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IV newsletter

Dear readers,

We are proud to present the fourth newsletter of the ADRIATIC ROUTE project!

This newsletter will keep you updated on the project progress of the last months, on the events organised within the Adriatic Route Project and on the results achieved so far.

Each month, the last session of the newsletter will focus on thematic tourism activities and events organised by one specific project partner.

This month is the time to know more about thematic tourism initiatives organised by Sarajevo Economic Regional Development Agency (SERDA).

Have a nice reading!

Adriatic Route project in a nutshell

- The **Adriatic Route for Thematic Tourism** project has been financed in the framework of IPA Adriatic CBC Programme 2007/2013 – Measure 3.3 Communication Networks
- The **total budget** is equal to euro **1.784.484,22**
- Adriatic Route project started in **October 2012** and will end in **September 2015**
- **Five Countries** are involved for a total of **6 Project Partner**

For more details, have a look at our project web site: www.adriatic-route.com

Project activities

A general overview of activities undertaken by the partnership

The data collection on the resources and means for developing thematic tourism in partners' area, has contributed to the definition of the Strategic and Operational Plans (SOPs)) presenting new thematic tourism products and ways of reducing tourism seasonality, increasing accessibility and visibility for tourism resources. The SOPs have laid the basis for an active dialogue with local stakeholders in order to detect what still needs to be done for developing Thematic Tourism, decreasing tourism seasonality and attracting more sophisticated high – end tourists.

The development of SOPs, still in phase of conclusion, has allowed also to start working on the first draft of the Green Paper, a document aiming at collecting and disseminating project outputs, best practices and recommendations for policies to be implemented in the areas involved.





At this stage of the project, moreover, project partners has started to work on the development of the Web-GIS Platform, through the identification of the thematic tourism routes to be promoted and the collection of data to be inserted in the platform.

Partners have continued the dissemination activity of Adriatic Route project, objectives and outputs, during symposia, workshops, conferences, exhibitions and trade fairs.

Below, a brief summary of the major activities carried out in the last months:

Region of Epirus: the Lead partner sent to all project partners the guidelines suggested by the implementation study undertaken on development of the Web- Gis Platform in order to create thematic tourism routes. The design and the development of the platform still have to be finalised.



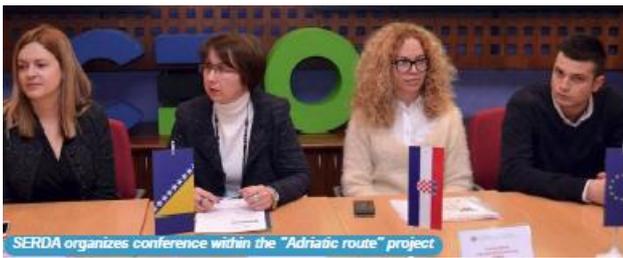
Province of Padua: The Province of Padua has worked on the preparation of the Strategic and Operation Plan (SOP) on the development and promotion of thematic tourism. The collection of data and the dialogue with local stakeholders have shown that a mature tourism exists, especially in regard to art - culture and spa, while other "minor themes" as rural tourism, wine tourism, green - slow tourism need to be enhanced.

Regional Development Agency of Dubrovnik Neretva County (DUNEA): For the purpose to identify and commercialize traditional products of Dubrovnik Neretva County, several workshops with practical examples of their preparation were held in different parts of the County in the last months. On that occasion, members of the Adriatic route project team presented the project Strategic Operational Plan (SOP). The workshops were intended for potential manufacturers of traditional products and





finalized to supports local producers by offering them established production technology and possibility to obtain the label QUALITY Dubrovnik Neretva RURAL.



SERDA organizes conference within the "Adriatic route" project

Sarajevo Economic Regional Development Agency (SERDA): On 3rd March 2015, Sarajevo Economic Region Development Agency SERDA organised the conference "Perspectives of tourism development in BiH", during which tourism policies and strategies were presented, with a focus on new potential thematic tourism products and perspectives of

tourism development in BiH. The last months were also dedicated to the implementation of other project activities, such as the preparation of forthcoming events (capacity building seminar), work on the SOP and project promotion.

Municipality of Saranda: A package of activities and events was prepared to be launched with the opening of the touristic season in Saranda, during the 3rd Regional Tourism Conference organised on 20 March 2015 by the Municipality of Saranda. The tourism calendar contains a twelve months program during which visitors can enjoy the rich touristic offer of the area, enjoying its genuine traditions and cultural products.



Marche Region: Marche Region has started to work on the design and contents of the brochure that will disseminate the major objectives underlined in the SOPs of partners involved in the project. Marche Region is now collecting opinions and suggestions by partners and will soon finalise it.

