

Activities

Achieving a desired outcome (performance goal) at a specific end date (time goal) employing a specific amount of resources (resource goal) (dr Radoje Laušević)

19/10/2020

Launching event

Dubrovnik, Kotor

Summary

The EXCHANGE project has one main **result**: The cross-border region attracted more tourists, with the target value of 0.8% increase (benchmark 2017). This result will be reached by implementing **a set of planned activities**:

A.T1.1. Developing the cross-border tourism offer (4 new thematic routes: Dubrovnik and Aquarium, Kotor and Aquarium Boka, Hutovo Blato Aqua Path, and Mostar Old Bridge and River Neretva)

A.T1.2. Developing the cross-border tourism product (EXCHANGE card)

A.T1.3. Developing, promoting and branding the EXCHANGE pack

A.T1.4. Developing and implementing a training program in standardization on natural heritage (for 10 EXCHANGE managers, 10 Webmasters, and 40 licensed touristic guides)

A.I1.1. Improving small-scale cross-border tourism infrastructure - Dubrovnik aquarium

A.I1.2. Developing small-scale cross-border tourism infrastructure - Aquarium Boka

The project is co-financed by ERDF and IPA II funds of the European Union.

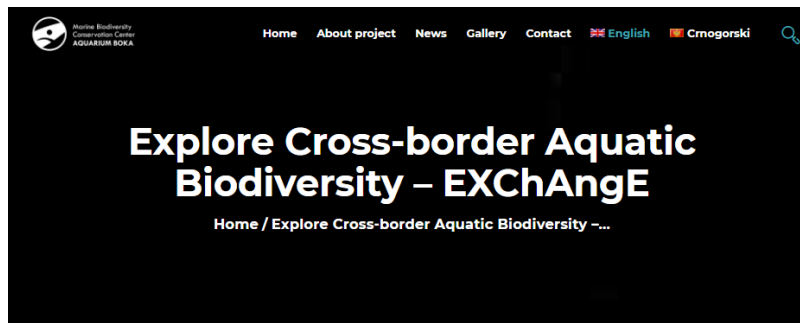
A.I1.3. Improving small-scale cross-border tourism infrastructure - camp facilities, Hutovo Blato

A.I1.4. Improving natural asset - walking path Mostar and Neretva

Activities will be implemented with the **main objective to strengthen and diversify the tourism offer through exploring cross-border aquatic biodiversity and to enable better management and sustainable use of cultural and natural heritage**.

The project will be implemented by the unique consortium which combines individual expertise and experience of partners, in particular from previous cross-border projects, and has management capacity and skills to implement a project of this size and complexity.

Sustainability, durability, and transferability of the project outputs are secured. Project products will be in the public domain, applicable and replicable by other stakeholders.



EXChAngE project is developing a new tourism product - Blue Pass, which will enable visits of new thematic routes with improved infrastructure: Dubrovnik and Aquarium (Croatia), Kotor and Aquarium Boka (Montenegro), Hutovo Blato Aqua Path, and Mostar Old Bridge and River Neretva (Bosnia and Herzegovina), and attracts more tourists in the area. This will be first-ever attempt to create such a cross-border tourism product.

Download project poster:



About project

The project is implemented by the unique consortium with the University of Dubrovnik, the Institute for Marine and Coastal Research as lead, and partners from Bosnia and Herzegovina: Tourist Board of Herzegovina - Neretva Canton and Nature Park "Hutovo Blato", and Montenegro: Institute of Marine Biology of the University of Montenegro and Tourism Organization Kotor.

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