

## **VOL.3 - PART D**

# **MASTER PLAN AND ACTION PLAN FOR PLIVA**





## Chapter D 1. Visions and Directions for Regional Development of Pliva Study Area

Overall development goals and strategies are shown in Chapter D 1. In this chapter are provided development visions and directions specific to the Pliva Study Area in line with the goals and strategies described as above.

### 1.1 Development Visions

Visions for the Pliva Study Area were formulated to show how the region's tourism growth and tourism product diversity, people's livelihood and resource base would become by the targeted year of 2015. Also shown are the region's directions for growth driven by eco-tourism.

*Pliva Study Area will be a BiH's leading eco-tourism destination of rich river basin surrounded by green mountains and gently undulating pastures, with active tourism industry, communities working and the government in partnership, and attractive tourism products, adopting vigorous development, quality management, and marketing.*

Every reach of the Pliva River with tributaries will offer a diverse set of water sports-tourism activities. It will be supported by citizens' voluntary beautification activities to keep water bodies and their ambient environment clean. Moreover, the municipality's capacity will greatly be strengthened to effect inspection and monitoring on industrial emission gas and waste load to be generated from urban agglomeration.

The surroundings of Pliva River Basin will have an intensive voluntary activity of forest resources conservation and will offer diversified eco-tourism products operated by local communities and CBO. The downstream of the Pliva will offer a rich set of historical and cultural heritage, attracting more of foreign and domestic tourists via the National Main Road M5 and the National Main Road M16. The both roads will support to create new international tourism corridor for Pliva Study Area linking with international markets in Europe and Ex-Yugoslavia and domestic markets in BiH.

Direct marketing and trading of farm and other local produces, ventured by Eco-House, will make a great success in establishing a "Pliva Brand" for nation-wide recognition. Recipes

## 1.2 Development Directions for Pliva Study Area

### 1.2.1 Regional Context

As the result of EU RED Study, regional development visions and contexts for Northwest Region, which covers the northwestern part of BiH including three municipalities of the Pliva Study Area, were clearly identified to provide a foundation for the sustainable socio-economic development of the region over the next 20 years as shown below:

Vision Statement for Northwest Region: a place where people benefit from the advantages of the diversity of its economic potentials; with a well-employed and well-educated workforce; good for living, visiting, working and doing business.

In order to achieve the vision, Northwest Region will link its tradition in wood and food processing with modern market requirements, concentrating on the production of clean energy and investing in people as a main resource for innovations and IT. By developing its infrastructure and boosting its tourism, health and recreation industry through regional partnerships, the region shall become a bridge between BiH and Europe.

As a combination of development and reform approaches, the regional vision values are defined through the three pillars as follows:

- **Economic development** (tradition in wood and food processing, production of clean energy, tourism health and recreation industries);
- **Social cohesion and quality of life** (area good for living, visiting, working and doing business); and
- **Human Resources** (well-employed and well-educated workforce, innovations and IT institutional infrastructure).

All the three pillars are to be interconnected and strengthened through the development of infrastructure and regional partnerships.

Based on the above, eco-tourism development and sustainable regional development activities will be guided along upstream, middle stream and downstream of Pliva River as Development Axis for the area with supporting road networks of National Main Road M5 and the regional road to Sipovo. International tourism corridors for the Pliva Study Area will be structured from National Main Road M16 and M5 for main international tourist markets in

Ex-Yugoslavian countries and European countries through Banja Luka and Bihac and main domestic target markets in Banja Luka and Sarajevo.

**Table D 1.1 Regional Context of Pliva Study Area**

	Sipovo	Jezero	Jajce
Socio - Economic Conditions	<ul style="list-style-type: none"> <li>• Widest area among cities : 54,000ha</li> <li>• Land use: forest/nature-76%, cultivate land-12%, pasture-9%, urban settlement-0.4%</li> <li>• Population: 13,000 recovered by 84% before war time</li> </ul>	<ul style="list-style-type: none"> <li>• Smallest area among cities (6,300ha)</li> <li>• Land use: forest/nature-70%, cultivate land-11%, pasture-10%, urban settlement-0.5%</li> <li>• Population: 1,800 recovered by 65% before war time (too small size for self-sufficient local gov't by new local gov't law)</li> </ul>	<ul style="list-style-type: none"> <li>• City area: 34,300ha</li> <li>• Land use: forest/nature-60%, cultivate land-12%, pasture-9%, urban settlement-0.6%</li> <li>• Population: 32,000 recovered by 70% before war time</li> </ul>
	<ul style="list-style-type: none"> <li>• Questionnaire to citizens <ul style="list-style-type: none"> <li>- 70% employed</li> <li>- Living conditions: Bad-46%</li> <li>- Local economy: Bad-54%</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Questionnaire to citizens <ul style="list-style-type: none"> <li>- 20% employed</li> <li>- Living conditions: Bad-85%</li> <li>- Local economy: Bad-96%</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Questionnaire to citizens <ul style="list-style-type: none"> <li>- 40% employed</li> <li>- Living conditions: Bad-61%</li> <li>- Local economy: Bad-89%</li> </ul> </li> </ul>
Major Industry in the Previous Regime and Livelihood at the Present	<ul style="list-style-type: none"> <li>• Heavy electric equipment</li> <li>• Textile industry</li> <li>• Construction</li> <li>• Transportation service</li> <li>• Gypsum and other mining</li> <li>• Forestry</li> <li>• Urban service</li> <li>• Other small scale industries</li> </ul>	<ul style="list-style-type: none"> <li>• Fresh water aquaculture</li> <li>• Other small scale industries</li> </ul>	<ul style="list-style-type: none"> <li>• Heavy electric equipment</li> <li>• Metal Processing</li> <li>• Mining and quarry</li> <li>• Textile industry</li> <li>• Tourism</li> <li>• Transportation service</li> <li>• Forestry</li> <li>• Urban service</li> <li>• Other small scale industries</li> </ul>
	<ul style="list-style-type: none"> <li>• Part of previous forestry</li> <li>• Urban service</li> <li>• Part of gypsum factory</li> <li>• Livestock and diary</li> <li>• Fresh water aquaculture</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Part of previous aquaculture (1/4)</li> <li>• Small scale storage</li> <li>• Livestock and diary</li> <li>• Others</li> </ul>	<ul style="list-style-type: none"> <li>• Part of previous metal refinery (Electrobosna)</li> <li>• Urban service</li> <li>• Part of previous forestry</li> <li>• Livestock and diary</li> <li>• Others</li> </ul>

	Sipovo	Jezero	Jajce
Environmental Constraints	<ul style="list-style-type: none"> <li>• Municipal sewage collection system for urban area (without disposal)</li> <li>• Lack of garbage collection system for rural area</li> </ul>	<ul style="list-style-type: none"> <li>• Municipal sewage collection system for urban area (without disposal)</li> <li>• Garbage collection (depending on Melkonic grad)</li> </ul>	<ul style="list-style-type: none"> <li>• Exhaust gas from metal refinery (without filter)</li> <li>• Municipal sewage collection system (without disposal)</li> <li>• Lack of garbage collection system for rural</li> </ul>
Overview	Sipovo is mountainous village with rich and wider forest and well-maintained pasture, bigger town center. On the other hand, it is located far way from main roads.	Jezero is small and calm rural village and keeping advantageous locations of junction of main road 16 and road to Sipovo and linking with the both potential areas of Sipovo and Jajce.	Jajce was not only regional center but also, tourism and recreational destination in the previous regime. Those functions were lost in and after the war. But major part of resources are still remained .
Opportunities and Strength	<p>The area has potentials for self and sustainable tourism development based on mutual cooperation with other municipalities and following strengths:</p> <ul style="list-style-type: none"> <li>• Accumulated highly educated citizens</li> <li>• Remaining rich and wider natural resources on rivers, basin and forest</li> <li>• Well-maintained pasture and farm with qualified products</li> </ul>	<p>The area has development potentials for gate function and eco-tourism functions to link with the both areas of Sipovo and Jajce.</p> <ul style="list-style-type: none"> <li>• Access point from Ex-Yugo and European market through Bihac</li> <li>• Combination of clam and rapid river flow on the middle reach of Pliva River for fishing and rafting</li> <li>• Historical and cultural heritages on the both sides along Pliva River</li> </ul>	<p>The area has development potentials of gateway functions, historic/cultural tourism destination, lakeside recreational center, and regional trading center for local products.</p> <ul style="list-style-type: none"> <li>• Cradle of BiH history with monument and heritages</li> <li>• Rich and diverse scenic points on lake, river, waterfall and greenery mountains on downstream</li> <li>• Advantageous location on main road network of 5 and 16</li> </ul>

Source: JICA Study Team

### 1.2.2 Development Directions for Municipalities

**Sipovo** will be formed as a nature oriented village tourism destination by means of tourism product development as follows:

- Pliva River Source Area: nature watching and picnic spots;
- Pliva Upstream: paradise for fly fisherman with riverside lodging village;
- Janj River Reach: rafting and ancient / Roman historic corridor with riverside lodging villages;

- Sokograd and Sokocnica Valley: nature watching and historical tourism with farm-lodging villages;
- Pliva Middle Stream: rafting and fishing with riverside trail visiting to cultural heritages and farm lodging villages;
- Janj Virgin Forest and Surrounding Forest: forest and nature watching with forest lodging villages; and
- Mt. Vitorog and Surrounding Forest: hill trekking and nature watching with mountain lodges.

“Riverside / Forest / Farm-Lodging Villages”, offering a unique opportunity of “water sports”, “forest activities” and “farm-lodging”-cum-“hands-on farming”, which accommodation will reach over 200 lodgings with 600 rooms in rural areas. Collaboration with the Slovenian and ex-Yugoslavian tourism associations will pave the way for new international tourists from Italy and Germany. The pristine nature - the pride of Sipovo - will continue to attract such country-setting seekers, as potential waste discharge into the Pliva River is effectively controlled by strengthened administrative measures.

**Jezero** will take gate function for international tourists through National Main Road M16 from Bihac to Pliva Study Area. Jezero will continuously link with Sipovo and Jajce areas with river sports activities on the middle reach of Pliva River, forest activities on the surroundings of the basin and “Riverside/Forest/Farm-Lodgings”.

However, Jezero will not be able to have an autonomous economy and eventually will merge with one of the adjacent municipalities.

**Jajce** will successfully reestablish itself as a tourism destination with historic and cultural heritages and monuments in the town and diversified potential scenic and activity points on lake, river, and waterfall reaches of the downstream of Pliva River. Accommodation facilities in the municipality will be diversified as lodging, hotel, motel and auto camps on the lakeside area and apartment, hotel and motel in the town. Accumulated accommodation rooms will reach over 600 rooms in the municipality. International marketing activities will reactivate international tourist markets in Holland, other Europe and Ex-Yugoslavian countries.

The Eco-House venture will successfully innovate farm and local produce marketing to make inroads into new domestic direct-trading system, which eventually will boost and create the image of Pliva’s “Organic” and “Qualified” products. Potential waste discharge into the Pliva River is effectively controlled by strengthened administrative measures.

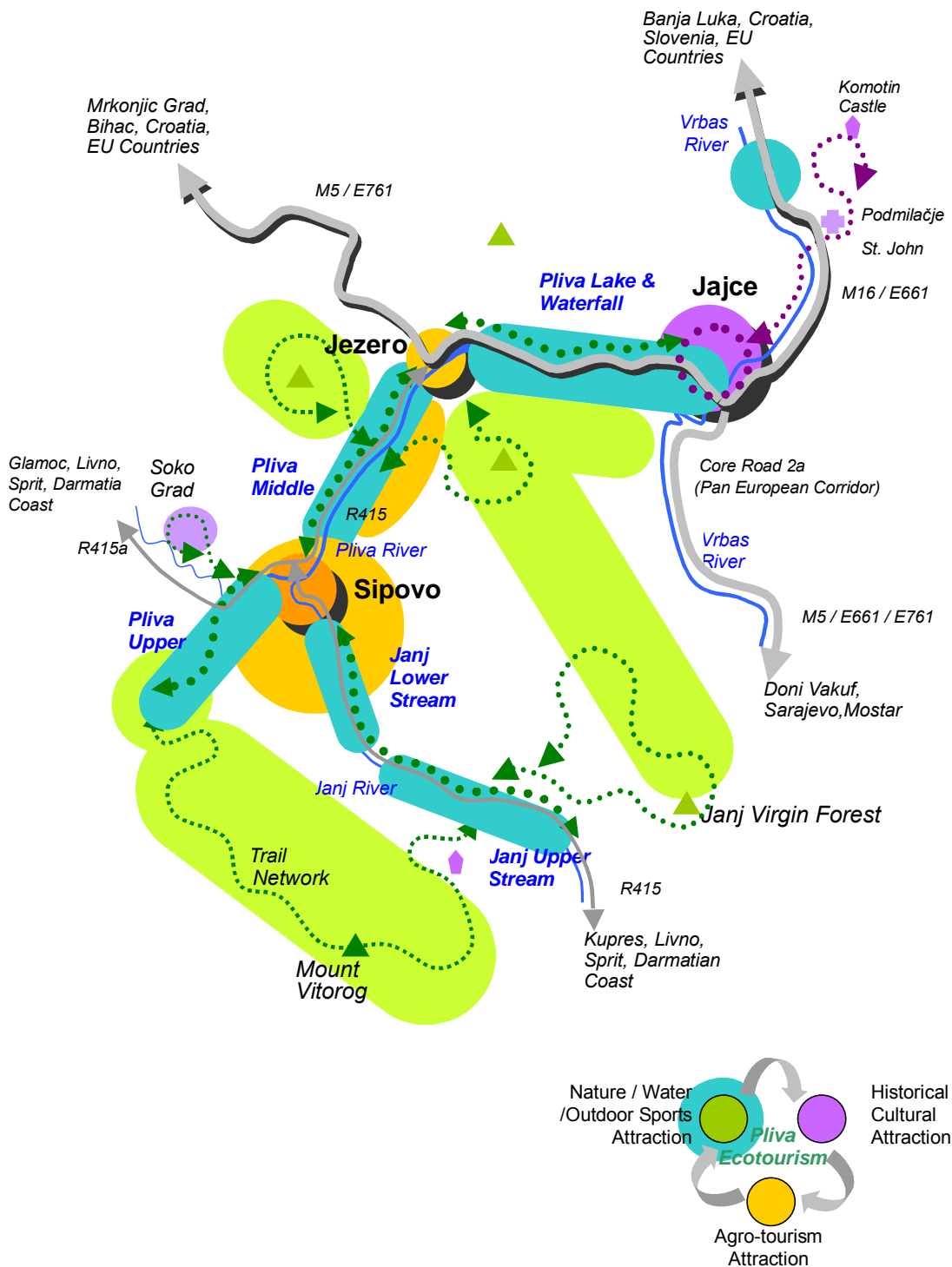


Figure D 1.1 Development Direction of Pliva River



## Chapter D 2. Proposed Tourism Product Groups in Pliva

### 2.1 Development Concept of Pliva Tourism

The Study Area of Pliva is composed of the two sub-Areas of Jajce and Sipovo/Jezero. Overall, at present, this Study Area lacks attractions and sites of strong appeal that draw tourists of general tourism from all across BiH. Attractions and resources identified in this Area generally consist of those suitable for visitors seeking niche special activities such as fly-fishing, camping, etc.

The town of Jajce is the only exception that may appeal both domestic and foreign visitors of general tourist interest, with its symbolic medieval citadel on a hilltop and a scenic view of waterfalls.

The following paragraphs discuss the attractions and resources identified in the two sub-Areas and the types of tourism each sub-Area now receives and can expect subject to proper development in the future.

#### (1) Jajce

- Jajce is blessed with many recognizable historical and cultural resources, such as the old fortress, St Luke's Church, the Catacombs, Esma Sultan Mosque, old Ottoman style houses, waterfalls, and old watermills. Subject to proper product development (e.g., tourist signage, site interpretation, visitor facilitation), this town can expect to draw more visitors of general interest not only from all across BiH, but also from regional Balkan neighbors and EU countries (e.g., in transit to/from Dalmatian Coasts) in the longer term;
- A hydro dam lake in the suburban Jajce is an ideal place for picnic, recreation and light water sports activities, such as boating, fishing and picnic for the locals in Jajce and its neighborhood; and
- For Jajce to activate its tourism and attract more visitors, it needs to focus its efforts to meet with the requirements of the two distinctly different markets: the one for general interest from both BiH and across the borders and the other for sports / recreation activities for the local inhabitants.



The old medieval citadel on a hilltop is one of the highlight resources of Jajce old town.



The Catacombs, where high priests and the nobility were buried. One of the sites not to be missed in the old town.



The St Luke's Church: its old steeple only remains intact, with other outbuildings left in ruins.



The waterfall of Jajce. Another valuable tourist attraction of scenic view.



The old watermills in the suburbs of town are Resources of tourist interest as well as local heritage.



The vast expanse of serene lake water offers optimal condition for water sports and recreation.

## (2) Sipovo/Jezero

- Two towns of Sipovo and Jezero are abound in resources suitable for sports and nature-oriented tourism, namely, fly-fishing, camping, hiking, trekking, hunting etc;
- Recognizable historical and cultural attractions and sites of great value are limited in this sub-Area that will appeal/attract visitors of general tourist interest;
- Sipovo, in particular, is blessed with pastoral landscape of scenic river view and open pasture, offering an optimal environment of rural tourism for city-dwellers; and
- Existing small-scale cottage industries (e.g., fish breeding, woodwork, dairy) can be incorporated into rural tourism activities through proper guidance in product development (e.g., tourist-attractive / friendly quality, presentation, packaging).



These typical, yet attractively different views found in Sipovo and Jezero. Rivers, streams, villages, woods, and trails - all potential components of eco/rural tourism.

Based on the assessment of the available resources in the Study Area matched by the current and potential/expected visitor market segments (e.g. geographical, locals neighboring countries, or EU, or product category, nature-oriented, recreation or eco/rural tourism, etc.),

the five strategies have been worked out to make the Pliva Study Area a more vibrant tourism area that appeals all cross sections of tourist activities.

- 1) To develop Jajce as a core tourist center of the Study Area based on its historical and cultural heritage to attract more visitors of general tourist interest from all across BiH and cross-border foreign countries;
- 2) To prepare the essentials for rural tourism development, such as house renovation for country lodging, institution buildup, training, leisure activities and orientation brochures, etc.;
- 3) To provide water sports / recreation activities in the rivers and lakes;
- 4) To provide the forestry and agro-tourism activities;
- 5) To create unique local dishes and handiwork that appeal and satisfy visitors; and
- 6) To establish a core organization responsible for promotion and advertisement of eco-tourism in the Area.

Based on the above exercises and analyses for the two sub-areas of Jajce and Sipovo/Jezero, the Study Team proposes the following a conceptual direction, projects, and programs to be mobilized so that the whole Pliva Study Area will become a model eco-tourism cluster in BiH.

(3) Conceptual Direction

- 1) River Tourism
- 2) Agro and Forest Tourism
- 3) History and Cultural Tourism

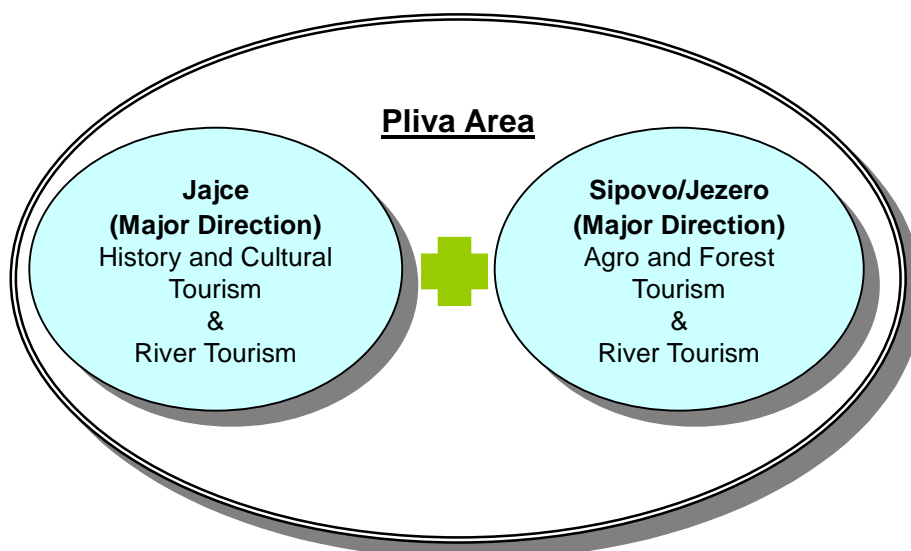


Figure D 2.1 Tourism Products in Pliva

The table below shows possible tourism products in the Area structured to form a coherent program that is in line with the strategies explained above. Individual projects are described in the following sections.

**Table D 2.1 Structure of Master Plan Projects and Programs for Pliva**

Project / Program		Program Component	
<b>MASTER PLAN</b>			
<b>TOURISM PRODUCTS</b>	PLIVA River Tourism	PW- 1) Sport-fishing (fly-fishing and conventional fishing) PW- 2) Kayaking PW- 3) Canoeing PW- 4) Wildlife Viewing PW- 5) Rafting PW- 6) Pliva River Trail System: Plivsko Lake PW- 7) Pliva River Trail System: Jezero to Sipovo PW- 8) Pliva River Trail System: River source / Sokograd PW- 9) Pliva River Trail System: Janj River canyon, etc	
	PLIVA Forest & Agro- Tourism	PLIVA Eco-House	PA- 1) Product Improvement PA- 2) Sale of Local Products PA- 3) Eco-Tourism Information Service
		PLIVA FARM VISIT	PA- 4) Farm Lodging PA- 5) Milking & Cheese Making PA- 6) Apple & Plum Harvesting PA- 7) Bee Keeping
		PLIVA FOREST VISIT	PA- 8) Herb & Mushroom Picking PA- 9) Bird & Wild Animal Watching PA- 10) Hunting PA- 11) Nordic Skiing PA- 12) Hiking PA- 13) Mountain Bikeing
	PLIVA History & Cultural Tourism	PH- 1) Medieval Jajce Heritage PH- 2) Jajce Riverview Park PH- 3) Historical Museum Reopening PH- 4) Sokograd conservation	
<b>SUPPORTING PROGRAM</b>	Tourism Resource Management	PR- 1) Ecological boat campaign for garbage picking PR- 2) Rapid air / water quality monitoring PR- 3) Town beautification (garbage collection & flower planting etc.) PR- 4) Protected Area Management system PR- 5) Environmental management guideline for visitors PR- 6) Historic preservation of registered monuments	

	Project / Program	Program Component
	MASTER PLAN	
	Marketing & Promotion	PM- 1) Product Development with Tour Operators PM- 2) Web site Maintenance PM- 3) Contact to Sports Clubs / Associations PM- 4) Tourism Fair Participation PM- 5) Promotional material development
	Facilities & Infrastructure	PF- 1) Small-scale Accommodation Program PF- 2) Access Control and Traffic Management PF- 3) Development of Interpretive Information
	Institutional & Human Resource Development	PI- 1) Training of guiding, hospitality, visitor safety, environment PI- 2) Training of Forest Guards PI- 3) Eco PLIVA Association as coordinating organization

## 2.2 Pliva River Tourism Product Development

### 2.2.1 Goal and Objectives

The goal of the Pliva River Tourism Product Development is to realize the economic and social benefits of tourism development while simultaneously conserving the natural resources of this important region.

The objectives of the Pliva River Tourism Product element are to:

- 1) Strengthen and improve the existing river and lake water and shoreline based sport and recreational tourist activities in the Pliva Study Area;
- 2) Create and implement new water sport and recreational tourist activities; and
- 3) Improve access, create recreation opportunities, and connect all of the sport and recreational activities by means of a well designed trail and road system.

This section of the Pliva River Tourism Product Development describes the ways in which all of these purposes can be accomplished. Descriptions of the water sport and recreation activities that can be implemented to accomplish a well integrated tourism development strategy are presented in this section. In addition, the short and long term sequencing of the strategy is identified.

## 2.2.2 Proposed Projects

The project information described below describes the specific types of well coordinated project elements that need to be combined in order to accomplish the Pliva River Tourism Product Development.

Several water sport tourism activities currently exist in the Pliva River Valley. All of these sport activities can be further strengthened by means of improved human resource training, market promotion, equipment acquisition, and business development assistance.

Appropriate facility development in the form of improved access, visitor comfort areas such as picnic and rest areas, toilet facilities, trash collection, and improved signage would all make a positive contribution to the visitor satisfaction associated with the sport activities.

Brief descriptions of the water and land based sport and recreation activities are presented. Each of these sport and recreation activities can provide valuable economic development, human resource, and environmental quality improvements to the region. The sport and recreation activities may be organized and evaluated as either predominantly water or forest activities.

### (1) Water Sport and Recreation Activity Project

#### **PW- 1) Sport-fishing**

A variety of river and lake sport-fishing opportunities exist along the entire length of the Pliva, Janj and Vrbas River systems. River and stream fishing using both spin casting and fly-fishing equipment and techniques can be employed from the headwaters of the Pliva and Janj Rivers to the Great Plivsko Lake. Boat fishing and lakeside fishing sport activities may be employed at the two Plivsko Lakes.

Diverse species of fish occur throughout the Pliva, Janj and Vrbas River systems. Upstream species include Grayling, Brown and California Trout. The most prominent species of lake fish include Lake Trout, California Trout, Perch, Catfish, and Carp. In all of these waters the angler has a chance to catch trophy-sized fish. By example, the largest Lake Trout caught in Great Plivsko Lake was 24 kg.

The Pliva River Tourism Product Development can build upon an existing fly-fishing reputation and its unique natural resource. Since the 1940's the Pliva River has maintained



an international reputation as a high quality fly-fishing location. The purity of the water and its steady cold temperatures provide a quality habitat for grayling and trout.

During the past year considerable efforts have been made to re-establish the fly-fishing market for the Pliva River. Those efforts included a river clean up campaign, a fish re-stocking program, the construction of a center building dedicated to supporting sport-fishing, the creation and distribution of market promotion materials, renting fishing tackles, and extensive human resource training for both Sport-fishing Guides and River Wardens. By building upon the work to date a very valuable commercial market can be realized.

The future efforts needed to increasingly capture the sport-fishing market include streamside improvements, monitoring of the water resource, the teaching of more sport-fishing and fly-fishing guides, and the increased promotion of the fishery.

### **PW- 2) and 3) Kayaking and Canoeing**

The Plivsko Lakes and Pliva River offer three types of kayak experiences for both residents and tourists. The first type of recreation experience is pleasure kayaking on Plivsko Lake.

The second kayaking experience is river kayaking on the Pliva River. The river kayaking experience will vary substantially by season because each season will influence the speed and volume of water flowing in the Pliva. By example, during the spring when the water is rushing through the Pliva River, kayaking would be a very adventurous form of sport.

The third type of kayaking is highly specialized competitions. Great Plivsko Lake was the site of the World and European Kayak Regatta in 1963. During the past 40 years the lake has been the training site for Olympic and world class kayakers. Measured kayak courses with buoys for 200, 500 and 1,000 meter distance races have been deteriorated. Kayak competitors train and race in one, two, and four person hard shell boats. Additional facilities include a judging tower and a spectator viewing platform. Construction projects scheduled for completion in 2004 include repairs to an existing pier and building a new floating pier.

The recreational kayaker has the unique opportunity to participate with, and learn kayaking skills from world-class athletes. Thus the Plivsko Lake has a well-deserved international reputation for competition training and races as well as the buoys and other course facilities



required to conduct competitive events. Excellent instruction is available from the leader and members of the local kayak club.

Both residents and tourists can use a canoe to pleurably enjoy both the Plivsko Lake and Pliva River regions. The canoe provides people with the opportunity to quietly travel along the waters of this region at a pace that is most convenient for them. They can view the scenery and wildlife from the canoe and can stop for a picnic along their route of travel.

The islands in the Great Plivsko Lake have attractive picnic sites. The tourist may travel for as long as they wish and then enjoy natural settings for picnics. Comfortable rest stops may be found within a leisurely one-hour paddle from the Kayak Club.

The canoe may be put in the water from the upstream portions of the river or from a boat facility along the shores of the Plivsko Lake. In both cases, the recreation activity is very leisurely. Canoes, paddles, life protection vests, and paddling instruction will be made available to persons who are not familiar with this sport or who do not have this type of equipment.

The following improvements are needed in order to realize the potential economic, human, and environmental benefits associated with kayaking and canoeing.

- Acquire equipment including kayaks, canoes, paddles, personal flotation devices (life vests), drip rings, repair and patch kits;
- Facilities for the storage, maintenance and repair of kayaks and canoes;
- Repair and upgrade the deteriorated facilities of regatta course (anchor of buoys and modern judging detectors and system);
- Human resource training for sport skills and hospitality services; and
- Marketing and promotion.

#### **PW- 4) Wildlife Viewing**

The Pliva River has large populations of migratory and resident birds as well as a diversity of rare wildlife such as European Brown Bear, Roe Deer, wolves, and Wild Boar. Large numbers of birds are attracted to the rivers throughout the Pliva Study Area during their spring and fall migrations. These migratory events represent significant tourism attractions. In addition, a diversity of extremely beautiful birds resides in the Pliva River habitat. By example, swans and geese are frequently seen on the water.

There are several types of wildlife viewing experiences. Travel on the lake and river will allow tourists to view wildlife along the shoreline and in the forests. Animals such as deer, bears and wolves may be safely seen along the shores of the lakes and rivers from kayaks, canoes, and boats. The construction of viewing platforms located along the Pliva River Trail System will provide opportunities for tourists to view and photograph wildlife. Interpretive signage and the publication of field guides will also enhance the wildlife viewing experience.

### **PW- 5) Rafting**

Currently, no rafting occurs on either the Pliva River or the other major rivers in this region. However, the potential exists to establish this type of sports activity. The purpose of this project is to evaluate the river and shore conditions to determine if rafting would be a feasible sport activity. The specific rivers that should be evaluated include the Pliva River, the Janj River, the Lubovica River, the Volarica River, and the Josavka River. Each of these rivers has sufficient length, water flow and scenic beauty to be evaluated for rafting.

#### **(2) Pliva River Trail System**

The purposes of Pliva River Trail System are:

- To improve and facilitate the visitor satisfaction of the water recreation and sports activities;
- To create recreation facilities, signage, and infrastructure improvements, especially access, that will directly contribute to the economic efficiency of the tourism businesses and the economic development of the region;
- To implement trash collection and pollution prevention measures that will directly improve the environmental quality of the region; and
- To use the trail system to monitor the region's natural resources and thus insure their sustainability.

The economic and environmental management benefits associated with each type of sport and recreation activity will be strengthened by creating a well coordinated system of trails and roads that will be called the Pliva River Trail System. The successful implementation of the Pliva River Trail System will result in increased visitor enjoyment of the Pliva River Region, economic efficiency, and improved environmental resource management. It is especially important to emphasize the environmental quality benefits for the region. This will occur because a well designed trail system provides the opportunity to use well coordinated natural resource management and monitoring techniques.

The Pliva River Trail System will be accomplished by building new trail segments and re-establishing a historic trail that will ultimately extend from Jajce to the headwaters of the Pliva River beyond Sipovo for a distance of approximately 29km. This region is also the location of ancient trade routes. The historic trade routes include segments of the ancient Roman Road and the historic Ottoman Caravan Routes. In addition, an abandoned logging railroad right of way, and the existing road system will complete this comprehensive trail system.

A series of recreation facilities will be located along the trail such as platforms that may be used for sport-fishing, wildlife viewing, and picnic. Additional facilities will include benches, picnic areas, trash collection containers, nature and heritage information signs, and trail directional signs.

It is very desirable to construct a visitor center near junction of the trail and main access road to the region that provides visitor information, safety services, communication resources, and transport services. This collection of support services would improve both the safety and comfort of the tourists, as well as add to the economic efficiency of tourism activities.

Access locations for launching or retrieving kayaks and canoes will be established along the trail. The trail can be used for hiking or mountain biking. If snow conditions permit, then the trail can also be used for Nordic skiing in the winter. In summary, the significant benefit of this trail is that this one type of investment provides benefits for a diversity of sport and eco-tourism activities.

The Pliva River Trail System can be very effectively used to improve the environmental management of the region. This can be accomplished when trained resource managers use the trail system to monitor the conditions of the natural resources. The trail system thus provides access to resource managers as well as tourists.

The Pliva River Trail System would be structured in a sequence of three major sections. It would begin Plivsko Lake at Jajce and end at the source of the Pliva River. A branch of the trail would go to the ancient castle at Sokograd and Janj River Canyon. The trail would serve the highest recreation demand areas first. This means that the trail would begin near the Town of Jajce and would include the Plivsko Lake areas. The trail segments are defined as follows:

**PW- 6) Pliva River Trail System - Section One : Plivsko Lake**

The section one of the Pliva River Trail System would start at the existing Water Mill Park and then proceed along the shore of the Plivsko Lakes to the location of the Village of Jezero. The approximate mid-point of Section One of the Trail would be the Kayak and Canoe Club Facilities on the Great Plivsko Lake.

Site assessments will be performed along this section of the Pliva Study Areaal Trail to determine the suitability for a variety of facilities and for the appropriate location of signage. By example, the Water Mill Park near Jajce needs to revitalize its existing recreation park and facilities. Given its immediate proximity to the Town of Jajce, the Water Mill Park is a favorite location for local residents and can be an attraction for tourists. The trails, picnic sites, and landscaping of the park need to be refurbished.

The construction of kayak and canoe launching sites would be located on Section One of the trail. Platforms would be located along this section to provide sport-fishing and wildlife viewing sport and recreation activities. Picnic locations and trash collection sites will also be established along this section of the trail.

There is a need for signage to inform people about directions, recreation opportunities, and the natural environment. The facilities of the park include shelters, picnic benches, trash collection containers, fire pits, and parking areas. All of these facilities need to be either repaired or re-built. Accomplishment of these tasks would significantly improve recreation experiences for large numbers of persons who live in the Pliva River region and would substantially increase the beauty and natural attraction of the area.

**PW- 7) Pliva River Trail System - Section Two: Jezero to Sipovo Town**

The second segment of the trail would begin at the Village of Jezero and end at the Town of Sipovo. This segment of the trail would follow the path of the ancient Roman Road system and the Ottoman Caravan Route. This route would provide access to a variety of platforms that would provide locations for sport-fishing, wildlife viewing, and picnicking. Kayak and boat launching locations would be established along this route.

