

Katun Roads of Montenegro and Bosnia and Herzegovina

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2014-2020	
Call for Proposals:	2 nd	
Project title:	Katun Roads of Montenegro and Bosnia and Herzegovina	
Thematic priority:	Encouraging tourism, cultural and natural heritage	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 466,530.53	€ 396,518.85
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	National Tourism Organisation of Montenegro	Sarajevo Economic Region Development Agency „SERDA“ Faculty of Agriculture and Food Science Sarajevo Fojnica Municipality Regional Development Agency for Bjelasica, Komovi and Prokletije
Location of the action:	Montenegro	Bosnia and Herzegovina
	Berane, Bijelo Polje, Kolašin and Mojkovac	Fojnica, Konjic, Kiseljak, Kreševo and Visoko
Target groups:	TG 1. Households in 50 katuns in cross-border area with population of approximately 1000 people TG 2. Rural women in katuns and communities in cross-border area, approximately 100 of them TG 3. Rural population in cross border area (14,000 of them) TG 4. Domestic and foreign tourists (approximately 10000--- of them each year)	
Commencement date and project duration:	05 June 2020 – 04 June 2022 (24 months)	
Overall objective:	To diversify tourism offer of cross-border area building on natural and cultural heritage.	
Specific objective(s) or project purpose:	To valorise cultural and natural heritage of less developed tourism areas through rural tourism development.	
Expected results:	Result 1. Improved infrastructure for tourism development in 50 katuns in cross border area Result 2: Increased capacities of rural population (approximately 100 households) for tourism services in katuns Result 3: Unique values of 50 katuns as drivers for agriculture and tourism development promoted	
Planned activities:	1.1. Establishment of Katun Roads - thematic trails 1.2. Renewable energy with 90 solar panels set up	

	<p>1.3.Set up of tourism infrastructure on Katun Roads (Establishment of 15 resting points, 8 camping sites and 20 viewpoints in 40 katuns)</p> <p>2.1.Trainings on provision of tourism services (for approximately 100 households) 2.2.Training on food safety and production technology 2.3.Study trip to successful katun in MNE (for 20 participants)</p> <p>3.1.Tourism promotional campaign 3.1.1.Set up of 30 info boards along the trail, 3.1.2.Design and print of trail promotional material, 3.1.3.Production and broadcast of promotional video, 3.1.4.Study tour for tour agencies and journalists (for 20 participants) A3.1. Development of online android application for guided rural offer A3.2. Inclusion of rural tourism households in value chains of overall tourism offer of cross-border area A3.3. Development of promotional materials to highlight rural tourism offer A3.4. Organization of regional conference on potentials and opportunities for development of rural tourism 3.2. Development of marketing web platform</p>
--	--