

Ministry of Foreign Trade and Economic Relations (BiH)
Ministry of Environment and Tourism (FBiH)
Ministry of Trade and Tourism (RS)
Ministry of Physical Planning, Civil Engineering and Ecology (RS)

No.

**JICA Technical Cooperation
for the Project
for
Sustainable Regional Development
through Eco-Tourism
in
Bosnia and Herzegovina**

Final Report

December 2009

**Japan International Cooperation Agency (JICA)
PACET Corp.
PADECO Co., Ltd.**

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PREFACE

In response to the request of the Government of Bosnia and Herzegovina, the Government of Japan decided to conduct the Project of Sustainable Regional Development through Eco-Tourism in Bosnia and Herzegovina and entrusted the Project to the Japan International Cooperation Agency (JICA). JICA selected and dispatched a Project Team, consisted of PACET Corp. and PADECO Co., Ltd, headed by Kanao ITOH from PACET Corp. The Project was implemented by the Project Team from February 2007 to December 2009, aiming at human resource development and strengthening of institutional capacity, in order to promote regional development through eco-tourism both at administrative and private levels in the model areas. The Project was conducted in close cooperation with officials in the Government of Bosnia and Herzegovina and was rewarded with great results.

I hope that the results of our efforts in this Project will contribute to the development of Bosnia and Herzegovina in the near future, as well as to the enhancement of friendly relations between our two countries, which have been fostered in the process of the Project.

I also expect that this report, which is compiled of the project activities and lessons learnt, will be utilized for extension of the Project outcomes.

Finally, I wish to express my sincere appreciation to the officials concerned in the Government of Bosnia and Herzegovina for their close cooperation that was given to the Project Team.

December 2009

Toshiyuki Kuroyanagi
Director General,
Economic Infrastructure Department
Japan International Cooperation Agency

**The Project for Sustainable Regional Development through Eco-Tourism
in Bosnia and Herzegovina
Final Report**

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ABBREVIATIONS

BiH	Bosnia and Herzegovina
CBO	Community Based Organization
DF/R	Draft Final Report
F/R	Final Report
FBiH	Federation of Bosnia and Herzegovina
IC/R	Inception Report
IT/R	Interim Report
JCC	Joint Coordinating Committee
JICA	Japan International Cooperation Agency
JPT	JICA Project Team
M/M	Minutes of Meeting
MOET (FBiH)	Ministry of Environment and Tourism (FBiH)
MOFTER (BiH)	Ministry of Foreign Trade and Economic Relations (BiH)
MOPPCEE (RS)	Ministry of Physical Planning, Civil Engineering and Ecology (RS)
MOTT (RS)	Ministry of Trade and Tourism
NGO	Non-Government Organization
NPO	Not-for-Profit-Organization
OJT	On-the-Job-Training
PR/R	Progress Report
R/D	Record of Discussion
RS	Republic of Srpska
TC	Technical Committee

Chapter 1 Overview of the Project

1.1 Outline of the JICA Technical Cooperation Project

On receiving a request from the Government of Bosnia and Herzegovina (BiH) for a regional economic development, the Japan International Cooperation Agency (JICA) carried out “The Study on Sustainable Development through Eco-Tourism in Bosnia and Herzegovina (hereinafter referred to as “the Study”)” from 2003. As part of the Study, six pilot projects were executed, three projects respectively in the Pliva area and Velez area that encompass parts of both the Federation of Bosnia and Herzegovina (FBiH) and the Republic of Srpska (RS). Based on lessons learned from the implementation of these pilot projects, the JICA Study Team developed action plans as well as a master plan targeting the two areas in 2004.

Although a number of which have been placed into practice through an United Nations Development Programme (UNDP) project, grass-roots grant aid by the Japanese Government, activities by the British Council, etc. after the Study ended in 2004, the execution of the entire action plans formulated by the Study had difficulties because of insufficient institutional frameworks in both public and private sectors, lack of financial and human resources, and so on. Recognizing these circumstances, the Government of BiH requested a technical cooperation project to enhance and ultimately sustain the momentum of eco-tourism development, and also to connect eco-tourism with the sustainable regional development. In response to the request, “The project of Sustainable Regional Development through Eco-Tourism in Bosnia and Herzegovina (hereinafter referred to as “the Project”)” was begun in February 2007.

1.2 Objective of the Project

The objective of the Project is to establish regional development models through eco-tourism in the two model areas, Pliva and Velez, by December 2009. For this to occur, the JICA Project Team is assisting local stakeholders in initiating prioritized model projects by means of capacity development. The assistance is being delivered basically through unified regional coordinating organizations, the Eco Pliva Association and Eco Velez Association, utilizing opportunities of seminars, on-the-job training (OJT), workshops, and procurement of machinery and equipment.

Table 1.1 shows the Overall Goal, Project Purpose, and Outputs of the Project. The Overall Goal and Project Purpose are expected to be achieved around three years after the Project ends and within the project duration respectively.

Table 1.1 Overall Goal, Purpose, and Outputs of the Project

Overall Goal
The institutional systems organized by the Project continue to be managed jointly by administrative agencies and the people concerned.
Project Purpose
Human resource is developed and institutions/organizations are strengthened in order to promote regional development through eco-tourism both at administrative and private levels in the model areas.
Outputs
Output 1: The purpose of eco-tourism as a measure for regional development, and knowledge and skills on eco-tourism are understood by relevant personnel.
Output 2: Cooperation system is established between administrative agencies and private sector to jointly promote eco-tourism.
Output 3: Organization and personnel capable of formulation development strategies and supporting implementation of projects for eco-tourism promotion are developed.
Output 4: Personnel capable of engaging in the main fields of eco-tourism, which include developments of local agricultural products, country lodging, preservation and utilization of historical / cultural heritage, sports activities are developed.
Output 5: Regional development models through promotion of eco-tourism are compiled as a guideline.

Source: Project Design Matrix (Annex A)

1.3 Implementation Structure of the Project

The Project is being implemented by the Government of BiH in cooperation with JICA and relevant ministries are as follows:

- Ministry of Foreign Trade and Economic Relations, MOFTER (BiH);
- Ministry of Foreign Affairs, MOFA (BiH);
- Ministry of Environment and Tourism, MOET (FBiH);
- Ministry of Physical Planning, Civil Engineering and Ecology, MOPPCEE (RS); and
- Ministry of Trade and Tourism, MOTT (RS).

Counterpart ministries and organization of the Project are shown in Table 1.2.

Table 1.2 Counterpart Agencies and Organizations

Categories	Relevant Entities and Organizations
Central Government	MOFTER and MOFA
Entity Government	FBiH: MOET RS: MOPPCEE and MOTT
Municipalities	Pliva Area: Jajce, Sipovo, and Jezero Velez Area: Mostar and Nevesinje
Tourist Organizations	FBiH: Tourist Community, RS: Tourist Organization and Chambers of Commerce
Community based Organizations (CBOs) / NGOs	Pliva Area: Eco Pliva Association, Eco House, Pliva Sports Activities, Pliva Country Lodging Association, etc. Velez Area: Eco Velez Association, STK Blagaj, Blagaj Round Table, Bio Product, Nevesinje Youth Initiative, etc.
Local Citizen	Local citizens in the model areas

Source: JICA Project Team

The Project covers the two specific areas, one in the north referred to as Pliva area, and one in the south referred to as Velez area, which includes three municipalities and three communities in two municipalities respectively as shown in Table 1.3.

Table 1.3 Model Areas for the Project

Areas	Municipalities/Communities
Pliva (Three municipalities)	FBiH: Jajce RS: Sipovo, Jezero
Velez (Three communities in two municipalities)	FBiH: Mostar (Blagaj and Podvelez) RS: Nevesinje

Source: JICA Project Team

1.4 Management Structure of the Project

Overall project management is undertaken by the Joint Coordinating Committee (JCC) at the central level and by the Technical Committee at each model area (as shown in Figure 1.1).

Joint Coordinating Committee (JCC)

The JCC established for the effective and successful technical cooperation of the Project and was held once or twice a year during the project period. The functions of the JCC are;

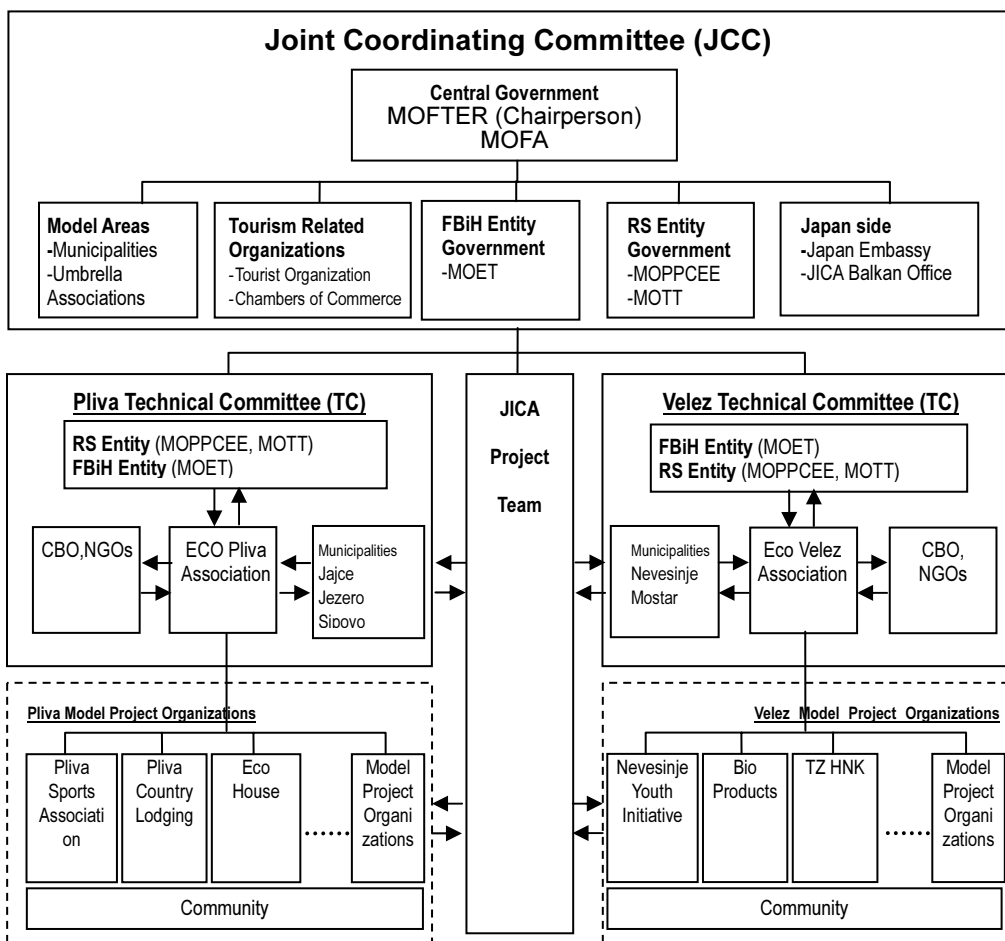
- 1) To review regularly the progress and achievements of the Project
- 2) To exchange views on major issues arising from or in connection with the Project
- 3) To approve the modification of activities depending on their necessity