### **PW- 8) Pliva River Trail System - Section Three: Sipovo Town to Source of Pliva and Sokograd**

From Sipovo Town the trail would follow two distinctly different directions. One direction would continue southwest along the Pliva River to its source at the natural springs. The second direction would follow the northwesterly route of the ancient Roman Road to the castle at Sokograd. The second direction is parallel to the Sokocnica River.

This section of the Pliva River Trail would build upon the preliminary work that has already been done by the Pliva Sports Association. The center facility for Pliva Sport that has been constructed as well as the environmental quality improvements to the river will provide positive contributions to this section of the trail.

### **PW- 9) Pliva River Trail System - Future Sections: Janj River Canyon, etc**

There are several very beautiful river valleys in the Pliva Study Area. By example, one of the most beautiful areas is the Janj River and Canyon. Extending the River Trail system to these locations is a very reasonable the future goal. It would expand the sport and recreational opportunities, increase business potential, and provide a consistent network for monitoring the region's environmental resources.

## **2.3 Forest and Agro-Tourism Product Development**

Up front of almost each project idea a legal check should be done to learn about the needed licenses, certificates, bylaws and laws.

### **2.3.1 Goal and Objective**

The following list of tailor-made project proposals for the Pliva Study Area was done having in mind the improvement of the economic situation of the rural population in the area. More specifically the projects have been selected to connect farmers with tourism and to generate additional income through non-farming activities.

### **2.3.2 Proposed Projects**

- (1) Pliva Eco-House

Building on the lessons learned Eco-House will continue to market local products to local population as well as tourists, nationals and internationals. The location has to be better

promoted and more clients to be attracted. The present product range comprises vacuumed soft cheese and few vegetables like onions, carrots, paprika, potatoes, all packed in plastic bags. The present product range must shift towards more exclusive, but traditional foodstuff like local flours by watermill, bakery and pasta, hard cheese, meat, sausages, smoked fish and brandy. Also local homemade handicrafts should attract clients.

### **PA- 1) Product improvement**

In Pliva Study Area main agricultural production is within livestock; meat, meat products, milk and processed milk like cheese, yogurt, etc. All these products need to be improved by training lessons in production technology, animal nutrition, fodder production, hygiene, slaughtering, processing like smoked meat. Furthermore more area-specific traditional products have to be developed/re-developed like locally mild flour products of bread, bakery and pasta and smoked local fish. Good branding and environmentally oriented packaging of products with longer shelf life would be an additional asset. Perishable fresh products like vegetables, table grapes and other fruits should be available as supplementary goods. Similar training is needed here as well to improve the whole product range.

### **PA- 2) Sale of Local Products**

Limited local products are sold in the shops and on the weekly market. This component wants to increase the sales, total revenues as well as margins. Therefore the component is looking for more clients and more products. Additionally the percentage of premium products that allow an extra margin has to be increased within the whole product range. Marketing did started with trading items on consignment base in Eco-House and in the contracting super markets in Sarajevo.

(2) Pliva Farm Visit

### **PA- 4) Farm Lodging**

Beside various offers on farming activities also farm lodging can create additional non-farm income. Usually older buildings, often a few meters away from the new ones, are adapted for this purpose, offering a simple, but clean and friendly atmosphere. Farm lodging has been developed and operating on pilot bases by Pliva Country Lodging Pilot Project. It has to be continued and enhanced with attractive and diverse farming activities in the future.

**PA- 5) Milking & Cheese Making**

This component targets on traditional looking farms with 4 - 10 cows that are interested in cheese making. Tourists could visit these farms and assist in cow milking in Pliva Study Area. Furthermore they could watch cheese making. Besides looking at the production, some cheese will be served for tasting and sale (if possible in nicely packed environmental friendly wooden boxes or textiles). Local cheese producers dose not only concentrate to produce "mladi sir" (young cheese), but also try of add and go rather towards hard cheese. Tourist will enjoy young cheese on their breakfast and tourist will be happy to purchase hard cheese if packaging and branding is nicely done.

**PA- 6) Apple & Plum Harvesting**

Most farms are small holders, who have traditional orchards with plums and apples. Bigger state plantations were closed in the area. Guest visiting a farm could be entertained by picking fruits; as a first step the existing orchards could be used, but enlargement of the plantations are necessary to have sufficient products for the guests. Organic fruit production would be even more attractive.

**PA- 7) Bee Keeping**

Many farms, even very small ones, are involved in bee keeping in Pliva Study Area. This is interesting for tourists to watch, eventually also to take on the beekeeper's hut with the obligatory net for protection. After visiting the beehives, a honeycomb could be strained and the honey will be tasted on the farm. Buying some honey would be a good end for such a farm visit, for the beekeeper as well as the tourist.

(3) Pliva Forest Visit

**PA- 8) Herb & Mushroom Picking**

Herb and mushroom picking is an economic alternative for small farms and this activity could be done also together with tourists. Tourists would walk through nature together with the farmer and learn about local species while picking the herbs and mushrooms. At the end tourists will have a chance to get herb-tea served and eventually some mushrooms prepared. As a souvenir they could buy herb-tea bags and dried mushrooms. - Ownership and user-rights have to be clarified up front with the responsible authority or public Forest Enterprise.

### **PA- 9) Bird and Wildlife Watching**

The forests are the home of many rare animals and birds and these are great tourism attractions. This is one of the very few places in Europe where people may see extremely rare wildlife in a wilderness setting. Birding expeditions and wildlife photographers will be especially attracted to these unique conditions. This activity may be experienced by means of photo safaris or nature hikes. Photo Safari could be potential tourist activities to substitute real hunting tourism.

### **PA- 10) Hunting**

For hundreds of years hunting has been pursued in the forests of the Pliva Study Area. The wildlife species that are hunted include European Brown Bear, Wolves, Wild Boar, and Roe Deer. There are 10 hunters cabins located throughout the forest in the vicinity of Sipovo and Janj River. These are managed by the local hunting club and represent an immediate economic development opportunity. Since the previous regime, hunting activities have been well controlled and managed on the 10 years long term hunting plan and yearly hunting plan. In the future, number of hunter and hunting volume has to be properly controlled from the point of views of sustainable eco-tourism and maintaining natural environmental resources in the region.

### **PA- 11) Nordic Skiing**

During the winter, the proposing Pliva River Trail System and the forest road system may be selected and used for Nordic skiing. The numerous roads would provide a huge diversity of Nordic experiences. This tourism attraction would provide an important source of income during the winter months to the people of the Pliva Study Area. It will contribute to mitigate seasonal fluctuation of eco-tourism activities in the region.

- Access to the forest roads requires permission from the responsible public Forest Enterprise and private forest owners;
- Mine safety is also a major consideration on the western and northern mountain areas in Jajce and it will be very important to determine that Nordic skiing regions are mine free; and
- Signage must be constructed. This includes both way finding and interpretive signs.



## **PA- 12) Hiking**

The forest roads, mountain trails and abolished logging railroads provide excellent routes for hiking. These hiking trails are mostly located in state owned forests. They provide the hiker with an opportunity to experience a diversity of natural attractions such as beautiful views, unusual plants and animals, and cultural attractions such as high mountain villages.

The existing forest roads have many favorable hiking characteristics that include:

- They represent the easiest routes across steep terrain;
- They are the best routes through the very dense forest vegetation;
- The roads themselves are mine free. The sides of the roads and the regions through which they pass may not be however;
- Use of the roads benefits the environment because it minimizes erosion; and
- It is easier to see the scenic views from the roads because of the clearance of roadside vegetation.

There are three major tasks that must be accomplished in order to use the forest roads for hiking trails.

- Access to the forest roads requires permission from the responsible public Forest Enterprise and private forest owners;
- Mine safety is also a major consideration on the western and northern mountain areas in Jajce and it will be very important to determine that Nordic skiing regions are mine free; and
- Signage must be constructed. This includes both way finding and interpretive signs.

## **PA- 13) Mountain Biking**

The forest roads located throughout the Pliva Study Area extend for very long distances and do not have steep slopes. This makes them a perfect tourism attraction for mountain biking. The biker may explore either the many river valleys located throughout the Pliva Study Area or may ride along the top of the ridges and experience spectacular vistas. Again, there are three major tasks that must be accomplished in order to use the forest roads for hiking trails.

- Access to the forest roads requires permission from the responsible public Forest Enterprise and private forest owners;
- Mine safety is also a major consideration on the western and northern mountain areas in Jajce and it will be very important to determine that Nordic skiing regions are mine free; and
- Signage must be constructed. This includes both way finding and interpretive signs.

## 2.4 History and Cultural Tourism Product Development

There are several segments to be targeted by the Pliva Study Area, all of which can be attracted in the early period. They include:

- School groups from any of the Balkan countries [during the school year];
- Tourists from Balkan cities on short breaks on weekends & holidays [warm months of the year];
- Overseas Bosnians returning to BiH on vacation [summer months];
- European tourists driving to/from Adriatic coast; and
- Participants in festivals, competitions and celebrations staged in the area.

All of the proposals of this section of the master plan relate to historical and cultural heritage tourism and will directly attract three or more of these market segments.

### PH- 1) Medieval Jajce Heritage Project

This is the first package of this project, and contains urgent activities. This proposal will convert the old town into a fascinating, visitor-friendly experience in which domestic and foreign visitors can easily grasp the meaning and different historic eras of Jajce's past. Fortress improvement, installation of touring trails in the old town with interpretive signage, an orientation video and guide training make up the key components of this program. It will also include the adaptive reuse of St. Mary's Church for public cultural activities.

**Table D 2.2 First Project Package Linkages to Supporting Programs**

Linkages to Supporting Programs	
Resource Management	<ul style="list-style-type: none"> <li>- Full structural diagnosis &amp; stabilization of Jajce Fortress for general safety</li> <li>- Preparation of Jajce Fortress for cultural performance / events, touring, multilingual signage, safety precautions, visitor aides</li> <li>- Archeological research of St. Mary's church for light cultural activities</li> </ul>
Marketing & Promotion	<ul style="list-style-type: none"> <li>- Formulation of cultural events, multi-lingual orientation video &amp; promotional materials</li> <li>- Program of carnival-style paid street entertainment [jugglers, fortune-tellers, clowns, acrobats, etc.] for parks in peak season</li> <li>- Operation of info-center in Omer-Beg House in old town</li> </ul>
Infrastructure & Facilities	<ul style="list-style-type: none"> <li>- Sidewalk rehabilitation, interpretive signage, street furniture</li> <li>- Decorative lighting of ancient structures</li> <li>- Traffic management innovations [parking lots &amp; traffic flow]</li> <li>- Adoption of community building code for old town</li> </ul>

Linkages to Supporting Programs	
Institutional & Human Resources	<ul style="list-style-type: none"> <li>- Guide training in thematic fields [history, architecture, geography, key foreign languages]</li> <li>- Commercial use of Bear Tower, Catacombs Patio per concession agreement for food &amp; beverage service or retail shops</li> </ul>

Second package extends parts of the proposed first package enabling the town's resources to withstand higher volumes of usage [both of visitors and of their vehicles] for the sustainable growth of tourism. It will also provide increased interpretive information up to international standards better meeting the demands of the growing international visitor volume.

**Table D 2.3 Second Project Package Linkages to Supporting Programs**

Linkages to Supporting Programs	
Resource Management	<ul style="list-style-type: none"> <li>- Full outfitting of Jajce Fortress for increased cultural usage</li> <li>- Full renovation of St. Mary's church based on the archeological research for increased cultural usage all year</li> </ul>
Marketing & Promotion	<ul style="list-style-type: none"> <li>- Formulation of new events reflecting cultural, historical or natural themes to broaden the Pliva Valley's cultural life</li> <li>- New versions for videos &amp; promotional materials in additional foreign languages</li> </ul>
Infrastructure & Facilities	<ul style="list-style-type: none"> <li>- More traffic management innovations [introduce remote parking system with seasonal visitor shuttles, new pedestrian streets]</li> <li>- Management of growing commercial areas through community building code in old town</li> </ul>
Institutional & Human Resources	<ul style="list-style-type: none"> <li>- Guide training to add additional languages</li> <li>- Increased operating hours at cultural buildings [Fortress, Info-center, museums]</li> </ul>

## PH- 2) Jajce Riverview Park Project

The famous view of the Jajce fortress, medieval town and falls is celebrated in artworks and literature throughout the Balkan region. However, the trail system along the Vrbas River making possible the full enjoyment of this view by the public is destroyed and closed. The proposal rebuilds the trails and pedestrian bridge across the Vrbas, stabilizes the crest of falls, and arranges a concession for a private party to operate the destroyed Pliva Riverside Park restaurant near the falls.

**Table D 2.4 Jajce Riverview Park Project Linkages to Supporting Programs**

Linkages to Supporting Programs	
Resource Management	Management of Riverside Parkland on Pliva riverbanks and improvement of crests of falls
Marketing & Promotion	None applicable
Infrastructure & Facilities	Construction of Vrbas River trail, furniture [benches, lights, signage, picnic tables] and pedestrian bridge
Institutional & Human Resources	None applicable

**PH- 3) Historical Museum Reopening**

Damaged and closed AVNOJ Museum on the previous war, the rehabilitation and reopening of this facility will attract visitors from international markets drawn by the ancient histories till the 20<sup>th</sup> century story of the birth of Yugoslavia and history of World War II. Tourists of all ages and school groups will highly value this museum. The project will improve the building, install the exhibition and train a corps of multi-lingual museum guides. International donations can provide a source of funding for this project.

**Table D 2.5 Historical Museum Reopening Project Linkages to Supporting Programs**

Linkages to Supporting Programs	
Resource Management	Management of heritage asset
Marketing & Promotion	None applicable
Infrastructure & Facilities	Reconstruction of museum and creation of exhibits
Institutional & Human Resources	Guide training

**PH- 4) Sokograd Conservation**

The Pliva River trail system will extend as far as this old hilltop summer palace located a short distance from the paved road and town of Sipovo. The old Roman salt road nearby will also form part of the trail system. Skokograd locate on Sokocnica deep Valley area, where will also provide attractive natural environment of crystal water, intact natural vegetation and rare species and calm climate. This castle is linked to the realm that was ruled from Jajce Fortress and some cultural visitors and school groups will wish to see it in addition to the Jajce Fortress. This structure can undergo limited rehabilitation for interpretive content, visitor safety and conveniences as it will serve as a terminus for many walking groups. This project is proposed for implementation as one of the final parts of the trail system to be installed.

**Table D 2.6 Sokograd Project Linkages to Supporting Programs**

Linkages to Supporting Programs	
Resource Management	- Management of parkland and cultural assets - Conservation of natural environmental resources in the valley
Marketing & Promotion	None applicable
Infrastructure & Facilities	- Construction of Pliva River trail to the entrance area - Installation of facilities on castle premises like benches and handrails, signage, picnic tables, small watchman's office, sanitary facilities, snack bar
Institutional & Human Resources	- Instruction in castle history to be included in guide training



### **Chapter D 3. Agricultural Development in Pliva**

In the Study area Pliva we could find Jajce, Jezero and Sipovo and each village/town has a similar agricultural and forestry environment; all three of them have in common that about 2/3 of their area is determined through huge forests.

Agricultural production is oriented towards traditional products like beans, cabbage, onions, tomatoes and green pepper. They find a market in Jajce and Sipovo and should be considered in an agricultural development strategy also for the future; but due to their unfavorable production environment (few arable land, small plots) these products could be grown only in limited quantities and therefore for the local market only. Potatoes are grown in the more hilly-mountainous areas with very limited diseases. The production could be increased and even seed-potatoes would have a market, if produced more commercially.

Ruminants are well suited for this climate and the mountainous pastures. Meat could be processed in local butcher-shops and slaughterhouses. Milk could be handled at the local small dairy plant "Sipovo" that processes about 5-6,000 liter of milk daily.

Fish farms have also a long tradition and could be made more efficient; smoked fish would be a value-added product.

Forestry is of overall importance as 2/3 of the area is covered with forests and big forest enterprises as well as more than 40 sawmills safeguard many jobs. Summer 2004 was characterized by bark beetle invasions; there was a big damage but obviously the situation was brought under control. The public Forest Enterprise Sipovo could not properly protect those invasions within their limited financial resources it was covered by donated financial resources. Those donations will be continuously required to protect rich forest resources including the core zone of Janj Virgin Forest from serious insect invasion and damages in the future.

### **3.1 Development of Access to the Market**

#### **3.1.1 Direct Marketing (sale to the final consumer)**

(1) Marketing on the farm to the final consumer; and Marketing in the village/neighborhood

This form of selling agricultural products is widespread in Pliva Study Area. Unfortunately marketing on the farm to the final consumer is usually understood as selling to the neighbors who are passing by and purchase milk or eggs. Opposite as in Western Europe, tourists and wealthy clients are yet not included in this form of marketing.

Milk is partly collected on the farm by local dairy plant "Sipovo" from Sipovo. Also "Meggle farm Bihac" maintains a milk collection system with few milk collection centers.

The development of agro-tourism will facilitate more tourists staying overnight at farms. There they will have an opportunity to buy local handicrafts and food-specialties produced by the hosting farmer or some farmers in the neighborhood.

A very advanced form of direct marketing would be mail-order delivery. Farmers with well established customer relations could send smoked meat and other products with a rather long shelf life by post to their customers inside BiH.

(2) Marketing on the nearest urban weekly market

In Jajce we could find a weekly Green Market each Wednesday. In Sipovo the Green Market takes place each Saturday and beside local farmers also farmers and traders from Banja Luka, Kupres, Kljuc and Jajce offer their products like vegetables, meat, cheese, general commodities. At the same time there is also an animal market in Sipovo located around 200 m away, just across the river. Farmers usually produce for auto-consumption and just small marketable quantities are brought to these weekly markets.

The other forms of selling agricultural products are called indirect marketing as the farmer will sell his product to a processor or a trader who will later on sell the product to the final customer; sometimes more processors and/or traders could be included in this marketing chain.



### **3.1.2 Indirect Marketing**

Presently Eco-House d.o.o. in Jajce is making an attempt to collect small quantities of farm products by truck to sell it in their premises in Jajce. It is not clear yet if these pick-up costs could be included in the consumer price.

Started by the association NUPP (financed by the USDA monetarization program) farmers are bringing their wild picked herbs, mushrooms and other Non-Timber-Forest-products to several buy-off stations in Pliva Study Area. Also other purchasers do the same.

Animals are usually brought by the farmer to the slaughterhouse or butcher-shop.

Also transport and sale to wholesalers and retailers is not widespread in Jajce. A case is known where a farmer from Pliva Study Area is selling his cheese on a consignment basis in Travnik, most likely as "Travnik" or "Vlasic" cheese. Travnik is well known for its products and has a lot of long-distance traffic, therefore many people stop at nicely done small wooden roadside-shops.

On the long run farmers should get involved in promotion activities like distributing leaflets at the main junctions on Jajce and in the crossroad Donji Vakuf - Banja Luka, the main road from Sarajevo to Travnik and Jajce up to Banja Luka.

Self-delivery to local restaurants and hotels is an interesting marketing alternative for local farmers, especially if tourism will increase during the summer months. It can be also managed by Eco-House d.o.o.

## **3.2 Local Products that Attract Visitors**

The landscape east of Jajce is very hilly. From Jajce via Jezero to Sipovo we have water as dominant element. The area around the Pliva River source is one of the most beautiful in BiH. From Sipovo south and southeast we could find big forest areas. Beside nature, national and international visitors are attracted by all kind of water sport activities and the cultural heritage of the area.

An up-coming tourist attraction will be Eco-House in Jajce, located in town on the way out towards Jezero. It has the potential to market traditional farm products and processed

products to the local population, drivers and passengers of through traffic on National Main Road M5 and M16 and premium products to tourists, especially in summer times.

Typical for this area could be fish and mushrooms, but also meat, outstanding cheese and herbs could be part of the typical local products that will attract more tourists in the future.

### **3.3 Products and Activities for Farm Visit**

As there is a broad choice of cultural heritage sites, water-oriented recreation activities and an empty landscape with huge forests towards Janj, a manifold offer could be prepared for tourists.

#### **3.3.1 Products That Attract Tourists to Farms**

A variety of agricultural products could attract tourists to farms. The selected following proposals seem to be better suited for Pliva Study Area and its natural environment.

##### **(1) Herbs and Mushroom Plantations**

Many project ideas focus on wild picking of herbs and mushrooms. An interesting alternative would be the plantation of these plants, so that the “production” could be less volatile and better business relations towards import companies from Italy and other countries could be established. In other parts of the world herb-farms are getting popular and make good money due to wellness, slow food and basic cuisine movements.

##### **(2) Cheese**

Beside the soft cheese that could be found everywhere in the country, we encountered an outstanding dry cow cheese in Sipovo that is similar to Livno cheese. The famous Livno cheese is produced in Livno and Kupres area, 44km south-east of Sipovo. The Livno type cheese is a specific milk product, in the category of hard, whole cheeses. It usually contains 50% milk fat in dry weight and approximately 11 liters of good quality cow milk, coming from pasture-fed cows rather than animals fed on silage, needs to be processed to get one kilogram of Livno type of cheese. Final product weighs about 2.2 kg/piece, is formed into a cylinder about 10cm tall with a diameter of about 20cm, and does not require any special packaging, just 2 months storage at reduced temperatures before being sold. Normally, the producer’s label is stuck directly on a flat face of the cheese.

Most of Livno cheese from Bosnia enters Croatia through the black market; that is also the case with this Sipovo-Livno cheese. Livno-type cheese ranges in retail price costs from 14 - 17KM per kg, while the other kinds of cheese, such as Gouda, can be purchased for 6 - 7KM per kg. That is the main reason why the local market is saturated, having the average BiH salary in mind. But regarding tourism this cheese has enormous potential and especially international visitors will be rather attracted by the cheap price compared to their prices at home.

More promotion has to be done and Eco-House in Jajce would be a perfect first outlet; "cheese-weeks" in local restaurants (for example at hlada voda = Restaurant Cold Water in Sipovo) and even a "cheese-festival" in the area could make this product more popular.

To strengthen marketing activities first the quality must be improved. Farmer need better training in feeding cows and cheese production technology. A next step would involve a Pliva logo and other promotion activities.

### (3) Fish Farms

The rivers and lakes in BiH, and especially the Pliva Study Area, are good for the development of fisheries and recreation as well as fishponds and fish cages.

ZDP "Hidroelektrane na Vrbas" Mrkonjic grad owns the cold-water fishpond farm with 100 tons of trout / year; it is rather poorly managed and TROPIC from Banja Luka is interested in it if it will be privatized. TROPIC has also strategic plans to expand its production facilities through one big fishpond farm (700 tons/year) in Sipovo.

On a smaller scale fish farming at Pliva River would be an excellent opportunity for small farmers. But instead of the extensive fish-farming, an outmoded method which offers very low yield of 0.6-0.7 tons of fish/hectare/year, more modern practice of area-intensive fish-farming, which makes use of fish cages and may yield up to 150-160 tons of fish/caged -hectare/year, should be promoted.

BiH consumes currently around 5 kg/capita, which is still far below the average of 15 kg/capita of the EU countries. On the mid term there is a potential market within the country and in a few years also additional export channels towards the EU will be opened, that will guarantee good prices due to excellent BiH water quality and freshness.

Beside producing and processing fish, farmers should take advantage of Pliva River and attract more fishermen as farm-guests for all different types of fishing.

### **3.3.2 Farm Activities That Attract Tourists to Farms**

Farmers could implement different activities to attract more visitors. One key issue is that the farmer has something “special” to offer and not the same products as his neighbor. Another one is that beside excellent quality and packaging, intensive efforts have to be undertaken to promote the product. If not, it may remain undiscovered by tourists passing by.

#### **(1) Farm Lodging**

Beside other offers on farm activities also farm lodging can create “non-farm” income. Usually older buildings are adapted for this purpose, and offer simple, but clean rooms in a friendly atmosphere. Eco-tourists are looking for the original way of living/housing and need running warm water, but for example no satellite TV (rather internet connections). To improve this component, houses have to be renovated, rooms, services and food (natural nutrition) adapted to higher standard and promotion activities started; web sites are one option. Contrary to rather anonymously hotels farm lodging enables visitors to stay in private farmhouse and to share face-to-face the lifestyle of Local people on the countryside.

Farm lodging could have more specialized target groups: horseman, fisherman, hunter, family with kids and people interested in wellness, beauty, romantic weekends or music. Each group is looking for specific offers: horseback riding over various terrain, extensive guided fly-fishing, float trips, children playgrounds combined with adequate programs for the young generation, spa & therapy, guided mountain hikes, hot tubs, lake fishing, canoeing, sail boating, clay target shooting, mountain biking, motor tours, hayrides, pontoon boat rides, overnight pack trips, cross-country skiing, snow-mobiling, downhill skiing, white-water rafting, summer drums workshops and others.

A special role on the farms will be given to promotion and valorization of local typical products produced on base of local autochthonous breeds and traditional technologies such as wool crafts, carpets, milk products, domestic cosmetics (traditional soap), but also pottery, and other hand craft products, honey, fruit and vegetables / processed products, medical plants.

Farms in Pliva Study Area need among others detailed road signs with farm’s name and point of special interest, a parking place, a welcome table with chairs (outside or inside) where

tourists could talk to the farmer and prepared trails to the attractions (for example fly-fishing 2km away from the farm house at Pliva or Janj River). Furthermore there should be at least a farm-shop, where products are exposed in (cooled) showcases and visitors could taste them. If the tourist will buy some of them, there must be a scale and good packing material.

Additionally it would be good, if the farmer starts a databank with the addresses of his clients, even if they are from abroad. This information could be used for mailing lists and building up a customer-relationship.

#### (2) Milking & Cheese Making

As described in 3.3.1 cheese making is a value-adding procedure and it could be made public to visitors. They could see the different steps in cheese making and taste the product from time to time, having the mature product at the end, eventually with a glass of milk or wine in a nice tasting room.

#### (3) Bee Keeping

Some farms could get specialized in honey, having a honey farm. Honey is a product with an incredible good image and many visitors would be keen to learn more about the bee's life and honey making. Visitors should pay a small entrance fee and -if interested- purchase some honey on the farm before leaving.

#### (4) Herbs and Mushroom Picking

This is very popular among small scale farmers who have many people on the farm but not enough work. During the season herbs and mushroom picking would enable an alternative income and if it could be combined with a guided tourist also additional income. The area is rich in eatable mushrooms such as:

- *Boletus edulis*;
- *Boletus aereus*;
- *Boletus badius*;
- *Amanita caesarea*;
- *Chantarellus cibarius*;
- *Craterellus cornucopioides*;
  - *Morchella conica*;
  - *Morchella elata*;
  - *Hydnum repandum*;

- *Macrolepiota procera*;
- *Russula virescens*; and
- *Russula cyanoxata* etc.

(5) Christmas Trees "Choose-and-Cut"

More than half of the population is Christian and therefore they could be seen as a target group for Christmas trees. Usually firs are used as Christmas trees and they could be grown on poor farmland, usually close to the farm. On 1 ha about 3,000 trees (less than 2m x 2m) could be grown; usually seedlings 3-4 years old are planted and harvesting time would be 5-6 years later.

Clients are often accompanied by their whole family and would come to the farm in December and select and fell the tree, they have chosen. Farmers should provide saws and assist sometimes with cutting the tree and loading it

## **Chapter D 4. Tourism Resource Management in Pliva**

### **4.1 Community Initiative in Tourism Resource Management**

#### **4.1.1 Current Effort of the Community**

Every individual or community has been making effort to preserve necessary resources around them to survive. Other than the efforts of public administration at the municipality level, there are various activities implemented by the grassroots level in the Pliva area.

##### **1) Hunting Control**

Local hunting clubs try to conserve the wild games so that they can enjoy hunting in a sustainable way. Sipovo hunting club has a hunting plan in order to conserve games. They specify the games that need conservation and discourage hunters to shoot them by differentiated charging. They are even feeding wild animals to keep the game population.

##### **2) Fishing Control**

Local fishing clubs are controlling fish stock by selling fishing ticket. The Fishing Association of Sipovo is intensively managing the fish resource. They get the concession of Pliva River from the entity government and sell fishing ticket to the wranglers. At the same time they have an obligation to keep the fish stock. They released some hundred kg of fish to Pliva River and prohibited fishing some part of the river.

##### **3) Beautification Campaign**

Corresponding to the supporting offer from the JICA Study Team, each community (Sipovo, Jajce, and Jezero) has organized town beautification campaign. This included environmental education seminars, road cleaning, garbage collection, flower planting, and awarding of the best practices.

##### **4) Historic Heritages**

The old town of Jajce is rich with historic heritages and an organization "Association for protection of cultural, historical and natural values" is working for the protection and reparation of the cultural and natural value of the area. They has been active in guiding, information service (through posters, books, TV shows), making coordination with

public sector (Municipality and State Commotion to Preserve National Monuments), fund raising for restoration work from donors (Swedish group Cultural Heritage Without Borders, British Council, etc).

#### **4.1.2 Facilitation of the Local Effort**

##### **(1) Conservation of Game Population and Fish Stock**

Local hunting clubs have some system to conserve the game population in order to enjoy sustainable hunting. Since there are only a few Italian hunters to come to Pliva, the effort of the hunting clubs make some effects on preserving game population. However, increasing number of visiting hunter might cause a significant decrease of wild animals. In order to conserve the ecology of the Pliva and to get tourism income at the same time, Pliva should prepare wide range of recreational activities other than hunting such as herb and mushroom picking, bird and wild animal watching, Nordic skiing, mountaineering and hiking, etc. These tourism products making use of natural resources will be further discussed in D 9.2 Action Plan Project "Pliva Forest Visit."

Condition of the fish stock in Pliva River directly affects the performance of the fly fishers. Therefore, for the recreational business in Pliva area, conserving fish stock is very critical issue to achieve a sustainable operation. This is the one of the very few examples where resource conservation has direct impacts on revenue from selling fishing tickets. Pliva Sports Association will continuously coordinate this issue.

Another resource conservation issue is water quality of Pliva Lake and River. Members of the Canoe and Kayak Association mentioned that water quality of the Pliva Lakes has worsened significantly in these 20 years. They say that 1984, when they had a European Championship of Boat Racing here in Jajce, they could drink lake water without any problem. Much garbage can be observed in and around the lakes, which together with the waste water from each household causes water pollution. This water environment should be improved so that Pliva area can recover reputation of fresh and unpolluted water quality. This idea can be integrated with an Action Plan Project "Rapid Air and Water Quality Monitoring Project" described in D 9.4.

##### **(2) Conservation of Historic Heritage**

Jajce has precious historic heritages and citizen group to promote them at the same time. The "Association for protection of cultural, historical and natural values" is intending the



revival of the cultural tourism in Jajce. As much as 20% of the work force of this town used to be engaged in tourism industry before the war. This association has clear vision and about 300 members with it. The direction for them to take is connection of tourism business. Public sector and CBOs may try to take care of the heritages and this contributes to the tourism business development. Public sector for cultural heritage may request strict protection, business sector is interested in exploitation of these heritage, and CBOs should make balance between them in order to achieve a sustainable economic development of the area.

This conservation and promotion of Jajce historic heritage will be further discussed in E9.3 Action Plan Project “Medieval Jajce Project.”

## **4.2 Proposed Ecological Zones**

### **4.2.1 Zoning Results**

shows proposed ecological zoning map for the Pliva Study Area. Main points of the results are as follows:

#### **(1) Preservation Zone**

The only one zone, which is called “core zone of Virgin Forest Janj” could be designated as “Preservation Zone” within the Pliva Study Area. The “Virgin Forest” as an ecosystem offers to us a very old picture of its botanical ranges from spruce forest to beech forests. The zone is also a permanent habitat or area in which periodically different species of birds and mammals reside. For example, protected mammals such as ermine, squirrel, and lynx live here.

The purpose of the zone is to serve as the objective for scientific research, as well as natural rarity attractive to visitors, according to “Management Plan for forests with special purposes in the strict natural reservations ‘Janj’ and ‘Lom’- Final Report”.

#### **(2) Conservation Zones**

##### **a) Authorized conservation zones**

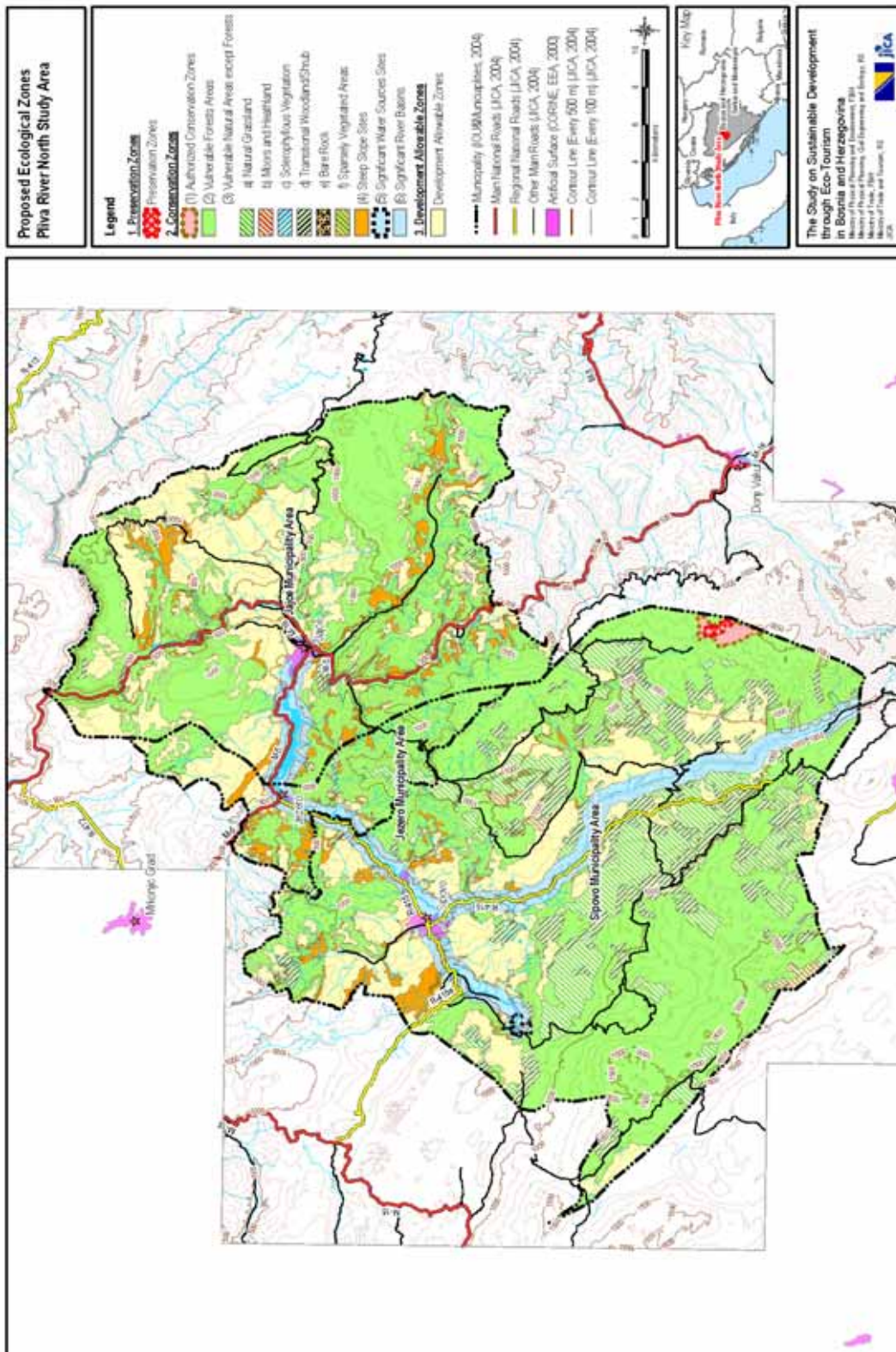
An area of administrated natural reservation (IUCN Category I-b), which surrounds the “core zone” of “Virgin Forest Janj”, is 237.8 ha could be proposed as one of the “Conservation Zones” for the Pliva Study Area. The area has a role for the “buffer zone” of the core zone of “Virgin Forest Janj”.

b) Characteristics of the other conservation zones.

