; Institutions for the management of cultural heritage and archaeology students; Private operators in tourism; Rural households and unemployed persons; Cultural and folk associations and institutions.	
Commencement date and project duration:	01 October 2019 – 01 October 2021 (24 months)	
Overall objective:	To diversify tourism offer of historical cities and rural areas rich with valuable but underused cultural heritage through joint capacity building, valorisation, interpretation, promotion and integration of cultural assets into economic and social life of local communities.	
Specific objective(s) or project purpose:	<p>SO1 To develop a know-how model for preserving, valorising, interpreting and integrating cultural heritage sites found on the outskirts of urban and in rural areas into comprehensive cultural tourism offer, and to jointly promote them.</p> <p>SO2 To strengthen the capacity in cultural management, to stimulate interlinkages and cooperation between cultural tourism stakeholders and to establish a long-term cooperation for the sustainable development of cross border area based on cultural tourism.</p>	
Expected results:	R1 Cross-border tourist cluster with the aim to create a recognizable thematic tourist offer "From the Medieval Fortresses in Herzegovina to the Austro-Hungarian Fortresses in Montenegro" mapped and formed, connecting 15 most reputable	

	<p>structures in the MNE through a minimum of 10 organized hiking / cycling routes and 4 structures in BiH</p> <p>R2 Light visitor and access infrastructure arranged to support the development of key products (sign posting and recreational facilities for tourism purposes)</p> <p>R3 Small-scale conservation and restoration works on Old Town Ljubuški Performed</p> <p>R4 Joint marketing campaign implemented</p> <p>R5 Capacity of target groups regarding development and management in cultural tourism and its potential to spill off and improve economic and social environment of cross border area improved</p>
Planned activities:	<p>A1. Project management, monitoring and evaluation</p> <p>A2. Mapping and interpreting "From the Medieval Fortresses in Herzegovina to the Austro-Hungarian Fortresses in Montenegro" tourist offer, including production of study documentation (baseline and feasibility study)</p> <p>A3. Installation of light visitor infrastructure and small-scale works</p> <p>A4. Educational activities and workshops</p> <p>A5. Joint media campaign and visibility actions</p>