Technical Committee (TC)

For integration and establishment of a cooperation system for sustainable regional development, Technical Committee is established in both of the model areas.

The function of TC is to exchange views and take necessary measures for the effective operation of the model projects and other activities, with emphasis on collaboration and integration of these activities. TC was held quarterly as a rule in Pliva and Velez model areas during the project period.

These committee meetings aimed encourage and enhance the collaboration between the public and private sectors.



Source: JICA Project Team

Figure 1.1 Management Structure of the Project

1.5 Schedule and Activities of the Project

The duration of the Project is 35 months and is divided into four fiscal years. Main activities in each fiscal year are described as follows.

First Fiscal Year (February 2007 - August 2007)

Assist stakeholders of each community in gaining a further understanding of sustainable regional development measures through eco-tourism. Also identify potential model projects and select prioritized projects among them utilizing lessons learned from the implementation of pilot projects in the Study. And subsequently prepare for establishing and strengthening implementing organizations of the model projects.

Second Fiscal Year (September 2007 – March 2008)

Implement concrete measures to strengthen organizations and frameworks for the regional development in the model areas. Also develop human resources of stakeholders who work on planning, implementation, and management of the model projects in each subject, such as eco-tourism and local product, through seminars, OJT, and workshops.

Third Fiscal Year (May 2008 – December 2008)

Based on the activities conducted in the second fiscal year, further strengthen the organizations and frameworks, and develop capacities of persons who could be leaders in each community emphasizing transfer of knowledge and technique in relation to the implementation and management of the model projects. At the same time, assist them in selling and operating tourism products developed in summer tourism season, and developing supplemental activity plans for the fourth fiscal year. The activity plans reflect issues and challenges which are identified by evaluations on progress of the project activities conducted by JPT together with the Eco Pliva Association and Eco Velez Association.

Fourth Fiscal Year (February 2009 – December 2009)

Implement the activity plans before the summer tourism season begins, and subsequently assist in selling and operating the tourism products of each area during the season. Also formulate a guideline on the sustainable regional development models through eco-tourism that organizes experience and lessons learned from the model projects in the Pliva and Velez area. In addition to formulating the guideline, promote an expansion of the regional development models into other areas in BiH through relevant organizations and persons who implement the model projects in the Pliva area and Velez area.

Table 1.4 shows anticipated tasks of the Project and corresponding fiscal years.

Table 1.4 Tasks of the Project

Tasks	Fiscal Year			
	1 st	2 nd	3 rd	4 th
Preparation of the Implementation Plan of the Project	√			
Explanation and Discussion of the Inception Report	√			
Preparation of Collecting Base Line Data for Monitoring	√			
Organizational and Stakeholder Analyses	√			
Institutional Building for the Implementation of Model Projects	√			
Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism		√	√	√
Enhancement of Collaboration among Public Sectors, CBO/NGO, and Communities		√	√	√
Preparation of Action and Financial Plans for Regional Development		√	√	√
Regional Development through Model Projects		√	√	√
Evaluation of Model Project Activities			√	√
Dissemination of Model Project Activities			√	√
Preparation of Guideline for Regional Development Model				√

Source: JICA Project Team

Chapter 2 Achievements in the First Fiscal Year

The relevant organizations of BiH and JICA Project Team (JPT) performed the following tasks in the first fiscal year (February 2007 – August 2007):

- Preparation of the Implementation Plan of the Project;
- Explanation and Discussion of the Inception Report;
- Preparation of Collecting Base Line Data for Monitoring;
- Organizational and Stakeholder Analyses; and
- Institutional Building for the Implementation of Model Projects.

The main objective in the first fiscal year was to lay a foundation of the capacity development, which would be the nucleus of the effective project implementation. JPT could obtain an overall consensus from various stakeholders on the general direction, and specific ideas of the Project, such as how to effectively implement the Project in conjunction with each other.

2.1 Preparation of the Implementation Plan of the Project

JPT discussed the implementation plan of the Project within the team and developed the Inception Report, which contained implementation strategies, schedules, activities, and implementation structure of the Project.

2.2 Explanation and Discussion of the Inception Report

JPT undertook the project activities in February 2007 and held a Joint Coordinating Committee (JCC) meeting and two Technical Committee (TC) meetings with the participation of representatives from counterpart ministries, various local stakeholders, and other relevant organizations. JPT explained the Inception Report to members of JCC and obtained approval from them. The participants in TC meetings also reached the common understanding on the Project through discussions and exchanging of opinions.

2.3 Preparation of Collecting Base Line Data for Monitoring

A baseline data collection survey was conducted to compile benchmark data that is vital for monitoring and evaluation activities of the Project. Data categories included the statuses of relevant organizations, relationships among the organizations, level of human resources, etc. These data was examined together with information collected through participatory workshops and utilized to examine indicators of a logical framework. Local stakeholders anticipated not only human resource development, but also the actual realization of substantial eco-tourism businesses that generate cash

income to improve their household economies. Taking this into consideration, JPT proposed practical indicators.

2.4 Organizational and Stakeholder Analyses

Through 12 participatory workshops and additional meetings with key persons, stakeholders for the Project were identified and discussions on potential collaboration among them were repeatedly made. And JPT found that each relevant organization had its own specific weakness in financial resource, human resource, expertise, and/or management capacity. On the other hand, recognition by local governments of potentials of economic growth through tourism can be seen by the establishment of the new tourist organizations such as a tourism organization established by the Sipovo municipality, an agency for culture, and sport and tourism (KIST) set up in Nevesinje. The old town, Jajce, submitted an application for a World Heritage's recognition to the United Nations Educational Scientific Cultural Organization (UNESCO) and visitors to Blagaj have been significantly increasing thanks to a World Heritage site, Mostar.

However JPT has observed that only a few organizations had started tourism related businesses to date, and it is far too early a stage to conduct a business analysis and examine the collaboration among the local stakeholders relevant to eco-tourism businesses. Stakeholders had the same viewpoint that collaboration among the organizations shall be gradually developed and the most important element was to initiate action. Actual examples of success in local communities need to be demonstrated as soon as possible in order to accelerate the motivation of the local communities.

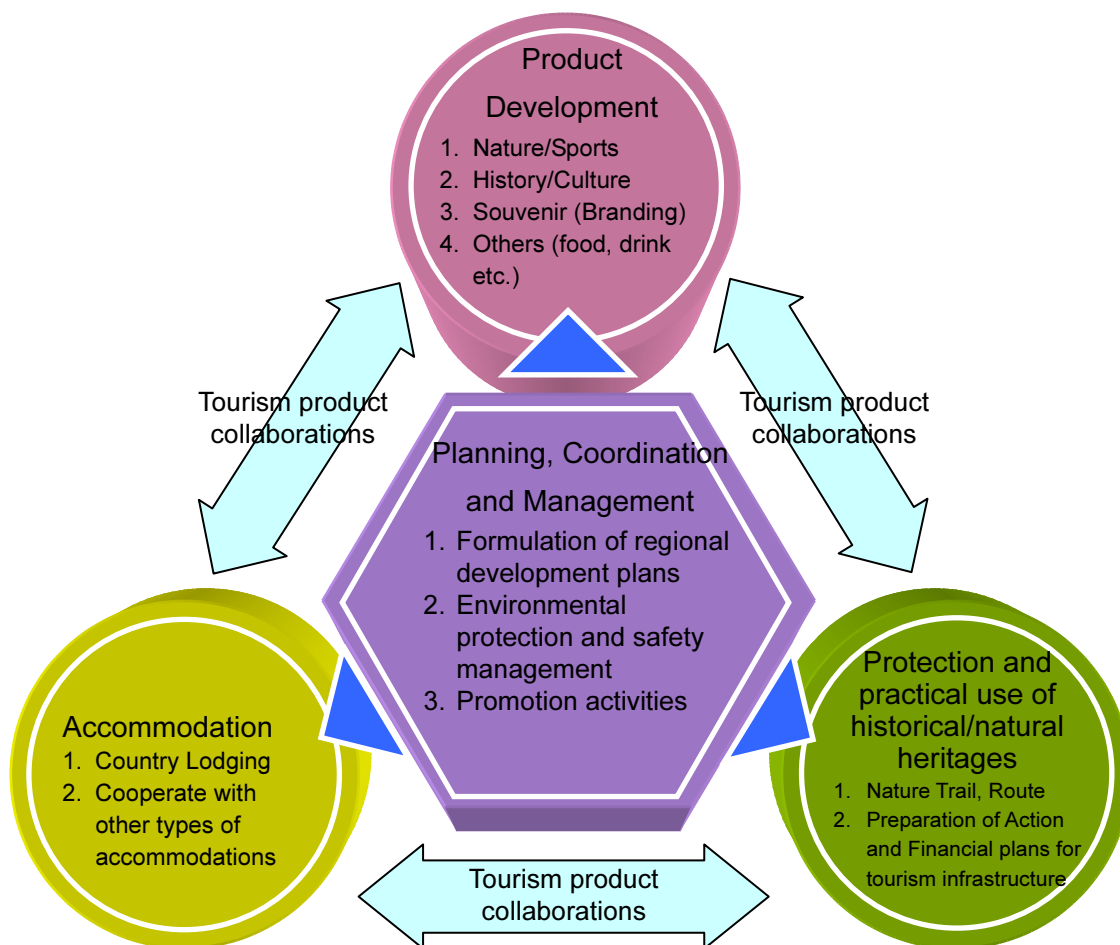
2.5 Institutional Building for the Implementation of Model Projects

In the Pliva area, the Pliva Sports Association (PSA) has been very proactive while the Eco Pliva Association and Country Lodging Association fell dormant soon after the Study completed. In addition to this, a manager of Eco House unfortunately became extremely ill and could no longer maintain basic operations. After repeated discussions and negotiation efforts between local stakeholders and JPT, these organizations were revitalized with valuable supporting agreement from all three municipalities of the area.