Each area of the conservation zone for Study Area by each municipality by each zoning category was shown in Figure D 4.1.

According to the Figure D 4.1, almost a half of every municipality land in Pliva Study Area occupy the “vulnerable forests areas”, which mean the forests areas in more than 1,000m sea level.

Compared with the ratio of the “vulnerable forests areas” for each municipality of the Velez Study Area, each ratio of the “vulnerable forests areas” in the Pliva Study Area exceeds the ratio of each municipality in the Velez Study Area.



Source: JICA Study

Figure D 4.1 Proposed Ecological Zones for the Pliva Study Area

It means that conservation of the “vulnerable forests areas” for all the Pliva Study Area is more important than the “vulnerable forests areas” in the Velez Study Area.

These forests resources are easy to deteriorate by human pressures such as illegal logging. It will need to conserve the forests resources at first due to the huge areas.

On the other hand, ratio of the steep slope sites, which mean more than 50% of slope gradient sites for the total each municipality land in Jajce is 7.1%, in Jezero is 8.0%, but in Sipovo is only 2.1% of the total municipal land. The areas of the steep slope site are not large, but these areas also need special protection measures for possible soil erosion and landslide.

In terms of the “Significant River Basin”, which is designated to prevent water contamination mainly due to the soil erosion in the mountainous areas. In the Pliva Study Area, it is designated along the Pliva River and the Janj River taking into account of the importance of the water resources. The areas are relatively large areas for each municipality in the Pliva Study Area compared with the Velez Study Area. These areas must be considered a special conservation zone as significant watershed areas in order to keep the water quality.

### (3) Development Allowable Zones

In the Pliva Study Area, development allowable zones vary by municipality from more than 30% to less than 20%. A 32.2% of the total municipal land for the development allowable zone is Jajce Municipality. A 18.2% of the total municipal land for the development allowable zone in Sipovo Municipality.

There are huge development potential areas especially in Jajce Municipality from the environmental conservation points of view.

## **4.3 Natural Environmental Management Plan**

### **4.3.1 Natural Environmental Management Strategies**

Natural environmental management for the Pliva Study Area has the following two strategies:

- Strategy 1: Encourage effective uses of local natural resources
- Strategy 2: Establish and function “Collaborative Environmental Management Bodies”

The first strategy should be done by establishing “a Protected Areas Management System” based on proposed Ecological Zoning for the Pliva Study Area. The second strategy has two objectives. The one is to improve environmental qualities such as air, water, forests, and flora as well as fauna. The other objective is to strengthen enforcement power for preventing possible pollution such as air pollution, water contamination in the river and illegal cutting of the forests. For example, the solution of air pollution problem is essential for enforcement power by public sectors.

In accordance with the natural environmental management strategies, a priority program (action plan) and long-term programs are proposed. The action plan for the Pliva Study Area is to conduct a rapid air quality monitoring at Jajce town area, and a rapid water quality monitoring from Jajce Municipality to Sipovo Municipality in the Pliva River.

As the long-term program, two main programs are proposed. One of the programs is to function “Collaborative Environmental Bodies”. The bodies should be composed of related municipalities, local environmental NGOs, and CBOs, and Private Associations. Also, the bodies need representatives from each entity for coordinating the trans-boundary environmental management measures.

The other main long-term program is to train “forest guards”, who are already stipulated by law on Forest of RS and has roles for protecting forest resources.

In terms of the forest management, related public sector such as Forest Enterprise in Sipovo has each yearly and ten-year “Forest Management Plan”; however, the management actions, which are described in the Plan, could not be conducted effectively.

Also, almost a half of every municipal lands in the Pliva Study Area occupy “vulnerable forests areas” and “development allowable zones” is limited especially for Sipovo Municipality (18.2% in Sipovo) based on the ecological zoning results of the Pliva Study Area.

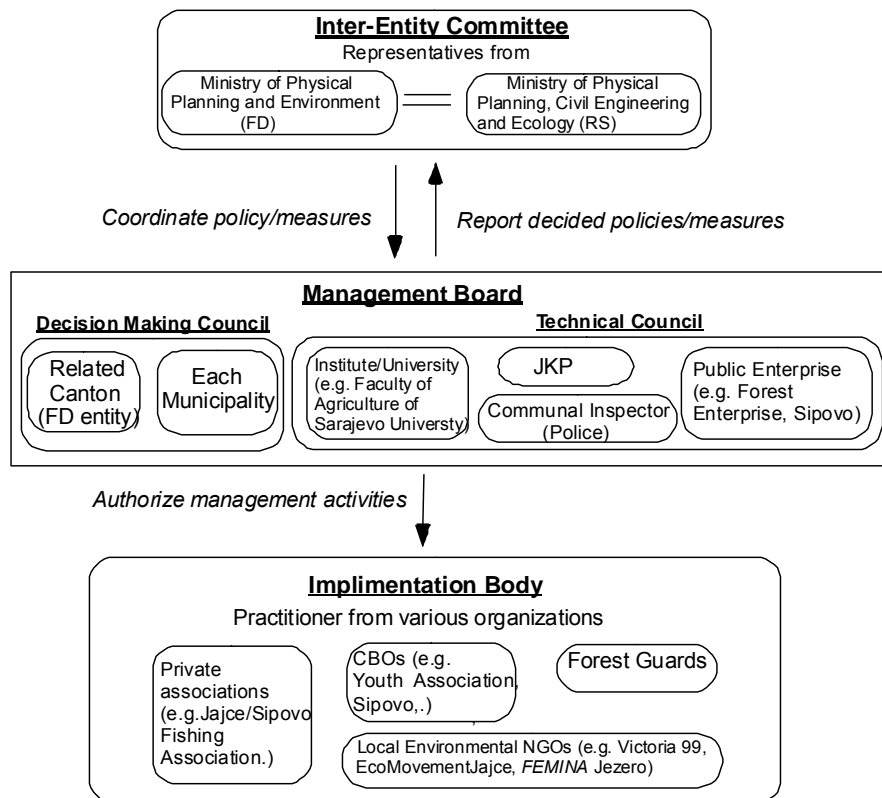
Therefore, appropriate forests resources management is very important for utilizing local natural resources.

#### **4.3.2 Proposed Environmental Management Bodies for the Pliva Study Area**

Since the Pliva Study Area includes both entities, its institutional and legal status has to be regulated by the BiH State law. However; a set of respective environmental laws in effect - water, air, solid waste, and the nature protection are laws at entity level. The Vrbas sub-river basin encompasses three municipalities of the Pliva Study Area.

Therefore, natural environment of the Pliva Study Area must be managed by an integrated management organization. This organization also needs a sense of collaborative management due to lack of human resources and capacities in terms of environmental management, in particular public sectors in BiH. Collaborative environmental management bodies for the natural environmental management should be established and functioned for the Pliva Study Area.

For these reasons, the following responsible organization structures for natural environmental management could be proposed for the Pliva Study Area. Figure D 4.2 illustrates proposed structure of responsible and management organization in terms of natural environmental management for Pliva Study Area.



Source: JICA Study Team

**Figure D 4.2 Proposed Environmental Management Bodies in Pliva**

It is proposed that each organization should engage in the following main role and could be consists of the following members as follows:

(1) Inter-entity Committee

- The Inter-entity Committee should have overall responsibility to ensure that the related laws such as Law on nature protection and related regulations are applied;

- The Committee should have main role for coordinating natural environmental management policies/regulations, and measures for the entire Pliva Study Area among the related environmental government agencies, community organizations, and others; and
- The Committee could be consists of a governmental representative from FBiH entity and RS entity.

#### (2) Management Board

- The Management Board should has two responsibilities: i) decision making in terms of natural environmental management for the entire Pliva Study Area (Decision Making Council); and ii) prepare natural environmental management policies/regulations, and measures for the entire Pliva Study Area (Technical Council); and
- The Board could be consists of one representative from i) each canton, ii) each municipality, and technical expert from iii) JKP or Communal Inspector on each municipality, and iv) Public Enterprises such as Forest Enterprise in Sipovo, and v) Institute or University in the surrounding region.

#### (3) Implementation Body

- The Implementation Body should have responsibility to conduct actual environmental management works based on the decided and authorized technical measures by the Management Board; and
- The Implementation Body could be consists of practitioners from various local organizations such as Jajce and Sipovo Fishing Associations, CBOs such as Youth Associations in Sipovo, and Forest Guard as well as local Environmental NGOs. It could be considered that some of the practitioners could be trained in terms of the technical knowledge and skill.

### **4.3.3 Proposed Environmental Management Measures**

As mentioned before, there are many environmentally vulnerable areas, especially for human pressures, including tourism activities in the Pliva Study Area. On the other hand, the Pliva Study Area is suffering from lack of environmental management capability and available financial resources.

There are basically two environmental management measures in order to control the human activities in terms of possible adverse environmental impacts, particular in tourism activities are as follows:

(1) Direct Access Control Measures

1) Control of the numbers of the visitors

This type of measure is a typical direct control measures in order to mitigate human pressures in a certain area or season. It is direct linked to Limit of Acceptable Change (LAC) concept, which have similar concept with tourism carrying capacity.

2) Strict access control of the preservation zone and other spaces

This measure is directly linked to ecological zoning. The control of the space for tourism activity is based on protected areas management system. The most strict control measure is to designate a preservation zone and conduct the preservation measure, which nobody enter the zone except scientific research purpose or environmental monitoring activities within the zone.

(2) Indirect Access Control Measures

1) Entrance fee to the tourism sites

This type of measure is a typical indirect control measure in order to mitigate human pressures as well as to raise a fund for environmental management for the Study Areas. The entrance fee shall be considered taking into account of the tourism resource values as well as disincentives of the visitors. Otherwise, it is obvious that the tourists will decrease due to the entrance fee. In the both Study Areas, it must be said that this measure should be considered as one of the long-term measures taking into account of the crowdedness of the tourism sites.

2) License or permission fee

This type of measure is another typical indirect control measure. Some hunting license fee and fishing license fee are already applied for certain sites within the both Study Areas. However, it is not clear how to spend the fees and who manages the fees in terms of environmental management.

In addition, a fine measure can be considered as one of the indirect access control measure, for example, a fine for garbage scattering at a certain tourism site will be effective for the



Study Areas. Also, environmental education is one of the indirect environmental management measures as well. It must be said that environmental awareness of the local peoples and the visitors still very low. It is very important to raise the environmental awareness of the local peoples as well as the visitors for improving environmental qualities, particular in living environment qualities due to waste issues of the Study Areas.

### (3) Environmental Management Matrix for the Pliva Study Area

In order to understand the impact level of possible development activities and facility construction by each ecological zoning category, environmental management matrix, which is shown in Table D 4.1, could be proposed for the Pliva Study Area. This matrix could be used for considering each effective environmental measure by each zoning category, which is based on environmental vulnerabilities and present land use.

Each item of possible activities and facilities development in Table D 4.1 are focusing on tourism activities and tourism facilities development. However, the item includes possible future development activities as well as infrastructure developments for the both Study Areas. Therefore, this matrix could be used as a base for long-term (target year is 2015) environmental management tool as well.

Each level of the following evaluation (from A to D) of the Table D 4.1 has the following means:

- A: Allowable activities/development: No specific environmental counter measures need;
- B: Controlled activities/development: Some environmental counter measures need. For example, "Hiking/trekking on natural grassland" is limited the number of the visitors per day in a hiking/trekking route (e.g. maximum 200 visitors/day);
- C: Permission required activities/development: Any permission needs for the activities/development. For example, "Sports fishing in significant river basin" needs a fishing license of fishing associations as well as a permission by the public authority; and
- D: Not allowed activities: Any development/activity should be prohibited by related public sectors.

**Table D 4.1 Environmental Management Matrix based on Ecological Zoning for Pliva Study Area**

Ecological Zones/Areas  Possible Activities/ Facilities/Development	1. Preservation Zones	2. Conservation Zones	(1) Vulnerable Forests Areas (Broad-leaved forest/ Coniferous forest/Mixed forest)	(2) Vulnerable Natural Areas except Forests Areas	a) Natural grassland (rough ground)	b) Moors and heath land (bush, shrubs, and herbs)	c) Transitional woodland-shrub (bush/herb with scattered trees)	d) Bare rock (cliff, rocks)	e) Sparsely vegetated areas (high-altitude vegetation)	(3) Steep Slope Sites (Slope Gradient over 50%)	(4) Significant Water Sources Sites	(5) Significant River Basins	(6) Other Areas (Small-scale settlement areas/pastures, etc.	3. Development Allowable Zones
1. Scientific Research/Environmental Monitoring Activities includes monitoring station construction and operation	A		A		A	A	A	A	A	A	A	A	A	A
2. Tourism Facilities Development														
(1) Area Development for Hotel Accommodation Development	D		C		B	B	B	B	C	D	D	C	B	A
(2) Information Center Development	D		B		B	B	B	B	B	D	C	B	B	A
(3) Trail development/ improvement -1 (for vehicle)	D		C		B	B	B	C	C	C	D	C	B	A
(4) Trail development/ improvement -2 (for foot path)	D		B		B	B	B	B	B	C	C	B	B	A
3. Tourism Activities														
(1) Climbing	D		B		B	B	B	B	B	B	-	B	-	A
(2) Skiing (Cross-country)	D		B		B	B	B	B	B	B	C	B	B	A
(3) Hunting	D		C		B	B	B	B	B	C	C	C	C	B
(4) Hiking/Trekking	D		B		B	B	B	B	B	B	B	B	B	A
(5) Rough road driving (jeep, etc.)	D		C		B	C	C	C	C	C	D	C	B	A
(6) Wildlife viewing, Birding	D		B		B	B	B	B	B	B	B	B	B	A
(7) Auto-camping/camping	D		C		B	B	B	B	B	C	C	B	B	A
(8) Herb and mushroom collection	D		B		B	B	C	B	B	C	C	B	C	A
(9) Horse riding	D		B		B	B	B	B	B	B	C	B	B	A
(10) Mountain Bike	D		B		B	B	B	B	B	C	C	B	B	A
(11) Country Lodging	D		B		B	B	B	B	B	C	C	B	B	A
(12) Sports fishing	D		-		-	-	-	-	-	-	D	C	B	A
(13) Kayaking/Boating	D		-		-	-	-	-	-	-	D	B	-	-
(14) Cave exploration	D		-		-	-	-	-	-	-	C	B	-	B
4. Forestry														
(1) Logging	D		C		-	C	C	C	C	-	C	C	C	A
(2) Forest roads development	D		C		B	C	C	C	C	C	-	C	C	A
(3) Reforestation	D		C		B	B	B	B	B	B	C	C	B	A

Ecological Zones/Areas	Possible Activities/ Facilities/Development	1. Preservation Zones	2. Conservation Zones	(1) Vulnerable Forests Areas (Broad-leaved forest/ Coniferous forest/Mixed forest)	(2) Vulnerable Natural Areas except Forests Areas	a) Natural grassland (rough ground)	b) Moors and heath land (bush, shrubs, and herbs)	c) Transitional woodland-shrub (bush/herb with scattered trees)	d) Bare rock (cliff, rocks)	e) Sparsely vegetated areas (high-altitude vegetation)	(3) Steep Slope Sites (Slope Gradient over 50%)	(4) Significant Water Sources Sites	(5) Significant River Basins	(6) Other Areas (Small-scale settlement areas/pastures, etc.)	3. Development Allowable Zones
	(1) Intensive agriculture	D		C		B	B	B	B	B	C	C	B	B	A
	(2) Farm Land Development	D		C		B	B	B	B	B	D	D	C	B	A
	(3) Grazing	D		C		B	B	B	C	C	C	C	B	B	A
	(3) Pasture Development	D		C		B	B	B	C	C	D	D	B	B	A
	<b>6. Mining</b>														
	(1) Excavation/quarrying	D		C		B	B	C	C	C	D	D	C	C	B
	(2) Mining Area Development	D		D		C	C	C	C	C	D	D	D	C	B
	<b>7. Industrial Facilities Development</b>														
	(1) Factory Construction/ Operation	D		C		C	C	C	C	C	D	D	C	C	B

Legend: A: Allowable activities/development  
 B: Controlled activities/development  
 C: Permission required activities/development  
 D: Not allowed activities/development  
 - : Not much or not suitable

Note: Category of (5) *Significant River Basins* and (6) *Other Areas (Small-scale settlement areas/pastures, etc.)* are additional categories.

Source: JICA Study Team

#### 4.3.4 Natural Environmental Management Guideline

A natural environmental management guideline in order to maintain or to improve the environmental quality / amenity of the tourism sites should be prepared for the Pliva Study Area. There are some critical environmental management issues such as solid waste management issues, which are already one of the main barriers or constraints for eco-tourism development in the both Study Areas. For example, the garbage scattering along most of the Pliva River Basin areas by the visitors or the local peoples is already deteriorating the nature tourism values of the Area. The issues will be more serious due to the increase of the visitors, if no guideline were prepared to use the natural tourism resources appropriately.

The guideline should be useful not only for the environmental managers of the sites, but also the visitors and the local peoples.

As one of the contents of the guideline, Table D 4.2 shows the main tourism activities and their management measures for the Pliva Study Area.

**Table D 4.2 Main Tourism Activities and Management Measures for the Pliva Study Area**

Tourism Activities	Adverse activities / Potential impacts	Management Measures
Trail (Hiking) and all Tourism Related Activities	Garbage littering will be an increasing problem as visitor numbers grow.	Provision for sign board of prohibition of garbage littering by the Local NGOs and Private Associations.
Kayaking and Canoeing	Water pollution / noise by motorboats, which may support convenient kayak / canoeing activities.	Prohibition of uses the motorboats except Kayak Club permission.
Sports Fishing	Rapid change of present ecosystem for fish species.	Seasonal close of sports fishing grounds. Prohibition of exotic species intrusion.
Bird and Wild Animal Watching	Feeding of bird and wildlife.	Prohibition of feeding using leaflets of the instruction.
Hunting	Irreversible disturbance of present ecosystem (fauna and flora).	Strict instructions by the Hunting Club based on the public hunting management plan.

Source: JICA Study Team

#### 4.3.5 Proposed Environmental Management Projects

##### (1) Proposed Projects

The followings are the proposed projects, which are listed as master plan projects in terms of Tourism Resource Management for the Pliva Study Area.

##### **PR-1) Ecological boat campaign for garbage picking**

This project has two objectives. The one is to conduct floating garbage picking especially in the Pliva River, Plivsko Lake, and other main tourism sites along the Pliva River. The other objective is to raise environmental awareness of the local residents as well as the visitors through the garbage picking activities.

This project could be conducted by private associations such as Pliva Sports Associations and Ecological Movement at Jajce. Pliva Sports Associations have boats, canoes, and kayak. Also, this association already started similar ideas of "Ecological boat campaign".

### **PR-2) Rapid air and water quality monitoring**

Concerning the air quality at Jajce town, dust and exhaust gases from the two *Electrobosna* factories may generate health problems of the local residents. The smog is also already spoiling the image and beautiful scenery of the Jajce town as tourism destination, because the factories are operating during the holidays as well. The air quality improvement is one of the urgent issues to improve the tourism image in the Pliva Study Area. However, there is no scientific and useful data to evaluate air quality at Jajce town since the previous war. Therefore, at first, it is need to take main air quality samples and to assess the pollution impacts by the factory.

In terms of the water quality, it is observed that bacteria and other water quality indicators at some points in the Pliva River within the Study Area exceeds the BiH water quality standard according to a rapid water analyses done by Public Health Institute of Mostar in February, 2003. However, these analyses of the water quality were not regular-bases. Therefore, rapid regular water quality monitoring to consider the effective countermeasures should be conducted in the Pliva River areas.

Concerning the water environment, the following water contamination risks could be raised in the Pliva Study Area:

- Water pollution risks due to Leachate of illegal or open garbage dumping (e.g. Rika Areas of Jajce Municipality); and
- Water pollution risks due to domestic wastewater (e.g. Sipovo Town Areas);

### **PR-3) Supporting of Town Beautification**

In terms of garbage issues, scattering garbage in the Pliva River side and the Plivsko Lake is one of the biggest barriers for eco-tourism development of Pliva Study Area. For the reason, "Town Beautification", which Local NGOs initiated and conducted garbage collection along the Pliva River through the involvement with public sectors and the citizens under supporting JICA Study Team in 2004. Also, flower planting along the main streets or the other places of the main tourism sites were another components.

It is very important and need to continue this activity to mitigate environmental adverse impacts as well as to improve the tourism image of the Pliva Study Area.

However, in the Pliva Study Area, the local NGOs and private associations have already capacity to conduct the “Town Beautification”. Therefore, financial support or material supply for their “Town Beautification” should be considered.

#### **PR-4) Establishment of a “Protected Areas Management System”**

As mentioned before, some of the local natural resources such as beautiful Plivsko Lake, Pliva Rivers, and pristine forests in the Pliva Study Area, are already facing quality degradations mainly due to the following main issues in recent years.

- Water contamination related to leachate from garbage dumping and scattering as well as insufficient wastewater treatment;
- Forest degradations by illegal logging, forest fires, etc; and
- Air pollution and authentic problems by smokes of the factories.

These are caused by uncontrolled natural resources use, weak natural environmental management capacities by public sectors in the Pliva Study Area. Therefore, It is imperative that some effective countermeasures for maintaining and upgrading the natural resources should be taken. The above issues in the Region could be mitigated through establishing and implementing a “Protected Areas Management System” based on the Proposed “Ecological Zoning” in the Pliva Study Area for controlling inappropriate natural resources uses.

Wildlife monitoring is the important part of the proposed project. In terms of ecosystems such as habitat of protected species, there are few reliable basic data and information mainly due to loss or disorder of the data / record by the war in BiH as a whole. Also, it is important that the monitoring activities should be contribute for maintaining healthy natural environments as well as for capacitating future local natural resource managers for the Pliva Area for eco-tourism development. Therefore, basic and sustainable wildlife monitoring should be considered for the Pliva Area.

On the other hands, wildlife monitoring is difficult to conduct without any baseline data and information such as present habitat areas of the protected species, and skilled persons in terms of ecosystems knowledge and monitoring experiences.

Baseline survey for wildlife habitat should be conducted for long-term appropriate wildlife management through improving proposed ecological zoning for the Pliva Study Area.

A regular basic wildlife monitoring should be conducted taking into account of the followings:

- Wildlife monitoring should be conducted for improving proposed “Ecological Zoning” for the Pliva Area;
- Wildlife monitoring should be conducted under the supports from international environmental expertise;
- Easy wildlife monitoring activities such as observation of migratory birds in the Area could be involved with local students as well as visitors as one of the sustainable activities for raising environmental awareness of the eco-tourism stakeholders; and
- Field monitoring must not be entered any mine contamination risk areas.

#### **PR-5) Preparation of a Natural Environmental Management Guideline for Visitors**

A natural environmental management guideline in order to maintain or to improve the environmental quality and amenity of the tourism sites should be prepared for the Pliva Area. Because, the vulnerable natural tourism resources (beautiful forests, clear streams, and fishes) will be easily deteriorated due to inappropriate tourism activities such as uncontrolled sports fishing, herb/mushroom collection, etc. This guideline should be prepared taking into account of the possible main tourism activities in the tourism sites.

Also, the guideline should include the following main contents:

- Appropriate actual implementation body (organization) for each environmental management measure. For example, Jajce/Sipovo Fishing Association should conduct management measure such as seasonal close of fishing ground; and
- Methods of actual management measures (Direct access control measures, Indirect access control measures, etc.).

## **4.4 Urban Environmental Management Plan**

This section describes urban environmental management plan for the Pliva Area. Some of the descriptions include explanations of the following proposed environmental management projects, which mentioned within the natural environmental management plan:

- PR-1) Ecological boat campaign for garbage picking
- PR-2) Rapid air / water quality monitoring
- PR-3) Supporting of Town Beautification

In the Pliva Area, it is indicated that increasing wastewater effluent loads and increasing amounts of municipal solid wastes (MSWs) pose potential threats to degrading environmental quality of the Region. The prevailing situation, if not properly attended, will

detract the Pliva Area's value appreciated by tourists. To counter the worsening urban environment, the following measures of urban environmental management for the Pliva Area are elaborated.

#### **4.4.1 Priority Measures - applicable to Jajce and Sipovo**

- To improve public response to people's awareness on degrading environment; and
- To improve environmental management capacity of municipal physical (urban) planning staff.

##### **(1) Present Situation**

Worsening water quality of the Pliva River, particularly at downstream reaches of Jajce is well known to nearby residents. This has a high-level adverse impact on proposed historic and cultural trail, where tracing the trail will already unpleasant for any visitors due to smells and visual pollution on the slopes of the River, illegally littered with dumped wastes, coupled with direct discharging domestic sewer effluent from municipal service area of 3 municipalities.

##### **(2) Counter-measures**

At first, counter-measure for the above situations is to raise environmental awareness of local residents and the visitors through conducting "Town Beautification" and "Ecological boat campaign for garbage picking".

Then, it is recommended municipal department for physical planning to draft a plan to decentralize sewerage treatment capacity by mandating domestic household to install with two-cell typed septic tank that reduces effluent loads to the sewer lines through municipality's subsidizing scheme.

- To lay institutional groundwork for initiation of urban environmental management.

Municipality's inspectors are vested with the power to monitor the environment and are capacitated to take remedial actions when it is felt necessary. It is recommended to improve interactions with citizens through proactive environmental planning with citizens' participation. It is going to be departure from just reacting to complaints.

- To complete a pilot environmental baseline survey spanning both Entities.



### (3) Present Situation

The fundamental weakness in building an urban environmental management system is that there are almost no observed data of water quality, air, soil and biota available to understand the area's state-of-the-environment.

### (4) Counter-measures

Therefore, it is highly recommended to pilot such a baseline survey. If budget is not allocable, it is also a good practice to regularly keep records by conducting visual inspection within the jurisdictional territory on relevant environmental domain - air quality, water quality, soil conditions and habitats of fauna and vegetative and ecological systems.

- To form an urban environmental management forum (UEMF) with representatives of all stakeholders - CBOs, hotel operators, restaurant owners, tour agents and farmers.

Although citizens' awareness on environment is very keen, their perceptions on environment is not well-organized nor correct, due to lack of professional knowledge. However, it is important that stakeholders of urban environment can share information with academic and public officials by organizing an UEMF. By sharing facts based on individual observations will largely contribute to grasp environmental condition on daily basis without resorting to laboratory analysis.

- To train physical (urban) planning department staff, so that environmental constraints are understood and compliance with building code satisfies standards of domestic effluents.

#### **4.4.2 Other Measures**

- To establish the above urban environmental management forum (UEMF) as permanent set-up and put more emphasis on the Pliva River-basin wide collaboration in environmental conservation.

As the three municipalities are geographically and environmentally connected via the Pliva River, it is important to keep the River clean by concerted efforts of all citizens of the three municipalities. Since the natural endowments of Pliva River is one of most important resources of tourist attraction, all stakeholders can share benefits from keeping the water quality of every reach above ambient standards.

- To designate stationary monitoring points for observation by citizens and for sampling of water and air.

After the establishment of environmental baseline, stationary monitoring points (air and water) shall be designated to facilitate tracking the environmental responses over the months and years. This will serve to build an urban environmental management model.

- To establish environmental quality goals to be achieved by reaches of the Pliva River.

Both Entities have established water quality criteria by suitable types of water usage. One of the goals of the Urban Environmental Management is to keep environmental quality below standard values. Therefore setting quality goals at designated points will serve to mobilize Plan-Check-Do-and-See cycle of environmental management. All stakeholders shall participate formulation process of this environmental management cycle.

## **4.5 Management of Historical and Cultural Heritage Resources**

Jajce possesses a large, concentrated collection of historically significant structures and artifacts. Given these circumstances, it is strongly suggested that a designation of Heritage District be adopted. Such a designation represents the decision to conserve the integrity of an entire region. This type of decision also has very favorable impacts on tourism. It provides a distinctive identity that is very appealing to tourists [and to local people] and it makes the community eligible for special sources of financing. Thus it facilitates tourism development through promotion and funding.

This plan provides an approach for management of the built heritage of Jajce and features some permanent innovations. It also contains actions supporting museums, exhibitions and the living traditions that express the culture of its people.

### **4.5.1 Objectives**

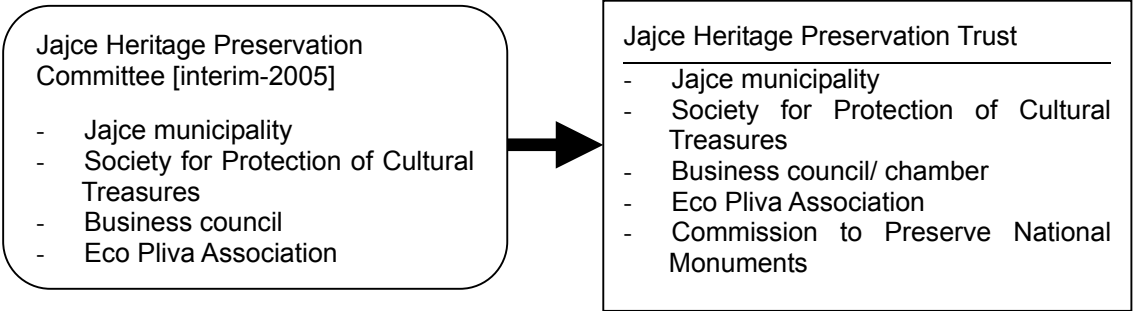
The objective of the master plan with respect to the built heritage is for EPA to work with local and central government authorities and with the NGO community to improve the old town of Jajce as a tourist destination, while preserving its urban fabric for long term sustainability. An urban upgrade project called Medieval Jajce Heritage is proposed as one of the key elements of the master plan. It is also included in the Action Plan.

A related objective is the creation of a permanent local body empowered to take charge of Jajce’s old town by using some heritage management tools in wide use throughout the western nations.

A third objective is to promote the increased use of cultural events, exhibits and entertainment strategies to enliven the town, highlighting its distinctiveness and giving it more of a destination character.

**4.5.2 The Key Players**

This master plan calls for the creation of a Jajce Heritage Preservation Committee in 2005 as a step in arranging the formalities and approvals needed for the creation of a permanent *Jajce Heritage Preservation Trust*. The Committee is an interim body without staff or legislation, intended to create consensus among stakeholders and prepare for the formal creation of the Trust as a permanent entity with supporting legislation and funding. It would go out of existence once the Trust is created and be absorbed into the Trust.



**Figure D 4.3 Process to Create a Heritage**

**4.5.3 The Built Heritage**

This master plan proposes the following project in relation to the area’s built heritage, which the municipality must lead.

**PH-3) Medieval Jajce Heritage**

EPA must push to get sufficient government backing and funding for this project. It covers Jajce’s old town including the fortress, old walls and practical urban improvements. [see project description in the Action Plan in section E9.3 of this same volume].

Jajce's Society for the Protection of Cultural, Historic & Natural Treasures is the key locally-based heritage NGO. The Eco Pliva Association must work with SPCT to insist on the creation of a suitable framework for the needed careful management of the old town. Together they can join the *Jajce Heritage Preservation Committee* and within it work with the municipality to accomplish various reforms such as:

- PH-3) Medieval Jajce Heritage: The committee will help the municipality raise funding and launch this program;
- Special protected designation: The historic district of old town Jajce must be defined and adopted by law;
- Building code: A code governing construction and activities must be formulated and officially adopted. It could be preceded by a voluntary building code prior to formalization by law; and
- Enforcement framework: Authorities responsible for enforcement need to have adequate resources and legal foundations for this responsibility.

The project can proceed in parallel with the planning of the institutional reforms to set up this management framework for the historic district. One need not await the other. The result will be a more effective way to manage the historic district while enabling it to sustainably handle expanded investment for growing tourism and recreational use.

#### 4.5.4 The Living Heritage

Two areas of activity are proposed.

- **Museum or exhibit development:** New museums could relate to the area's centuries-old history, to its industrial development or to its role in 20<sup>th</sup> century events and the founding of the Yugoslavian nation. This plan supports the creation of educational features of museums and exhibits; and
- **Revitalization of traditions:** Various traditions based on nature, sports or on cuisine and local farming can be used to create appealing events and celebrations. These will draw the communities closer together through healthy collaborations.

##### (1) Museums

With respect to museum development, one proposal calls for the reopening of the AVNOJ Museum as for Historical Museum, currently in a ramshackle, deplorable condition having lost all its exhibits and suffered major war damage. If properly reorganized, this museum could raise funding from across the Ex-Yugoslavian region as there is great interest in the

birth of Yugoslavia and in the character of Josep Brod Tito, its founder. Once open it would draw a major flow of schools and tourists from all of Ex-Yugoslavia, representing an excellent heritage attraction. A strong sponsor could arrange major funding from different heritage foundations in Europe and from private donations.

A second museum proposal is for a space to tell the fascinating story of the rise of modern industry in the Jajce area since the 17<sup>th</sup> or 18<sup>th</sup> centuries. The area's unique combination of water and mineral resources and its highly irregular topography have all been tapped to create factories, the railroad network and hydropower plants for industrial production. A major local interest such as Elektrobosna could contribute to this exhibit. The exhibit could be located initially in a space like the Omer Bey House, or in a factory near the river, and visits into a water tunnel could be offered. Again if a strong sponsor takes on this project, it could attract funding from one or more companies. A well-done exhibit and tour of this kind would also become a major tourist attraction.

