Project idea – food for thoughts

IPA Adrion

Priority Axis 2: Supporting a greener and climate resilient Adriatic-Ionian region

***Specific Objective 2.3. Supporting environmental preservation and protection Indicative Actions eligible for funding***

*Indicative Action: Exchange of good practices and testing of solutions for sustainable tourism through participatory approaches and multi-level governance*

*Background*

*Municipality Stari Grad Sarajevo is the oldest municipality in the capital of Bosnia and Herzegovina, Sarajevo, and the center of the city's cultural, tourism and social development. Spreading across the areas of 55 km2, the municipality encompases urban area with numerous national monuments (68 in total throughout the municipality) and 3 protected landscapes (Waterfall Skakavac, Mountain Trebević and area alongside river Miljacka – Bentbaša (Dariva)), which are part of the tourist package in the municipality. Recognozing tourism as a strategic economic area in its Development Strategy 2023 – 2027, the Municipality authorities identified Improvement and promotion of tourism (including development of the Tourism Action Plan (TAP)) as well as Responsible management of the infrastructure, space and environment as its strategic objectives in the given period.*

*Due to its specific position, Municipality Stari Grad benefits, particularly in the economic terms, from the tourism, which requires continuous investments in this branch's improvement and sustainable development. Without responsible management of the natural landscapes which are crucial part of the Municipality Stari Grad tourism package, there is a threat of endangering municipality's ecosystem. That is why IPA Adrion program is an excellent opportunity for the Municipality to engage in capacity development (both institutional and personnel), to learn from its partners at a transnational level and to test potential innovation practices that are supporting sustainable tourism efforts. EUSAIR[[1]](#footnote-1)'s objective* ***Supporting the development of sustainable tourism and its ecosystem in one of Europe's most popular destinations*** intertwines with the municipality's strategic approach of sustainable development based on the 17 Sustainable Development Goals.

As tourism is an area that requires cooperation of different stakeholders, it is necessary to work on capacity building and partnership establishment both at local and transnational level.

For the above reasons, Municipality Stari Grad sees an opportunity in engaging in a partnership with municipalities/cities from eligible regions in developing project for the 2nd call for proposal, specifically focusing on Priority Axis 2 and Sub-Objective 2.3 and the Indicative action described above.

The initial idea that Municipality Stari Grad's team has envisaged (open for discussion) focuses on following activities:

* Development of the transnational strategy for sustainable management of protected landscapes in the Adriatic-Ionian region including specific action plans for each respective country
* Exchange of good practices at transnational level
* Pilot activity: Action plan of cooperation between the Municipality and the Canton Sarajevo Public Institution for Protected Natural Areas action defined activities focusing on sustainable tourism management with speciall attention to protection of the natural heritage, including cooperation on development on 2 strategic documents:
* Visitor Management Plan for protected landscape Bentbaša
* Protected Landscape Bentbaša Interpretation Plan (including Institute for Protection of Cultural-Historical and Natural Heritage of Canton Sarajevo)

And one (1) Memorandum of cooperation between the Municipality and Canton Sarajevo Public Institution for Protected natural Areas on maintainance of the Bentbaša protected landscape.

* Based on the Action plan and Memorandum of cooperation – capacity development for Municipality's Public Utility Enterprise – trainings and seminars on sustainable management of tourism areas like protected landscapes with focus on Dariva (Bentbaša) – based on the experience exchange within IPA partners and transfer of good practices and solutions. Procurement of tools and machines necessary for maintanance of the protected landscape.
* Pilot activity: *Capacity development of civil servants (at different levels of government) and tourism workers on sustainable tourism management (trainings, seminars, ...); installation of interactive information maps guiding tourists on how to use the landscape without endangering it*
* Educational activities for primary school students on preserving and protecting the protected landscape

Municipality would partner with the Canton Sarajevo Public Institution for Protected Natural Areas, thereby engaging 2 levels of government in the project.

\*This is an initial document open for further development and discussion. As per the 2nd call, funding in infrastructure as such is not allowed but equipment costs are allowed, among other: IT hardware and software, laboratory equipments, machines and istruments, tools or devices, vehicles, other specific equipment needed for the project. Pilot projects are open for brainstorming and discussion.

1. https://www.adriatic-ionian.eu/about-eusair/ [↑](#footnote-ref-1)