In the Velez area, the Neretva Herzegovina Canton Tourism Association shows a rapid growth in its capability with the support of various donors. The six municipalities in the RS Herzegovina have jointly founded a tourism corporation named KIST. The Ministry of each entity is fully aware of the potential in tourism development at a community level and possesses a positive stance toward further development. And then, participants in TC meeting in the Velez area agreed to set up an umbrella association, Eco Velez Association, like Eco Pliva Association in the Pliva area. Both the Mostar and

Nevesinje municipalities also pledged to support this association.

Various local NGOs proposed model project ideas in participatory workshops held in the Pliva and Velez areas. Tourism products that attract the tourism markets consist of several factors, and a single model project cannot be sustained independently. Therefore, synergy effects, brought on by the integration of individual model projects, are indispensable to establish a regional development model through eco-tourism in both areas. These ideas were closely reviewed and a number of which have been selected as prioritized model projects that can lead the eco-tourism and local products development in the areas.



Source: JICA Project Team

Figure 2.1 Project Approach to the Model Projects

2.6 Other Activities

In August 2007, the 1st joint eco-tourism seminar was held in Sarajevo with the participation from relevant sectors. Lectures by tourism related experts from neighboring countries as well as

presentations by local leaders of the model areas have been delivered. In addition to this, eight mini seminars were held in the model areas to enhance the understanding of the local stakeholders. Topics at the seminars included marketing, promotion of tourism, eco-tourism in Japan, etc.

Chapter 3 Achievements in the Second Fiscal Year

The counterpart organizations and JPT implemented the following main activities in the second fiscal year (September 2007 – March 2008)

- Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism;
- Enhancement of Collaboration among Public Sectors, CBO, and Communities;
- Preparation of Action and Financial Plans for Regional Development; and
- Regional Development through Model Projects.

In the second fiscal year, the first step of the specific program of capacity development JPT formulated in the first fiscal year was implemented. JPT and relevant organizations organized the second JCC meeting and the TC meetings in the Pliva area and Velez area, and reached the agreement on measures for the capacity development through explanation and discussions of the Progress Report.

JPT assisted in developing activities plan of each model project, implementing the activities, and procuring equipment to enhance knowledge and skill in each field such as tourism and local products development. JPT also assisted umbrella associations, Eco Pliva Association and Eco Velez Association, in developing and implementing programs of capacity development for planning, coordination, market analysis, comprehensive tourism promotion, arrangement of environmental function, and improvement of security control. Through these activities, model projects organizations and the umbrella associations could enhance their capacities. At the same time, JPT advised the relevant ministries on tourism related administrative functions and assisted them in organizing a working group which undertakes a role of coordination among the ministries. 2nd joint eco-tourism seminar was also hold in Sarajevo to disseminate knowledge and experience from regional development through eco-tourism to not only relevant organizations and persons but also NGOs in other areas and so on.

3.1 Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism

Relevant organizations and JPT disseminated a system and knowledge on the self-reliant regional development through seminars and workshops held in Blagaj and Jajce that targeted the well-balanced tourism development with the preservation of historical and cultural heritage as well as environmental education for students by implementing beautification campaigns in each community. Regarding model projects of local tourism products utilizing natural resources in the regions, JPT also disseminated knowledge and experience on the regional development in regions richly endowed

with nature, such as sustainable utilization of natural resources and planning of activities plan based on its criteria.

Major targets and beneficiaries of these activities mention above are as shown in Table 3.1.

Table 3.1 Major Targets and Beneficiaries

Categories	Targets/Beneficiaries
Public Sector	Four counterpart ministries of the Project, municipalities of the model areas, relevant tourism associations/organizations
Umbrella Associations	Eco Pliva Association and Eco Velez Association
Model Project Organizations	CBOs / NGOs and local families that are engaged in eco-tourism businesses or local products
Local Citizens	Potential employees of tourism and local industries

Source: JICA Project Team

Table 3.2 summarizes methodologies and examples of activities for disseminating knowledge and skill of regional development through eco-tourism.

Table 3.2 Methodology and Examples of Activities

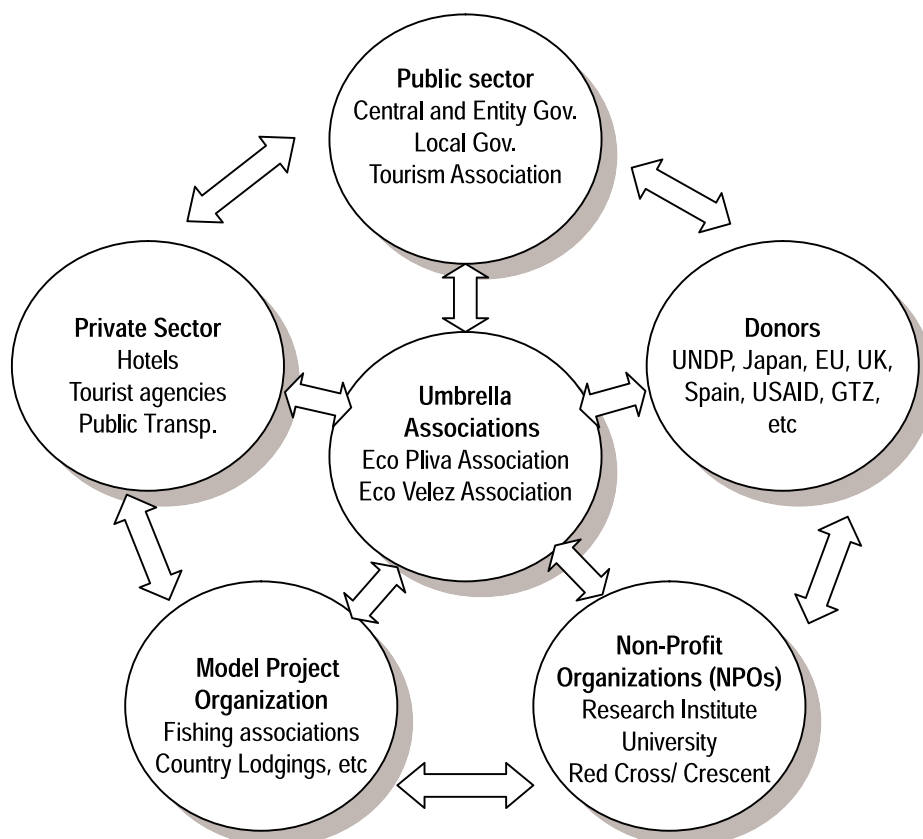
Methodologies	Examples of Activities
1 Seminars	<p><u>Joint eco-tourism Seminar:</u></p> <p>Seminar with the participation of stakeholders of all model projects and other relevant parties to learn and discuss common issues in Pliva and Velez. One of opportunities to share the basic knowledge on eco-tourism and regional development.</p> <p><u>Seminars in Model Areas</u></p> <p>Seminars in the Pliva and Velez areas on the subjects of a conservation of nature environment, historical and cultural heritage, and so on.</p>
2 Workshops/ Lectures	<p><u>Public Administration for Tourism</u></p> <p>Through the working group, dissemination of knowledge on public administration such as necessary support and regulation for tourism industries.</p> <p><u>Institutional Building for Regional Development</u></p> <p>Workshops for umbrella associations and municipalities on roles and functions of coordinating organization.</p> <p><u>Safety Management</u></p> <p>Workshop to understand the importance of a system for the tourism safety</p>

	management.
3	On-the-Job- Training (OJT)
	Assistance through consultations and procurement of equipment in real business situations The followings are one of the OJT activities. <u>Promotion activities</u> Create promotional brochures, updating website or organized promotional event, etc. to promote tourism products in the model areas. <u>Product Development of Eco-House</u> Increase the quantity of consignment of products contracted with eco-house. <u>Country Lodging</u> Assistance for starting businesses and enhance capacities such management skill, cooking skill, English language skill, hospitality, and safety management.
4	Campaign/ Event
	Cleaning and beautification campaign in each community. (Eco-tourism is an industry to sell images of the destinations and clean and ecological environment is essential.)

Source: JICA Project Team

3.2 Enhancement of Collaboration among Public Sectors, CBO/NGO, and Communities

Tangible regional development through eco-tourism requires extensive collaboration and coordination among relevant stakeholders in both public and private sectors. The Eco Pliva Association and Eco Velez Association are expected to undertake coordinating roles between communities and municipalities. Figure 3.1 shows an image of collaboration/coordination among stakeholders in the model areas.