## (2) Living Heritage

With respect to living heritage, the master plan proposes that EPA engage local NGOs to develop activities and events presenting the area's traditions. These can be promoted on the web site and with tour operators, and tours can be timed to correspond with these events. If well executed, such events will gain valuable international media coverage and boost the area's image. Examples of such events along with themes and sponsors follow.

**Table D 4.3 Living Heritage Management**

Type event	Theme	Sponsor / organizer
Gastronomic	Mushroom harvest & gastronomy	Women's organizations of Jajce, Sipovo
Sports	Kayak race, canoe regatta	Jajce, Sipovo Canoe & Kayak Clubs
Sports	All Yugoslavia fly-fishing competition	Pliva Sports Association, Fishing clubs
Civic	Yugoslavia remembrance	APCV, history society
Civic	Returnees welcome week	All municipalities, returnees clubs
Nature	Spring renewal celebration	Youth & pioneer clubs in 3 towns
Cultural	Austrian musical nights	Drama and fine arts societies

For some of these activities, persons from 2 or all 3 towns will collaborate to make the events successful. Well-designed events will draw financial backing from the municipalities and from local companies and even from tour operators.



## **Chapter D 5. Marketing and Promotion in Pliva**

### **5.1 Tourism Demand and Growth Potentials**

An almost total lack of substantive tourism data readily available in the Study Area (visitor/guest register at tourist sites, hotels, guest houses, etc.) makes quantitative estimation of the current demand volume extremely difficult, not to mention of qualitative assumption as to the visitor/tourist types, market segments or market sources.

In an effort to overcome this fundamental data deficiency and to obtain some reference indicators for visitor characteristics, the Study Team conducted two questionnaire surveys:

#### **Survey 1 - Roadside Survey in August**

Traffic count of all motor vehicle traffic at two road junctions of Jajce and Jezero/Sipovo, and interview of selected passengers, who declared tourism as purpose of their travel.

#### **Survey 2 - Facility Interview in July**

Questionnaire interview of 3 popular tourist facilities located in 3 core locations within the Study Area, namely, Jajce, Jezero and Sipovo.

#### **5.1.1 Tourism Demand - Current Patterns**

Key observations and assumptions thus obtained are summarized below.

##### **(1) Roadside Survey**

Survey indicates the characteristics of current visitor patterns as follows. For more detailed summary of the survey results, please refer to Chapter B2, Analysis of Current Tourism Situation in Pliva, Section 2.1 Inbound Tourists to Pliva (Roadside Interview Survey).

- Substantive contrast in traffic volume observed between Pliva area (in the order of 14,000 to 20,000) and Velez area (in the order of 1,600 to 3,200), reflecting the importance of main artery road M-5 in Jajce;
- Passenger car dominant at about 80%, with all other categories (pick-up, motorcycle, bus, truck) less than 10%;

- Percentage distribution of Domestic/Foreign varies in two survey locations:  
Jajce - domestic 64% and foreign 27% representing Jajce's international tourist appeal; and Jezero/Sipovo - domestic 80% and foreign 20% testifying dominant domestic visitation.
- Little variation between Weekday/Weekend visitation:  
Jajce - Weekday 49% and Weekend 51%; and  
Jezero/Sipovo - Weekday 50.5% and Weekend 49.5%.
- Passenger interview reveals the following points of major interest:
  - Number of passengers per vehicle: 2 passenger per car 34%, 3 passengers 25% and 4 passengers 24%, or 2 - 4 passengers per vehicle accounts the majority of 83%;
  - Country of residence: Germany 24%, Austria 21%, Croatia 14%, Serbia-Montenegro 8%, Sweden 6%, Slovenia 6%, Italy 5%, Switzerland 4%. In other words, EU occupies 60% and the former Yugoslavia neighbors 28% including Slovenia;
  - Where are you traveling to: Dominant 93% for BiH, with other cited destinations almost negligible;
  - Purpose of trip: Visit Friends/Relatives (VFR) dominant at 40%, Tourism 25%, VFR / Tourism combined 25%, and Business 5%;
  - Eco-House: Fairly high 53% expresses desire to utilize Eco-House for local produce/product shopping/purchase. 22% says Maybe, 6% say Depend on Price, 17% gave No answer; and
  - 66% says visit related to some kinds of tourism (34% for eco-tourism, 13% for culture tourism, 12% for sport tourism, 3% for spa tourism).

## (2) Facility Interviews

Three popular facilities selected:

- *Hotel Stari Grad* in Jajce;
- *Motel Plivsko Jezero* on the middle between Jajce and Jezero towns; and
- *Tetrieb* Restaurant / Hunting Lodge in Sipovo.



Summary results of Questionnaire interview:

1) *Hotel Stari Grad*

- New renovated facility (3-star class, 8 rooms) opened in June 2003, with the owner operating a charter airline, *Arnoro* linking Scandinavia / BiH from July 2004 to cater BiH Diaspora in the Scandinavia;
- Peak month in June, July and August (summer season); and
- Mostly foreigners, expats and diplomats ex Sarajevo. Expecting some BiH Diaspora from 2004 summer season.

2) *Motel Plivsko Jezero, Jajce*

- Old facility from the former Yugoslavia days catering state-sponsored water sports activities / events on the Jezero (2-star class, currently 8 rooms). By mid-July 20 more rooms of 1-star class to be added. Owned now privately by Travnik entrepreneur;
- Peak month: by nature of highlight water activities, in July and August with shoulder season spreading into June and September (summer season);
- Formerly (Yugoslavia days) 90% from Yugoslavia and repeat visitors / sports men. Now mostly foreigners (Italy, Hungary in 2003) and locals; and
- Majority of guests for weekend visit or 2-nights/3-days.

3) *Tetrieb - Restaurant & Hunting Lodge, Sipovo*

- Old facility opened in 1973 with 2003 addition (12 rooms), with the Sipovo owner who is a renowned hunter / guide himself. Specializes in overseas hunting clientele;
- Peak month: from November to March/April, reflecting the specialty of hunting (winter season); and
- Mostly foreigners: Italy, Germany, Slovenia, Croatia, Hungary, Serbia, Japan, SFOR. Locals are very rare. 2004 volume increased 30 to 40% over 2003.

### 5.1.2 Potentials

There is definite potential for several types or segments of tourism. The following types of tourism products in particular show substantial potential in Pliva Area.

- Tourism products broadly defined as “Nature-based” that include:
  - Boat, regatta, canoe and kayaking that have been the feature of Jezero in the former Yugoslavia days;

- Hunting for which niche enthusiast clientele already exist in the Balkan and West European markets;
  - Fly-fishing with very strong appeal and potential for new enthusiast clientele among Western Europe markets; and
  - Summer camps for school / youth groups, particularly within BiH and Balkan neighbors.
- Family-oriented products, mainly focused for domestic market including BiH Diaspora on Visit Friend/Relative (VFR) home visit and foreign expat residents (diplomat, NGO, including SFOR). Products and activities range from picnic, recreation, scenic stroll / discovery, easy/light sports, family leisure/amusement to herb/mushroom picking; and
  - Tourism products satisfying the wants of “culture seeker” typically represented by Jajce proper with Old Town and Fortress. The products in this category can be combined with “nature-based” to value-add the attraction of general Pliva products. Focus market segments may range from Balkan/EU tour groups, school/youth excursions, BiH resident expats to EU tourists en route to/from Dalmatian coasts.

The master plan presents strategies for expanding these and other types of tourism.

## **5.2 Marketing plans for the target tourist segments**

These actions are identified according to the targeted categories and segments of tourists. The responsible actor, called the “promotion captain” for each target segment is identified to take charge of these activities. Each of the EPA, PSA and Pliva Country Lodging (PCLA) associations are to designate a captain for promotion exactly for the purpose of carrying out these activities. These organizations are strongly encouraged to share their very limited resources [office space, brochure printing, even hired help] and support each other vigorously. In general since EPA is the umbrella organization it has primary responsibility for promotion of the Pliva destination. However the other organizations are to volunteer the help of their members to man the Info Center for example during the summer peak season or help receive visiting tour operators or journalists.

### 5.2.1 Promotion Actions per Tourism Category

#### (1) Category: Nature-based Tourism

The PSA bears prime responsibility for promoting this market since it is a special interest category focusing on different sports and nature topics. It will be strongly supported by EPA's general promotion efforts. Key sports to highlight are: fly-fishing, hunting, canoe-kayaking, flora/fauna, nature-walking, summer camps and caving (spelunking).

##### 1) Market development - Urgent Action

Steps to target Sports & nature enthusiasts:

- a) Use direct sales actions [email, telephone, fax, sending brochures] relying on the personal contacts of the officers of the different hunting, canoeing, fishing sports clubs;
- b) Use the same channels to form active contacts with counterpart sports clubs in the Balkan, EU countries. Maximize value of personal contacts and memberships;
- c) Identify the specialist tour operators in the EU to invite on fam trips. Collaborate with our BiH operators [Zepter Passport, Unis, Green Visions] to jointly sell;
- d) Use web site materials aggressively [package sheets, bilingual sports newsletter, "sportsman's guide"] to email the beautiful color materials internationally; and
- e) Generate a growing emailing list and send a quarterly Pliva sports e-newsletter to clubs, sports editors, and sports enthusiasts internationally.

Steps to target Ex-Yugoslavia sports teams & clubs:

- a) Use direct sales actions just as described in item 1 above; and
- b) Solicit new school groups, teams and clubs in BiH, Croatia, Slovenia and Serbia to select Pliva for their annual summer programs.

Steps to target locals and expatriates:

- a) Use direct sales actions just as described in item 1 above; and
- b) Approach recreation officers of international missions and organizations and EUFOR in BiH and neighboring countries to offer Pliva services for weekend/holiday needs.

## 2) Market Development - Short Term

In general the Pliva area's reliance on web site outreach is to increase as the region becomes more proficient in using the Internet. It is indispensable for EPA to increase its skill in promotion of the Pliva products via the Internet, by learning to update material more frequently and to contact clients more frequently.

Steps to target sports & nature enthusiasts:

- a) Use the same direct sales actions [email, telephone, fax, sending brochures] and incorporate updated materials, in additional foreign languages as available; and
- b) As more clients become known it will be possible to shift outreach to be more internet-based and less expensive per growing e-inquiries management and e-booking capability.

Steps to target Ex-Yugoslavian sports teams & clubs

Use same actions as the urgent incorporating updated information, reports on improvements and innovations, while boosting frequency as resources allow.

Steps to target locals and expatriates

- a) Use same actions as the urgent incorporating updated information, reports on improvements and innovations, while boosting frequency as resources allow; and
- b) Particularly for expatriate segment boost web site appeal and ease of use and improve quality of fulfillment service for inquiries and bookings online.

## (2) Category: Family-oriented Tourism

EPA holds primary responsibility for promoting this category of tourism. Members of PSA and PCLA definitely participate in some of these activities. The tourist products to emphasize include:

- Picnicking;
- Recreational activities;
- Leisure time strolling;
- Easy/light sports;
- Family amusements, leisure pursuits at playgrounds;
- Herb/mushroom picking; and
- Nordic skiing [domestic/local market level].

The favorite areas for such activities will be Jajce's old town and riverside parks, the lakeside areas of Plivsko Lake and in a later time, waterside spots in the lake and along stretches of the Pliva and Janj rivers. The hamlet of Pljeva will also become a focus of recreation and relaxation because of its beautiful natural setting.

#### 1) Market Development - Urgent Action

Steps to target families from BiH and Balkans

- a) Continue direct sales approach [telephone, fax, email, mail] and personal sales calls to travel editors of major Balkan newspapers / TV media, auto touring clubs, and favored expatriate schools making full use of newly created sales materials [both in print AND digital versions] and web site to introduce new tourist products of the Pliva area. This builds on momentum already started by promo efforts in 2004; and
- b) For Balkans particularly Serbia, re-tap prewar tourism channels / contacts that had previously organized group holidays to the Pliva area, using same steps as defined above for locals and expatriates, making best use of new promotion materials.

Steps to target the Diaspora BiH peoples

- a) Mobilize channels / contacts for overseas BiH peoples with links to Jajce, Jezero and Sipovo and in particular with Scandinavian communities, through the municipal offices, local NGOs to encourage more frequent homeland visits, accompanied by family and non-BiH friends, making use of new promotion materials;
- b) Post Pliva Valley information on web sites of Diaspora BiH settlements in foreign countries with information on attractive homeland visit packages and hotlinks to relevant tour operators [in BiH and in foreign countries]; and
- c) To [www.plivatourism.ba](http://www.plivatourism.ba) add information on homeland visit packages and hotlinks to cooperating tour operators.

Steps to target the BiH expatriate community and EUFOR

- a) Approach expatriate schools and EUFOR recreation officers to provide Pliva promo info on Pliva's products suited to weekend/holiday needs, with email follow-up;
- b) Continue efforts with BiH partner tour operators [Zepter Passport, Unis Tour, Green Vision] for vigorous promotion of school excursion groups and of weekend/holiday packages in their advertised programs; and
- c) Offer free fam / inspection tours to Pliva Valley to these recreation officers. Co-sponsorship with tour operators is strongly recommended.

## 2) Market Development - Short Term

### Steps to target families from BiH and Balkans

Repeat the urgent actions, constantly updating information on new attractions and events, and boosting reliance on less expensive web site activities. Increase frequency of sales contacts through increased Internet activity.

### Steps to target the Diaspora BiH peoples

- a) Repeat the urgent actions, constantly updating information on new attractions and events, and boosting reliance on less expensive web site activities. Increase frequency of sales contacts through increased Internet activity; and
- b) Reinforce e-inquiry effort by making web site more informative, attractive and functional and by adding e-booking capability with secured online payment feature.

### Steps to target the BiH expatriate community and EUFOR

- a) Repeat the urgent actions, constantly updating information on new attractions and events, and boosting reliance on less expensive web site activities. Increase frequency of sales contacts through increased Internet activity; and
- b) Reinforce e-inquiry effort by making web site more informative, attractive and functional and by adding e-booking capability with secured online payment feature.

## (3) Category: Cultural Tourism

Pliva's tourism can develop a few different types of products appealing to visitors with cultural interests. These can include a visit to Jajce with its medieval town, a cultural visit combines with nature-based activity, or a visit to Sokograd Castle or to the old Roman salt road. Religiously motivated travel can come under cultural tourism as well, with pilgrimage travel popular to Ajvatovica, to Dobretici for Sveti Anton [st. Anthony of Padua] and to the church of Sveti Ivo [St. John the Baptist].

## 1) Market Development - Urgent Action

### Steps to target BiH expatriate community and EUFOR

- a) Approach EUFOR recreation officers and embassy recreation / cultural attachés to present Pliva products emphasizing broad info posted on the web site, and ease of travel for weekends and holidays; and
- b) Organize fam / inspection tours to the same targets in the preceding item. Seek co-sponsorship with partner tour operators.

#### Steps to target Balkan/EU tour groups

- a) Initiate direct sales approach to Balkan/EU tour operators [via mail, fax, telephone, email, personal calls] making full use of new sales materials [both in print and digital versions] and web site outreach to introduce new tourist products of the Pliva area. This builds on momentum already started by promo efforts in 2004; and
- b) Raise frequency of sales contacts with increased web site outreach reinforcing personal approaches.

#### Steps to target Balkan school groups

- a) Initiate direct sales approach with newly created materials to schools, youth groups and fine arts groups within BiH, as well as Balkans particularly Serbia, Croatia and Slovenia; and
- b) Offer free fam / inspection tours to the Pliva Valley for representatives of such schools and organizations co-hosted by partner tour operators.

#### Steps to target passing EU tourists to/from Dalmatian coast

- a) Collaborate with the Slovenian and Croatian Tourist Office and tour operators to include Pliva Valley in their promotions as a convenient stopover for tourists motoring to/from Dalmatian coast;
- b) Offer free fam / inspection tours to the Pliva Valley to the above Slovenian and Croatian parties to see the Pliva product; and
- c) Arrange web site links to Slovenian and Croatian web sites of above-mentioned Slovenian and Croatian parties and to autoclub and other travel web sites in major sources markets (Austria, Germany, Italy, Balkans, etc.).

## 2) Market Development - Short Term

#### Steps to target BiH expatriate community and EUFOR

- a) Continue the urgent actions, with greater frequency and updated info; and
- b) Maintain reliable fulfillment of emailed inquiries, improve appeal of web site and if feasible add e-booking or at least hotlinks to partner tour operators offering cultural packages.

#### Steps to target Balkan/EU tour groups

- a) Continue the urgent actions, with greater frequency and updated info; and

- b) Maintain reliable fulfillment of emailed inquiries, improve appeal of web site and if feasible add e-booking or at least hotlinks to partner tour operators offering cultural packages.

#### Steps to target Balkan school groups

Continue the urgent actions, with greater frequency and updated info and add web site linkages to travel web sites in additional major source markets (France, Netherlands, UK, Poland, etc.).

#### Steps to target passing EU tourists to/from Dalmatian coast

Collaborate with the Slovenian and Croatian Tourist Office and tour operators to include.

### 5.2.2 Practical Steps for Urgent Action Period

For the purposes of marketing and promotion, the urgent action period is defined as 2005 and 2006 and the short term is for the year thereafter by 2010. EPA as the chief actor must seek donor funding for its promotional activities in the urgent action period from different sources and assist the PSA and PCLA in securing funding for their activities as well. In the interest of economy wherever possible these organizations need to share resources for promotion including hired personnel [translators, office equipment, etc.] brochure production, poster printing and the like. The Country Lodging families have less of a role in promotion, but since many pursue sports interests they will be willing to promote Pliva's sports products without pay. Basically all three organizations have the same goal and must collaborate in this effort. There are three thrusts to the area's promotional efforts, targeting the general markets, the sports ones and the school ones. The approach for each is explained below.

#### (1) General Promotion Activities - Eco Pliva Association (EPA)

- **www.plivatourism.ba**: EPA must train an employee in up-dating, maintaining and expanding its content and in providing fulfillment of all the inquiries received;
- **E-newsletter quarterly**: EPA can distribute a bilingual one digitally and perhaps get a teacher to write the text each quarter;
- **Partner tour operators**: It must encourage these to promote and also seek new partner operators from Croatian, Slovenia and Serbia;



- **Fam trips:** Two per year can be held, one general interest with tour operators and journalists, a second focusing on sports;
- **Automobile & touring clubs:** EPA will send all the Pliva info to such clubs in the target countries;
- **Diaspora target:** EPA needs to air some efforts to BiH peoples living foreign countries like Sweden and Germany from the Pliva area;
- **Sister city relationship:** EPA and the municipality can select a city to start cultural and economic exchanges. A German, Austrian or Swedish city would be ideal; and
- **Cultural events development:** EPA must work with the municipality, fine arts, drama and youth clubs to create exciting events for holidays and summer weekends.

All of this can be accomplished within the promotion priority project of the action plan.

(2) Sports Events Development - Pliva Sports Association (PSA)

- **Sports competitions:** Fly-fishing and canoe/kayak training sessions and competitions can be organized at the Balkan and international levels. 2 or 3 training sessions a year should be possible;

**Outreach to foreign clubs:** The directors of the fishing, canoe/kayak, mountaineering and hunting clubs have many valuable contacts for clubs in the Balkan and EU nations which can be tapped to promote Pliva. Sales trips and fam trips need to be designed to create partnerships with these foreign clubs to stage training and competition trips; and

- **Memberships in European clubs:** The promotion budget of PSA may be used to cover membership or travel costs to meetings of Balkan and EU federations and clubs for the target sports activities mentioned above.

Because of the advantages of Pliva Valley for these sports, this segment probably has the greatest potential in the urgent action period and should be most vigorously supported by the efforts of EPA as well as of PSA.

(3) School Outreach - Eco Pliva Association (EPA)

- **Reopening of dormitory lodging:** The school & youth groups will need inexpensive overnight lodging, possible with camping arrangement. However, the area must re-open some of the dormitories and lodges in the forests to host the groups adequately. The member families of PCLA can also host small groups if necessary;
- **Outreach to BiH expatriates schools:** EPA can approach directors of schools of any level favored by foreigners to publicize Pliva's cultural and natural attractions. It can also approach schools of higher income BiH peoples; and
- **Foreign outreach:** Because of Pliva's great historic value, EPA can also contact schools in Zagreb and Split, Novi Sad & Belgrade, and Ljubljana regarding class trips.

## **Chapter D 6. Infrastructure and Tourism Facilities in Pliva**

This chapter covers infrastructure and facilities improvements with respect to tourist accommodation, to accessibility and to panoramic scenery, all of which directly improve the appeal of destination Pliva.

### **6.1 Accommodation Development**

This section reviews aspects related to the vitally important accommodations sector, specifically a) the type of accommodation needed, b) the quantity of accommodation and c) the specific project proposal in support of the expansion of accommodation in the Pliva area.

#### **6.1.1 Directions for Development**

##### **(1) Diversification of Accommodation Serving target Markets**

Several hotels which are not used fully or are at present abandoned in Pliva River area could be revived by the privatization process to meet future demand of tourists. The market and tourism development strategy of “nature-based, cultural-seeker and family-oriented tourism” could add on new facilities and direct them into proper type of accommodation facilities.

Based on the type of accommodation facilities such as hotel, motel, pension, rented rooms (country lodging), guesthouses, dormitories for youth, cottages and camping site, mixed categories of accommodation types are needed in each destination in the Pliva Area. The following table shows desirable direction of accommodation development according to market potential in the area.

**Table D 6.1 Accommodation Supply Serving the Target Markets**

Tourism Target Market		Tourist Volume Potential			Tourist Preference and Target		
		Jajce	Jezero	Sipovo	Hotel* Est.	Other** Est.	Cottage / Camping
Culture seekers	Excursionist	high	small	medium	●	□	---
	Pilgrims	medium	---	small			
Nature- based	Holiday-maker	medium	small	high	○	●	●/□
	Weekender	high	medium	high			
Family-oriented	Holiday-maker	high	small	high	○	□	●/□
	Weekender	high	small	medium			

Source: JICA Study Team

Note: Hotel (hotel, motel, hotel Apt.), Others (Refer to Table A4.11; Similar Establishment, Other Collective Establishment as small-scale accommodation)

Legend: ● = high potential, □ = medium, ○ = low and limited, --- = not applicable or suitable

## (2) Directions of Growth for each Municipality in the Pliva Area

Accommodation development plan in Pliva River area should take account of magnitude of target tourists, site condition, constraints of environment and good positioning strategy utilizing environmental characteristics and their advantages as follows:

### 1) Jajce area

Utilizing richness of water-related resources of Pliva River and Plivsko Lake, accommodation such as motel, pension, Country Lodging and other *small-to-medium scale facilities* would be provided in the waterfront area avoiding riverbank deterioration and taking harmonious design with river or lake landscape into consideration. In Jajce town center, some traditional and historical design facilities for accommodation also would be adequate in town area with set of ensemble with historical climate such as Old Town, City-wall and Gates, traditional houses, etc.

### 2) Jezero area

Majority of buildings are of farmers' houses in villages forming a typically serene village landscape in narrow fluvial plane with ambling current Pliva River. *Small-scale tourist accommodation* as farm lodging facilities with harmonious ensemble of rural landscape would be suitable.

### 3) Sipovo area

Sipovo has wider flat township area and in combination with hilly pasture, mountain forest and major rivers of Pliva and Janj. Each area surrounding the rivers, hilly pasture and mountain forest would give good opportunities to create riverside, farm and forest Country Lodging villages by local family's houses and other accommodations as *small-scale accommodation*. Some potential stocks unused and abandoned such as Janj Hotel and others could contribute to domestic outdoor recreation tourists mainly for domestic week-enders. Also some other mountain lodges for hunting, trekking and skiing in winter season could be developed in potential nature sites.

## 6.1.2 Accommodation Development Targets in the Pliva Area

### (1) Application of Slovenia Case to Pliva Development Target

The development target for accommodation facilities in Pliva Area is formulated through examination of a model to be followed as an advanced tourism destination in European countries, in terms of target type of accommodation operated mainly by local people and similar tourism products for eco-tourism or rural tourism to Pliva Area.

The Julian Alps Tourism Region in Slovenia where many international and domestic tourists enjoy its rural and mountain eco-tourism destination could give a good example to pursue desirable tourism development goal, taking account of its tourism character in terms of development and utilization density of accommodation facilities. The following criteria are adapted to the Study areas in order to set a long-term numerical goal to be achieved in terms of effective economic contribution to Pliva development.

**Table D 6.2 Development Criteria referred to Advanced Eco-Tourism Destination**

Planning Criteria	Target Criteria (Goal)	Reference
Accommodation Utilization Density	1 accommodation (country lodging) per 30 households in rural area	Julian Alps (JA) region average (1 accommodation* per 30 households) Bohinj as a center of JA region
	1 accommodation (country lodging) per 50 households in urban area	(1 accommodation* per two households)
Accommodation Environmental Density	1 accommodation (country lodging) per 1 square km	Julian Alps region average (1 accommodation* per 1 square km)

Source: JICA Study Team based on Slovenia Tourism Statistics 2003

Note: One accommodation facility is calculated three rooms in average of Julian Alps region according to the statistics of Slovenia

Based on this assumption as target criteria for accommodation development, number of facilities in Pliva Area for the short term (2010) and long term (2015) is set as shown in the following Table D 6.3, taking account of appropriate balance between small-scale accommodation and other accommodations (hotel establishments). Achieving these targets will require every effort especially in marketing and promotion so that the Pliva Area is to have a sustainable eco-tourism.

**Table D 6.3 Target Numbers for Accommodation Growth in Pliva Area**

EU category	Item	2004	2010	2015
Hotel Establishments*	Facilities	4	6	8
	Room	116	180	250
Others Establishments**	Facilities	(10)***	200	400
	Room	(20)***	600	1200
Total	Facilities	4	206	408
	Room	<b>116</b>	<b>780</b>	<b>1450</b>

Note1\*: Hotel (hotel, motel, hotel Apt.), Others (Refer to Similar Establishment, Other Collective Establishment, of the Table A. 4.11)

Note2\*\*: Number of rooms is assumed by 30 per hotel establishment in average and by 3 rooms per other establishments in average.

Note3\*\*\*: Figures of (10) are the accommodation by the Pilot Project. Source: JICA Study Team

## (2) Future tourist arrivals

This capacity of accommodation facilities in future has been examined by numerical target of future tourist arrivals and guests to Pliva area. Details of examination are shown in Chapter D 9.7.3 Economic Impact.

### 6.1.3 Project PF-1 Small-scale Accommodation Program

The objectives, lessons learned and key components with respect to accommodation are discussed below. In Chapter C 4, a detailed description of the key program components is provided, relating to funding, marketing & promotion, institution building and sanitary facilities improvements. This proposal represents a road map for the development and maturation of the Pliva Valley lodging industry.

#### (1) Objectives

This program aims at encouraging and disseminating accommodation business into the people who lives in Pliva Area, through enhancement and expansion of *Pliva Country Lodge Pilot Project program* taking account of the following objectives.

- Diversifying business opportunities for people who lives in Pliva Area to generate income through lodging business;
- Encouraging Pliva river environment awareness through small-scale accommodation development program as a part of eco-tourism including farm visit and lodging, water sports recreation and historical cultural heritage expedition; and
- Establishing a tourism destination with certain level of accommodation capacity by small-scale accommodation development in order to enable tourists to visit and stay at Pliva Area through local initiatives and partnership formulation.

## (2) Lessons Learned from the Pilot Project in Pliva Area

There are a lot of valuable lessons learned from the pilot project for the country lodging which is expected to play a key role in disseminating the accommodation business into Pliva Area in future. The following issues that have been identified through the pilot project of the country-lodging program should be addressed in order to achieve sustainability and expansion of this program and to improve the existing pilot project.

- Necessary enhancement of legislation procedure of the lodging business through adequate organization of the Country Lodging Association newly established by the pilot project in Pliva Area;
- Consolidation of capacity building program of accommodation business and hospitality service training for entrepreneurs addressing participant's request of training
- Insufficient promotional activities with immature partnership between the association, travel agents for major products of Pliva sports & nature based tourism
- Lack of quality management for environmental protection through accommodation infrastructure development such as sewerage treatment and solid waste disposal and guest awareness for environmental protection; and
- Lack of funding for initial investment of improvement of accommodation facilities due to high rate of interest in commercial banks and difficult access to micro-credit finance program

## (3) Key Program components

The small-scale accommodation program as a priority part of accommodation development is proposed to implement for the Pliva Area. The proposed sub-programs is summarized Table D 6.4 below and illustrated in the following description in detail.

**Table D 6.4 Small-scale Accommodation Program Components in Pliva Area**

Component	Major Project / Program	Location	Implementation Body	
			Primary	Support
<b>Early Stage Programs</b>				
1. Establishment of Funding System	<ul style="list-style-type: none"> <li>Establishment of sustainable funding for micro -credit system of lodging business</li> </ul>	Jajce, Jezero, Sipovo	PCLA / Local Gov.	Local Gov./ Cooperative Bankers/Int'l Donors
2. Market and Promotion	<ul style="list-style-type: none"> <li>Visitors satisfaction survey and research</li> <li>Promotion and material development on web site, media and exhibits</li> <li>Formulation partnership with travel agents and other organization</li> </ul>	Jajce, Jezero, Sipovo	PCLA	EPA / Travel Agents
3. Hospitality Business Capacity Building	<ul style="list-style-type: none"> <li>Service skills training course development (house-keeping, sanitary and safety, foreign language, cooking and beverage, etc)</li> <li>Lodge management and business skills for owners or operators</li> <li>Guideline/Handbook development</li> </ul>	Jajce, Jezero, Sipovo	PCLA	EPA
<b>Later Stage Programs</b>				
4. Country Lodging (CL) Expansion	<ul style="list-style-type: none"> <li>Call and selection of candidates for CL</li> <li>Registration of CL (hospitality business)</li> <li>Improvement of guest rooms, etc in candidate house</li> </ul>	Jajce, Jezero, Sipovo	PCLA	EPA
5. Institutional Building and Consolidation	<ul style="list-style-type: none"> <li>Establishment of classification system for small-scale accommodation</li> <li>Introduction of accreditation program</li> </ul>	Jajce, Jezero, Sipovo	PCLA / Local Gov.	Local Gov./
6. Ensuring Quality Management	<ul style="list-style-type: none"> <li>Environment awareness and facilities management</li> <li>Monitoring and evaluation of hospitality services and facilities</li> </ul>	Jajce, Jezero, Sipovo	PCLA	International Donors / Professional Assistance
7. Associated Program for Sanitary Improvement	<ul style="list-style-type: none"> <li>Preparing septic tank for small-scale accommodation</li> <li>Incentive program formulation</li> <li>Financial assistance program</li> <li>Technical assistance program</li> <li>Program awareness</li> </ul>	Jajce, Jezero, Sipovo	PCLA Local Gov.(JK P)	Local Gov./ International Donors

Source: JICA Study Team

Note: PCLA = Pliva Country Lodging Association, EPA = EcoPliva Association

Based on the lessons learned from the Country Lodging program in Pliva Area, several important activities are proposed in the short term to sustain key project in Pliva Area. A different set of activities is proposed for the long term. Together these all cover the essential areas of funding, marketing and promotion, institutional building and sanitary improvements.



## **6.2 Access and Transportation Improvements**

### **6.2.1 Direction of Development**

Although a few major roads in the Pliva Areas should be rehabilitated, nearly all the main roads are in fairly good condition except local approach roads to tourist attractions, and can absorb future demand of tourist traffic in near future. However, some potential destinations often face traffic problems of road and parking area congestion in peak time when tourists come for special cultural and other events.

Access control features including parking lots, walkways and some means of transportation in combination with traffic regulation on some road locations are needed in major points of interest in Pliva Area, taking into account local traffic movements and their adequate control. It should be noted that improved traffic flow management by means of access control would contribute not only to comfortable environment with well-organized traffic, but also to formulation of attractive amenity of tourist destination.

Directional and interpretive information such as traffic signage and visitor's signage also play an important role in guiding traffic to points of interest efficiently without unnecessary travel time. Coping with insufficient signage in Pliva Area, effective facilities of signage should be introduced, taking account of adequate location to set them.

The following Table E 6.5 shows desirable measures for access and transportation improvement in Pliva Area.

**Table D 6.5 Measures for Access and Transportation Improvement**

Measures	Associate Measures	Valuable Heritage Area			
		Historical Town/Village	Historical Site	Protected Area	Natural Attraction
Access Improvement	• Improving/developing access roads in adequate design and location	○	○	---	○
	• Providing suitable parking area without infringing upon attractions	●	○	---	●
	• Providing walkways linking tourist attractions and parking areas	●	●	○	●
	• Innovating transportation services by private enterprise by introduction of tourist shuttles & similar services	●	●	---	○
Access Control and Traffic Management at attractions	• General vehicle access control (truck, lorry, tourist bus, private car, etc.)	●	---	●	○
	• Introducing park & ride system	●	---	○	---
	• Providing public (tourist) transport mitigating environmental impact	●	---	○	---
	• Encouraging local community transport awareness	●	---	●	○
Access & interpretive signage	• Preparing traffic guide and sign information (parking, regulation, etc)	●	●	●	●
	• Providing interpretation information and guide	●	●	●	●

Source: JICA Study Team

Note: ● =desirable, ○ = adequate and careful treatment, --- = limited or not suitable

## 6.2.2 Proposed Projects

### PF-2 Access Control and Traffic Management

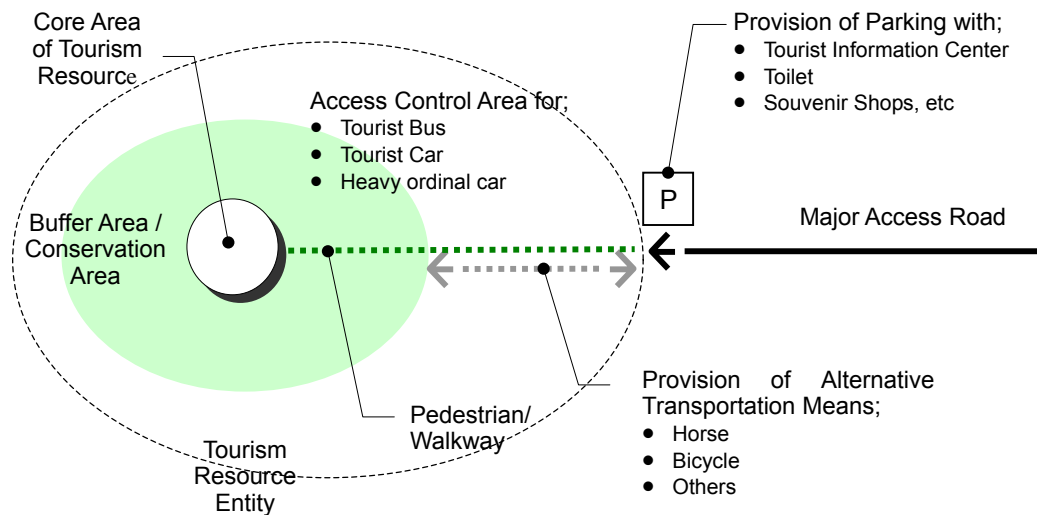
Access control system including parking and some substitutive means of transportation should be developed in Pliva Area, taking into account of optimum density and capacity of major tourism areas such as the Jajce old town and the Pliva River Sources area in Sipovo Municipality. The following Table D 6.7 shows the guidelines of access system in the area, and conceptual access control system is shown as Figure D 6.3.

