

InclUSivE HERITAGE - Sustainable Cultural Tourism in Hinterlands

PROJECT OVERVIEW		
Programme:	CBC BiH-MNE 2021-2027	
Call for Proposals:	1st	
Project title:	InclUSivE HERITAGE - Sustainable Cultural Tourism in Hinterlands	
Thematic priority:	Sustainable natural and cultural heritage tourism contributes more to the tourism of the programme area	
Project budget:	Total contract amount (€):	Contracted amount EU (€):
	€ 497,181.49	€ 421,147.23
Beneficiaries of funds:	Lead applicant:	Co-applicants:
	Museum of Polimlje-Berane	Herzegovina Museum Trebinje
Location of the action:	Montenegro	Bosnia and Herzegovina
	Municipality of Berane	Municipality of Trebinje
Target groups:	- Local, regional and national public authorities - Persons with disabilities and their representative organisations - Local population - Tour operators	
Commencement date and project duration:	1 March 2025 – 28 February 2027 (24 months)	
Overall objective:	The overall objective of the project is strengthening economic and touristic development of Berane and Trebinje through improved sustainable cultural tourism.	
Specific objective(s) or project purpose:	SO 1: Improved cross-border cooperation in the field of cultural tourism SO 2: Strengthening cultural tourism offer in the towns of Berane and Trebinje SO 3: Increased capacities of public institutions, touristic organizations and NGOs in the field of cultural tourism SO 4: Cultural sites are upgraded and integrated in touristic offer	
Expected results:	Result 1.1: Joint cultural touristic package Result 1.2: Joint promotional campaign of cultural touristic package Result 1.3: Cross-border partnerships created Result 2.1: Capacity building events Result 2.2: Visitor management plans created Result 3: Archaeological workshops Result 4.1: Museum artefacts digitized and made accessible through interactive screens Results 4.2: Museums made accessible to people with disabilities Results 4.3: Two cultural heritage sites conserved and made accessible to visitors	

Planned activities:	Activity 1 1. Creation of sustainable cultural touristic package Activity 2 2.1 Organizing seminars for public authorities 2.2 Organizing events for tour operators 2.3 Organizing workshops for museum staff Activity 3 3.1 Preparatory works and conservation work in Berane (Gradac) 3.2 Signalization in Berane 3.3 : Preparatory works and conservation work in Trebinje (Mičevac) 3.4: Signalization in Trebinje Activity 4 4.1 Promotion and tours with tour operators 4.2 Social network and media campaign Activity 5 5. Creation of visitor management plan Activity 6 6.1: Digitalization of museum artefacts in Berane 6.2: Digitalization of museum artefacts in Trebinje 6.3: Creation of common digital repository Activity 7 7.1: Museum in Berane made accessible to people with disabilities 7.2: Museum in Trebinje made accessible to people with disabilities
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