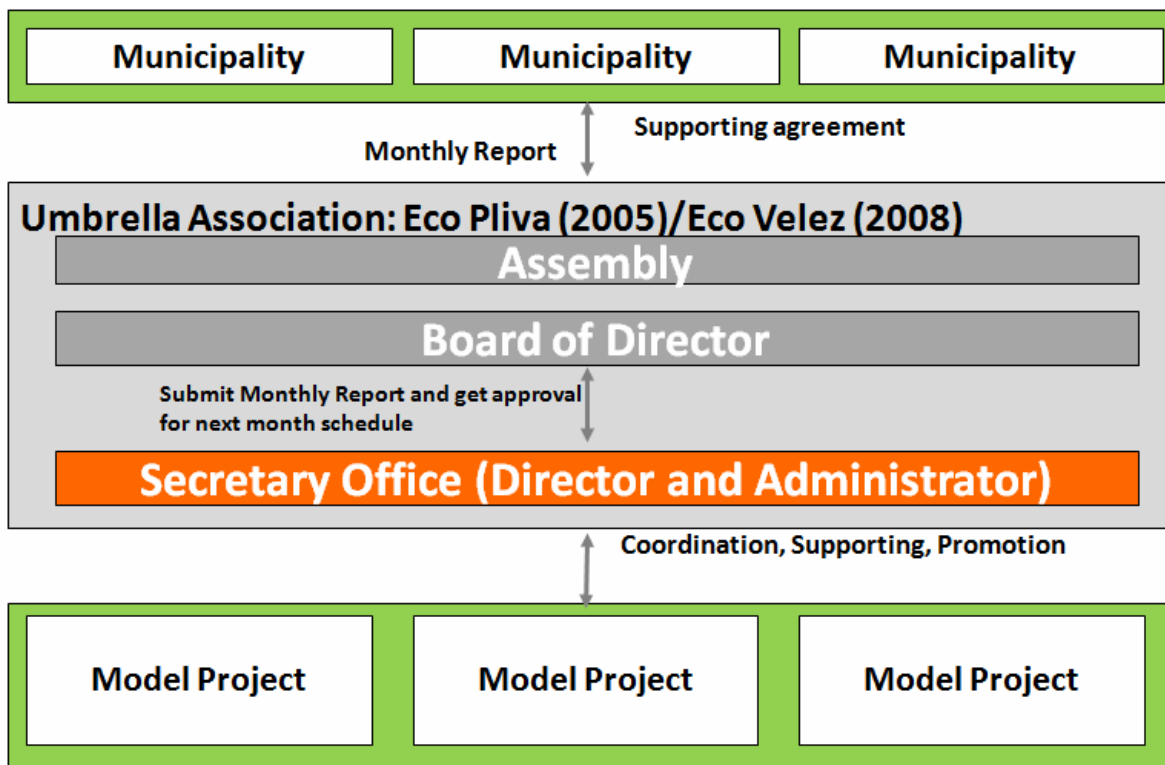


Source: JICA Project Team

Figure 3.1 Image of Collaboration/Coordination among Stakeholders

JPT assisted in establishing umbrella associations in both area that would play central roles of the public-private partnership, and strengthen the organizations by allocating young human resources who are able to correspond to various model projects. In the process of establishing the organizations, JPT coordinated with relevant local governments to sign agreements that the local governments finance the umbrella associations. Moreover, JPT arranged to secure budgets for activities of tourism promotion and tourism infrastructure development in the model areas from ministries' budgets, and also to develop cooperation structure to finance for agricultural and environmental activities.

Figure 3.2 show the structure of umbrella associations, Eco Pliva Association and Eco Velez Association.



Source: JICA Project Team

Figure 3.2 Structure of Umbrella Associations

3.3 Preparation of Action and Financial Plans for Regional Development

Review of the regional development master plan of each model area and implementation plans of each model project are very important for the umbrella associations, local authorities and leaders of the model project organizations to implement the model project and obtain achievements from that. A valuable plan secures an understanding of their roles expected by other relevant parties and tasks required for implementation of the model projects.

JPT provided relevant parties with knowledge and skill on regional development planning under the market economy through assistance in developing activity plans of model projects securing financial feasibility. JPT also disseminated necessity of financial control for operating/managing model projects.

3.4 Regional Development through Model Projects

Although most of activities of six model projects in the Pliva area were performed as planned, implementation of a pomegranate festival and music festival and development of promotion materials were postponed to the third fiscal year in the Velez area due to delays of activities in an early stage

and establishment of the umbrella association. The other activities were almost effectively implemented based on activity plans. Model projects in Pliva and Velez areas are summarized in Table 3.3 and Table 3.4.

Table 3.3 Model Project Activities in the Pliva Area (FY2, Oct 2007-Mar 2008)

Field	No.	Model Project	Organization	Implemented Activities	Equipment
Tourism Products	1	Diversification of nature tourism products (water sports, mountain-related sports and nature observation)	Pliva Sports Activities	Workshops for business planning Trainings for nature guide Trainings of sports and recreation instructors (rafting, mountain biking, fly fishing, etc.) Basic training for administration and financial management	Equipment for nature sports and recreation that diversify the tourism products
	2	Protection and practical use of the Jajce fortress	Jajce Municipality	Awareness seminar for the citizen Support for creation of promotion material for presentation in UNESCO HQ Standard trainings on resource management, regional planning, etc	
Accommodation	3	Country lodging and related tourism product development (such as farm visit, local food, horseback riding)	Pliva Country Lodging Association	Revitalization of the association, increase in new members Workshops for country lodging guideline Training of business management and hospitality	Equipment necessary to start country lodging business
Tourism Infrastructure	4	Pliva Trail Master Plan and Action Program	Eco Pliva (with other organizations)	Workshops for Pliva Trail Network Master Plan	
Local specialty products	5	Development of local specialty products in Jezero	Jezero Municipality	Training for organic mushroom and herb collection Training for making business plan Training for management and operation of buy-off station Basic training for administration and financial management.	Machinery for mushroom and herb processing and packaging
	6	Eco house management of consignment sale	Eco House Jajce	Revitalization of the activity as the project under Eco Pliva Association Training for quality improvement of local products and food processing Introduce the Eco House and hold meeting toward potential consignees. Basic training for administration and financial management	Office equipment to enhance consignment sale

Source: JICA Project Team

Table 3.4 Model Project Activities in the Velez Area (FY2, Oct 2007-Mar 2008)

Field	No.	Model project	Organization	Implemented Activities	Equipment
Tourism products Accommodation Local specialty products	1	Diversification of nature tourism products (water sports, mountain-related sports)	Nevesinje Youth Initiative	Workshop for business plan development Trainings of sports and recreation instructors Cleaning and beautification campaign Basic training for language, business management, financial, etc.	Equipment for nature sports and recreation that diversify the tourism products
	2	Nature observation tourism (wild fauna and flora)	Velez Hunting Associations	Trainings for nature interpreter Practical guide training in advanced eco-tourism destination Basic training for business management, financial, etc	Equipment for nature observation
	3	Exploring tour into the Buna river source grotto	STK Blagaj	Training of boat guides, rafting guide, etc. Cleaning and beautification campaign Basic trainings for business management, language etc.	Traditional wooden boat
	4	International folklore festival	KPD Blagaj	Workshop for developing event plan Training of folk dance and music	
	5	Music festival	Info-center Nevesinje	Workshop for developing event plan	
	6	Eco and historical trail	TZ HNK	Workshop for preservation and landscape conservation Basic training for regional planning, tourism resource protection, etc.	
	7	Tourist farm (Eco Farm)	Bioprodukt	Development and operation of tourist farm Basic trainings for business management, financial control, safety, language, etc.	Equipment for the preparation of tourism farm
	8	Promotion of local food	Eco-Tourism Blagaj	Training of local food cooking	
	9	Country lodging and related tourism product development (such as farm visit, local food, horseback riding)	Country Lodging owners	Training of business management and hospitality Basic trainings for business management, financial control, language, etc.	Equipment necessary to start country lodging business
	10	Pomegranate Festival	TZ HNK	Workshop for developing event plan	
	11	Local specialty product of honey	Nevesinje Beekeepers association	Training of bee keeping, processing technology Training of quality development of local products Basic trainings for business management, etc.	

Source: JICA Project Team

Chapter 4 Achievements in the Third Fiscal Year

In the third fiscal year (May 2008 – December 2008), the following tasks were implemented by relevant organizations and JPT.

- Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism;
- Enhancement of Collaboration among Public Sectors, CBO/NGO, and Communities;
- Preparation of Action and Financial Plans for Regional Development;
- Regional Development through Model Projects; and
- Interim evaluation workshop.

As mentioned in Chapter 1, activities in the third fiscal year aim to further strengthen the organizations and frameworks, and develop capacities of persons who could be leaders in each community. Another objective is to assist the communities in selling and operating tourism products and developing supplementary activity plans for the fourth fiscal year.

4.1 Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism

JPT and the umbrella associations organized the 3rd Joint Seminar on Eco-tourism in the Pliva Area on 25 and 26 June 2008, and the 4th seminar in the Velez Area on 13 and 14 November 2008. Seminars included not only relevant organizations and persons of the model projects but also governmental officials, other donors, and tourism related organizations from neighboring regions. The seminars have two-day programs as follows:

1st day of the Seminar

- Lecture on eco-tourism by a lecturer from a neighboring country;
- Report on progress of activities in each community;
- Group discussion and presentations by participants divided into four groups: i) Historical/Cultural Tourism Products, ii) Sport/Recreation Tourism Products, iii) Accommodation/Country Lodging, and iv) Local Specialty Food Products/Souvenirs; and
- Stay at country lodgings to evaluate levels of facilities and services and feed back to owners of the lodgings.

2nd Day of the Seminars

- Visits to the fields of the model projects; and
- Evaluation and discussion on progress and achievements of the model projects and other activities for the future.