**Table D 6.6 Proposed Access Control and Traffic Management in Pliva Area**

Destination / Resource	Major Route	Access Improvement		
		Parking	Pedestrian, etc	Access Control
Jajce	To Komotin from Kotonijo	● Tourist Car	Trail to Komotin	● Tourist Bus
	To Old town within Jajce	● Tourist Car/Bus	Semi-mall system	● Large Truck/Car
Jezero	To Pliva river recreation place	● Tourist Car	Trail to Komotin	● Tourist Bus
Sipovo	To Janj river recreation place	● Tourist Car	○	● Large Truck/Car
	To Pliva River Sources	● Tourist Car	----	● Ordinal Tourist Car

Legend: ● = compulsory, □ = desirable, ○ = low and limited, ---- = not applicable or suitable

Source: JICA Study Team



**Figure D 6.1 Conceptual Diagram for Access Control System around Tourism Resource**

**PF-3 Development of Interpretive Information**

The Pliva Area has rich natural resources and some distinct historical heritages without adequate information, such as access guide signs to destination, interpretation boards, warning sign for protection, etc. The tourist destination should set up a tourist information system including:

### Interpretation information and guide for natural and historical-cultural attraction or site

- Providing basic information of attraction by permanent information board (guide map, location and name of resources, time-distance, characters, etc);
- Providing signage for route guide or interpretation of tourism resources;
- Introducing site-museum with attractive exhibits about attraction; and
- Preparing leaflets, pamphlets about introductory information for attraction.

#### 1) Road signage and guideboard on routes to tourist attractions

- Providing traffic sign with names and distances of major tourist attractions;
- Providing guideboards in sites of tourist attractions to visitors

Table D 6.7 illustrates direction to introduce interpretation facilities and sign-information system into major destinations in Pliva Area.

**Table D 6.7 Guidelines for Interpretation Facilities (IF) Development**

Category of Resource and Spot		Necessity of Developing IF			Sign and Information System			
		Jajce	Jezero	Sipovo	General Map	Direction	Explanation	Warning
Cultural/ Historical	Museum	● Travnik Museum	---	□ Village life museum	● Town center	●	●	□ In case of necessity
	Historical site / Building / Trail	● Old Town	○	□ Lubovacka				
Nature Sports- Related	Cycling route	●	○	□	● Town center	●	○	□ In case of necessity
	River/Lake Trail	● Pliva river /lake	□ Pliva river /lake	● Pliva/Janj river				
Wildlife	Nature Center	□ Plivsko Lake	□ mountain area	● Janj river	● Nature center	●	□	□ In case of necessity
	Nature Trail	□ Plivsko Lake	□ mountain area	● Janj river				

Note: ● = compulsory, □ = desirable, ○ = low and limited, --- = not applicable or suitable

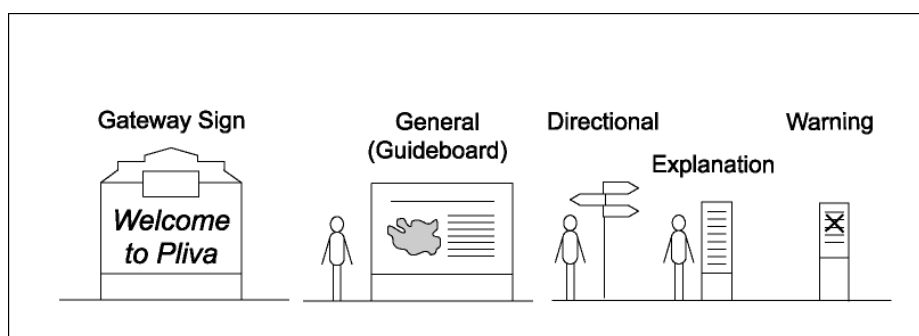


Figure D 6.2 Guidelines for Signage

Table D 6.8 Road Signage Guidelines on Access Roads to Major Points of Interest in Pliva Area

Destination	Major attractions	Major Road	Minimum No.		Local Road*	Minimum No.	
			RSa	RSb		RSb	RSc
Jajce	Waterfall, Old town, Fortress from M5	M5	1	2	La	3	5
	Plivsko Lake from Town Center (TC)	M5	1	2	-	3	5
	Komotin Castle	M16	1	1	Lb	1	1
Jezero	Pliva River near TC	M5	1	1	-	2	2
	Pliva River recreational site from M5	R415	1	1	-	2	2
Sipovo	Sipovo recreation site from M5	R415	1	2	-	3	3
	Pliva River Source from M5	R415	1	1	Lc	2	2
	Janj River recreation site from TC	R415	1	2	Le	2	3
Total		--	8	12	--	17	23

Source: JICA Study Team

Note: RSa = Road Signage (precaution), RSb = Road Signage (direction), RSc = Road Signage (parking sign)

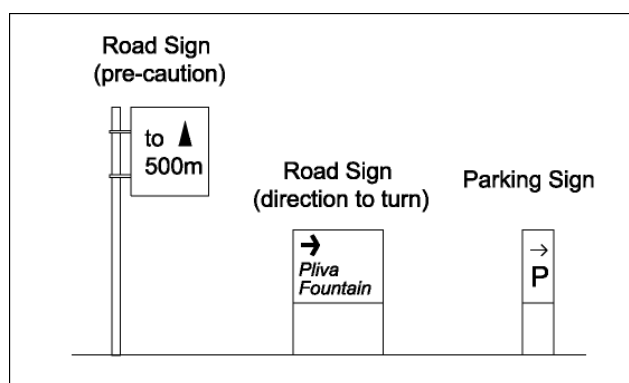


Figure D 6.3 Guidelines for Roadside Signage

### 6.3 Panoramic Observation Facilities

In the Pliva Area there are some spectacular viewpoints on major access roads, where tourists can enjoy panoramic views of natural landscapes, historical areas and bird's eye views of the townscape. Adequate observation facilities should be developed, where tourists can stop over and rest while they enjoy a panoramic view. A conceptual diagram for such a facility is provided in Figure D 6.4. Where feasible the inclusion of picnic areas is advised. Candidate points can be proposed as follows:

- Places where tourists can enjoy a panoramic view of “Jajce Castle with old townscape ” and “Pliva Fall” on R5; and
- Places where tourists can enjoy a panoramic view “Pliva River and Lakes” on M16.

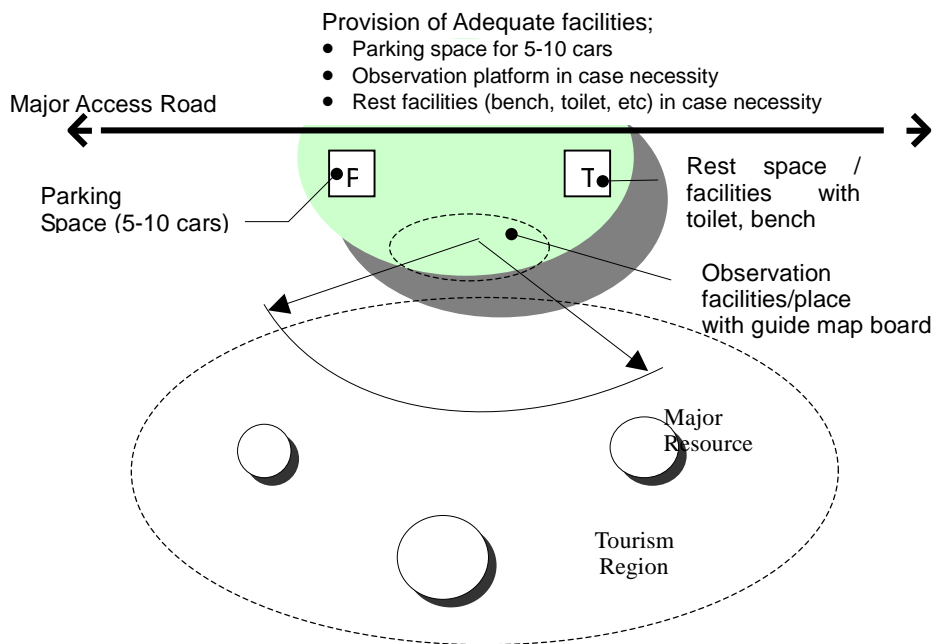


Figure D 6.4 Conceptual Diagram for Panoramic Viewpoint Development

## **Chapter D 7. Institutional and Human Resource Development**

### **7.1 Institutional Framework for Implementation**

The primary responsibility for promoting the interests of tourism in the Pliva Valley lies with the EPA and additionally with PSA and PCLA. However, there are many others to be involved. They must work actively with a variety of interests in the valley, even at the entity levels to push for funding and implementation of the master plan. This section explains how these organizations can work and interact among themselves to achieve the goals.

#### **7.1.1 Government Organizations**

As a community based effort this master plan does not call for major roles for government institutions of the state or entity levels. The municipalities are advised to name officers for business development, for heritage and for tourism, with which EPA officers can conduct business on a regular basis. Many, and perhaps most of the programs recommended in this master plan will require interventions by government agencies at some level, perhaps in helping secure funding from foreign sources, or in supporting the spirit of the plan.

Because the growth of eco-tourism activities depends directly on the good management of environmental resources this plan makes recommendations about reforms for land management [Ecological Zones] and categories for different uses pertaining to responsibilities of the entity's ministries and agencies. The EPA in its capacity as representative of the interests of sustainable tourism is to advocate such changes and as appropriate participate in committees and events intended to solicit community participation. In summary, the government organizations with which EPA will have most frequent contact will be the 3 municipalities of the Pliva Valley, and the Central Bosnia Canton Tourists Community. In fact it is recommended that these three municipalities become automatic members [or at least active observers] of EPA to facilitate these activities.

#### **7.1.2 Community Based Organization (CBOs)**

One of the most prominent findings through the pilot project implementation is the potential of CBOs in regional development. This Master Plan expects a strong initiative of the CBOs. Either in tourism or agriculture, CBOs are one of few realistic engines for the regional development. This is because at present private sector and public sector are not strong enough to lead the new regional development.

## (1) Initiative of CBOs in Regional Development

Merits of CBOs' participation to the regional development are as follow;

### 1) Project Beneficiaries

The managing organization of pilot projects and Action Plan Projects/Programs, such as Eco Pliva Association, Pliva Sports Association and Pliva Country Lodging Association have been taking care of the communities. They are trying to achieve economic development and social development at the same time.

### 2) Tourism resource management

Local communities, municipalities, and CBOs are well aware of the necessity of town beautification and natural/historical heritage conservation. The town beautification campaign facilitated by JICA Study Team has proven that CBOs and communities are ready to take action for the clean environment in Pliva Area. If they recognize economic effects of this nature and culture, they would be much more enthusiastic to protect tourism resources. And this is what eco-tourism expected by its definition.

### 3) Insufficient public or private initiative

Even though the Pliva area, especially the old town of Jajce, has good potential and experience in tourism, initiative of public and private sector (governments and companies) is not enough to revive the tourism of the area. Since CBOs are one of few institutional resources in the area, it is essential for CBOs to take initiative in developing and promoting eco-tourism in Pliva.

Some professional services of private company, such as tour operation (Zepter Passport Tour, Unis Tour) and web site design and maintenance (Studio VAG) are available in Banja Luka and Donji Vakuf. Close collaboration with these companies is much encouraged.

## (2) CBOs in Pliva Area

It is remarkable that there are so many CBOs active in Pliva. JICA Study Team has identified.

12 CBOs active in Jajce, 2 in Jezero, and 7 in Sipovo. These are very precious institutional resource available in the area. Table D 7.1, Table D 7.2, and Table D 7.3 shows the names of CBOs in Pliva area.



Some of these CBOs are very active, however, many of them have no contact with each other. Donors could support them by offering chance to communicate with each other in order to build a synergy effect among them.

**Table D 7.1 Community Based Organization (CBO) in Jajce Municipality**

No.	Name of CBO	Field
1	Amateur Theatre Jajce	Theatre Club
2	Association for Protection of Cultural, Historical and Natural Values, Jajce	Culture/History
3	Ecological movement Jajce	Environment
4	United Organization of Soldiers-Veteran Union, Jajce	War Veterans
5	Kayak and Rowing Club Jajce	Water Sports
6	Hunting Association "Kuna" Jajce	Hunting
7	Hunters Association "Srndac" Vinac	Hunting
8	Hiking Association "Cusine" Jajce	Hiking
9	Sports Union of Jajce	Sports
10	Association of Healthy Food Producers and Consumers	Agriculture/Food
11	Citizen Association "Youth Center" Jajce	Youth
12	Women's Association Viktorija 99	Women

**Table D 7.2 Community Based Organization (CBO) in Jezero Municipality**

No.	Name of CBO	Field
1	Scout Organization "Ilija Simetic Sile"	Scouts
2	Agricultural Co-operative "Sinjakovo"	Agricultural Coop

**Table D 7.3 Community Based Organization (CBO) in Sipovo Municipality**

No.	Name of CBO	Field
1	Youth Association "Sunce" Sipovo	Youth
2	Wood Processing Association "Homeland"	Wood Processing
3	Democratic Initiative	Social
4	Forestry Banja Luka	Wood/Forestry
5	Citizen's Association "Naprijed" Sipovo	Social
7	Association "Vitorog" Sipovo	Mountaineering
8	Women's Association "Zena" Sipovo	Women

These CBOs are usually registered as “association” or “cooperative” and implementing their activities for the common benefit of the members and community. All these associations can be mobilized for economic development directly or indirectly. However, in order for them to actively participate economic development of the Pliva area, CBOs should be more aware of generating revenue through various activities.

(3) CBOs Expected to be Active in Action Plan

Table D 7.4 shows the CBOs which are expected to actively participate in the implementation of the Action Plan Projects/Programs.

**Table D 7.4 CBOs expected to be Active in Action Plan in Pliva Area**

	Action Plan Projects/Programs	Name of Leading CBO
1	PLIVA River Trail System	Pliva Sports Association, Fishing Associations Canoe and Kayak Clubs
2	PLIVA Forest Visit	Pliva Sports Association, Herb and Mushroom Associations, Hunting clubs, Mountain clubs
3	Medieval Jajce Heritage	Association for Protection of Cultural, Historical and Natural Values, Jajce
4	Rapid Air / Water Quality Monitoring	JKPs, Ecological movement Jajce
5	Product Development with Tour Operators	Eco Pliva Association, Pliva Sports Association, Pliva Country Lodging Association.
6	Training of Eco-Tourism	Pliva Sports Association, Eco Pliva Association, Central Bosnia Canton Tourists Community, Red Cross Society, Fishing, Hunting, Canoe/Kayak, Youth, Hunting, Mountain Clubs

### 7.1.3 Private Sector Interests

EPA's role as godfather for the valley's eco-tourism should be widely recognized and supported by the business community. It is the EPA's responsibility to illustrate its effectiveness before groups as varied as women, wood craftsmen, hotel & restaurant owners, souvenir merchants and the like in part because it will wish to gain them as dues-paying members of the association and especially to get them all to support EPA's promotional activities. EPA will need to instill a spirit of collaboration and work with business chambers and councils as they are created in the three municipalities. It is also essential that the Pliva Sports Association make its role as provider of high quality sports and nature-based services, clear to the business community in this same, essential spirit of collaboration.

EPA will also wish to encourage a friendly relationship with local factories and firms since there is scope for collaboration with them in connection with Pliva Valley promotion efforts, with souvenir development and with the staging of new events and celebrations for which local sponsorships will be needed. If EPA is effective it will secure a growing corporate membership list not only from companies in the Pliva Valley but also from others such as tour operators, bus companies and banks located in other BiH cities.

Another population of membership to cultivate is that of the Diaspora BiH peoples living in European countries and maintaining their links to family in the homeland. These people are already investing in home renovations and building new houses along the river and lake, setting up libraries, helping out the churches and schools, and will wholeheartedly support the principles of sustainability on which eco-tourism depends. EPA, PSA and PCLA must use their web site outreach to encourage memberships from BiH peoples living abroad and from foreigners as well.

#### **7.1.4 Donors**

Because of the reliance of some of the master plan proposals on donor funding, and because of the high quality technical assistance that donors can arrange, it is indispensable that EPA familiarize itself with JICA, USAID, GTZ, EU Cooperation. EPA needs to understand how they do business to help itself and assist local interests such as PSA and PCLA in securing donor support for future assistance. The better EPA understands the donor community, the more collaborations it will be able to arrange for all types of stakeholders. EPA officers must understand that the better EPA functions, the more likely it is to secure additional support from different sources. In addition, success with Pliva Eco-Tourism may lead to application of the same programs to other areas of BiH in some cases under the guidance of the successful Pliva organizations per their records of good performance.

To facilitate relations with the donor community ideally an officer of EPA proficient in English or German languages, and also Internet proficient, would handle this function. If none of the association's officers has these capabilities, then a member could be asked to fulfill this role.

#### **7.1.5 Institutional Coordination: PI-3) EPA as Coordinating Organization**

The master plan calls for action on a group of priority projects, and also for further support for the pilot projects. There is a large number of subject areas for activities and it is probable that collaboration with several donors will be needed during 2005 and 2006. In its role of

godfather, EPA can conduct quarterly meetings gathering together a range of stakeholders from the valley to consider key issues, the level of business, promotions and the priority projects for which to seek financial and moral backing. These can be called quarterly *roundtables* to have a clear agenda circulated in advance for all to prepare for. It is recommended that these *roundtables* be open to any Pliva valley interests to voice their views on activities and situations. It may be best to permit outside interests to participate only upon invitation. This meeting is intended to fulfill an essential coordinating role keeping all stakeholders informed and engaged in key activities.

The EPA will wish to encourage good relations with key players outside of the Pliva Valley area, keeping them informed of key developments, achievements in eco-tourism, and upcoming projects. For this purpose EPA can hold on a yearly basis a Pliva Eco-Tourism Update meeting for ministries and donors to attend to discuss “*How are we doing?*” and “*Where is Pliva Eco-Tourism headed?*” evaluative presentation and discussions on the state of eco-tourism and its lessons. The first Update could be held in October/November of 2005 drawing lessons on performance to date and presenting upcoming programs. EPA can also facilitate coordination through use of its web site to post information on its current and intended programs.

### **7.1.6 Capacity-Building for Institutions**

The directors of the three Pliva associations are to undergo such training as soon as the program can be arranged. The officers of the valley’s key associations and community-based organizations are strongly encouraged to undergo such training as well to obtain a good understanding of how the industry works internationally. In addition, training in association management will attune the directors to skills in association management, financing strategies, program management, government relations and membership development. These skills will strengthen the skills of the managers of these organizations and help them survive and grow. The programs of human resource development described below will provide this kind of training in addition to the training for guides.

## **7.2 Human Resource Development**

### **7.2.1 The Key Issues**

Different types of training are addressed in this master plan. The most critical lack is that of outdoor guides trained to facilitate all the sports and recreational activities in a framework of

safety and order, so outdoor guide preparation is covered in the greatest depth. The preparation of additional community groups is also included in the master plan.

#### (1) Outdoor Guide Preparation

Tourism is a set of services consumed by the traveler, and is becoming more experiential in nature. Ecotourism to be developed along the Pliva and Janj Rivers and nearby forests, relies on providing high quality nature-based experiences and culturally motivated ones to the visitor and requires a high level of sophistication on the part of its facilitators. When it comes to the sports and nature-based activities that the Pliva Valley can offer, it is the visitor's guide that plays a vital role that to a great extent can determine the visitor's level of satisfaction. The skills required of the different types of outdoor guides are somewhat technical as explained in the second list below. The main emphasis of this program is to lay a foundation for creating good outdoor guides.

#### (2) Other Community Groups

It is the guides and different types of service providers that need to adopt a *hospitality culture* or *service-minded tourism culture*. This need relates to a broad population of cashiers, hotel and restaurant workers, information hostesses, policemen, farmers and taxi drivers all of whom serve the visitors in major and minor ways. As tourism grows it is ideal to also sensitize more of the business community to the special needs of the tourist industry. In addition, the officials in the three municipalities also will require similar training. The school children also constitute a target population. All of these target populations need a standard set of skills that can include hospitality and hosting foreigners, basic knowledge of local and BiH society, foreign languages and the other skills as mentioned in the preceding sections. All of this can come under a program of community awareness and training.

### 7.2.2 The Solution

The EPA and PSA are the key actors in arranging the training required. They will need to raise this need with several donors in order to find funding since no formal system of guide training exists in BiH. They will also need to arrange support from the Central Bosnia Canton Tourism Association. They can tap a variety of other local organizations for their specialized knowledge including for example: the Vitorog Mountain Club, the Vebrilof Hunting Club, the Jajce Canoe/Kayak Club, the Viktorija 99 Womens Association, the Red Cross Society and the Jajce Youth Center. They can coordinate with the local schools for use of their facilities.

The sports clubs in the Pliva Sports Association will be called on to arrange specialized sports training.

A general interest program for training of all of the community groups is proposed in this master plan under the term *Guide and host training* [details in section E9.6]. The groups that it targets are the ones mentioned above. This program can develop a basic set of skills based upon training in the following topics:

1. Basics of tourism and a *tourism or hospitality culture*
2. Basic tourism laws of BiH / Federation
3. The political system of BiH / Federation
4. Geography of BiH
5. History of BiH
6. Significant Monuments and Historical Sites
7. Site Management And Resource Protection.
8. Land Mines

For the specific category of outdoor guides, the instruction will be more technical in nature<sup>1</sup> since it must develop a set of specialized skills that could include:

1. Climate and weather conditions
2. Terrain conditions
3. Wayfinding – map reading and compass skills.
4. First Aid and, if appropriate, Water Safety certification.
5. Rescue and evacuation skills and protocols.
6. Transport equipment training.
7. Communication equipment training and protocols.
8. Basic recreation equipment training – binoculars, fire starting, emergency shelter, etc.
9. Knowledge of Plants and Animals
10. Backcountry waste disposal
11. Fuel transport, storage and disposal
12. Food, water and other provisions – their preparation, delivery, and waste disposal.

Both types of training could be handled in one broad program, or in two separate ones. EPA and PSA will need to agree with the sponsors of such training on additional issues related to the training of guides, namely the best framework for getting specialist instruction up to

---

<sup>1</sup> As a part of this Study activities one-week outdoor guide training was organized in Sipobvo.

international standards in the local language, and also to the licensing of the trained guides. The Pliva area is a pioneer in arranging outdoor guide training up to international standards, a point it must make with the funding agencies.

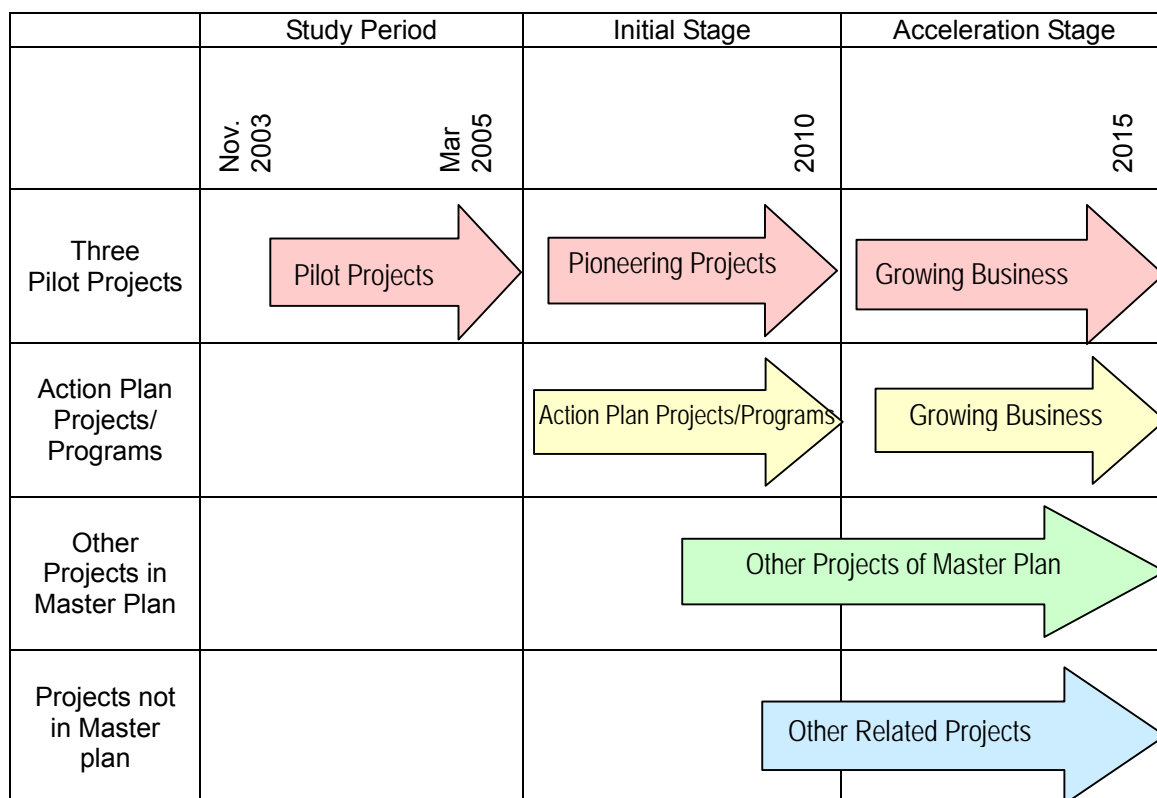




## Chapter D 8. Selection of Action Plan Projects/Programs

### 8.1 Summary of Project Ideas for Master Plan

Figure D 8.1 shows role of all the proposed pilot projects, action plan projects/programs and other projects, which are taking account of the study periods and the strategic development stages for Pliva Area.



Source: JICA Study Team

**Figure D 8.1 Role of All the Proposed Projects/Programs**

### 8.2 Criteria for Selecting Action Plan Projects/Programs

For the master plan of the Pliva Area development, JICA Study Team together with local stakeholders identified 43 projects and described in the previous chapters of this report from Chapter D 2. to D 7.

Even though all the project ideas proposed for the master plan are worth consideration for the development of the eco-tourism in Pliva area, their feasibility and relevancy in view of the Region's "Development Strategies" and "Directions for Development" (as formulated in the Chapter D1.) need to be examined.

Therefore it was decided to prioritize projects, using screening criteria that reflect the Region's development strategies and directions, from among 43 ideas proposed by local communities and the Study Team. The Study Team then formulated an Action Plan for a realistic development program.

These 43 projects and their screening results are shown in the Table D 8.1. These ideas include the three pilot projects implemented as a part of Study activities.

Concerning the three pilot projects implemented as a part of the Study activities, they have been recognized as indispensable and success and therefore are included in the Action Plan. Details of the required further development works of pilot projects are presented in Volume 2 Part D.9.3, and therefore are not repeated in this chapter.

In order to prioritize projects, the following criteria have been applied. They facilitate project screening and provide means of scoring in each criterion.

(1)      Relevance

By "Relevance" is assessed overall consistency of the project ideas in terms of alignment with the stated Development Objectives, Strategies and Directions as stated in the Chapter D 1.

1) Consistency with Development Approaches

Development approaches and strategies for this master plan are described in Chapter D 1. Consistency with them is most important to be eligible for the priority project.

2) Urgency

Some projects need immediate implementation, and others do not. Urgency refers to the degree of necessity for early implementation.

(2)      Economic Development

The criterion "Economic development" measures the extent and the size of potential regional impact to be realized by the project.

1) Economic impact

The sub-criterion measures potential economic impact of the proposed project.

**Table D 8.1 Project selection for action plan Pliva (1/2)**

Project/Program Category	Project	Relevance		Economic		Social		Resource		Maturity		Total	
		Consistency	Urgency	Impact	Job	Solidarity	Poverty	Environ't	History	Fund	Organization		
PLIVA Water Tourism	PW-1) Fishing (fly fishing and conventional fishing)	2	2	2	1	1	0	1	0	2	2	13	
	PW-2) Kayak	2	2	1	1	2	0	1	0	1	2	12	
	PW-3) Canoe	2	2	1	1	2	0	1	0	1	2	12	
	PW-4) Wildlife Viewing	2	1	1	1	1	0	1	0	0	0	7	
	PW-5) Rafting	2	1	2	1	1	0	1	0	0	1	9	
	PW-6) Pliva River Trail System (Jajce Waterfall)	2	1	1	1	1	1	1	2	0	1	11	
	<b>PW-7) Pliva River Trail System (Plivsko lake)</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>12</b>	
	PW-8) Pliva River Trail System (Jajce to Jezero)	2	1	1	1	2	1	1	0	0	1	10	
	PW-9) Pliva River Trail System (River source and Sokograde)	2	1	1	1	1	1	1	2	0	1	11	
PLIVA Agro & Forest Tourism	Eco-house	PA-1) Product Improvement	2	1	2	2	2	2	0	0	0	1	12
		PA-2) Sale of Local Products	2	2	2	2	2	2	0	0	0	2	14
		PA-3) Eco-tourism Information Service	2	2	1	1	2	0	1	1	1	2	13
	Farm Visit	PA-4) Farm Lodging	2	2	2	2	1	0	0	0	2	2	13
		PA-5) Milking & Cheese Making	2	0	1	1	1	1	0	0	1	1	8
		PA-6) Apple & Plum Harvesting	2	0	1	1	1	1	0	0	1	1	8
		PA-7) Bee Keeping	2	0	1	1	1	1	0	0	1	1	8
	Forest Visit	<b>PA-8) Herb &amp; Mushroom Picking</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>9</b>
		<b>PA-9) Bird &amp; Wild Animal Watching</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>8</b>
		<b>PA-10) Hunting</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>11</b>
		<b>PA-11) Nordic Ski</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>
		<b>PA-12) Hiking</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>11</b>
		<b>PA-13) Mountain Bike</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>6</b>
PLIVA History & Cultural Tourism	PH-1) AVNOJ Museum Reopening	2	1	1	1	1	0	0	2	1	1	10	
	PH-2) Industry Museum	0	0	0	1	0	0	0	1	0	0	2	
	<b>PH-3) Medieval Jajce Heritage</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>11</b>	
	PH-4) Sokograde fortress & Roman road	1	0	0	0	0	0	0	2	0	0	3	

Pilot projects or what has been supported by JICA Study Team

Action Plan Projects selected

**Table D 8.1 Project selection for action plan Pliva (2/2)**

Project/Program Category	Project	Relevance		Economic		Social		Resource		Maturity		Total	
		Consistency	Urgency	Impact	Job	Solidarity	Poverty	Environ't	History	Fund	Organization		
SUPPORTING PROGRAM	Tourism Resource Management	PR-1) Ecological boat campaign for garbage picking	2	2	0	0	2	0	2	0	1	1	10
		<b>PR-2) Rapid air/water quality monitoring</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>11</b>
		PR-3) Town beautification (garbage collection & flower planting etc)	2	2	0	0	1	0	2	0	1	2	10
		PR-4) Protected Area Management system	2	1	0	0	1	0	2	0	1	1	8
		PR-5) Environmental management guideline for visitors	2	1	0	0	1	0	2	1	1	1	9
		PR-6) Historic preservation of registered monuments	2	2	1	1	1	0	0	2	1	1	11
	Marketing & Promotion	<b>PM-1) Product Development with Tour Operators</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>13</b>
		PM-2) Web-site Maintenance	2	2	0	0	2	0	1	1	0	2	10
		<b>PM-3) Contact to Sports Clubs/Associations</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>10</b>
		PM-4) Tourism Fair Participation	2	2	0	0	2	0	0	0	1	1	8
		PM-5) Promotional material development	2	2	0	0	2	0	1	1	0	2	10
	Facilities & Infrastructure	PF-1) Small-scale Accommodation Program	2	2	2	2	1	0	0	0	1	1	11
		PF-2) Access Control and Traffic Management	2	2	0	0	2	0	0	1	1	1	9
		PF-3) Development of Interpretative Information	2	1	1	1	1	0	1	1	0	1	9
	Institutional & Human Resource Development	<b>PI-1) Training of guiding, hospitality, safety, environment</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>14</b>
		PI-2) Training of Forest Guards	2	2	1	1	0	0	2	0	1	2	11
		PI-3) Eco PLIVA Association as coordinating organization	2	2	0	0	2	0	1	1	1	1	10

Pilot projects or what has been supported by JICA Study Team

Action Plan Projects selected



## 2) Job opportunity

The ability of the project to create jobs is an important criterion. The sub-criterion measures the size of job opportunities to be created by the project.

## (3) Social Development

Local population should acquire the ability to develop their community by themselves and be proud of; their way of life.

### 1) Solidarity and collaboration

If the project enhances the solidarity and spirit of collaboration among people and among communities, it should be given a high priority, particularly when it encourages the collaboration across the entity border.

### 2) Poverty and gender

If the project offers chances of participation to marginalized segments of the community, it should be given a high priority.

## (4) Tourism Resource Management

Tourism resources include beautiful scenery, flora and fauna, water, air, historic and cultural heritage, which lend itself an attractive destination. Tourism resource management is essential for the sustainable tourism development.

### 1) Contribution to Environmental Improvement

Exploitation and conservation of environment should be balanced in a sustainable way.

### 2) Contribution to historic conservation

Despite effort of “the Commission to Preserve National Monuments of BiH,” many of the registered built heritages are in poor state. A project can have a positive impact in this regard.

## (5) Project Maturity

### 1) Managing Organization

One of the major lessons JICA Study Team have learned from the pilot project implementation is that “good managing organization” is essential for success.

### 2) Fund availability

Needless to say, availability of fund makes a project readily implement able.

Table D 8.2 show the summary of criteria and scored for action plan.

