

Rural Tourism for Mountain Destinations

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2 nd	
Project title:	Rural Tourism for Mountain Destinations	
Thematic priority:	Encouraging tourism, cultural and natural heritage	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 421,331.35	€ 358,131.65
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	Regional Development Agency for Bjelasica, Komovi and Prokletije	Ministry of economy Sarajevo Canton
Location of the action:	Montenegro	Bosnia and Herzegovina
	Durmitor area, Municipalities Zabljak, Pluzine, Savnik, Pljevlja and Mojkovac	Sarajevo Canton, Municipalities Centar, Novi Grad, Novo Sarajevo, Stari Grad, Ilidža, Hadžići, Vogošća and Trnovo FiH
Target groups:	TG1: Rural households – families, estimated around 200 in total in project area (Durmitor, Bjelašnica and Igman). TG2: 20 municipal and tourism offices which will provide information and contacts in rural tourism their territories.	
Commencement date and project duration:	01 March 2020 – 01 March 2022 (24 months)	
Overall objective:	To improve quality and diversification of the tourism offer based on natural and cultural heritage.	
Specific objective(s) or project purpose:	To build stronger rural tourism offer in the areas around protected zones and natural attractions.	
Expected results:	R1. Cultural, rural resources in vicinity of natural attractions and protected zones mapped and mobilized R2. Rural households supported in providing tourism services Cultural heritage well represented and promoted as part of overall nature-based tourism offer	
Planned activities:	A1.1. Identification, mapping and formulation of strategy for valorisation of rural tourism potentials of cross-border area 1.2. Development of new rural tourism services in cross-border area A2.1. Improvement of rural tourism infrastructure in cross-border area A2.2. Improvement institutional framework for categorization of accommodation in rural tourism in Sarajevo Kanton through transfer of Montenegro practices A2.3. Capacity building for rural households A3.1. Development of online android application for guided rural offer	

	<p>A3.2. Inclusion of rural tourism households in value chains of overall tourism offer of cross-border area</p> <p>A3.3. Development of promotional materials to highlight rural tourism offer</p> <p>A3.4. Organization of regional conference on potentials and opportunities for development of rural tourism</p>
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