The seminars aim to disseminate knowledge and skill of the regional development in the area of eco-tourism, local products development, and nature environmental conservation. At the seminars, progress and achievements of the model projects were reported to participants. Participants also visited the field of the model projects to evaluate the projects and exchange opinions for the future regional development. The seminars were also utilized to share experience and information, and develop networks between participants from the Pliva area and ones from the Velez area.

In the third fiscal year, the following activities were implemented to disseminate knowledge and skill as well as the eco-tourism seminars mentioned above.

Table 4.1 Activities for the Dissemination of Knowledge and Skill

Activities	Contents
Joint Seminars on Eco-tourism	- Organize seminars in both model areas aiming to disseminate knowledge and skill of the regional development in the field of eco-tourism, local products development, and nature environmental conservation.
Historical and Traditional Cultural Conservation Seminars	- Organize seminars on protection and conservation of historical and traditional culture, and town beautification to enhance knowledge and awareness of local residents.
Beautification and Nature Conservation Campaigns	- Enlighten children and students on garbage reduction and disposal, beautification of the region. - Implement cleaning campaigns targeting tourist sites, areas along roads, rivers, and urban areas of the regions.
Transmission of Information through Web Sites and Newsletters	- Develop and manage web sites, and update information released to report progress and outcomes of the model projects. - Advertise tourist sites and tourism products, country lodgings, and so on through the web sites. - Develop and circulate monthly newsletters to report progress of the project activities to relevant organizations and parties.

Source: JICA Project Team

4.2 Enhancement of Collaboration among Public Sectors, CBO/NGO, and Communities

Working Group among the Ministries and Brcko District

Human resources and organizational structures of the governments aren't sufficient and adequate in

the field of tourism at both a national level and entity level. In response, JPT is assisting the working group established in the second fiscal year by the MOFTER (BiH), MOET (FBiH), MOTT (RS), and Brcko District, which is expected to play a role of coordination among the ministries and district. JPT advised the working group to tackle with the following programs/activities that are related to the capacity development and enhancement of the governments:

- Formulation of a strategy plan (national tourism development strategies);
- Integration of tourism related laws and regulations, and introduction of EU standards;
- Securing the transparency in an enforcement system of regulations;
- Strengthening and supporting the tourism industry development and investment;
- Developing small-scale tourism related infrastructure;
- Public relations of images of nation and tourism, and its share responsibilities; and
- Collecting and utilizing of tourism tax.

Umbrella Associations in the Pliva and Velez Areas

Development and promotion of tourism, eco-tourism, and local products require integral coordination among organizations and parties in the communities and also partnership between communities and industries. Collaborative activities between areas, such as development, accommodation, souvenir, and other industries, are also necessary to enhance synergy effect from the development of tourism products needs.

The umbrella associations, the Eco Pliva Association and Eco Velez Association, were set up as NGO to play a role of these coordinating activities in the areas. JPT assisted the local governments to reach an agreement to support the associations including financial parts. Each association consists of an assembly, board of director, and secretary office, and the members of the secretary office are actively playing the role in each area receiving support from JPT.

4.3 Preparation of Action and Financial Plans for Regional Development

Regional Development plan was discussed through several workshops in both model areas among related organizations. JPT supported submission of applications for the financial assistance for small-scale tourism infrastructural improvements to the relevant ministries and donors. The below is the necessary small scale tourism infrastructure in Pliva and Velez area which complied based on the regional development plan.

Required Small Scale Tourism Infra: application making to governments/donors

- 1. For Eco Pliva:** Fund for regional eco tourism center, integrated promotion materials/activities, Vehicle for project coordination work, Vehicles to operate tourism product (for tourist), Regional Trail Network (surrounding lakes), info center in Jezero and Sipovo, Micro Finance to up-grade and expand Country Lodging, Micro Finance to support local product and souvenir development
- 2. For Jajce:** Full Archeological Survey of Jajce Fortress, Plan formulation of conservation and utilization of Jajce fortress, infill dev't of museum and ticketing office, Improvement of car parking/road network, observation spots, Sewage treatment plant, regional solid waste disposal system/disposal site
- 3. For Jezero:** Ethno village, organic herb farm, sewage treatment plant and septic tanks
- 4. For Sipovo:** Eco House Sipovo, mountain recreational center with access road improvement, cave explorations, Archeological Survey for Old Roman/medieval Heritages, plan making and development of historical sites

Required Small Scale Tourism Infra: application making to governments/donors

- 1. For Eco Velez:** Promotion Materials/activities, Vehicle for project coordination work, vehicles to operate tourism product (for tourist)
- 2. For Blagaj:** Restoration of Stephan Castle, access walkway to castle, Main Car Parking, Electric Cars, Street Tree Planting on Historical Corridor, Removal of Souvenir Shop, Green Market (local products shop), Observation Sports
- 3. For Podvelez:** improvement of Nature Observation Trail, information and sign boards
- 4. For Nevesinje:** Alagovac Lake Recreation Center, Cottages, improvement of Nature Observation Trails with information/sign boards and mountain huts

As a result, below applications are submitted and some of them are received the support.

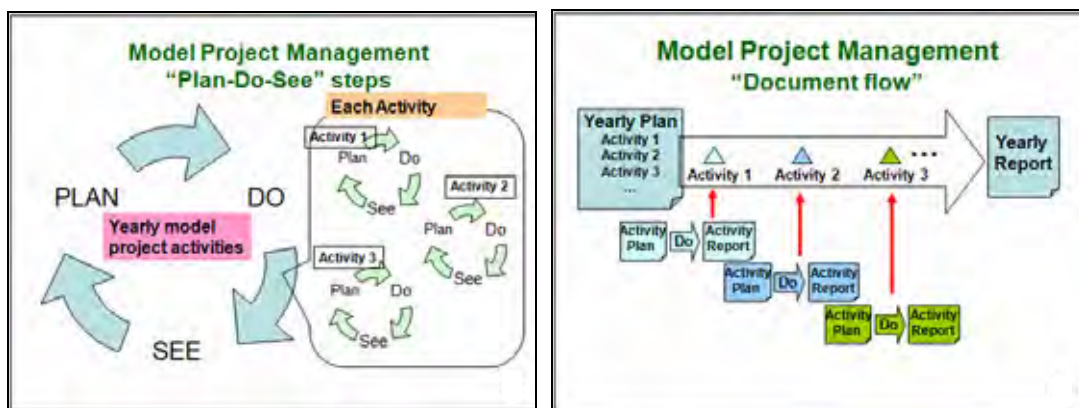
Table 4.2 List of Projects - applied for the financial assistance to donors and entity governments

No	Project name	Area	Application to	Status
1	Grass-roots grant: machinery and equipment for beautification activities in the Pliva area	Pliva	Japanese Government	Donated/ used
2	Establishing Fishing areas on the Bunica river / Sports Fishermen Association Blagaj	Velez	UNDP	Donated/ operating
3	Development of ecological camp "Hercegovina" and promotion of tourism in South East Herzegovina / Herceg Blagaj	Velez	UNDP	Processing
4	Poverty reduction through sports tourism products / STK Blagaj	Velez	UNDP	Donated/ operating
5	Expanding souvenir production for the benefit of the tourism-offer /KRUG Blagaj	Velez	UNDP	Donated/ operating
6	Expansion of accommodation capacity of motel Sunce	Velez	FBiH Ministry of Environment and Tourism	Partially donated
7	Development of local specialty products in Jezero (Eco House Jezero)	Pliva (Jezero)	RS Ministry of Agriculture and Forestry	Donated/ operating
8	Access road up-grading for River Source Pliva	Pliva (Sipovo)	RS Ministry	Donated/ using
9	Development of Sewage Treatment Plant and Improvement of Sewer for Urban Area Sipovo	Pliva (Sipovo)	International Donor	Under coordination
10	Financial Support for New Candidate of Pliva Country Lodging in Jajce	Pliva (Sipovo)	FBiH Ministry of Environment and Tourism	Applied
11	Eco Farm	Velez	FBiH Ministry of Environment and Tourism	Approved
12	KPD Blagaj - International Folklore Festival	Velez	FBiH Ministry of Environment and Tourism	Approved
13	KRUG Blagaj - souvenir development	Velez	FBiH Ministry of Environment and Tourism	Approved

Source: JICA Project Team

4.4 Regional Development through Model Projects

JPT assisted the implementing the model projects organizations in developing yearly plans, activity plans, activity reports and yearly reports, aiming to enhance capacity for planning and managing of businesses. Brief explanations of the plans and reports are presented below.



Yearly Plan

Each implementing organization prepared the yearly plan and finalized it receiving advice and assistance from JPT. The yearly plan consisted of a few parts such as i) information of the implementing organization, ii) background, objective, and expected outcome of the model project, iii) yearly schedule, and iv) implementation schedule, expected participants, activity description, and cost estimation of each activity.

Activity Plan

Based on the yearly plan approved by JPT, the detailed activity plan with cost estimation was developed for each activity. JPT reviewed the activity plan and examined whether or not: i) the activity plan accords with the yearly plan; ii) the activity plan include all necessary information; iii) adequate lecturer, coordinator, and participants are selected; iv) timing and venue/place are adequate; and v) cost estimation is reasonable. And then, the implementing organization revised the plan according to comments from JPT in prior to the actual implementation.

Activity Report

Activity report was developed by the implementing organization and submitted to JPT after the implementation of each activity. The report compiled information on achievements and lessons learned from the implementation of the activity.

Yearly Report

Each implementing organization of the model projects develops the yearly report containing outcomes of all activities in the third fiscal year, which was used at the evaluation workshops. The

activity plan for the fourth fiscal year was prepared based on the result of the evaluation.

Workshop for business plan development and financial management was also organized for potential leaders in the communities. Through these activities, sustainability of the future activities and businesses in the communities is expected to be secured.

JPT supported local organizations in implementing the model projects as the same as the second fiscal year. Lists of the model projects in the Pliva and Velez areas, presenting contents and progress of them, are shown in Table 4.3 and Table 4.3.