Table D 8.2 Criteria and Scores Used to Select Projects for Action Plans

		Criteria		Score	
1	Relevance	Consistency with Development Approach	The project idea aligns well with the stated Strategies and Directions of Development.	0	No correspondence
				1	Some correspondence
				2	Large correspondence
		Urgency	The project needs urgent implementation.	0	No urgency
				1	urgency
				2	Extreme urgency
2	Economic Development	Economic Impact	The project brings economic impact to the Region	0	No impact expected
				1	Some impact expected
				2	Large impact expected
		Job Opportunity	The project offers job opportunities to the residents of the Region	0	No opportunity
				1	Some opportunity
				2	Good opportunity
3	Social Development	Solidarity and Collaboration	The project enhances solidarity and collaboration among people and among communities of the TWO entities	0	No collaboration expected
				1	Some collaboration expected
				2	Broad collaboration expected
		Poverty and Gender	The project offers the chance of participation to the marginalized segments of the community	0	No chance to participate
				1	Some chance to participate
				2	Large chance to participate
4	Tourism Resource Management	Contribution to Environmental Improvement	The project facilitates environmental improvement and conservation	0	No improvement expected
				1	Some improvement expected
				2	Large improvement expected
		Contribution to Historic Conservation	The project facilitates historic conservation	0	No contribution expected
				1	Some contribution expected
				2	Large contribution expected
5	Project Maturity	Fund Availability	The project has a good chance to be funded by private, public, or donor sector	0	Difficult to get funded
				1	Some potential to get funded
				2	Fund source identified
		Managing Organization	Managing organization has been identified and ready for implementation of the project	0	Not identified or weak
				1	Identified but need to be enhanced
				2	Identified and capable



### 8.3 Selection of Pliva Action Plan Projects/Programs

JICA Study Team has evaluated each of the project ideas in the master plan with the above-mentioned criteria. Table D 8.3 shows the resulting rating of the project ideas for master plan.

Selected projects for action plan are as follows:

**Table D 8.3 Action Plan Projects/Programs Selected**

	Name of project / program for Action Plan	Code No.*(1)	Project / program Category
1	Pliva River Trail System: Plivsko Lake	PW-7	Pliva Water Tourism
2	Pliva Forest Visit	PA-8, PA-9, PA-10, PA-11, PA-12, PA-13	Pliva Agro & Forest Tourism
3	Medieval Jajce Heritage	PH-3	Pliva History & Cultural Tourism
4	Rapid Air / Water Quality Monitoring	PR-2	Tourism Resource Management
5	Collaboration on Product Dev't with Tour Operators	PM-1, PM-3	Marketing & Promotion
6	Eco-tourism Training Program	PI-1	Institutional & Human Resource Development

\*(1) Code numbers are given in Table E 8.1

Some Action Plan Projects/Programs mentioned in the above table are a combination of multiple projects of the Master Plan. For example, Forest Visit project is a bundle of six project ideas such as Herb & Mushroom Picking, Bird & Animal Watching, Hunting, Hiking, etc. Each individual project idea is so small that they might not be able to generate significant impact as eco-tourism products. Since these six activities take place in forest, they have common target tourists, procedure, management, and coordination. Finally, these six project ideas have been integrated into one project and named "Pliva Forest Visit." Same kind of operation was made for another Action Plan Projects/Programs as well.

### 8.4 Integrated Concept of the Action Plan

The six projects/programs selected for the Pliva Action plan would produce a synergy effect when implemented together and with the on-going pilot projects. All these projects/programs will develop Pliva as regional brand and receive maximum number of tourists with minimum investment. The structure of the Action Plan is shown in the figure below.

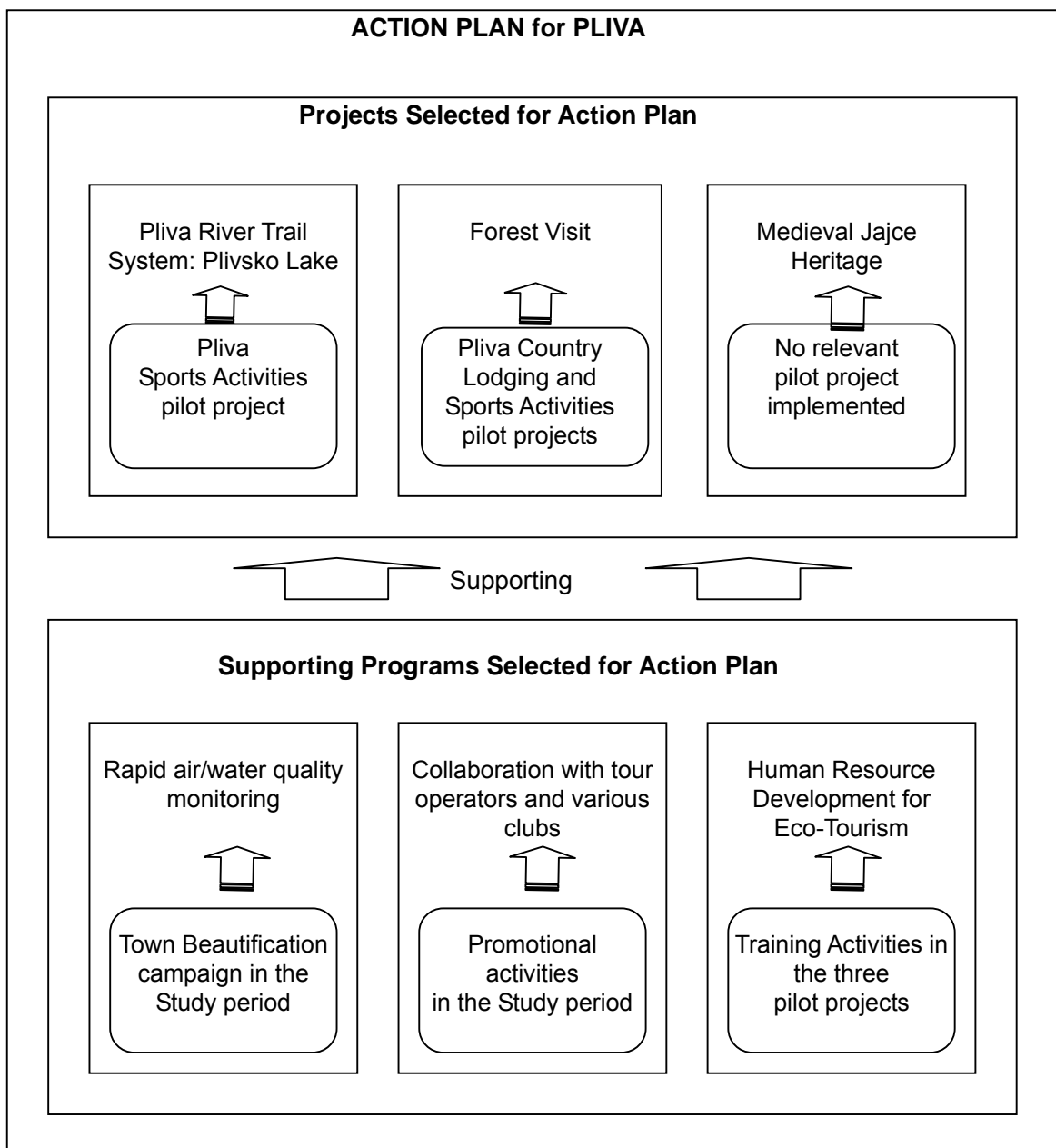


Figure D 8.2 Structure of Action Plan

Figure D 8.2 indicates that most of the Action Plan Projects/Programs (except Medieval Jajce heritage) have their root in what JICA Study Team assisted during its Study period such as pilot projects and beautification campaign. Three supporting programs support three projects.

Figure D 8.3 shows the special distribution image of Action Plan Projects/Programs.

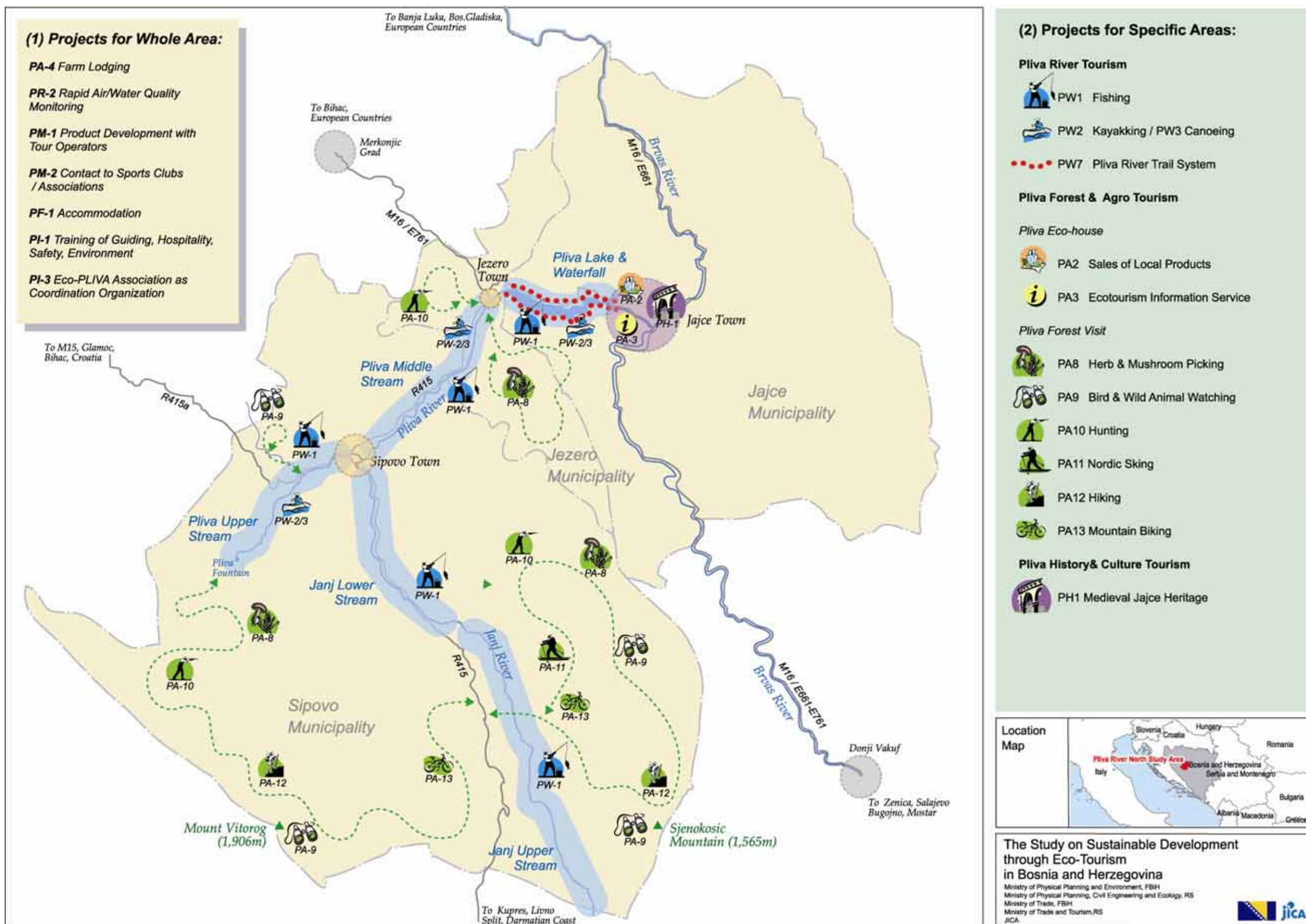


Figure D 8.3 Action Plan Projects/Programs of Pliva Study Area

## Chapter D 9. Outline of the Proposed Projects/Programs

### 9.1 Outline of the Action Plan Projects/Programs

#### 9.1.1 Pliva River Trail System: Plivsko Lake

##### (1) Project Brief

The goal of this project is to improve access, strengthen recreation opportunities, and generate economic and environmental management benefits by linking the Pliva Area's tourist activities by means of a well designed trail and road system. Each type of sport and recreation activity in the Pliva Area will be strengthened by creating a well coordinated system of trails and roads that will be called the Pliva River Trail System. The first segment of the trail system will extend from the Water Mill Park at Jajce to the western end of the Great Plivsko Lake at Jezero.

Successful implementation of the Pliva River Trail System will result in increased visitor enjoyment of the Pliva River Region, economic efficiency, and improved environmental resource management. It is especially important to emphasize the environmental quality benefits for the region because environmental quality is essential for accomplishing sustainability. Improved natural resource management can occur because a well designed trail system provides the opportunity to use best practices natural resource management and monitoring techniques.

**Table D 9.1 PW-7 Pliva River Trail System Project Sheet**

Project Code / Title	PW-7 Pliva River Trail System: Plivsko Lake
1. Objectives & Expected Outputs	<p><b>Objective:</b> To improve and facilitate the visitor satisfaction of the recreation and sports activities.</p> <p><b>Expected Output:</b> Increase visitor enjoyment of the sport and recreation activities and create an improved reputation. This will positively impact business and make a positive contribution to marketing and promotion.</p> <p><b>Objective:</b> To create recreation facilities, signage, and infrastructure improvements, especially access, that will directly contribute to the economic efficiency of the tourism businesses and the economic development of the region.</p> <p><b>Expected Output:</b> There are currently limited sport and recreation facilities available where Pliva Area tourists can spend money. The creation of tourist facilities and methods for assisting tourists will</p>

Project Code / Title	PW-7 Pliva River Trail System: Plivsko Lake
	<p>enable businesses to provide services that tourist would be willing to buy.</p> <p><b>Objective:</b> To implement trash collection and pollution prevention measures that will directly improve the environmental quality of the region.</p> <p><b>Expected Output:</b> Improve environmental quality and the scenic beauty of the Pliva Area.</p> <p><b>Objective:</b> To use the trail system to monitor the region's natural resources.</p> <p><b>Expected Result:</b> To provide Resource Mangers with the access needed to frequently and competently evaluate the quality of the environmental conditions in order to sustain them.</p>
2. Location	Jajce and Jezero, Plivsko Lake
3. Background	<p>This project is the creation and implementation of a Plivsko Lake Trail System that will be accomplished by building new trail routes that will begin at the Water Mill Park at Jajce to Jezero.</p> <p>A series of recreation facilities will be located along the trail such as platforms that may be used for sport-fishing, wildlife viewing, and picnic. Additional facilities will include benches, picnic areas, nature and heritage information signs, and trail directional signs.</p> <p>The Pliva River Trail System can be very effectively used to improve the environmental management of the region. This can be accomplished when trained resource managers use the trail system to monitor the conditions of the natural resources. The trail system thus provides access to resource managers as well as tourists.</p>
4. Task & Schedule	<p>Short term measures to 2010:</p> <ul style="list-style-type: none"> <li>a) Avoiding land mines - 2006</li> <li>b) Site assessments and design works-2006: determination of trail route, a variety of facilities, and the location of signage.</li> <li>c) Construction-2007-08: trail and facilities (signage, resting spaces, furnishing, etc.)</li> </ul> <p>Long terms measures-after 2010:</p> <ul style="list-style-type: none"> <li>- Visitor center design and construction</li> </ul>
5. Development & Management Organizations	<p>Jajce Municipality  Jezero Municipality  Pliva Sports Association  Vitorog Mountain Club  Kayak and Canoe Clubs  Sport-fishing Clubs  Trebliof Hunting Club  Youth Associations  Hydro Electric Company  Relevant Forest Owners  Local Schools</p>

Project Code / Title	PW-7 Pliva River Trail System: Plivsko Lake
6. Main Beneficiaries	Residents - Children and adults Tourists Tourism Businesses
7. Initial Cost	1,509,000KM (2005-2008)
8. Financial Resources or Potential Donor Support	May be covered by regular budget of municipality or loan from EU
9. Revenue	No direct revenue, hotels & restaurants, tour operators & guides, boat rental, sports instructors will earn generate sales.

## (2) Preliminary Design

There are two development works involved in this facilities planning: a) renovation / construction of trail at Plivsko Lake; and b) signage fabrication and site furnishing. Components involved in the project are summarized in Table D 9.2 involving the trail, signage, and site furniture.

**Table D 9.2 Components of Facilities Development of the Pliva River Trail System**

Components	Notes
Renovation & Construction of Trail	<p>&lt;Trail 1: Lower lake&gt;</p> <ul style="list-style-type: none"> <li>- Total length: 3.0km</li> <li>- New construction: L=2.0km, W=2.5m (Tarmac pavement)</li> <li>- Renovation (reuse of existing road): L=1.0km, W=2.5m (Tarmac pavement)</li> </ul> <p>&lt;Trail2: Upper lake&gt;</p> <ul style="list-style-type: none"> <li>- Total length: 12.5km</li> <li>- New construction: L=4.0km, W=2.5m (Tarmac pavement)</li> <li>- Renovation (reuse of existing road): L=6.5km, W=2.5m (Tarmac pavement)</li> <li>- Board walk in wet meadow: L = 2.0km, W = 1.5m</li> <li>- Landscaping: 3,000sqm (total)</li> </ul>
Signage Fabrication	<ul style="list-style-type: none"> <li>- 28 signs: 2 entrance sign, 10 interpretive signs, 16 directional signs</li> </ul>
Site Furnishing	<ul style="list-style-type: none"> <li>- 5 platforms</li> <li>- 5 shade structures (5m*5m)</li> <li>- 30 benches</li> <li>- 20 picnic tables</li> </ul>

Source: JICA Study Team

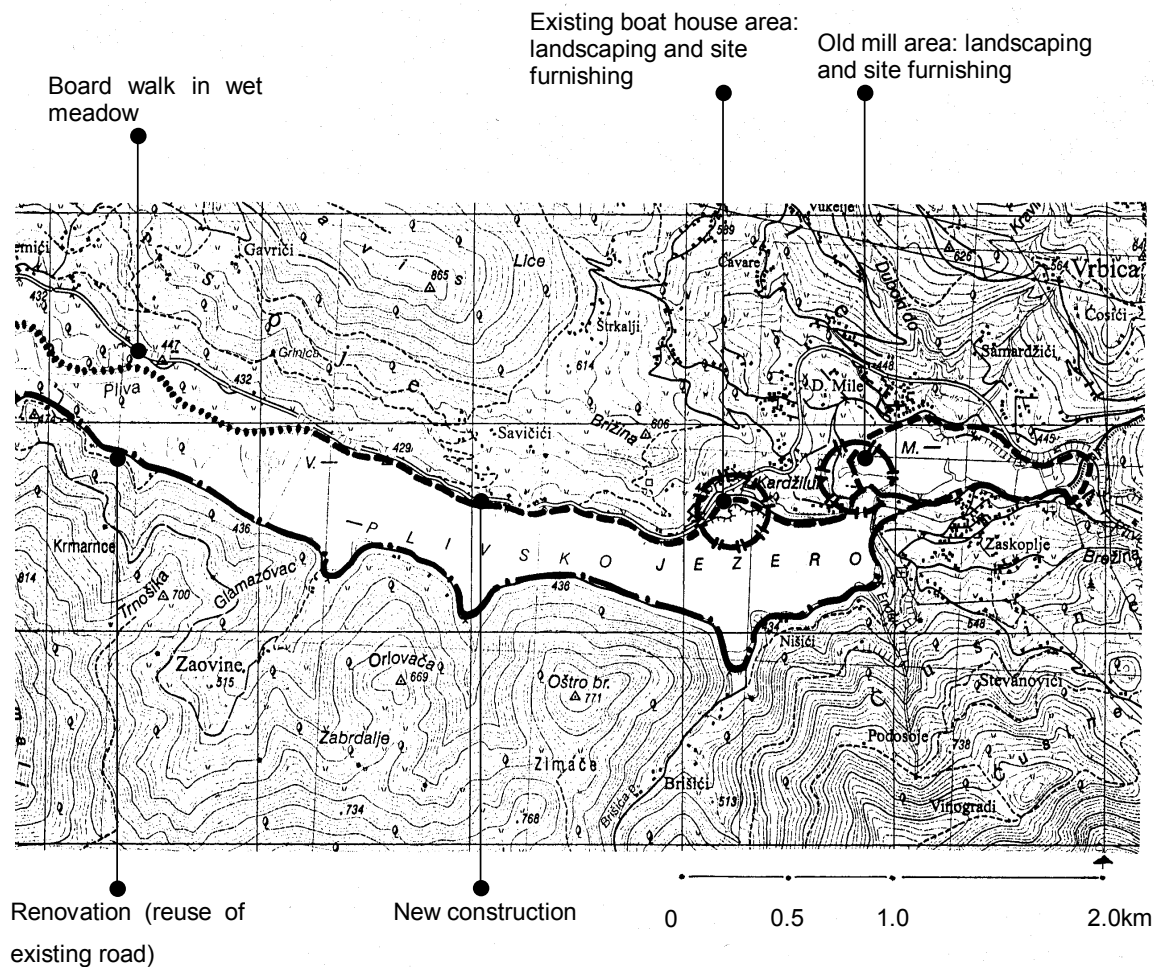


Figure D 9.1 Location of the Pliva River Trail System: Plivsko Lake



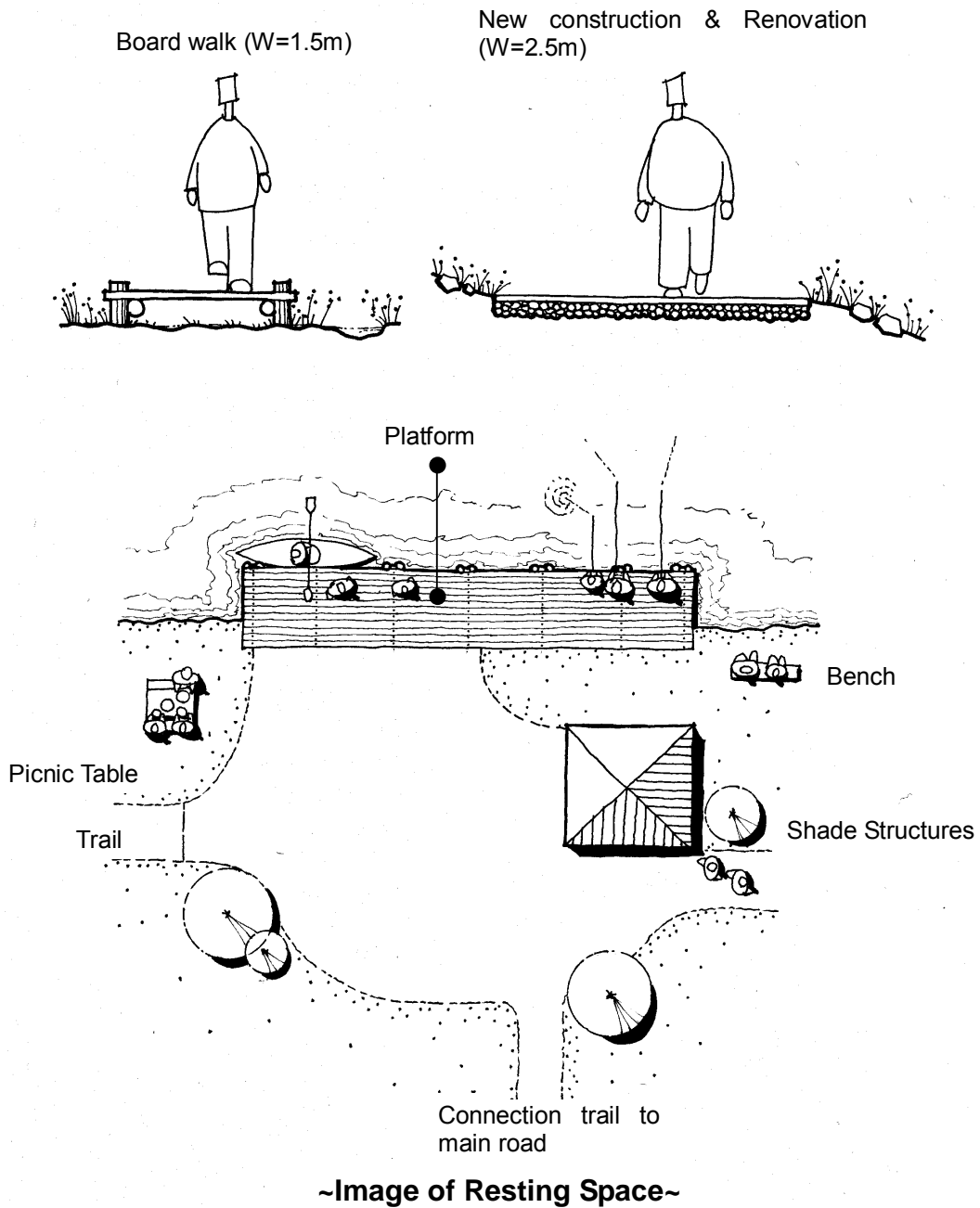


Figure D 9.2 Trail Section and Resting Space Image

### (3) Cost Estimate

Costs of the facilities to be provided by the project are summarized in Table D 9.3. The total cost is estimated at 1,509,000KM.

**Table D 9.3 Cost Estimate for Pliva River Trail System: Plivsko Lake**

Unit: KM

Items	Quantity	Unit Cost	Cost	Notes
1.Trail (new construction)	6,000m	125	750,000	W=2.5m
2.Trail (renovation)	7,500m	50	375,000	W=2.5m
3.Trail (board walk)	2,000m	110	220,000	W=1.5m
4.Landscaping	3,000sqm	20	60,000	
5.Signage fabrication	One unit	-	13,000	Design and construction
6.Site Furnishing	All units	-	91,000	Platforms, shade structures, benches, and picnic tables
<b>Total</b>			<b>1,509,000</b>	

Source: JICA Study Team

### 9.1.2 Pliva Forest Visits

#### (1) Project Brief

The program will effectively utilize pristine forest resources and introduce / diversify eco and nature oriented tourist products such as herb/mushroom picking, bird/wildlife watching, hiking, mountain biking, Nordic skiing, hunting activities into Pliva area. It will include light physical works of diversified forest trail network improvements with guiding/information sign, resting and/or observation place. It will also contain educational components of knowledge of environmental awareness, flora and fauna and training programs for each activities.

**Table D 9.4 Pliva Forest Visit Project Sheet (PA-8 to PA-13)**

Project Code / Title	PA-8: Herb/mushroom picking to PA-13: Mountain Bike
1. Objectives & Expected Outputs	<p><b>Objective:</b> To improve and facilitate the visitor satisfaction of the eco/nature oriented diverse activities.</p> <p><b>Expected Output:</b> Increase visitor enjoyment of the eco/nature activities and create an improved reputation. This will positively impact business and make a positive contribution to marketing and promotion.</p> <p><b>Objective:</b> To create and establish forest trail network with improvement of existing forest trail, logging road, etc, resting / observation places, signage, that will directly contribute to the economic efficiency of the tourism businesses and the economic development of the region.</p> <p><b>Expected Output:</b> There are currently many kinds of trails and roads, which can be effectively and attractively networking for forest trail of eco/nature activities. The creation of forest trail for assisting tourists will enable businesses to organize new eco/nature tourism products that tourist would be willing to join.</p> <p><b>Objective:</b> To implement education programs of flora, fauna, nature, eco-system and environmental awareness that will properly improve the levels of guide and instructors for proposing tourist products in the region.</p> <p><b>Expected Output:</b> Attract tourists and monitor/improve environmental quality.</p> <p><b>Objective:</b> To implement general training program of hospitality industry and specialized programs of medical herb/mushroom selection / utilization, habitat of birds/mammals, course setting / technique of Nordic skiing, hiking, safety and security with appropriate equipment and machinery supply.</p> <p><b>Expected Result:</b> To provide proper, attractive and safety guiding and instruction for each tourism products.</p>
2. Location	Sipovo and the part of Jezero and Jajce (except mine contamination area)
3. Background	<p>This project is the creation and implementation of a Pliva Forest Trail System that will be accomplished by improving and networking the existing trails and roads in forests.</p> <p>A series of proposing tourist products will be covered and linked by the newly establishing forest trail network.</p> <p>The Forest Trail System can be very effectively used to improve the environmental management of the region. This can be accomplished when trained resource managers use the trail system to monitor the conditions of the natural resources. The trail system thus provides access to resource managers as well as tourists.</p>

Project Code / Title	PA-8: Herb/mushroom picking to PA-13: Mountain Bike
4. Tasks & Schedule	Short term measures to 2010: a) Potential resource identification, land mines information collection (avoiding mine hazard), forest route. b) Site assessments and design works-2006: determination of trail route, a variety of facilities, and the location of signage. c) Construction-2007-09: trail improvement and facilities development (signage, resting / observation spaces, landscape furniture, etc.) d) Environmental education and specialized training program e) and procurement of equipments and machineries for operation. Long terms measures-after 2010: - Visitor center design and construction
5. Development & Management Organizations	Sipovo/Jajce/Jezero Municipalities Sipovo and Jajce Forest Enterprises Pliva Sports Association Vitorog Mountain Club and other clubs Herb/Mushroom Collection Associations Trebliof Hunting Club and other clubs Youth Associations
6. Main Beneficiaries	Residents - Children and adults Tourists Eco and Nature tour operators and other tourism businesses
7. Initial Cost	2,350,000KM (2005-2009)
8. Financial Resources or Potential Donor Support	May be covered by regular budget of municipality or loan from foreign donors
9. Revenue	No direct revenue, license / admission fee, eco/nature tour operators & guides, sports instructors, other tourism related business will earn generate sales.

## (2) Preliminary Design

There are three development works involved in those facilities planning: a) renovation of main trail, b) renovation of sub-trail and c) signage fabrication and site furnishing. Also educational and training programs are indispensable to utilize the establishing forest trail system with appropriate equipment and machinery supply to operate the proposing tours. Components involved in the project are summarized in Table D 9.5 involving the trail, signage, and site furniture.

**Table D 9.5 Components of Facilities Development of the Pliva Forest Visit**

Components	Notes
Renovation of trail	<p>&lt;Renovation-1: Main Trail &gt;</p> <ul style="list-style-type: none"> <li>- Total length: 30km</li> <li>- Width=2.5m or wider existing trail or road (tarmac /or earth pavement)</li> <li>- Landscaping: 3,000sqm (600sqm X 5places)</li> </ul> <p>&lt; Renovation-2: Sub-Trail&gt;</p> <ul style="list-style-type: none"> <li>- Total length: 60km</li> <li>- Width=1.5m or wider existing trail (tarmac /or earth pavement)</li> <li>- Landscaping: 3,000sqm (300sqm X 10places)</li> </ul>
Signage Fabrication	<ul style="list-style-type: none"> <li>- 60 signs: 4 entrance sign, 90 interpretive signs, 150 directional signs</li> </ul>
Site Furnishing	<ul style="list-style-type: none"> <li>- 5 resting /or observation spots</li> <li>- 5 shade structures (5m*5m)</li> <li>- 30 benches</li> <li>- 20 picnic tables</li> </ul>
Environment and Nature Education	<ul style="list-style-type: none"> <li>- Flora/fauna/nature/eco-system</li> <li>- Environmental awareness</li> </ul>
Specialized Training Program	<ul style="list-style-type: none"> <li>- General training program of hospitality industry</li> <li>- Specialized programs-1: selection / utilization of medical herb/mushroom,</li> <li>- Specialized programs-2: habitat of birds/mammals,</li> <li>- Specialized programs-3: course setting / technique of Nordic skiing,</li> <li>- Specialized programs-4: mountaineering/hiking,</li> <li>- Specialized programs-5: safety and security</li> </ul>
Equipment and Machinery Supply	<ul style="list-style-type: none"> <li>- Handbook and pamphlet of medical herbs and mushroom, dryer</li> <li>- Handbook and pamphlet of birds/mammals and binoculars/camera</li> <li>- Sets of Nordic ski and snow walking shoes</li> <li>- Sets of hiking equipment (including tent / sleeping bag / cooking / etc)</li> <li>- Sets of first aid and emergency communication tool</li> <li>- Mountain bicycles and maintenance equipment</li> <li>- Vehicles for passengers and goods</li> </ul>

Source: JICA Study Team

### (3) Cost Estimate

Costs and fees of the project to be provided by the project are summarized in Table D 9.6. The total cost is estimated at KM.

**Table D 9.6 Cost Estimate for Forest Visit**

Unit: KM

Items	Quantity	Unit Cost	Cost	Notes
1.Trail renovation-1: main	30,000m	20	600,000	W=2.5m
2.Trail renovation-2: sub	60,000m	10	600,000	W=1.5m
4.Landscaping	6,000sqm	20	120,000	
5.Signage fabrication	One unit	-	300,000	Design and construction
6.Site Furnishing	All units	-	300,000	Observation / resting spots, shade structures, benches, and picnic tables
7. Education Program	3days course X 3courses X 2times X 4years	2,000	48,000	Environment awareness and nature
8. Training Program	3days course X 7courses X 2times X 4years	2,000	112,000	General, herb and mushroom picking, bird and mammal watching, Nordic ski, hiking, mountain biking, safety
9. Equipment/machinery	All units	-	270,000	
<b>Total</b>			<b>2,350,000</b>	

Source: JICA Study Team

### 9.1.3 Medieval Jajce Heritage

#### (1) Project Brief

The program will physically upgrade the medieval sector of Jajce to sustainably receive growing numbers of visitors for tourism and recreational purposes, to become the region's favorite old town in all seasons of the year. It will include light physical works further improving the fortress, the old walls, St. Mary's Church and selected walkways plus other heritage features. It will contain an educational component installing informative multi-lingual signage at strategic spots to promote self-guided touring on foot. There will also be educational exhibits installed for display.

Two additional components address basic urbanistic needs, the first being traffic management and the second the adoption of a building code. The popularity of the town is growing and the competition between motor traffic and foot traffic through its core must be managed carefully during peak tourist periods so this plan will provide a framework for orderly traffic growth. It will also propose architectural recommendations for the old town, which is receiving funding from families abroad for the rebuilding of homes. This program will

enable the old town to secure its role as a major cultural destination of international appeal across the Ex-Yugoslavian region.

