

Diversification of economic activities in the rural areas in the WB (TOURISM)

Rural development by integrated forest and water resource management in South-East-Europe (LEIWW) program
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Rural economic diversification is needed to improve the quality of people's lives in these 7 CB (ABD) regions:

- Pchinja – Kraishte,
- Krsh,
- Prespa,
- Drina- Tara,
- Drina – Sava,
- Prokletije – Bjeshket e Namuna
- Shara

Conditions for rural diversifications are:

- good infrastructure
- dynamic agro sector

In the process of project prioritization, the focus should be set of DEMAND side.

SECTOR TOURISM

- general types of activities-

- * Spa & wellness tourism potential
- * Hiking & Cycling tourism
- * Hunting & fishing tourism
- * Cultural tourism (potential for cooperation between the religious institutions and the business sector)
- * Cooperation with the craftsmen & other sectors
- * Joint CB promotion (IT, signalization, calendars...)
- * Local food & Organic food promotion
- * Season extension activities
- * HR and institutional development
- * Road infrastructure
- * Facilitation of border procedures

DEVELOPMENT PRIORITIES (Pchinja-Kraishte) 8.3

- Encouraging joint management in tourism related activities
- Season extension
- Stronger event promotion activities and higher incomes
- Transit passengers
- Networking between tourism service providers
- Gastronomic promotion activities
- New tourism products (related to culture & historic heritage)
- Branding of the region
- Diversification of the tourism offer
- Modernization and extension of Spa capacities

DEVELOPMENT PRIORITIES (Pchinja) 8.3

- Attracting tour operators
- Incentives for coop & coor for institutions promoting tourism attractions
- Internet promotion (web portal + other tools)
- Development of human resources (tourism related skills)
- Improvements of road infrastructure
- Promotion of traditional products in order to develop tourism
- Strengthening linkages between agro producers and tourism service providers
- Design and mutual support related to local events

ACTION PLANS (Pchinja)

- SG 5 (specific goal): Diversified tourism offer
- SG 6: Improved promotion and marketing in tourism
- SG 7: Improvement of tourism infrastructure (soft / hard)
- SG 8: Tourism better connected to other sectors

Project concepts (Pchinja)

- Development of regional
Tourist Offer Map
- Regional Fair for Traditional
Products

DEVELOPMENT PRIORITIES (Krsh)

- Activating local airports
- The recovery of road infrastructure
- Creating joint multi – days regional routes
- Raising the level of tourism related services
- Joint promotion activities
- Facilitate tourist passage through borders
- Cluster development (agro tourism)
- Networking between tourism stakeholders (camps, lodges...)

DEVELOPMENT PRIORITIES (Krsh)

- Developing new tourist products (culture & nature related)
- Tourism signalization (web based, IT tools, info points...)
- Expending the season length
- Using bio diversity & natural resources
- Promotion of local food & drinks
- Promotion of organic products
- Tourism related signalization
- Common institutions & promotion
- Development of specialized guiding services

ACTION PLANS (Krsh)

- SO 2.1 (specific objective): Diversified tourism offer
- SO 2.2: Improved promotion and marketing in tourism
- SO 2.3: Improvement of tourism infrastructure (soft / hard)
- SO 3.1: Improved business environment
- SO 3.2: Well connected tourism with other sectors

Project concepts (Krsh)

- E-Krsh
- Tourism signalization
- Touristic exploitation
- Establishment of regional tourism cluster
- Network of travel agencies
- Days of young wine in Hercegovina
- Development of agro-tourism in CB region Krsh
- Old paths to new values (olives)

Project concepts (Krsh)

- Tourist valorization of architectural cultural heritage in the villages of Krsh region
- Ways of traditional cheese in Krsh region
- Enrichment of municipality of Ljubishki tourist supply through restoration of Ljubishki Old Town
- Meet the village
- Days of fig & pomegranate
- Stechak (medieval tombstone) in Krsh
- Stone in Krsh

DEVELOPMENT PRIORITIES (Prokletije – Bjesket e Namuna) 8.3

- Simplification of border procedures
- Integration & harmonization of tourism offer
- Rescue service & common security mechanisms
- Improving connectivity in the region
- Providing infrastructure for camping
- Unification for tourist signs
- Creating a common calendar of events
- Licensing mountain guides

DEVELOPMENT PRIORITIES (Prokletije – Bjesket e Namuna) 8.3

- Integration of local products in local offer
- Improving the quality of tourism services
- Using the existing houses for tourism purposes
- Integrating tourism offer at regional level
- Diversification of tourism offer
- Filling gaps with missing local services
- Creating a regional tourism brand
- Diverting tourism priorities at national level

ACTION PLANS (Prokletije – Bjeshket e Namuna)

- SO 1 (specific objective): Local capacities of HR and institutions is build
- SO 2: Strengthening the value chains in tourism
- SO 3: Marketing and promotion of the CB region and joint actions
 - SO 3.1: Improved business environment
 - SO 3.2: Well connected tourism with other sectors

Project concepts (Prokletije – Bjeshket e Namuna) 9

- Improvement of mountain guides and rescue services capacities in the CB region
- Coordinative forum for of local tourist actors in PBN region
- Promotion of local standards to valorise the traditional food recipes
- Chestnuts and blueberry fair
- Strengthening traditional products VCs of the region



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