Table 4.3 Model Project Activities in the Pliva Area (FY3, May 2008-Dec 2008)

Field	No.	Model Project	Organization	Implemented Activities	Equipment
Tourism Products	1	Diversification of nature tourism products (water sports, mountain-related sports and nature observation)	Pliva Sports Activities	Promotion Activities, organizing events for tourists Trainings for nature guide / interpreter, safety management Trainings of sports and recreation instructors	Equipment for nature sports and recreation that diversify the tourism products
	2	Protection and practical use of the Jajce fortress	Jajce Municipality	Training of guides and interpreters in history and culture Awareness training for test archeological survey in Jajce Old town, etc	
Accommodation	3	Country lodging and related tourism product development (such as farm visit, local food, horseback riding)	Pliva Country Lodging Association	Training for strengthen the country lodging association OJT on promotion activities (Monitoring Campaign) Training for language, hospitality, financial management, business skill, etc.	Sign board for member of Country Lodging Association
Tourism Infrastructure	4	Pliva Trail Master Plan and Action Program	Eco Pliva Association (with other associations)	Workshops for Pliva Trail Network Master Plan Develop the map for Pliva Trail Network	
Local specialty products	5	Development of local specialty products in Jezero	Jezero Municipality	Training for herb collectors OJT for operation of buy-off station	Machinery for mushroom and herb processing and packaging
	6	Eco-house management of consignment sale	Eco House project (Eco Pliva Association)	Training for quality improvement of local products and food processing OJT for promotion and marketing activities	

Source: JICA Project Team

Table 4.4 Model Project Activities in the Velez Area (FY3, May 2008-Dec 2008)

Field	No.	Model project	Organization	Implemented Activities	Equipment
Tourism products	1	Diversification of nature tourism products (water sports, mountain-related sports)	Nevesinje youth Initiative Fishing Association Nevesinje/Blagaj	Trainings of sports and recreation instructors OJT for organizing events for tourists	Equipment for nature sports and recreation that diversify the tourism products
	2	Nature observation tourism (wild fauna and flora)	Velez Hunting Associations Eco Velez Podvelez	Trainings for nature interpreter Workshop for developing the trail plan and trail marking	
	3	Developing sports/recreation tourism products	STK Blagaj	OJT for organizing events for tourists Operation of tourism products Basic trainings for language, promotion, financial control, etc.	Equipment for nature sports and recreation that diversify the tourism products
	4	International folklore festival	KPD Blagaj	Workshop for developing event plan OJT on promotion activities	
	5	Music festival	Info-center Nevesinje	Workshop for developing event plan	
	6	Eco and historical trail	Blagaj Round Table	Workshop for regional planning, tourism resource protection, etc.	
	7	Tourist farm "Eco Farm", local products	Bioprodukt KRUG Blagaj	Operation of tourist farm, promotion activity Trainings for business management, financial control, service improvement. Training for developing local souvenir, such as ceramic and copper products, etc	Equipment for developing local souvenir
	8	Promotion of local food	Eco-Tourism Blagaj	OJT on promotion activities	
	9	Country lodging and related tourism product development	Velez Country Lodging Owners	Operation of country lodging	
	10	Pomegranate Festival	Blagaj Round Table	Workshop for developing event plan, promotion activities	
	Local specialty products	11	Local specialty product of honey	Nevesinje Beekeepers association	Workshop for quality development of local products

Source: JICA Project Team

4.5 Interim Evaluation Workshop

Evaluations of the model projects are being conducted using activity reports developed after the implementation of each activity and evaluation workshops as well as interview surveys with relevant parties. JPT, umbrella associations and model project organizations in the Pliva and Velez areas used the evaluation results to prepare activity plans for the fourth fiscal year. JPT performed these activities in partnership with the umbrella associations in order to develop capacity of the associations to effectively conduct monitor and evaluate activities in the future after the Project ends.

4.6 Dissemination of Model Project and Collaboration with Other Areas to establish International Tourism Corridor

JPT started cooperation with areas other than the original two model areas. It is very important to choose areas which can effectively relate with model areas, can establish International Tourism Corridor each other and have potential tourism resources. Below is the criterion for target area;

- The area which can establish International Tourism Corridor in cooperation with model areas
- The area located near model areas and can establish complementary relationship
- The area have strong intention to implement sustainable regional development through eco-tourism

Table 4.5 and 4.6 shows the candidate areas for dissemination activities;

Table 4.5 Candidate Areas around Pliva Area

Candidate Area	
1. Bihac	Along the Una river, developed tourism destination for rafting and eco-tourism. This area has a potential to cooperate with Sipovo.
2. Banja Luka	Kanjon (rafting club along the Vrbas river) has already started cooperation with PSA, Sipovo.
3. Mrkonjic-grad	Mrkonjic-grad municipality and country lodgings show are interested in the Project activities and have good potential for future cooperation.
4. Kupres	Ski resort in winter and Kupres is located on the shortest route from BiH north area to Adriatic coast.
5. Ribnik	Ribnik shows rapid growth as the fishing resort and has started cooperation with PSA, Sipovo.



Table 4.6 Candidate Areas around Velez Area

Candidate Area	
1. Konjic	Konjic is the midpoint from Mostar and Sarajevo and developed tourist attraction such as rafting and fishing.
2. Medugorje	Well known to Catholics as pilgrimage site and attracted large number of tourists and pilgrims. However, it has limited variety as a tourist site and great potential to cooperate with model areas to widen tourist attraction.
3. Pocitelj	Located along with the route to Adriatic coast and famous as UNESCO heritage site. Potential area to establish International Tourist Corridor with Mostar and Blagaj.
4. Stolac	Stolac is also located along with the route to Adriatic coast and has historical and cultural heritages. Potential area to establish Ancient Capital Tour together with Blagaj for Muslims.
5. Trebinje	Behind the mountains in Dubrovnik and closest city from Croatia and Montenegro.



Chapter 5 Achievements in the Fourth Fiscal Year

In the fourth fiscal year (February 2009 – December 2009), counterpart organizations and JPT implemented the following tasks.

- Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism;
- Enhancement of Collaboration among Public Sectors, CBO, and Communities;
- Regional Development through Model Projects;
- Preparation of Guideline for Regional Development Model; and
- Dissemination of Model Project Activities.

In the fourth fiscal year, the relevant organizations and JPT aim to implement the activity plans before the summer tourism season begins, and subsequently assist in selling and operating the tourism products of each area during the season. Also formulate a guideline of the sustainable regional development models through eco-tourism that organizes experience and lessons learned from the model projects in the Pliva and Velez area.

5.1 Dissemination of Knowledge and Skill of Regional Development through Eco-Tourism

JPT organized the 5th Joint Seminar on Eco-tourism in Sarajevo on 25 August 2009. Seminar included leaders interested in regional development through eco-tourism outside the region, relevant organizations and persons of the model projects, governmental officials, donors in BiH, and tourism related organizations. The seminar program was as follows:

Seminar Agenda

- Presentation: Outline of the Project
- Presentation: Guideline of regional development through eco-tourism
- Presentation from Model Projects' Progress
and;
- Issues of sustainable regional development;

As the final seminar of the Project, the fifth joint seminar aimed to disseminate knowledge and skill of the regional development in the area of eco-tourism, local products development, and natural environmental conservation through model project activities and the guideline. At the seminar, outline of the Project and tourism products of model projects were presented as the result of the Project, as well as the guideline of sustainable regional development model through eco-tourism and

the further issues. Participants from other areas, such as Bugojno, Trebinje, Konjic, and so on, were learned from model projects experiences and develop networks among them.

5.2 Enhancement of Collaboration among Public Sectors, CBO/NGO, and Communities

Sustainability of the collaboration system was examined and enhanced so that model projects do not lose their momentum even after JPT leaves BiH. Through the Project activities till the fourth year, JPT experienced the difficulty to sustain the Umbrella associations as public-private partnership organization under the limited financial resources and politically complex situation. JPT recommends keeping the umbrella associations as the regional coordinating round table which municipalities, model project organizations and tourism related organizations can discuss about regional development plan. Inbound tour operation service, marketing and reservation management of all other model projects, can be transferred to leading model project organizations or tourism related organizations in the area so that this important function works efficiently.

In Pliva region, secretary office of Eco Pliva Association and Pliva Sport Association in Sipovo can take the above roles and functions.

In Velez region, secretary office of Eco Velez Association with Blagaj Round Table can take the above roles and functions.

5.3 Regional Development through Model Projects

Umbrella associations and model projects have been enhanced operating tourism products and smooth collaboration among them. Typical activity was “Monitoring Campaign” which implemented in both Pliva and Velez area, in which they offered discount price on tour package (country lodging accommodation + tourism products) to attract larger number of tourists to both areas.

Terminal Evaluation

In June and July 2009, JICA terminal evaluation team and counterpart ministries jointly conducted the terminal evaluation of the Project. Additional workshops and OJT trainings were implemented to model projects evaluated “B” or “C” to be improved up to the level of “A” or “B”.

Next steps for the each model project

Through last TCs in Pliva and Velez, current issues and next steps were discussed among model project organizations and recommendation from JPT was presented.

Table 5.1 shows the result of the terminal evaluation, achievement and recommendation for the each model project.