(2) Project Summary Table

**Table D 9.7 PH3 Medieval Jajce Project Sheet**

Project Code / Title	PH3 Medieval Jajce Heritage
1. Objectives & Expected Outputs	<p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>- To introduce sustainability into the management of this area to achieve an optimal pattern of rebuilding and usage.</li> <li>- To preserve the medieval features while using them for increased commercial and recreational activities</li> <li>- To improve the district's ability to serve as a regional recreational center and support more businesses and jobs</li> </ul> <p><b>Outputs:</b></p> <p>Physical works: Improvements of fortress environs and selected walkways for purposes of stabilization, visitor safety and esthetics.</p> <p><b>Urbanistic:</b> Enhancement of the old town's medieval character with only a limited increase in the commercial character of the old town from new construction.</p> <p>Preparation of the <i>Jajce Historic District Management Plan</i>. Jajce to win awards for heritage preservation.</p> <p><b>Functional:</b> Substantial growth in pedestrian and vehicle traffic without congestion or air pollution including peak periods and popular public events.</p>
2. Location	Jajce, old town
3. Background	<p>Jajce has artifacts from prehistoric times, but is best known for its fascinating medieval town, its role as the last Bosnian kingdom to fall before the Ottoman era, and more recently its fame as the site of the crucial AVNOJ Partizans congress during World War II leading to the birth of Tito's Yugoslavian nation. It has its place in history and is the subject of numerous paintings and artworks.</p> <p>Jajce serves as an excellent gateway to the Pliva Valley for tourism. The medieval heritage of Jajce is widely known and vehicle and pedestrian traffic is growing for recreational and tourist purposes. Investment in businesses and house restorations is growing and much of the investment is coming from Bosnians living abroad with origins in Jajce. There are dangers of congestion and overly commercial new development as the pace of investment grows. The old town and its heritage buildings need to undergo improvement for the sustainable growth of tourism and businesses.</p>
4. Tasks & Schedule	<p>Short term measures to 2010:</p> <p>a) Jajce Fortress &amp; environs-2006-7: Initial diagnosis &amp; plan of needed works for consolidation, essential visitor safety, educational content, lighting systems, visitor conveniences.</p>

Project Code / Title	PH3 Medieval Jajce Heritage
	<p>b) Heritage trails-2006: Upgrading walkways up to 750 meters long with street furniture, signage, handrails &amp; safety features, re-cobbling of key stretches.</p> <p>c) St. Mary Church adaptation to arts house-2006-7: Archaeological survey.</p> <p>d) Traffic management-from 2006: Multi-phase plan for pedestrian and motor traffic management, providing new lots, restrictions, transport for remote parking, adjusted traffic patterns.</p> <p>e) Management plan with voluntary building code 2007: Preparation of <i>Historic District Management Plan</i>. Will specify optimal volumes, materials &amp; colors, lighting in a voluntary, community-agreed building code; to include proposal for creation of the <i>Jajce Heritage Preservation Trust</i>. Training of town officials in the application of the plan will be provided.</p> <p>Long term measures-after 2015:</p> <ul style="list-style-type: none"> <li>- Streets: cobbling of streets such as H.V. Hrvatnica Street [Travnik Tower to Banja Luka Tower] with street furniture &amp; lighting</li> <li>- Parking: construction of deck parking outside of old town for concession operation</li> <li>- Visitor transport: operation of shuttle services along touring loop during summer season under concession linking falls, old town, watermills park, parking lots.</li> <li>- Regulatory: adoption of mandatory building code per adaptation of voluntary code; creation of the <i>Jajce Heritage Preservation Trust</i>.</li> </ul>
5. Development & Management Organizations	<p>Overall management: Jajce Municipality, to be active in all components.</p> <p>a) Jajce Fortress &amp; environs: Approval of Commission to Preserve National Monuments [Sarajevo], with participation of Jajce's Society for Protection of Cultural Treasures.</p> <p>b) Heritage trails: Same as a). This program can be combined with regular sidewalk rebuilding and the sewage renewal program.</p> <p>c) St. Mary Church adaptation: Same as a) with possible donor role.</p> <p>d) &amp; e): Municipality's transport and planning officers are the key government officials.</p>
6. Main Beneficiaries	<p>a) Consumer businesses of all kinds [food, entertainment, lodging, souvenirs, etc.] in the Jajce urban center &amp; any employees through rising sales.</p> <p>b) All farmers &amp; businesses supplying food/beverage outlets in Jajce through rising sales including arts &amp; crafts makers, artists with performances.</p> <p>c) Property owners in and near urban center per well preserved character of heritage district.</p>



Project Code / Title	PH3 Medieval Jajce Heritage
7. Initial Cost	<b>1,762,000KM (2005-2010)</b>
8. Financial Resources or Potential Donor Support	<p><b>Trail works &amp; study for transport &amp; building code:</b> may be covered by regular budget of municipality. (possible small grant from EURED, Japanese Grassroots)</p> <p><b>Jajce Fortress &amp; St Mary Church works:</b> Possibility of donor grant because of national symbolism and stimulus to region's tourism. Commission to Preserve National Monuments can assist in funding search.</p> <p><b>Historic District Management Plan &amp; training:</b> Need for foreign expertise and possibility of donor funding.</p>
9. Revenue	<p><b>Jajce Fortress:</b> Ticket sales for visitors touring this property.</p> <p><b>Touring trails:</b> No direct revenues; tour operators &amp; tour guides will earn generate sales.</p> <p><b>St. Mary Church:</b> Ticket sales for cultural performances will generate rental revenue for municipality. Exhibits may also pay rental fees.</p> <p><b>Traffic management:</b> Concession firm to gain revenues from parking lot fees. Visitor shuttle operating on touring loop may charge fees.</p> <p><b>Building code:</b> In long term this may lead to designation of special tax district for benefiting property owners in the historic district.</p>

### (3) Specific Considerations

#### **Target markets / Clientele**

This project enables Jajce Municipality to adopt modern tools of planning and management enabling the historic district to sustainably receive a growing volume of visitors including international visitors as it becomes a major focus in the region for tourism and entertainment. It will become a destination primarily for tourists from BiH and from the Ex-Yugoslavian region, pursuing cultural interests and the many sports and nature-based activities offered in the valley. School groups also represent a target clientele.

#### **Key resources utilized**

The project makes heavier use of key buildings and walkways in the historic district in accordance with principles of sustainability reflected in the historic district management plan. Foreign expertise will be needed for development of the plan and training of officials in its application.

#### **Management considerations**

The urban planning office of Jajce Municipality will have primary responsibility for this project, backed up by FBiH's Ministry of Construction and the Commission to Preserve National Monuments, the relevant heritage agency. This municipality is to eventually create the Jajce

Heritage Preservation Trust as an agent to manage the historic district more effectively<sup>2</sup>. These innovations all represent success in building up the management capabilities of the municipality in managing this district for sustainability.

### **Supporting structure**

The local NGO, the Society for the Protection of Cultural Treasures, along with the heritage captain of the Eco Pliva Association will act as vitally interested stakeholders in developing the political will to proceed with this project. They are to lobby alongside the municipality to secure donor funding and expertise for the intended projects for execution before 2010. They will exert their influence through participation in steering committees overseeing this work. The Heritage Commission of BiH will also be consulted as necessary.

#### (4) Preliminary Design

There are three physical works involved in this project: a) Jajce Fortress and environs, b) Heritage trails, and c) St. Marry Church Adaptation to arts house. Components involved in the project are summarized in Table D 9.8.

**Table D 9.8 Components of Facilities Development of the Jajce Heritage program**

Components	Notes
Jajce Fortress and environs	a) Initial diagnosis & plan of needed works for consolidation b) Lighting systems (illumination of Fortress) c) Visitor conveniences (signage, open-air theater, benches, shelter, toilet)
Heritage trails	a) Heritage trail (re-cobbling of pavement) L=750m b) Street furnishing (signage, handrails, lighting, benches) c) Parking lot (10 cars)
St. Marry Church Adaptation	a) Archaeological survey & plan
Traffic management	a) Traffic sign board for vehicle access control b) Remote car parking development c) Public transport service between remote car parking to old town
Historic District management plan	a) Management plan making based on community participation method b) Establish building code to conserve historic district based on community consensus c) Establish Jajce Heritage Preservation Trust

Source: JICA Study Team

<sup>2</sup> Trusts are non-profit organizations vested with authority over heritage landscapes and properties including some control on construction and land uses.

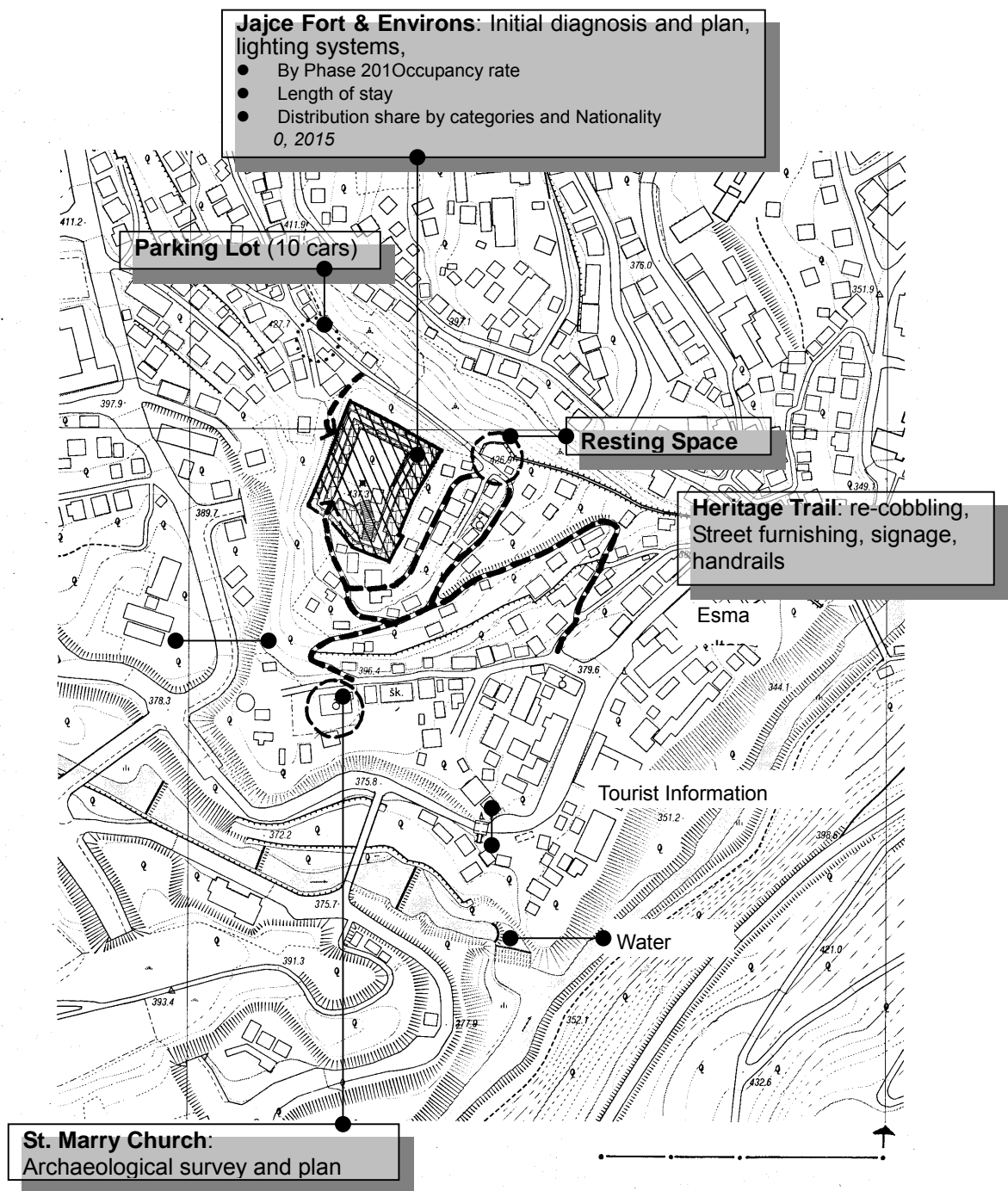


Figure D 9.3 Location of the Facilities

## (5) Cost Estimate

Costs of the facilities to be provided by the project are summarized in Table D 9.9. The total cost is estimated at KM.

**Table D 9.9 Cost Estimate for Tourism Facilities and Plan**

Unit: KM

Items	Quantity	Unit Cost	Cost	Notes
Jajce Fortress and environs	One unit	50,000	50,000	Initial diagnosis and plan
	3000sqm	300	900,000	Lighting systems, visitor conveniences (signage, open-air theater, benches, shelter, toilet)
Heritage trails	750m	200	150,000	Re-cobbling (pavement)
	One unit	50,000	50,000	Street furnishing (signage, handrail, lighting, benches)
St. Marry Church Adaptation	One unit	50,000	50,000	Archeological survey & plan
Traffic management	One unit	512,000	512,000	Traffic sign boards, remote car parking and public transport service
Historic district management plan	One unit	50,000	50,000	Plan making, building code,
<b>Total</b>			<b>1,762,000</b>	

Source: JICA Study Team

**9.1.4 Rapid Air and Water Quality Monitoring**

## (1) Project Brief

The Project consists of two components. One is to conduct basic (rapid) air quality monitoring to get air quality data, which could evaluate air pollution impacts by exhaust gases from *Electrobosna* factories at Jajce town; the other one is to conduct basic (rapid) water quality monitoring in the Pliva River, including the Plivsko Lake within the Pliva Area.

Both components are not only monitoring activities, but also environmental seminars to consider effective countermeasures based on the scientific data, which could be get the sampling and the analyses of each monitoring.

On the other hand, the most important objective of the rapid air quality monitoring is to identify the air pollution level by the exhaust gases from the factories. Because degraded landscape of Jajce town by the exhaust gases is one of the largest barriers by the degraded

landscape for tourism development at Jajce town. Diffusing exhaust gases cause the degraded landscape and atmosphere of Jajce town.

It is essential that both components should be involved with the local peoples in order to raise or enhance environmental awareness of the residents and visitors.

(2) Project Summary Table

**Table D 9.10 Rapid Air / Water Quality Monitoring Project Sheet**

Project Code / Title	PR-2: Rapid Air / Water Quality Monitoring Project
1. Objectives & Expected Outputs	<p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1) To conduct basic air quality sampling and analysis for understanding present air quality situations in Jajce town.</li> <li>2) To conduct basic water quality sampling and analysis for understanding present water quality situations of the Pliva River within the Pliva Study Area.</li> <li>3) To get evidence of air pollution and scientific data of water quality to consider appropriate countermeasures for the possible pollution</li> </ol> <p><b>Outputs:</b></p> <ul style="list-style-type: none"> <li>- Get basic scientific and rational data in terms of air quality at Jajce Town</li> <li>- Get basic scientific and rational data in terms of water quality Pliva River</li> <li>- Improve environmental awareness and facilitate ecology sense of the residents through participating the Seminar.</li> </ul>
2. Location	<p>Jajce Town Center Area (Air quality monitoring: 4 sampling points close to the factories)  Pliva River within the Pliva Study Area (Water quality monitoring: 10 sampling points Jajce to Sipovo)</p>
3. Background	<p>The two factories, which produce ferrous silicone materials, are located at very close to the center of Jajce town. These factories are operating every day of day and night times, and are exhausting gases from the chimneys. These gases (smog) are already degrading present landscape of Jajce town. Moreover, the smog has high possibility to increase on the health problems of the local residents at Jajce town. However, there is no data/evidence to judge the air quality situations, therefore, a responsible public sectors could not conduct any enforcement measures to stop or mitigate the high-pollution risk operations.</p> <p>Concerning the water quality, contamination problems already confirmed For example, and bacteria in the some surface water points of the Pliva River exceeds the BiH standards. However, a water quality sampling and analysis were conducted in the Pliva River one time on 2004. It is need to conduct the regular base basic water quality sampling and analysis to judge the present water</p>

Project Code / Title	PR-2: Rapid Air / Water Quality Monitoring Project
	quality situations in the Pliva River. Also, this monitoring will be useful for considering appropriate countermeasures to the sampling surrounding sites.
4. Tasks & Schedule	<p><u>Short term measures to 2010:</u></p> <p>a) Air Quality Monitoring 2006:</p> <ul style="list-style-type: none"> <li>- Air quality sampling (6 times per year for each 4 point at Jajce town)</li> <li>- Air quality analysis (6 times per year for each basic parameter Essential analysis parameters: PM10, SO<sub>s</sub>, NO<sub>2</sub>)</li> </ul> <p>b) Water Quality Monitoring</p> <ul style="list-style-type: none"> <li>- Water quality sampling (4 times per year for each 10 point in the Pliva River)</li> <li>- Water quality analysis (4 times per year for each 10 point in the Pliva River) Essential analysis parameters: pH, DO, SS, Turbidity, BOD, COD, Coli form, etc.,)</li> </ul> <p>2007 - 2010</p> <p>a) Continue the above air and water monitoring</p> <p>b) Environmental education seminar</p> <ul style="list-style-type: none"> <li>- Environmental seminar (4 times per year) based on air and water quality analysis results to consider effective countermeasures for present and future pollution problems</li> <li>- Environmental seminar in terms of nature discovery in Pliva River and air and water sampling skills (4 times per year)</li> </ul> <p><u>Long-term measures-after 2010:</u></p> <ul style="list-style-type: none"> <li>- Continue the above air and water quality sampling activities by more local initiatives by continuous support by local and foreign expertise</li> <li>- Continue and expand seminar topics to enhance environmental awareness of the local residents (students and adults)</li> <li>- Monitoring and maintenance - 1 year</li> </ul>
5. Development & Management Organizations	<p>a) Air quality monitoring Overall management organization: Canton Ministry of Physical Planning and Environment, Jajce Municipality The following organizations/persons conduct each role under approval by Canton Government and Jajce Municipality</p> <ul style="list-style-type: none"> <li>- Certified National air quality specialists (sampling and analysis coordinator)</li> <li>- Surveyors, who has experience of basic air quality sampling</li> <li>- Hydro-meteorological Institute for air quality analysis</li> </ul> <p>b) Water quality monitoring Overall management organization: JKP in Jajce and related public water management organization. The following organizations/persons conduct each role</p>

Project Code / Title	PR-2: Rapid Air / Water Quality Monitoring Project
	<ul style="list-style-type: none"> <li>- JKP at each municipality (supervise water quality sampling, conduct basic analysis for each parameter)</li> <li>- Surveyors, who has experience of basic water quality sampling</li> <li>- Canton Public Health Institute in Mostar</li> <li>c) Environmental Seminar and campaign</li> </ul> Overall management organization: Ecological Movement Jajce (Local NGO)
6. Main Beneficiaries	<ul style="list-style-type: none"> <li>a) Local residents at Jajce, Jezero, and Sipovo by mitigating air pollution related issues such as health and landscape problems, and possible water pollution</li> <li>b) Local governments of Jajce, Jezero, and Sipovo Municipality would get benefits through improvement of the air and water environment in the Project area as long-term effect</li> <li>c) Visitors to the tourism sites of Pliva River side (Jajce town, etc..)</li> </ul>
7. Initial Cost	Total cost is 462,000KM with the following annual expenditure(2005-2010) <ul style="list-style-type: none"> <li>a) Air quality monitoring (1 year)               <ul style="list-style-type: none"> <li>- Sampling and analysis direct cost 22,200KM</li> <li>- Survey direct cost 5,800KM</li> </ul> </li> <li>b) Water quality monitoring (1 year)               <ul style="list-style-type: none"> <li>- Sampling and analysis direct cost 32,000KM</li> <li>- Survey direct cost 9,000KM</li> </ul> </li> <li>c) Environmental seminar (1 year)               <ul style="list-style-type: none"> <li>- Discuss effective environmental mitigation measure 5,000KM</li> <li>- Basic technical transfer / environmental education 10,000KM</li> </ul> </li> </ul>
8. Financial Resources or Potential Donor Support	Possible Financial Support from the Federal Ministry of Physical Planning and Environment, Ministry of Agriculture and Forestry in BiH, etc Potential Donor: REC at Sarajevo, EU EEA
9. Revenue	No direct revenue. However, indirect revenue such as increase the visitors by improvement of the Jajce Landscape, etc.

### (3) Specific Considerations

#### **Target markets / Clientele**

This Project enables Pliva Study Area to pollution free image for eco-tourism destination. These monitoring activities could receive a growing number of visitors and repeaters. These activities would be contributed to increase the numbers of high ecology consciousness visitors.

Concerning the air quality monitoring, Jajce Municipality or Canton Ministry of Physical Planning and Environment should be claimed the factory's owner to stop or decrease the factories operation, if the air quality data exceeds the reasonable environmental standards considerably.

**Key resources utilized**

Concerning the water quality monitoring, Canton Public Health Institute in Mostar should be involved in the Project. The Institute has many experiences of water quality sampling and analyses as well as certification for water sampling and analysis in BiH.

Air quality has not measured for a long time due to the War. This Project needs local air quality expert within BiH as one of the key resources.

**Management considerations**

“Water quality monitoring” component should be managed and initiated by Canton Public Health Institute in Mostar. Water quality sampling and pretreatment of the samples needs experienced skills.

In terms of air quality monitoring component, local government officials of Canton ministry of the Physical Planning and Environment and Jajce Municipality should be supported especially for each sampling time to secure each surveyor from the accident during the working time.

**Institutional aspects (Supporting structure)**

Concerning the water quality component, any water sampling and basic water analysis at the Pliva Study Area should be done by supporting from local government officials.

Because, it might be no space to dump or dispose the collected garbage, without cooperation of the JKPs.

In terms of air quality monitoring, it is essential to conduct the air quality analysis at an institute, which has many experienced air quality experts.

**9.1.5 Collaboration on Product Development with Tour Operator****(1) Project Brief**

This project builds upon training and promotional work accomplished during the pilot projects executed during 2004 by members of all three Pliva associations. Through this project a promotion captain will develop a catalog of the Pliva Valley’s travel products and promote them in BiH and the Balkan countries to generate sales and income. He/she can create a promotion committee with members from the three associations to execute the different works. The project will develop in these people valuable marketing skills, and thoroughly



familiarize them with how the international tourism marketplace works and the Pliva Valley's position in that marketplace. These persons will learn by doing and generate business for the memberships across the three associations.

(2) Project Summary Table

**Table D 9.11 Collaboration on Product Development Project Sheet**

Project code & Title	PM-1, PM-3: Collaboration on Product Development
1. Objectives & Expected Output	<ul style="list-style-type: none"> <li>- To stimulate sports &amp; nature-based tourism to Pliva Valley</li> <li>- To stimulate cultural tourism to Jajce &amp; Pliva Valley</li> </ul> <p>Outputs: Inclusion of Pliva trips in travel catalogs &amp; promotions of European tour operators. Increased visitor volume to Jajce &amp; Pliva Valley and related jobs and income by 2006/7 season.</p>
2. Location	Pliva Valley area
3. Background	BiH and European tour operators are hardly aware of Jajce's historical importance and of the beauty of the Plivsko Lakes but are not now selling Pliva Valley. They need detailed information on the offer of sports and nature-based activities plus basic information to formulate packages to sell through their marketing networks. This program secures the collaboration of special interest tour operators to promote in 2005/6.
4. Tasks & Schedule	<p>To start in 2005/6 or as early as possible.</p> <ol style="list-style-type: none"> <li>1) Hired promotion captain: A bilingual person from one of these associations can be hired part time for this task. He/she will use email/telephone/fax for dealings with international tour operators and sports clubs.</li> <li>2) Pliva packages catalog: A compilation of complete descriptions of weekend and week-long packages for fly fishermen, canoe/kayak teams, hikers, sports clubs and culture visitors with costs, sports information and booking information. Catalog will detail any events and competitions for 2005/6. Trilingual Local language, English and German content; a digital version is to be prepared for download from the web site.</li> <li>3) German language: Addition of German sections to web site <a href="http://www.plivatourism.ba">www.plivatourism.ba</a>, and printing of German language brochures.</li> <li>4) Sports clubs outreach: Captain will contact fishing, canoe/kayak and mountaineering clubs in Ex-Yugoslavian cities plus German-language nations and make 2 sales trips [see item 7 below].</li> <li>5) Auto-Clubs outreach: Captain will target auto clubs of German-speaking and Eastern Europe nations to publicize the Pliva offer of services and sports.</li> <li>6) Guidebooks outreach: Captain will send Pliva Valley catalog and promotional</li> </ol>

Project code & Title	PM-1, PM-3: Collaboration on Product Development
	information to guide book publishers for inclusion in the guidebooks.
	7) Sales trips: Captain will plan in advance 2 sales trips to Sarajevo, Zagreb, Belgrade, Ljubljana to promote Pliva packages with PowerPoint presentations. These trips will be closely coordinated with the Pliva Sports Association. Captain will assist Pliva providers [country lodging, hotels, sports clubs] in negotiations of deals with tour operators and clubs.
5. Development & Management Organizations	Eco Pliva Association in collaboration with Pliva Sports Association and Country Lodging Association.
6. Main Beneficiaries	Hotels, country lodging families, restaurants, providers of sports and nature-based activities, crafts makers. Officers of 3 Pliva associations and their assistants will gain capacity to promote more effectively.
7. Initial Cost	Total cost is 225,000KM with the following expenditure(2005-2010) Hired promotion captain: 6 months part time for 6,000KM/year Seasonal pamphlet (trilingual format-10,000 copies): 9,000KM/year Improvement of website 3,000KM Update website 1,000KM/year Contact/promote to potential sport/auto clubs 1,000KM/year Sales trip expenses 2,500KM/trip Guidebook and catalog printing 30,000KM/2-3 years
8. Financial Resource or Potential Donor Support	Donors grant funding for private enterprise development, rural industries development.
9. Revenue	No direct revenue will be generated for the captain or assistants. Substantial sales revenue will be generated for Pliva service providers.

### (3) Specific Considerations

#### **Target markets / Clientele**

The target market consists of sports and nature-based enthusiasts and clubs from cities of Bosnia, and of Ex-Yugoslavian nations living within a day's drive of the Pliva Valley. The second target market consists of expatriates living in BiH and in the key Balkan cities on cultural weekends and vacations. The third target market is the vacationers from Central European nations passing through the area to/from the Dalmatian coast and staying a day in the area. The promotion captain will name a committee to plan different strategies to reach each of these markets, relying mostly on specialized tour operators and sports clubs.

### **Key Resources to be utilized / Enhanced**

This is a capacity-building project as well as a promotional one that will strengthen promotional skills of the promotion captain and other directors at these three associations. These skills include business communications and presentations, internet proficiency, dealing in foreign languages, client relations, and strategy development for promotion. It will build upon promotional work and training already accomplished under the pilot projects. A second year extension is proposed for an additional 19,000KM.

### **Management Considerations**

The Eco Pliva Association as primary promotion body for the Pliva Valley will execute this project. Promotion captains from the two other associations and assistants will also partake in it. Because of the highly seasonal nature of tourism in this area only a half-year operation is proposed for March through August.

### **Supporting Structure**

Coordination with the Middle Bosnia Tourists Community and with FBiH's Tourists Community is necessary. Sharing of promotional materials and of exhibit space or booth at trade shows is advisable. The human resources project for this master plan also will provide valuable relevant training for the directors of these associations [foreign languages, hospitality, association management].

## **9.1.6 Eco-Tourism Training Program**

### **(1) Project Brief**

The purpose of this project is to train people with the skills required to serve as guides, provide guest services, conduct tourist business operations, and perform environmental management functions. Eco-tourists expect to experience the unique environmental and cultural characteristics of BiH. The guide and other hospitality industry providers are the persons who provide the personal connection between the tourist and those experiences. Training is also proposed for hospitality workers dealing with visitors on a regular basis, including lodging and food service workers, and for officers of organizations for country lodging, sports and the Eco Pliva Association.

A critical guide training responsibility is visitor safety. In most guiding situations, careful preparation and the use of proper clothing and equipment will avoid discomfort and prevent emergencies. Eco-Tourism destinations such as the mountains of BiH are remote areas that

frequently do not have resources quickly available to respond to medical and other emergencies. For this reason, it is essential for the guide to be trained to provide medical first aid, emergency evacuation, reliable communication, and other support services that will reduce visitor risks. Each eco-tourism area within BiH has distinct climate, terrain, and wildlife characteristics that represent potential hazards to visitors. Training for guides and other workers will cover visitor safety in addition to other core areas like hospitality, foreign language, and local history.

(2) Project Summary Table

**Table D 9.12 Eco-tourism Training Program Sheet**

Project code & Title	PI-1 Eco-tourism Training Program
1. Objectives & Expected Output	<ul style="list-style-type: none"> <li>- Increased professionalism of guides and service providers</li> <li>- Improved understanding &amp; management of natural resources</li> <li>- Improved collection of environmental information</li> </ul> <p><b>Expected outputs:</b></p> <ol style="list-style-type: none"> <li>1) Service providers: Learning essential tourism <u>business and hospitality skills</u> needed to establish and maintain these types of businesses. Courses to cover guide services, business planning, operational planning, hospitality management, food and beverage operations, and marketing.</li> <li>2) Outdoor guides: Improving essential skills like <u>safety skills, communication skills</u>, recreation skills, and flora &amp; fauna knowledge.</li> <li>3) Nature personnel: <u>Improved management</u> of the forest, watershed, wildlife, and fishery resources by training personnel with the skills needed (a) to accomplish environmental conservation and restoration techniques; and (b) to establish natural resource monitoring procedures.</li> <li>4) Outdoor guides: To research and document the <u>environmental information</u> on local flora, fauna and nature. This information would improve visitor satisfaction, and would also create an economic opportunity to publicize information about the environmental conditions that are unique to BiH.</li> <li>5) School children: Creating <u>a greater appreciation</u> among the Local people, especially the school children, of the valuable natural resources that exist in their country.</li> </ol>
2. Location	Jajce-Jezero-Sipovo municipalities
3. Background	The outdoor guides, youth groups, lodging workers and country lodging families, all need to adopt a <i>hospitality culture</i> in full awareness of their local environment and of the expectations of the tourists that they will be serving. In particular, outdoor guides must learn to manage a range of sports and nature-based activities efficiently and safely for local and foreign visitors. City guides will

Project code & Title	PI-1 Eco-tourism Training Program
	<p>require the same professionalism. In addition, the officers of relevant organizations and NGOs will need skills of business management to strengthen the organizations that provide visitor services of different kinds and sensitize their memberships to the potentials and needs of eco-tourism.</p> <p>Guide training is fragmented today in BiH, expensive, and not well adapted to the needs of an international eco-tourism industry. This program makes efficient use of local and foreign resources to upgrade the skills of local players and expand activities on a sustainable basis. The newly created Pliva Sports Association and other associations can help design and execute such a program.</p>
4. Tasks & Schedule	<p>2005 - program formulation &amp; search for local sponsors, foreign donor sponsor &amp; funding</p> <p>2005 courses of basic guide skills, tourism management</p> <p>2006 basic courses + selected specialized courses</p> <p>2007 basic courses + specialized courses, expanded curriculum</p>
5. Development & Management Organizations	<p>Management jointly by Pliva Sports Association, and the Eco Pliva Association and Central Bosnia Canton Tourists Community, Red Cross Society, local school systems, fishing, hunting, canoe/kayak clubs and youth clubs. [Vitorog Mountain Club, Vebrilof Hunting Club and similar]</p>
6. Main Beneficiaries	<p>-Outdoor guides &amp; members of sports clubs from local clubs</p> <p>-Service providers [lodging, foodservice] from local businesses</p> <p>-Directors from local associations for tourism, nature, sports, etc.</p> <p>- Local school children</p> <p>Local &amp; foreign tourists [through improved services]</p>
7. Initial Cost	<p>Total cost is 888763,000KM (2005-2010)</p> <p>Project formulation &amp; organization in 2005</p> <p>2005 cycle basic &amp; specialized skills</p> <p>Local instructors, 10 courses, 10days/course, 750KM/day 75,000KM/course</p> <p>Foreign instructors courses, 10days/course, 1,000KM/day, 10,000KM/course</p> <p>Fees for institutions, administration, management 25,000KM/year</p> <p>Local instructors, 10 courses, 10-days/course, 750KM/day 75,000KM</p> <p>Foreign instructors 3 courses, 1,000KM/day 30,000KM</p> <p>Fees for institutions, administration, management 25,000KM</p> <p>cost for initial year 130,000KM</p> <p>2006 cycle [increase foreign instruction] 150,000KM</p> <p>- 2007 cycle 150,000KM</p>

Project code & Title	PI-1 Eco-tourism Training Program
8. Financial Resource or Potential Donor support	<ul style="list-style-type: none"> <li>- Donor programs emphasizing human resource development, community &amp; rural development, environmental management, small scale business development</li> <li>- International partnerships school-school, sister cities</li> <li>- Visiting faculty partnerships with foreign university</li> <li>- Cooperative research program for tourism &amp; environmental management</li> <li>- Language training program partnership</li> <li>Computer education training program partnership</li> </ul>
9. Revenue	- These are non-commercial programs. Some require limited payment by trainees of fees. Most are subsidized by local educational institutions or donors.

### (3) Specific Considerations

#### **Target markets / Clientele**

Target populations include nature & sports guides, city guides for Jajce, hotel & restaurant workers, country lodging families, officers of sports and tourism associations, officers of NGOs related to sports and cultural heritage, and interested municipal officials. A list of the types of worker positions that could be trained as part of a full plan of outdoor recreational activities is presented below.

**Table D 9.13 Expected Number of Jobs**

Types of Jobs	Number of Jobs
<b><u>Construction</u></b>	
Construction trades	10
Artists (signs, brochures, maps)	2
Publishers (Brochures and Maps)	1
<b><u>Tour Guide Services</u></b>	
Sport-fishing	5
Kayaking	3
Mountaineering	2
Photo Safari / Bird watching	2
Herb and Mushroom Collection	2
<b><u>Hospitality Services</u></b>	
Hospitality management & Guest services	10
Food and beverage services	10

Types of Jobs	Number of Jobs
<b><u>Safety, Emergency Services</u></b>	18
Emergency first aid	
Mountain search and rescue	
Water safety and rescue	
Safety communication	
<b><u>Environmental Cleanup</u></b>	
River debris cleanup	10
<b><u>Environmental Protection</u></b>	
River Wardens for resource monitoring	4

The key sports for which the outdoor recreational guides are to be trained include:

- 1) Fly-fishing;
- 2) Spin cast fishing;
- 3) Kayaking;
- 4) Canoeing;
- 5) Mountaineering and Technical Climbing;
- 6) Wildlife behavior, tracking, and photography;
- 7) Herbs and Mushroom identification and collection techniques;
- 8) Cave exploration - both wet and dry types of caves; and
- 9) Nature hiking - knowledge of plants and animals.

### **Key Resources to be utilized / Enhanced**

A range of organizations will contribute including relevant tourism & sports / nature organizations [mainly the sponsoring associations], the local school systems [where training will be held], municipal offices [who may provide some budget]. Foreign instructors will represent substantial costs, to be borne in part by any foreign partnerships created and by donor funding.

### **Management Considerations**

The newly created Pliva sports Association is proposed to manage this program, assisted by the Eco Pliva Association. It is recommended that it enter into a relationship with a donor having an ongoing rural development, small enterprise or community development program that could adopt this program as a pilot and eventually repeat it in other areas of BiH suitable for eco-tourism.