A focus on SERDA's thematic tourism initiatives

WINTER TOURISM IN BOSNIA AND HERZEGOVINA

Winter sports and tourism have the making of a successful sector in Bosnia and Herzegovina, particularly in Sarajevo Macro Region (SMR) , thanks to the presence of numerous ski resorts. A large offer of ski activities



are available in the region: downhill and cross-country skiing, ski jumping, snowboarding, skimobile, winter hiking. The major attraction in SMR are Jahorina, Bjelasnica and Igman mountains. The proximity of the these mountains to Sarajevo, the capital of BiH, provides an added advantage for the development of winter tourism.



Bjelasnica and Igman mountains are very popular winter destinations and are located only 25 km from Sarajevo. In this area took place the 14th Winter Olympic Games in 1984, featuring Alpine and Nordic skiing and ski jumping competitions. Bjelasnica has over 8 km of skiing slopes which start at the highest peak, 2067 m above sea level and run down to Babin Do at 1266 m.

air and great training field conditions, this mountain is often chosen by professional skiers for their training sessions.

Igman is a haven for its breathtaking landscape. On a clear day you can see Montenegro and the Adriatic Sea from Igman's peak. Thanks to its clean

Top summer activities on Bjelasnica and Igman are paragliding, horse riding, mountain biking, golf, skateboarding, bowling and tennis. During winter time, in addition to skiing and snowboarding, there are also snow shoeing, mountain hiking and quad tour.

Bjelasnica Plateau stretches North of Bjelasnica, East of Treskavica, South of Visocica and West of the Obalj mountains. The area in the southeast part of Bjelasnica (1150 – 1472 meters above sea level), also called the Lower Bjelasnica, is a home to numerous mountain villages. The Upper Rakitnica River section dividing Bjelasnica and Visocica mountains has several villages: Umoljani, Kramari, Lukavac, Brda, Milesici, Sabici and Rakitnica on the right, and Bobovica and Tusila on the left river bank.



Lukomir and Umoljani are the two villages located in the southern part of Mt. Bjelasnica, 1472 m, and are the symbol of a traditional way of living. The villages have preserved the old-fashioned housing, clothing, cooking and some other rituals. Both villages, especially Lukomir which is more isolated, are living museums where one can see villagers wearing traditional hand-made woven outfit, taste delicious traditional and organic meals and enjoy native folkloristic dances and songs.



(Source: Tourism association of Sarajevo Canton)

Jahorina Olympic Resort is one of the most popular winter resorts in the region due to fantastic slopes, great snow and weather conditions, rich entertainment calendar and amazing natural sites. In addition to slopes for Alpine skiing, cross-country, sledging and night skiing, there are many entertainment venues with great food and night life, as well several hotels ideal for conferences and meetings.

SERDA's Thematic Tourism Initiatives financed by EU

Support to the development of Eco Tourism in Sutjeska National park

<http://www.npsutjeska.net/?jez=en>

The aim of the project is to strengthen the competitiveness of tourism through the development of new tourism products, in particular eco-tourism in Sutjeska National Park.

Sutjeska National Park is the oldest and largest national park in BiH and by its values and beauties it is considered a gem of Bosnia and Herzegovina. It includes the area of Sutjeska with Strict Nature Reserve Perućica, parts of mountains Maglić (2,386 m- highest peak in BiH), Volujak, Vučevo and Zelengora. Thanks to the well-preserved exceptional natural elements, since 2000 NP Sutjeska has been listed in Category II of IUCN (UN department for conservation of nature and natural wealth).

Year-round tourism in mountain destination of B&H and Montenegro

<http://www.turizam365.com/bs>

Despite the substantial potential to diversify tourism offer in the mountains of Bjelašnica, Igman (BiH) and Bjelasica and Komovi (Montenegro), the largest revenue is generated in the winter months, during the ski season. Taking into account the trends in the development of summer tourism across Europe, the region of South East Europe has a potential to become a unique tourism destination offering beach and mountain holidays, with the final goal of extending the tourism season.



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AHVN - Adriatic Health and Vitality Network

The overall objective of the AHVN is to stimulate sustainable health tourism within and between the partner regions, increasing high-value tourist visits within the interrelated niches of medical tourism, alternative health tourism, spa & wellness tourism, and active lifestyles tourism.

Development and Promotion of Health Tourism Spas in cross-border area of Serbia and Bosnia and Herzegovina

http://www.cross-spa.com/en/index_en.html

The project aimed at strengthening regional cooperation and sustainable economic development in the cross-border area between Serbia and Bosnia and Herzegovina through an integrated offer of health tourism. The objective of the project is to increase the offer of healthcare tourism through the expansion of tourism products assortment promoting healthy living and responsibility for one’s own health. Due to a great number of high quality thermal water springs and various therapeutical properties of the air as well as high cultural, historical and natural values, Western Serbia and Sarajevo Macro Region territories represent an ideal place for rejuvenation of body and mind.

