

PROJECT INFORMATION

Stand: 30.08.2007

Development of a sustainable tourism concept for countries in Southeast Europe



Hrvatska Kostajnica municipality on the bank of Una River.
Picture: Denis Rubić, DALMA Consult

Background

The international tourism industry regards Southeast Europe as a growing market. Already, thousands of jobs have been created not only along the coastline of the Adriatic Sea or in the Black Sea region, but also in rural areas and smaller inland towns. Thus, economic vitality and employment is stimulated in these regions which otherwise, do not have alternatives in this respect. Therefore tourism is one of the main emerging industries in Southeast Europe and enjoys high priority by all governments.

The project area Lonjsko Polje/Croatia and the adjoining area in Bosnia-Herzegovina is a well developed nature reserve with great potential for overnight tourism and day-tripping especially from the generating regions Zagreb and Banja Luka. The administrative areas of Croatia and Bosnia-Herzegovina, which belong

to the project region rank among the poorest of the two countries. Therefore, the development of sustainable tourism could implicit a chance for revitalizing the damaged economy induced by the preceding war.

Project

Together with the local actors, the current tourism supply-side as well as the potentials and difficulties for a sustainable tourism development and cross-bordering cooperation were analysed. The findings will be evaluated and new target-group-specific offers will be developed.

Furthermore, it has to be verified whether opportunities exist for implementing cross-bordering, environment friendly (aquatic-)hiking offers, cycle paths or historico-cultural routes.

- Programme: Advising-assistance programme of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety
- FKZ: 380 01 146
- Region: Croatia/Bosnia-Herzegovina
- Duration: 07/2007 – 11/2008
- Project management: Federal Environment Agency (FEA)
- Project partner Germany: German Economic Institute for Tourism e.V. at the Ludwig-Maximilians-University München; dwif Consulting GmbH; www.dwif.de
Baden-Württemberg International (bw-i)/
Stuttgart; www.bw-i.de
- Project partner on-site: Gorgan Gugic´ (Head of Lonjsko Polje national park); www.pp-lonjsko-polje.hr