Table 5.1 Result of the terminal evaluation, Achievements and Recommendation for the each model project

Code	Model Project / Organization	Developed tourism products	Evaluation ¹ / Measures taken till today (for "B" and "C")	Recommendation
PLI_UMB	Umbrella Association / Eco Pliva Association	Tour packages	-	<ol style="list-style-type: none"> 1) Agree on future direction of the organization. 2) Healthy cash flow realization between each organizations. 3) Cooperation between ministries and municipalities.
PLI1	Diversification of nature tourism products (water sports, mountain related sports and nature observation) / Pliva Sports Activities (PSA)	Rafting Fishing Guide Fly making Cycling	A	<ol style="list-style-type: none"> 1) Develop organizational structure as profitable organization. 2) Strengthen various recreation products in order to get wider target tourist (family, nature lovers etc.) 3) Increase employment of local young people, and train them as professional sports / recreation guides.
PLI2	Protection and practical use of Jajce fortress / Agency for cultural-historical and nature heritage and development of tourism potentials in Jajce	Historical Guide	A	<ol style="list-style-type: none"> 1) Jajce municipality's initiative to have more employees. 2) Improve managements of historical heritages with balanced conservation and utilization. 3) Increase the number of both tour courses and tour guides.
PLI3	Country lodging and related tourism products development / Pliva Country Lodging Association (PCL)	Country Lodging	A	<ol style="list-style-type: none"> 1) Strengthen the association management in collaboration with municipalities (get office etc.) 2) Official Registration / categorization of each lodging. 3) Up-grade service, facilities, capacities and eco-tourism attractions.
PLI4	Pliva Trail Master Plan and Action Program / Eco Pliva (with other associations)	Trekking, hiking, and mountain biking courses	B	(Will be included in Eco Pliva Activity)
PLI5	Development of local specialty products in Jezero / Jezero municipality (Eco House Jezero)	Organic herb collection and buy off activity	C	<ol style="list-style-type: none"> 1) Registration as profitable organization. 2) Improve knowledge of business operation and management. 3) Start up organic herb farming and full operation of buy-off center.
PLI6	Eco House management of consignment sale / Eco House project (Eco Pliva Association)		C	<ol style="list-style-type: none"> 1) Local municipalities' initiative in reopening Eco House (utilizing UN MDGF Fund, etc.) 2) Renew business plan. 3) Promote the region through local specialties.

Code	Model Project / Organization	Developed tourism products	Evaluation ¹ / Measures taken till today (for "B" and "C")	Recommendation
VEL_UMB	Umbrella Association / Eco Velez Association		-	1) Strengthen the management structure and finance system 2) Clarify and strengthen roles as the inbound tour operator based on active promotion & marketing activities 3) Strengthen collaboration with other model projects and regions
VEL1 VEL5	Diversification of nature tourism products (water sports, mountain related sports) / Fishing Association Nevesinje and Blagaj, Nevesinje Youth Initiative	Canoe and Sailing Fly making Fishing guide	A	1) Widen target tourists such as family and nature lovers 2) Diversify tourism products
VEL2	Nature Observation tourism / Hunting Associations in three areas (Nevesinje, Podvelez and Blagaj)	Nature guide Nature trail	B Developed capacities and enhanced levels of knowledge and services through several workshops and training.	1) Enhance capacity of nature guides and diversify tour routes 2) Strengthen operation system
VEL3	Exploring tour into the Buna river source grotto / STK Blagaj City	Rafting and canoe Cycling	A	1) Strengthen financial management 2) Strengthen collaboration with other areas to develop international corridor in south Herzegovina
VEL4	International Folklore festival / KPD Blagaj	Traditional food and dance	B Continued activities, examined possibilities for developing a new product, and started its preparation.	1) Develop attractive tourism products 2) Secure a new source of revenue from tourism products and sponsorship
VEL6	Eco and historical trail / Blagaj Round Table	Historical corridor	B Conservation and utilization idea was formulated and making application to improve small scale tourism infrastructure for government/donors	1) Apply for fund to undertake conservation plans in Blagaj 2) Strengthen partnership with related agencies
VEL7	Eco Farm / Bioprodukt, KURG Blagaj	Eco Farm Local products Handicraft souvenirs	A	1) Improve customer service 2) Increase attractive products of Eco Farm 3) Improving designs and increase production capacity of souvenirs
VEL8	Country lodging and related	Country Lodging	B	1) Ensure the management system through strengthening

Code	Model Project / Organization	Developed tourism products	Evaluation ¹ / Measures taken till today (for "B" and "C")	Recommendation
VEL9	tourism products development (promotion of local food)	Traditional food	Strengthened capacities and relationship with other organizations through the monitoring campaign.	cooperation with other model projects 2) Enhance service level and develop new products
VEL10 VEL11	Development of local specialty / Blagaj Round Table		C Organized a workshop and discussed future activities.	1) Clarify and reconfirm necessary activities for the future among relevant parties and organizations

¹/ A: There is good capacity to operate and manage the model project with higher sustainability
 B: There is certain capacity but further capacity development and continuous efforts of the persons involved in the Project is necessary for ensuring sustainability

C: Insufficient capacity and there is necessary to take effective remedy to secure sustainable of project
 Source: Report of the Terminal Evaluation, JICA Project Team

5.4 Preparation of Guideline for Regional Development Model

Guideline for Regional Development Model was prepared by JPT based on the lessons learnt from project activities through the project period.

(1) Purpose

- To introduce, and disseminate the concept of Sustainable Regional Development through Eco-Tourism in Bosnia and Herzegovina.
- To display suggestions for promoting Sustainable Regional Development through Eco-Tourism and solving issues in Bosnia and Herzegovina.
- To explain the importance of, and potential in sustainable ecotourism development.

(2) Audience

Local governments, NGOs and voluntary local residents who are currently involved in, or intend to seek opportunities through Sustainable Regional Development through Eco-Tourism.

(3) Structure

The guideline consists of three parts; Chapter 1 explains the theory, which is based on the Project of JICA Technical Cooperation. Chapter 2 introduces the Pliva and Velez Models as an example of practical application of theory. Remaining issues for the next phase are reflected in Chapter 3.

This structure of guideline aims at:

- Through reading in sequence, an easy comprehension can be accomplished by starting with a) the flow of actions, b) the concept of regional development through eco-tourism, c) the overall picture of relevant activities, d) ways to cope and overcome various issues that are likely to arise.
- Those individuals who have been involved in regional development through eco-tourism, with concrete examples and interests, can benefit from specific themes in the guideline.

5.5 Dissemination of Model Project Activities

Dissemination of model project activities was implemented through workshop, seminar, newsletter, website, and so on. Dissemination activities implemented by model projects are as follows;

Table 5.2 Dissemination Activities by model projects

No	Implementation organization	Project / Region/ Municipality	Activity
1	Eco Pliva Association	EU fund project in Bugoino, Donji Vakuf, Gornj Vakuf Vrbas - Joint tourism development of the Vrbas valley	Site Visit and Presentation about the roles of umbrella association
2	PSA	Ribnik	Promotion
3	PSA	KYANION (Rafting)	Joint Operation of World Rafting Competition
4	PSA	Fishing Associations in Velez	Lecture on WS for Fly Fishing/ Fly Tying
5	Eco Pliva Association Pliva Country Lodging Association	Caritas Suisse in BiH Gorazde Office, Eastern Bosnia (Drina valley), Agro tourism	Site Visit: Pliva Country Lodging
6	Pliva Country Lodging Association	Geographical Society (Croatia and neighbor countries)	Site Visit: Pliva project site
7	Eco House Jezero	Mrkonjic Grad Municipality	Collaboration Herb collection
8	Eco Velez Association	Trebinje	UNDP project
9	Eco Pliva Association, Eco Velez Association	General public	Dissemination of the Guideline via website and umbrella association offices
10	SKT Blagaj	Trebinje, Stolac and other municipalities	Dissemination of the Model Project to UNDP Projects

Chapter 6 Achievement of the Project

6.1 Result from the Joint Terminal Evaluation

In June and July 2009, JICA terminal evaluation team and counterpart ministries jointly conducted the terminal evaluation of the Project. Table 6.1 summaries the results from the evaluation according to the following five criteria: i) Relevance, ii) Effectiveness, iii) Efficiency, iv) Impact, and v) Sustainability.

Table 6.1 Results from the Joint Terminal Evaluation

Criteria	Evaluation Results
Relevance	<ul style="list-style-type: none"> - Satisfactory level. - The aim of this project is generally relevant to the development policies of BiH - This project is well relevant with the Japan's assistance policy. - If the potential of eco tourism is developed appropriately, it will provide employment opportunity and additional income sources for the local communities. - Umbrella associations have room to be affected negatively depending on the political and financial situations of administrative agencies.
Effectiveness	<ul style="list-style-type: none"> - Satisfactory level. - The human resources are developed and organizations concerned with the Project are strengthened steady. - Although there is room for further development and enhancement, it can be said that the Project Purpose is achieved at a satisfactory level in general.
Efficiency	<ul style="list-style-type: none"> - Satisfactory level - Due to the characteristics of the JICA's technical cooperation project, there was certain budget limitation for smooth implementation of the model projects. - The persons concerned with the Project have made a lot of efforts to seek other financial resources from other organizations, such as entity ministries concerned, UNDP, and Embassy of Japan in BiH, and implemented the model projects effectively. - One of the facilitating factors for efficiency (smooth implementation of the project activities) is good cooperation and collaboration among the municipal administrations in the project target areas and also among the model project implementing organizations.
Impact	<ul style="list-style-type: none"> - It is still difficult to prospect whether the Overall Goal will be achieved in future because of some possible risks with umbrella associations. - As a result of capacity development on the financial support requesting proposal, several financial supports have been obtained from the entity-level ministries, UNDP and Embassy of Japan not for the model projects but also other projects. - It is reported that there are new country lodgings that started independently. - The persons concerned with the Project in the administrative agencies and community organizations recognized well about necessity and usefulness on collaborative activities among public and private sectors and also inter-municipal cooperation in order to promote regional development thorough eco-tourism.
Sustainability	<ul style="list-style-type: none"> - There is certain good prospect that the results of this project sustained from the view point of development policy. - Continuous enhancement of capacity of persons involved in the umbrellas associations is one of the important aspects for continuing good coordination for collaborative activities in sustainable way.