**Supporting Structure**

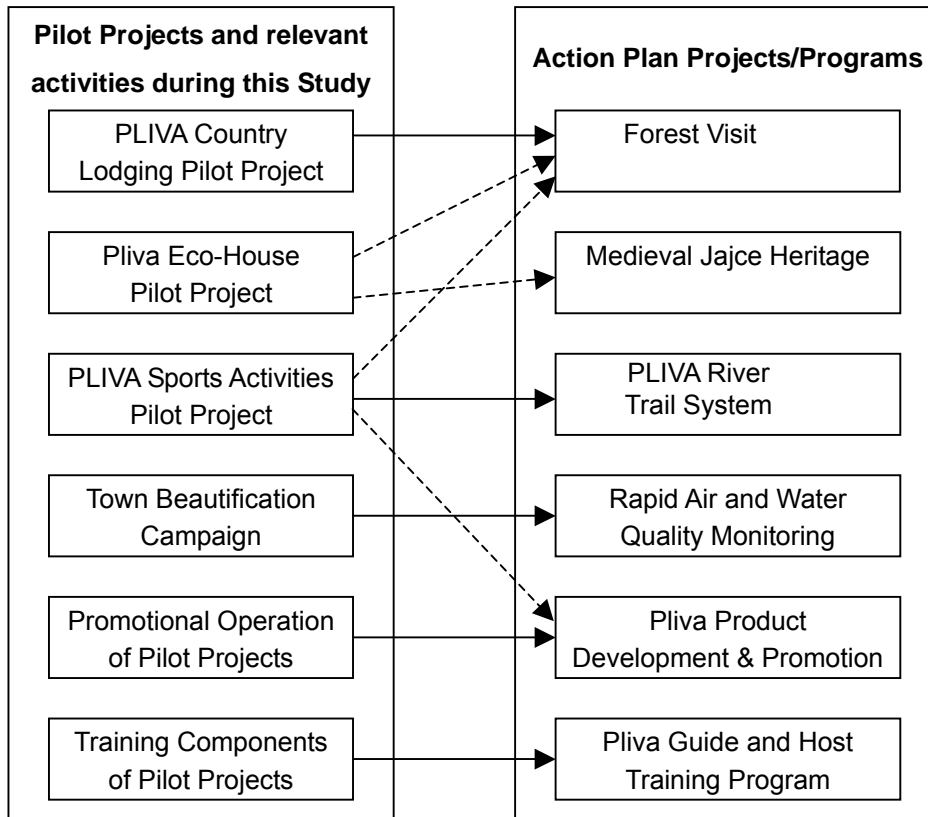
The local school systems, hotel faculty in Jajce, and the three municipal governments must all support this effort with their influence and resources. The sports & nature clubs can provide trainees and some instructors, but little if anything in terms of financial or physical resources.

**9.2 Future of the Pilot Projects**

**9.2.1 Role of pilot project in PLIVA**

The results of implemented three Pilot Projects and the other implemented small-scale projects by the JICA Study Team are derived to formulate the priority project ideas and the selected Action Plan Projects/Programs as follows.

At the present, the implemented three Pilot Projects in Pliva Study Area are still initial stage to operate and realize the projects in the coming summer season. Therefore, the three Pilot projects have to be continuously implemented and supported to realize the projects within the short-term period.



**Figure D 9.4 Correspondence of Action Plan Projects/Programs to the Pilot Project**



## 9.2.2 PLIVA Country Lodging Pilot Project

### (1) Major Issues

**Lack of demand & revenue:** The families basically are trained and the homes ready to receive guests. They must wait until spring and summer for business. This is a seasonal activity so there is no income to be earned in the winter season. However promotion during the winter is needed to generate demand in spring and summer.

**Short-term reliance on Sports products:** The Pliva Valley is not yet well known for its beauty, and other than the sports, there is very little for families and general tourists to do currently other than tour the town and old watermills at the small Plivsko Lake. Short term success will come from the sportsmen coming to fish, canoe, kayak, hike and hunt. These sports require promotion.

**Foreign language ability:** Most families speak no foreign language and the few that do cannot speak English since German is the most common foreign language. Therefore a booking captain able to speak English and German is needed. Also, families need to learn basic English and German.

### (2) Directions for Further Development

**Language training:** To host visitors from foreign countries the families require foreign language training. A quick solution is the multilingual information already included in the host family *information booklets* that offer much information on key local services, on the host families, and on the area's many natural, sports and cultural attractions.

**Formalizing the standard for member families:** A hotel expert can work with the families to edit a country lodging manual in Local language to put onto paper the standards firstly for the lodging and food services offered in the home, secondly for the physical standards of the home, and thirdly for features of the program such as a formal membership agreement to be signed by host families, a formal manual booking and business tracking system, and the negotiation of blanket liability coverage for all of the member families in case of accidents on their properties. A lodging expert from a proven system such as *Gîtes de France* or *Austria's Farm Lodging* is needed to assist in finalizing these standards.

**Expansion to a national system:** Country lodging has great potential in some other areas of Bosnia and the Pliva program can serve as a pilot and trainer to teach other regions how to set up their own programs, with the help of an experienced foreign expert.

### (3) Relation to the Action Plan Projects/Programs

This program will host visitors on forest visits [project PA8 & following] and on visits to Jajce's medieval town [project PH3]. The success of the country lodging program will depend significantly on the successful implementation of the promotion project PM1. In addition, the human resources program for training, PI1, will train the host families in valuable skills raising their ability to provide good service to guests. In a more general sense, this project is also linked to the success EPA has as a good coordinating and promotion body, through project PI3.

### (4) Further Development Activities and Cost in the Short Term Initial Stage

Total cost is 973,500KM with the following expenditure (2005-2010)

- Establishment standard and criterion for Pliva Country Lodge
- Formulate/implement Market Promotion Program: @2,500KM/year (2006 to 2010)
- Formulate and implement training workshop program to operate country lodging by voluntary work of trained members on the pilot project
- Up-dating existing contents of each member and creating contents for new members: @1,000 KM/year (2005 to 2010)
- Establishment Revolving Fund for new candidate family for lodging: @5,000KM/family for 190 families (2005 to 2010)
- Establishment management system for Revolving Fund

### (5) Vision at 2010 & 2015

The vision of this program by 2010 is to be operating 7-8 months of the year during spring, summer and fall, and to have grown to much bigger business. It is likely that some families will be renting rooms to compete under the plain "sobe" banner as was done before the war. The country lodging homes would be earning higher room rates than the *sobe* homes. By 2015 it can be expected that this system may be extended to several other regions in Bosnia with the assistance of the Pliva Country Lodging Program as technical advisors.

#### **9.2.3 PLIVA Eco-House Pilot Project**

Further works to solve the identified weakness points and issues are required to implement in accordance with the identified priority projects on the early stage of short-term period.

(1) Further Strengthen of Organizational Issues

- 1) **Reorganize Eco Pliva Association** as for umbrella coordination body incorporating leaders of other two pilot projects of Country Lodging and Pliva Sport Activities and the identified priority projects in Pliva;
- 2) **Eco-House d.o.o** has to take roles of management and operation of Eco-House. Eco Pliva Association, which is holding the registered all stocks of Eco-House, has to transfer the functions of management and operation of Eco-House to Eco-House d.o.o and to keep auditing function; and
- 3) **Improvement of Eco-House d.o.o:** leaders of local producer for consignment sales in Eco-House has to be incorporated as a member of the board of directors of Eco-House d.o.o for keeping more close coordination between supply and demand sides.

(2) Products Improvement to Attract / Create Market and Image of Pliva Product

- 1) Almost of planned tasks to organize **product improvement workshops** were left over to further activities in the coming winter season;
- 2) **Workshop Program** has to cover fields of hygiene, quality, package, design, recipe, new product idea, and internal competitive fairs; and
- 3) **Continuous Program** has to be kept to motivate and create Pliva Product Image within the short-term period. Around 25 workshop program are proposed in a year, of which cost are estimated around 12,500KM per year and 75,000KM in the total (@500KM/workshop).

(3) Marketing and Promotion

- 1) **Content of Eco-House on the web site** "[www.plivatourism.ba](http://www.plivatourism.ba)" has to be developed including the contents of monthly and weekly sales events and as follows;
- 2) **Sales Campaign Tour** to surrounding major cities of Banja Luka and Sarajevo and advancing international tourist destination as Bihac are also completely left over to further activity;
- 3) **Participate National or Regional Agriculture, Handicraft and Products Fairs** in BiH or Ex-Yugoslavia; and
- 4) **Provide Additional Billboards** of Eco-House.
- 5) **Marketing and Promotion Cost** is 2,500KM/year and 15,000KM in the total (2005-2010)

(4) Operation

- 1) Eco-House d.o.o has to **endure and survive** the difficult winter season by the next summer peak season of rich local products and tourism activities;
- 2) Eco-House d.o.o has to **arrange financial sources** to recover the winter deficit by donations from local communities and others; and
- 3) **Introducing Bar Code** to improve and establish management system of local products. Cost of Bar Code system is estimated around 14,500KM.
- 4) **In order to diversify local products** need additional machineries and equipment (pasta making, live fish sales etc.). Total cost is 140,000KM for the short-term period (2005 – 2010).

#### 9.2.4 PLIVA Sports Activities Pilot Projects

(1) Major Issues

**Ongoing need for training:** The needs with respect to the several basic skills and with respect to the more numerous specialized skills for the range of sports in the Pliva Valley, will require training over several years to come to bring the guides up to an international standard of proficiency. In fact the training function is a permanent one and the institutions that can create different types of guides are not yet fully identified for this purpose. Further donor assistance and guidance will be needed to fully develop a training system.

**Standards & certifications:** There is a need for standards to be set and a reinforcing system of certifications to be established that will help produce the high quality guides that the eco-tourism industry needs to grow in a sustainable way. The Yugoslavian system has been dismantled so a new one needs to be established with some outside guidance that will manage tourism in an orderly and safe way.

**Primacy of safety:** This is a major concern marring the image of Bosnia abroad and needs to be directly addressed in the short term if the Pliva Valley intends to draw significant numbers of sportsmen and nature lovers into its natural areas. This is because of the mines hazard and of the lack of search and rescue systems to deal with visitors in distress. This pilot project so far has only clarified these needs and the nature of the solutions needed.

## (2) Directions for Further Development

**Increased training:** The pace of training definitely needs to be accelerated above that accomplished in the pilot project phase. Priority Project PI1 will increase this pace and expand the range of skills covered and the range of target populations to be trained. This program of training relates to different sets of skills and could logically be supported by budgets for education, natural resources management, rural development, environment and civil society. Donor supported programs could cover this program of training. Some specialized training workshop programs of Pliva Sport Association will need @4,000KM/year budget (24,000KM in the short-term period),

**Expansion to a national system & standards:** Because Bosnia has several parks and numerous natural areas suitable for nature-based tourism and recreation, the types of training under this program are easily transferable to many of the country's other regions. The institutions providing the training under this program are gaining valuable experience for training in other regions as well and could contribute to the creation of national standards, which are a critical need. The project raises the need for different types of certification of guides and it could be expanded to focus in part on a formal system of standards and certification, to fill this void.

**Improvement and up-grading water sport facilities:** In order to attract and enhance water sport activities in collaboration with Pilva River Trail System, the existing water sport center and regatta facilities need to be improved and expanded, which take 200,000KM cost for the both facilities. Zoning plan and regulation of water sport activities for water surface of Pliva and Jani Rivers and Plivsko Lake is required to keep safety sport environment and attractive condition by joint committee with concessionaires of water use in 3 municipalities and Pliva Sport Association. Signboards of water sport zoning have to be provided on proper places and regulation has to be enforced by Pliva Sport Association.

**Floating garbage collection and river safety watching:** In order to keep attractive and clean river/lake environment and safety for tourist activities, floating, submerged, riverbank garbage have to be collected and keep clean water surface condition, which has to be continuously taken by Pliva Sport Association. Intensive garbage collection activity is needed at April or may before tourism season. Follow-up garbage collection activities and safety watching activities are needed in tourism season from June to December. The total cost is 10,000KM/year and 60,000KM (2005-2010)

**Marketing and promotion:** In order to promote markets for diversified tourism activities through pilot and action projects in Pliva, preparation of leaflets/pamphlets and improvement and up-dating activities of contents for tourism products and event programs on the created web-site are required at winter (for next year) and summer seasons, which will take 2,000KM/year and 12,000KM for the short-term period (2005-2010). And also, sales promotion trips to the neighboring and European market countries are required, which will take 5,000KM/year and 30,000KM for the short-term period.

### (3) Relation to the Action Plan Projects/Programs

This pilot project is linked to many of the other projects. The key ones are reviewed below.

- PW1 - Water sports tourism: The linkage is direct and very significant;
- PW7 - Pliva River trail system: The linkage is direct and very significant. Guides will be leading visitors along all of the trails;
- PA8 & following - forest visit activities: The linkage is direct and very significant. The guides hosting all of these activities will necessarily undergo training of this program;
- PH3 - Medieval Jajce: The linkage is direct and very significant. All of the town guides will undergo training under this program;
- PR2 - Air/Water monitoring: The air and water monitors will include guides trained under this program; and
- PF1 - Small-scale Accommodation Program: The country lodging program participating families will undergo additional training under this program.

### (4) Vision at 2010 & 2015

By 2010 the Pliva Valley will offer a corps of 50-70 outdoor guides fully trained in both the basic skills and in the specialized ones for the key sports of fishing, canoe/kayaking, mountaineering and hiking, and mushroom picking. Half of them will have a working knowledge of one foreign language, with English and German predominating. Roughly half will have another job to carry them through the winter season when there is no guiding work needed. 10-15 of them will be gaining experience in conducting similar training in the Pliva Valley and in other parts of Bosnia. The Pliva Sports Association will have partnerships with some other organizations in BiH and abroad for marketing purposes and for training

purposes. It will have worked out standing arrangements with the Red Cross society and other institutions to provide services on an annual basis.

By 2015 the PSA will have helped FBiH and RS authorities to work out standards for guide training and for recreational activities in natural areas including rivers and forests, suitable for nationwide application. The directors of PSA will be participating in committees to develop institutions for a simple and effective regulatory framework consistent with EU practices and with the best international practices. The PSA will become a recognized authority in eco-tourism in the Balkan region.

## **9.3 Appraisal of Action Plan**

### **9.3.1 Environmental Impacts**

Each proposed Action Plan Project/Program in Pliva Study Area and the site-specific potential environmental impacts are screened and preliminary assessed. The followings are screening results and main consideration points for potential environmental impacts for each action plan.

#### **(1) Pliva River Trail System**

The Project includes some facility development components such as trail construction, which may have risks of adverse environmental impacts on the natural environments, if no countermeasures for potential adverse impacts are considered.

However, the Project has site assessment and design works at early stage of the Project for identification of the proposed trail route and facilities. The assessment and design works will be conducted for minimizing potential environmental adverse impacts such as water contamination in the water bodies, deterioration of present ecosystems in Pliva Riverbeds, and for improving present environmental qualities in Pliva Study Area. Because, the Project emphasizes on the environmental quality benefits for the Pliva Study Area and the healthy environmental quality is essential for successful implementation of the Project.

On the other hand, the Project itself includes trash collection and pollution prevention measures to improve the environmental quality and the scenic beauty of the Pliva Riverbed. Therefore, it is not proposed to conduct further environmental surveys for potential significant adverse environmental impacts by the Project implementation at this Study stage.

## (2) Medieval Jajce Heritage

The Project includes physical development components such as improvement of present walkways, old walls, and others. However, all the proposed development components are small-scale improvements such as upgrading of present walkways up to 750m at Jajce town. While, the other development components themselves include management plans to prevent from potential environmental adverse impacts such as traffic congestion nuisances in peak tourism periods, and to preserve medieval features through considering community-agreed building codes and others.

Therefore, it is not proposed to conduct further environmental surveys for potential significant adverse environmental impacts by the Project.

## (3) Pliva Rapid Air and Water Monitoring Project

Main activities of the Project are environmental monitoring activities. The Project activities themselves will not cause adverse environmental impacts, but will be expected indirect favourable environmental impacts through understanding and identifying air and water quality conditions of the Project sites. It is also expected favourable environmental impacts by the Project implementation, because the Project includes a component of a series of environmental education seminars to improve environmental awareness of the local peoples in Pliva Study Area.

## (4) Pliva Product Development and Promotion Program

Main proposed Project components are tourism promotion program in Pliva Study Area. The Project does not include any facility construction component and any environmental pollution risk activities. It is unnecessary to consider potential significant adverse environmental impacts by the Project implementation.

## (5) Pliva Guide and Host Training Program

All of the proposed Project components are guide and host training. The Project does not include any facility construction components and environmental pollution risk activities. It is unnecessary to consider potential significant adverse environmental impacts by the Project.

On the other hand, the Project will cause favourable environmental impacts, because the proposed outdoor guide training includes improvement of understanding and management of natural environments in Pliva Study Area as one of the main contents.



### **9.3.2 Social Impacts**

A population data in Jan 2004 indicate that there are 46,234 people living in Pliva Study Area. The number of households is 12,483. Since the Action Plan Projects/Programs are implemented with the initiative of communities and municipal governments, there will be significant socioeconomic impacts.

#### **(1) Psychological Impact**

Local people will become increasingly aware of the value of their environment, culture, and life. Action Plan Projects/Programs will basically sell what are there in Pliva Study Area, such as river and lakes, culture and history, forestry, and recreational activity. This will make residents proud of their way of living. Monitoring of air and water quality program will also enhance the affection of residents to their communities.

#### **(2) Institutional Impact**

Since the eco-tourism has just begun, concerned CBOs and participants of action plan should learn a lot on hospitality services, business promotion and local product improvement. This would lead to a significant social capacity building. Also coordination among CBOs is essential to establish Pliva as a destination brand. Product development, training, and promotion need collaboration among the three communities. This will also facilitate cross entity border cooperation.

### **9.3.3 Economic Impact**

Community based Eco-Tourism development of Pliva Valley Region focuses on reaching a debut stage of international eco-tourism destination in Southern European countries by 2010, which is the target year of Action Plan.

These proposed community based eco-tourism development activities will take around 11,2million KM for improvement and diversification of tourism products with proper tourism infrastructure for eco-tourism destination within the short-term period.

The proposed and identified projects and programs with 11.2million KM will be a viable investment against the estimated revenue of 46million KM tourist expenditure within the short-term period. And it will strongly contribute to push and revitalize a stagnated local

economy and to provide livelihoods and incomes for families related to eco-tourism in local communities.

(1) Estimated Investment Cost for Short Term Tourism Development: 11.2 million KM

The Pliva Valley Eco-Tourism at 2010 will reach a certain levels of diversified eco-tourism activities with up-graded facilities and trained guide services, accumulated 200 country lodgings and other 6 hotel accommodation facilities with around 800 appropriate guest rooms and hospitality services, and tourism infrastructure through the proposed action plans project/programs, pilot projects and other expected private projects as follows:

**Proposed Action Plan Projects/Programs: 7,188,000 KM**

- |   |              |
|---|--------------|
| • Pliva River Trail System (Plivsko Lake) | 1,509,000 KM |
| • Pliva Forest Visit                      | 2,350,000 KM |
| • Medieval Jajce Heritage (short term)    | 1,762,000 KM |
| • Rapid Air and Water Monitoring Project  | 462,000 KM   |
| • Product Development & Promotion         | 225,000 KM   |
| • Eco-tourism Training Program            | 880,000 KM   |

**Continuation of Pilot Project: 1,544,000 KM**

- |  |            |
|--|------------|
| • Pliva Eco-House Pilot Project:<br>(local product development and improvement, etc)                                   | 244,500 KM |
| • Pliva Sport Pilot Project:<br>(facility improvement, garbage collection, promotion, etc)                             | 326,000 KM |
| • Pliva Country Lodging Pilot Project: 190 Lodgings<br>(initial improvement cost @ 5,000KM/lodge and other activities) | 973,500 KM |

**Other Expected Private Investment Projects: 2,600,000 KM**

- |   |              |
|---|--------------|
| • 64 rooms of two new hotels development<br>(25,000KM/room)                   | 1,600,000 KM |
| • Other investment for tourism facilities by<br>local communities and private | 1,000,000 KM |

Total investment for tourism development activities by 2010 will be less than 11.2 million KM (EU 5.6million) in Pliva Valley Region within the six years short term period.

## (2) Target Tourist Expenditure within Short Term Period: 46 million KM

The results of community based Pliva Eco-Tourism Development will generate around 15 million KM tourist expenditure based on estimated tourist activities of 95,000 tourists and day-trippers arrivals in the year 2010. Within the six years of short-term period, tourist expenditure in Pliva Study Area will reach an accumulate sum of around 46 million KM (EU 23 million) as shown in the table below.

**Table D 9.14 Estimated Tourist Expenditure in Pliva Valley Region**

Type of Tourist Category of Expenditure	Hotel* Guest Night of International Tourist	Hotel* Guest Night of Domestic Tourist	Lodge** Guest Night of International Tourist	Lodge** Guest Night of Domestic Tourist	Stopover International Excursionist	Domestic Day-tripper	Total (tourist / expenditure: (1,000KM)
Accommodation (1,000KM)	2,925	520	1,560	90			5,095
Average bed and breakfast (KM)	65	65	30	30			
Food/Beverage (1,000KM)	1,800	240	1,560	60	220	430	4,310
Average expenditure per day (KM)	40	30	30	20	20	10	
Activity Tour Package (1,000KM)	900	80	1,040	30	55	430	2,535
Average expenditure per day (KM)	20	10	20	10	5	10	
Souvenir (1,000KM)	900	90	750	30	110	215	2,095
Average expenditure per tourist (KM)	50	15	50	15	10	5	
Transportation/others (1,000KM)	450	40	520	15	0	215	1,240
Average expenditure per day (KM)	10	5	10	5	0	5	
Total Yearly Tourist Expenditure (1,000KM)	6,975	970	5,430	225	385	1,290	15,275
Average tourist expenditure Per tourist-night (KM)	388	162	362	113	35	30	161
Total Tourist Expenditure in Shot-Term (2005-2010) (1,000KM)***							46,000
(1,000EU)							23,000
Expected tourist guest night per year	45,000	8,000	52,000	3,000			
Expected tourist arrival per year	18,000	6,000	15,000	2,000	11,000	43,000	95,000
peak month	16,000				10,800		26,800
peak day	1,300				1,300		2,600

Source: JICA Study Team

Note: Hotel\* include hotel, motel and hostel.

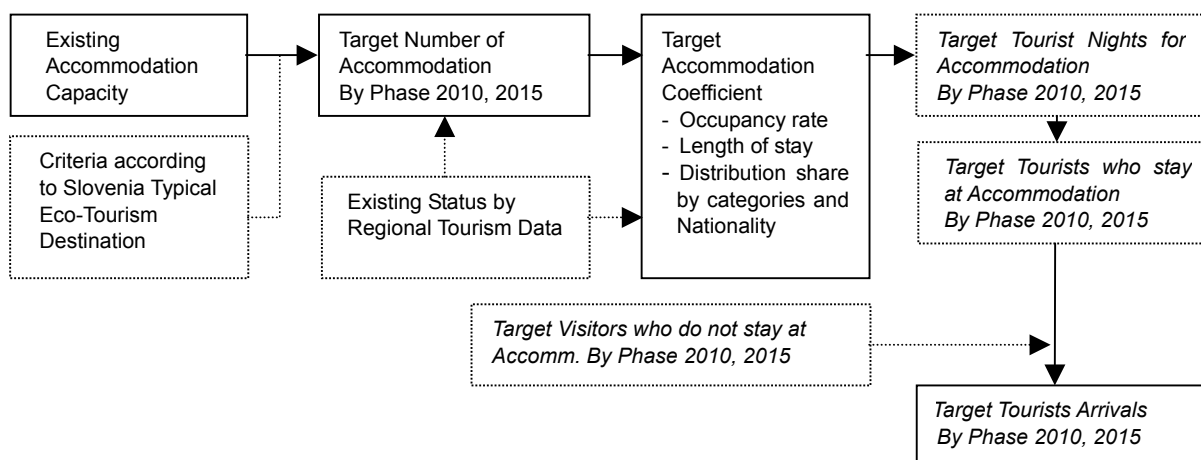
Lodging\*\* include farm lodge, apartment, and dormitory

Total Tourist Expenditure in Shot-Term\*\*\* was estimated as three times as the total yearly tourist expenditure based on the assumption that the expenditure will be incurred after 2008.

## (3) Tourism Development Target: 95,000 tourist/day-tripper arrivals

The tourist arrivals in the Pliva Study Area are set as references for estimation of tourist expenditure, which is a required input to examine economic viability of proposed action plan/program and related tourist facilities' development within the short-term period.

The foregoing target figures were estimated based on several assumptions, which have been examined taking into account current situation of tourists through interviews and surveys due to insufficient statistical data available for the Pliva Study Area. The following chart shows the process to formulate the numerical targets of visitor arrivals in the Pliva Study Area.



Source: JICA Study Team

**Figure D 9.5 Methodological Flow Chart for Target of Visitor Arrivals**

## (4) Target Number of Tourist Arrivals in Pliva Study Area

Based on the accommodation facilities target, target visitor arrivals in Pliva Study Area are estimated in short-term as follows. The proposed debut stage of Pliva Eco-Tourism destination at 2010 will expectedly reach 33,000 international tourists and 11,000 stopovers of international excursionists to Adriatic Coast and 8,000 domestic tourists and 43,000 day-trippers into the region as follows:

- a) International Tourist: Stay in Hotel: 18,000 tourists  
(av. length of stay: 2.5days)  
Stay in Lodge: 15,000 tourists (ALS: 3.5days)

b) Domestic Tourist:	Stay in Hotel:	6,000 tourists (ALS: 1.4days)
	Stay in Lodge:	2,000 tourists (ALS: 1.4days)
c) International Excursionist to the Coast:		11,000 stopover
d) Domestic Day-tripper:		43,000 trippers
Total Yearly Tourist and Day-trippers		95,000 arrivals

When this target number of visitors to the Pliva Valley Region is compared with another assumption of 183 thousand visitors estimated for the Central Bosnia Canton current share distribution out of 4.8 million total visitors as an expected national target, Pliva Study Area will have around 50% share of Central Bosnia Canton.

## 9.4 Implementation Schedule

Implementation of the selected 6 Action Plan Projects and Program and continuation of 3 Pilot Projects has to be coordinated each others for creating synergy effects within the limited financial source. Especially, tourism product developments of Action Project have to be well coordinated and supported by accommodation development for to serve to increasing tourists into Pliva Study Area. And proper implementation and operation of product developments Action Plan Projects will require proper support by the implementation of 3 supporting Action Plan Programs as follows.

Based on the coordinated implementation schedule of the 3 Action Plan Projects of tourism products development and the 3 supporting Action Plan Programs and the continuing 3 Pilot Projects, investments for the 9 projects and programs will be slightly top heavy in the initial 3 years. It will be resulted on the characteristics of projects and program packages as follows:

- **Action Plan Projects** for Tourism Product Development: all of 3 projects are identified as one of leading tourism products in the region. Therefore those 3 projects are proposed as urgent projects in the initial stage of Short Term;
- **Action Plan Programs** to support Action Plan Projects: all of 3 programs have to be implemented constant yearly program for each year in short term period; and
- **Pilot Projects:** all of 3 started pilot projects from 2004 have to be continuously and steadily implemented for to create base of Pliva Eco-Tourism. Only Pliva Sport Activities will need rapid implementation of Canoe/Kayak Center improvement on the shore Plivsko Lake and improvement of the existing regatta facilities in the lake.

**Table D 9.15 Investment Schedule for Short Term**

(Unit: 1,000KM)

Projects and Programs		2005	2006	2007	2008	2009	2010	Total	(share)
Action Project/Program	Pliva River Trail System	0	150	600	759	0	0	<b>1,509</b>	21%
	Pliva Forest Visit	96	492	405	587	770	0	<b>2,350</b>	33%
	Medieval Jajce Heritage	241	781	740	0	0	0	<b>1,762</b>	25%
	Rapid Air & Water Quality Monitoring	42	84	84	84	84	84	<b>462</b>	6%
	Collaboration of Products Development	55	28	28	58	28	28	<b>225</b>	3%
	Eco-tourism Training Program	130	150	150	150	150	150	<b>880</b>	12%
Sub-total of Action Projects & Programs		<b>564</b>	<b>1,685</b>	<b>2,007</b>	<b>1,638</b>	<b>1,032</b>	<b>262</b>	<b>7,188</b>	<b>82%</b>
Pilot Project	Pliva Eco-House	82	33	33	33	33	33	<b>245</b>	16%
	Pliva Sport Activities	71	71	121	21	21	21	<b>326</b>	21%
	Pliva Country Lodging	101	105	205	205	205	155	<b>974</b>	63%
Sub-total of Pilot Project		<b>254</b>	<b>208</b>	<b>358</b>	<b>258</b>	<b>258</b>	<b>208</b>	<b>1,544</b>	<b>18%</b>
Total (1,000KM)		<b>818</b>	<b>1,893</b>	<b>2,365</b>	<b>1,896</b>	<b>1,290</b>	<b>470</b>	<b>8,732</b>	<b>100%</b>
(share)		9%	22%	27%	22%	15%	5%	100%	

Table D 9.16 Detailed Schedule of Action Plan Projects/Programs

Name		Sub-component		2005	2006	2007	2008	2009	2010	Total (KM)	
Action Plan Projects and Programs	<b>Pliva River Trail System (Plivsko Lake)</b>			0	150,000	600,000	759,000	0	0	1,509,000	
	Search & de-mining action		(coordinate with MAC)								-
	Survey & design works		(include EIA)		150						150,000
	Renovation & construction					600	759	(trail renovation and development with resting spot and signage)			1,359,000
	<b>Pliva Forest Visit</b>			96,000	492,400	404,800	587,200	769,600	0	2,350,000	
	Formulation of Forest Trail Network Plan and facility design			96							96,000
	Renovation of Trail and construction of facilities and furniture		(3km main trail and 6km sub-trail)	182.4	(6km main trail and 12km sub-trail)	364.8	(9km main trail and 18km sub-trail)	364.8	(12km main trail and 24km sub-trail)	364.8	1,824,000
	Environment and Nature Education Program		Programing	(6 course)	12		12		12		48,000
	Specialized Training Program		Programing	(14 specialized course)	28		28		28		112,000
	Procurement of equipment and machinery for operation		(purchasing)		27						270,000
	<b>Medieval Jajce Heritage</b>			241,000	781,000	740,000	0	0	0	1,762,000	
	Establishment Building Code for Old Town		(Master plan study of Old town)	20		20	(Establishment of building code)	10			50,000
	Jajce fort & surrounding		(Survey/design)	20	(Facility development)	200		730			950,000
	Heritage trail improvement		(Survey/design)	20	(Facility development)	180					200,000
	Archeological research St. Mary Church		(Archeological Survey)	40	10						50,000
	Traffic management for Old Town		(Traffic study)	141	(Remote parking, signage, etc)	371					512,000
	<b>Rapid Air &amp; Water Quality Monitoring</b>			42,000	84,000	84,000	84,000	84,000	84,000	84,000	462,000
	Air quality monitoring & technology transfer			14	28	28	28	28	28	28	154,000
	Water quality monitoring & technology transfer			20.5	41	41	41	41	41	41	225,500
	Environmental seminar to mitigate pollution			7.5	15	15	15	15	15	15	82,500
	<b>Collaboration of Products Development</b>			55,000	28,000	28,000	58,000	28,000	28,000	28,000	225,000
	Appointment of promotion captain		Part time	6		6		6		6	36,000
	Develop seasonal Pliva Tour Package Catalog			9		9		9		9	54,000
	Improve "www.plivatourism.ba" web-site (German)			3		1		1		1	8,000
	Promotion to potential Sport-Clubs in neighboring countries			1		1		1		1	6,000
Promotion to Auto-Clubs in neighboring countries			1		1		1		1	6,000	
Pliva Guidebook & catalog printing and dissemination			30				30			60,000	
Sales trip to Ljubljana, Zagreb, Belgrade, Sarajevo		(2 trips)	5	5	5	5	5	5	5	55,000	
<b>Eco-tourism Training Program</b>			130,000	150,000	150,000	150,000	150,000	150,000	150,000	880,000	
Formulation of training program										-	
Arrangement of financial resources										-	
Local instructor courses of guide skill and tourism management			75		75		75		75	450,000	
Foreign specialized instructor course			30		50		50		50	280,000	
Management cost			25		25		25		25	150,000	
<b>Sub-Total (KM)</b>			564,000	1,685,400	2,006,800	1,638,200	1,031,600	262,000	7,188,000		
Continuation of Implemented Pilot Projects	<b>Pliva Eco-House</b>			82,000	32,500	32,500	32,500	32,500	32,500	244,500	
	Develop/up-date Contents of Eco-House on "www.pliva tourism.ba"			2.5		2.5		2.5		2.5	15,000
	Re-organize the board of director Eco-House										-
	Workshop Program for quality improvement of local products		program	12.5		12.5		12.5		12.5	75,000
	Formulate/implement Sales Event Program		program								-
	Sales promotion tours to Bihac/Banja Luka/Sarajevo		program								-
	Establish Bar-Code System for products management			14.5							14,500
	Develop/diverse Local Products		Pasta machine	52.5		17.5		17.5		17.5	140,000
	<b>Pliva Sport Activities</b>			71,000	71,000	121,000	21,000	21,000	21,000	326,000	
	Formulate seasonal and yearly Event Program										-
	Develop seasonal Promotion Material/Contents on web-site			1		1		1		1	12,000
	Sales promotion trip			2.5	2.5	2.5	2.5	2.5	2.5	2.5	30,000
	Improve Canoe/Kayak Center		plan	50	50						100,000
	Improve Regatta Course for international competition				plan	100					100,000
	Formulate Water-Surface Zoning of River and Lake Use										0
	Training Workshops for Guide and Instructors			2	2	2	2	2	2	2	24,000
	Floating garbage collection work and river watching			10		10		10		10	60,000
	<b>Pliva Country Lodging</b>			101,000	104,500	204,500	204,500	204,500	154,500	973,500	
	Establish standard and criterion for Pliva Country Lodge										0
	Formulate/implement Market Promotion Program				2.5		2.5		2.5	2.5	12,500
	Formulate/implement Training Workshop program for Lodging										0
	Improve/update web-site contents for uncovered families			1		1		1		1	11,000
	Contract/improve new candidate houses for lodging			100 (20 families)	100 (20 families)	200 (40 families)	200 (40 families)	200 (40 families)	150 (30 families)		0
	Establish Management System of lodge improvement lone		Establish and manage system								0
	<b>Sub-Total (KM)</b>			254,000	208,000	358,000	258,000	258,000	208,000	1,544,000	
<b>Total (KM)</b>			818,000	1,893,400	2,364,800	1,896,200	1,289,600	470,000	8,732,000		

