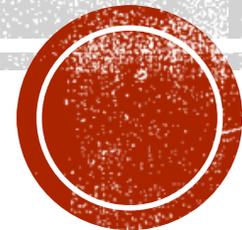


# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM , BOSNIA AND HERZEGOVINA**

REAWG ED-RT Final meeting

Nikšić, February 12-14, 2020



# ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH

## 6. CONCLUSIONS

### 6.1. Rural tourism development status

#### 6.1.1. Rural tourism definition & typology in practice of Bosnia and Herzegovina

- it has not been officially defined, but it is recognized in tourism development strategies in RS and FB&H, as well as in cantons and municipalities
- a richness of potential for rural tourism development - many destinations in BiH with specific and diverse natural and cultural heritage, agricultural products and traditional gastronomy and crafts
- Institutions' roles are focused on legislation, information on domestic and foreign funds, not on improving the business sector development



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.1. Rural tourism development status**

6.1.2. Estimation of the level of rural tourism development achieved in respect of available resources (human, natural and cultural heritage, supply chains etc.)

- Some micro-localities are more developed, while many rural municipalities do not have any quality offer
- Seasonality (May-September), day trips and weekends were expressed
- The small number of family accommodation units with reconized offer or services
- One of the causes of this situation is the lack of knowledge of the management of natural resources in BiH.



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.2. Main legal, institutional and policy gaps and obstacles for development of rural tourism**

### **6.2.1. Legal frameworks**

- An administratively complex country with no ministries of tourism or agriculture
- Policies and laws are created at the level of entity and cantonal ministries and departments of Brčko District
- Insufficient connectivity and synergy of stakeholders in the field of rural tourism development



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.2. Main legal, institutional and policy gaps and obstacles for development of rural tourism**

### **6.2.2. Support policies framework**

- Support for tourism varies significantly from year to year, as a result of the underdeveloped economy, the ongoing political crisis, and the lack of clear programming of development policy.
- There is almost no progress in establishing the necessary institutional structures to implement the IPARD program - the loss of significant financial resources
- The governance and policy-making system must be radically reformed to reflect the real needs of the sector for faster development



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.2. Main legal, institutional and policy gaps and obstacles for development of rural tourism**

### **6.2.3. Institutional framework**

- Lack of cooperation and insufficient communication within the public sector is an obstacle that significantly impedes the development of rural tourism.
- Rural tourism is not incorporated in the general legal framework and is not recognized as a specific type of tourism activity.
- Insufficient support for cooperation and networking of stakeholders interested in rural tourism.
- Cross-border and regional cooperation can help to make this cooperation effective.



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.3. Opportunities for rural tourism development**

### **6.3.1 Institutions perspective**

- Expressed powerlessness in the staff of the institutions due to various restrictions caused by legal complexity and jurisdiction
- The government sector and service providers lack the financial resources to further develop and improve it.
- The very important role of the non-governmental sector (development agencies and various NGOs) through the implementation of donor projects - sustainability



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.3. Opportunities for rural tourism development**

### **6.3.2. Service providers view**

- **Most service providers are dissatisfied with the role of the public sector.**
- **Complex legislation and regulations, number of competent institutions, lack of financial and technical assistance**
- **They are aware of their own weaknesses: the lack of cooperation to create new products and services, joint promotional activities and lobbying towards decision makers.**
- **Increasing government subsidies and a better business environment for rural tourism**



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **6.3. Opportunities for rural tourism development**

### **6.3.3. Regional cross-border initiatives**

- **There are business, friendship and family ties with neighboring countries**
- **Local governments and other institutions support cross-border cooperation and development along the borders of BiH**
- **Non-governmental sector excellent cooperation with similar organizations in the Western Balkans**
- **The EU has an IPA cross-border cooperation mechanism that provides opportunities for improvement and cooperation, as do other international organizations**
- **Via Dinarica as a mountain corridor**
- **SWG development of population cooperation in cross-border regions**



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **7. PERSPECTIVES AND RECOMMENDATIONS**

### **7.1. Utilizing rural tourism as an effective rural economy diversification tool – strengthening, shortening & greening agriculture-tourism value chains**

- Adventure tourism, ecotourism, local food, crafts, spa tourism etc. are types of rural tourism
- Cultural heritage - a good starting point and local development instrument
- Easy access and enough tourist guides, better public transport
- Today's tourists are environmentally conscious and improvements are needed to the municipal infrastructure
- Using new technologies, digital media, social networks, web portals to manage "Smart Destinations"
- Creating functional and short value chains in the hospitality industry (food, drink, souvenirs) to increase the income of the local population



# ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH

## 7.2. Upgrading policy and legislation

- Developing an adequate national strategy is crucial for creating awareness of sustainable tourism
- Establish a system of support and incentives based on the level of development of the municipality
- Link tourism strategies with spatial plans and land use plans, introduction of spatial information systems and digitization of spatial planning data, improve spatial use monitoring and control mechanisms
- Higher budget for all marketing and non-market activities to promote tourism growth and development, as well as infrastructure and environmental protection, etc.
- Regionalization of the country on the basis of NUTS classification as a basis for better statistics collection and agricultural census
- Include in planning all key factors that have an impact on life and development in rural areas
- Establish a plan for evaluating the results achieved (at milestones and at the end of the period).



# ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH

## 7.3. Improving institutional capacities

- Collaboration in the field of statistics, creation of efficient and sustainable statistical systems to provide comparable, reliable, objective and accurate data needed to plan and monitor the process
- Education of public institution staff
- Improve the conditions for knowledge transfer and exchange of good practice examples through study visits , as well as an atmosphere of collaboration and partnership,
- Development of mutual cooperation and networking of all participants
- Creating and positioning recognizable brands and joint offerings



# **ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH**

## **7.4. Recommendations for improvement of public awareness and participation**

- Promote legal changes in the form of workshops or round tables with further clarification.
- Development and promotion of other potential forms of tourism supply - a benefit for the locals and tourists
- Increasing the level of motivation among the younger rural population, encouraging the introduction and implementation of quality standards
- Raising awareness of the importance of managing and wise use of natural resources, the importance, and benefits of sustainable development
- Develop a distinctive, modern promotional style about BiH as an active holiday country (highlight its environmental benefits)



# ECONOMIC DIVERSIFICATION THROUGH RURAL TOURISM IN BIH

## 7.5. Recommendations for improvement of regional (cross-border) cooperation

- Improve cooperation with neighbouring countries at the level of ministries, above all those responsible for rural development and tourism, border and border crossing issues, transport and communications, environmental protection
- Capacity building through raising the level of knowledge and skills of all actors on both sides of the border
- Stronger and networking, both within the country and with actors across the border
- Increasing financial resources for implementing development initiatives, activities, projects and diversifying the economy in these areas
- Improve traffic communication between these areas (roads, border crossings, bicycle and hiking routes)



**THANK YOU !**

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