

## Tourism, Adrenaline and Rafting Adventure (T.A.R.A.)

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2nd	
Project title:	Tourism, Adrenaline and Rafting Adventure (T.A.R.A.)	
Thematic priority:	<b>Encouraging tourism, cultural and natural heritage</b>	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 499,654.00	€ 399,654.00
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	Pluzine Municipality	Nature park „Piva“ Municipality Foča Tourist organisation of Foca Municipality
Location of the action:	Montenegro	Bosnia and Herzegovina
	Regional Nature Park Piva and Plužine Municipality	National Park Sutjeska and Foča Municipality
Target groups:	<ul style="list-style-type: none"> <li>- Public sector representatives from Plužine and Foča (including the National Park “Sutjeska”, TO Foča, Nature Park “Piva”, municipal departments) (est. ~30);</li> <li>- Service providers (including rural households, eco villages, rafting camps, tourist agencies, etc.) that operates in Pluzine and Foca (est. ~150);</li> <li>- Rescue services and police, fire departments and health emergency from Pluzine and Foca (est. ~50);</li> <li>- Outdoor sportsmen (est. ~200);</li> <li>- Tourism journalists, travel bloggers and influencers (est. ~200);</li> </ul>	
Commencement date and project duration:	01 December 2019 – 01 December 2021 (24 months)	
Overall objective:	To contribute to increased number of tourists and visitors in Pluzine and Foca.	
Specific objective(s) or project purpose:	To create an integrated cross-border tourist destination, internationally recognisable for active tourism.	
Expected results:	<b>R1:</b> Cross-border area two municipalities branded as a single destination for active tourism <b>R2:</b> Joint cross-border tourism products developed <b>R3:</b> Small-scale tourism infrastructure improved <b>R4:</b> Established functional mechanism for increasing safety on tourist locations in cross-border areas of targeted municipalities	
Planned activities:	<b>Activity 1:</b> Joint branding and marketing (Branding of a crossborder area as a joint tourism destination; Organising familiarization trips with tour operators; Engaging	

	<p>international journalists to write affirmative articles in key tourist newspapers and blogs; Digital marketing; joint presentation at tourism fairs);</p> <p><b>Activity 2:</b> Joint tourist/sport manifestations (Organising Joint tourist festivals and cross-border sports manifestations);</p> <p><b>Activity 3:</b> New tourist products (Development of joint day and multiday tourism products; and Linking active tourism with rural households);</p> <p><b>Activity 4:</b> Small-scale tourism infrastructure (Building platforms for rafting at the descending and arrival points; Building sightseeing points, benches and tourist fare points on the Tara Canyon; Building a floating platform on a Piva Lake; Building new tourist products: Animal watching platforms (bears, birds, chamois); Building Rock climbing routes, Caving paths and Via Ferrata trails).</p> <p><b>Activity 5:</b> Safety on tourist destinations (coordination of rescue services from two sides of the border; Developing joint safety procedures; Organising joint emergency drills and rescue exercises; Purchase of rescue equipment for Pluzine);</p> <p><b>Activity 6:</b> Project Visibility (Press conferences; Foca-Pluzine Cross-border Forum meetings; Promotion in media, social networks, tourist forums, policy community, local communities).</p>
--	--