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| <ul style="list-style-type: none">- It is necessary to discuss this issue among persons concerned about more appropriate structure of the umbrella association.- Although the municipal administrations expressed continuous support to the umbrella associations, it seems that the financial sustainability of the umbrella association is not secured enough.- As for the financial and technical aspects of sustainability of the model projects, there are differences in the progress of the project activities and development of tourism products. |
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Source: Report of the Terminal Evaluation

6.2 Achievement of the Project

Below is the summary of the project achievements of five aspects, according to the outputs of PDM.

(1) Understandings

Output1:

The purpose of eco-tourism as a measure for regional development, and knowledge and skills on eco-tourism are understood by relevant personnel.

Achievement:

- The project activities were implemented more than 150 times in the forms of Trainings, Workshops, Seminars and OJT trainings.
- The knowledge and skills on eco-tourism as the measure of regional development are understood by relevant organizations through the Project activities.
- At the beginning of the project, relevant personnel in the model project areas did not have the actual experience of tourism business. As the result of the project activities, many of them started the tourism business in various field of eco-tourism, utilizing the knowledge acquired through the Project.
- Working group among the tourism related ministries was established and share the issues of the tourism industry development

(2) Cooperation System

Output2:

Cooperation system is established between administrative agencies and private sector to jointly promote eco-tourism

Achievement:

- JCC was established for the effective and successful cooperation of the Project. The JCC meeting was held six times in total during the project period.
- TC was established in both model areas for the effective operation of the model projects. The TC

meeting was held six times in each model area during the project period.

- Umbrella associations, Eco Pliva association and Eco Velez association, were established to play central roles of the public-private partnership. Local governments in the model areas signed the support agreement for the umbrella associations.

(3) Capacity Development

Output3:

Organization and personnel capable of formulating development strategies and supporting implementation of projects for eco-tourism promotion are developed

Achievement:

- Promotion Working Groups were established under the umbrella associations and lead the promotion activities in the model areas.
- Promotion materials and Website were developed in each model area.
- Regional development plan was discussed among umbrella association and model project organizations. To realize the plan, applications for small scale infrastructure development were submitted to donors and entity governments. Some of them were approved and received the financial support.

(4) Capacity Development

Output4:

Personnel capable of engaging in the main fields of eco-tourism, which include developments of local agricultural products, country lodging, preservation and utilization of historical/cultural heritage, sports activities are developed.

Achievement:

- Total 17 model projects were selected and implemented in both model areas.
- Trainings for capacity development were conducted by model project organizations to develop and operate eco-tourism products.
- In addition to the tourism products development, basic trainings to upgrade the management capacity were conducted.
- Tour packages were developed from the each tourism product developed by model projects. These tour packages were sold via Monitoring Campaign to attract larger number of tourists.

(5) Guideline

Output5:

Regional development models through promotion of eco-tourism are compiled as a guideline.

Achievement:

- Guideline of sustainable Regional Development Model through Eco-Tourism was completed and published.
- 5th Joint Eco-Tourism seminar was held to present and disseminate the guideline.

6.3 Reporting

JPT produced and submitted the following reports during the Project.

Table 6.2 Reports produced during the Project

Reports	Submission
Inception Report	February 2007
Progress Report No.1	October 2007
Interim Report (Progress Report No.2)	October 2008
Progress Report No.3	September 2009
Final Report	December 2009

Source: JICA Project Team

Chapter 7 Further Issues and Recommendations

Continuous activities are required to sustain regional development. Moreover, below measures are recommended for sustainable regional development in BiH.

(1) Integrate Tourism Administrative Organizations

It is necessary to integrate the Tourism Administrative Organization for smooth and efficient tourism development in BiH. The unified Tourism Administrative Organization will enable to accelerate the tourism development and strategic market development through integrated tourism strategies, unified taxation and incentive system and collaboration as below.

- Formulate and Implement Integrated Tourism Strategies
- Utilize Intraregional Human Resources and Enhance Organizations
- Integrate Law and Regulation for Tourist Related Industries
- Collect and Manage Tourism Taxes
- Develop and Promote Tourist Related Industries through investment incentive system
- Develop Small Tourism Infrastructure to guide and induce private sector investment for establishing tourism destination

(2) Enhance Organizations of Local Government

The finance and human resources, as well as organizational frameworks are not enough in local governments in BiH. Therefore, enhancement in capacity of plan-making and implementation in local governments is one of major issue.

First of all, it is necessary to conduct the following activities by setting up the department of regional industry promotion. This department is expected to contribute to the increase of future tax revenue by activation of local industries.

Due to the delay of the consolidation of local government in the RS entity, it is required that a smooth formulation of municipalities, which meet the standard and to arrange necessary departments in them.

- Establish Department of Regional Industry Promotion
- Establish Assistance Measures for Industrial Developments
- Educate Workforce for Free Market Economy

(3) Enhance and Disseminate Entrepreneurial Awareness

Incubation system for local private organization is another key factor to survive within a free competition market. It is absolutely imperative to implement the above listed support measures, especially for the younger generation who are expected to lead regional eco-tourism in the near future.

- Establish Incubation System for Young People
- Establish Training Programs for Capacity development on Financial Management
- Establish Incubation Funding System

(4) Develop Environmental Infrastructure

Solid and liquid waste management under the inadequate infrastructure is a big issue in the entire country. The regions of eco-tourism destination are expected to provide safe and clean environment, where rich in nature with green forests and crystal clear water runs in a river. Thus, the below environmental infrastructure development is urgent matter.

- Establish Garbage Collection System Outside of Urban Area
- Develop Regional Waste Disposal Site with sanitary landfill system
- Develop Sewage Treatment Plant for Urban Area
- Legislate to introduce small-scale conventional and Individual Sewage Treatment System Outside of Urban Area

(5) Conserve and Utilize Nature Resources

The regions of eco-tourism destination are rich in natural resources such as forest and clear water, and these regions possess high possibility for development of water, forest and subterranean resources.

In order to conserve these nature resources properly and enhance balanced usage of them, it is required for municipalities to improve environmental conservation system with local community. This should be based on formulation and implementation of Ecological Zoning System as below.

- Adjust Ecological Zoning and Land Use Regulation Plan for Urbanized Area
- Legislate and Introduce Ecological Zoning System
- Establish Organizational Framework for Nature Resource Protection and Conservation with Community Participatory System

(6) Conserve and Utilize Historical/Cultural Heritages

The potential resources of eco-tourism development are not only natural environment resources but also historical and cultural heritages. It is vitally important that conservation and sustainable management, and utilization of these resources. Therefore, formulations of conservation program and utilization plan based on the legal systems with adequate financial recourses are required.

- Establish Legal Systems for Conservation of Historical & Cultural Heritages with penalty articles and responsible agency
- Establish Legal Systems for Conservation of Historical Town & Townscape with penalty articles and responsible agency
- Formulation of Conservation and Utilization Plans for designated Historical Town
- Establish fund for Restoration and Conservation of Historical and Cultural Heritages

ANNEX

ANNEX A

Project Design Matrix

ANNEX A Project Design Matrix

1. Initial Project Design Matrix

Date: 11/05/2016

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Important Assumptions
<p>Overall Goal</p> <p>The institutional systems organized by the Project continue to be managed jointly by administrative agencies and the people concerned.</p> <p>Project Purpose</p> <p>Human resources is developed and institutional organizations are strengthened in order to promote regional development through eco-tourism both at administrative and private levels in the target areas.</p>	<p>1. The executive agencies and administrative agencies relevant continue and without continue in function and area subject are actually opened out.</p> <p>2. The number of personnel who obtain proper knowledge and are stable at least in administrative agencies and administrative agencies, relevant institutions and markets.</p> <p>3. Administrative agencies (at least) take various measures for economic promotion in their own territory.</p> <p>4. The number of opportunities to involve in eco-tourism promotion activities jointly by administrative agencies, relevant institutions and administrative agencies.</p>	<p>1-1 Activity record</p> <p>1-2 Interview with relevant personnel</p> <p>1-3 Interviews with relevant personnel</p> <p>1-4 Record of each workshop and seminar</p> <p>2 Interviews in administrative agencies</p> <p>3 Records of workshops and seminars</p>	<p>*Negative factors in eco-tourism promotion, such as ethnic conflict and terrorism, do not happen.</p> <p>*Negative factors in eco-tourism promotion, such as economic crisis, drought and worse.</p>
<p>Outputs</p> <p>1 The purpose of eco-tourism as well as knowledge and skills in regional development measures are understood by relevant persons.</p> <p>2 Functions/relations of eco-tourism related institutions/organizations as well as members and residents of each institution/organization are clarified.</p> <p>3 Measures for institutional strengthening in promote eco-tourism are clarified.</p> <p>4 Cooperation system is established between administrative organizations and residents to jointly promote eco-tourism.</p> <p>5 Details of action plans are established for promote eco-tourism.</p> <p>6 Personnel capable of establishing strategies and specific plans for eco-tourism promotion are developed through Output 3.</p> <p>7 Personnel capable of engaging in the main fields of eco-tourism, which are also dependent on local agricultural products, forestry, fishing, poultry and other related activities are developed.</p>	<p>1-1. Seminars and workshops held in special eco-tourism</p> <p>1-2. Participants in the above seminars and workshops understand the purpose of eco-tourism and regional development measures.</p> <p>1-3. Relevant personnel obtain proper knowledge regarding eco-tourism.</p> <p>2. Quality of institutional analysis is evaluated by</p> <p>3. Some specific strategies for institutional strengthening are passed out by joint administrative institutions and residents.</p> <p>4-1. At least 4 regular meetings are held per year between administrative institutions and residents.</p> <p>4-2. Personnel in charge of supporting private groups and residents are properly allocated in governmental agencies.</p> <p>4-3. The number of co-operations between administrative agencies and the private sector, such as tourism fairs and website operations, reaches at least 3 times per year.</p> <p>5. Action plans are evaluated by relevant personnel.</p> <p>6-1. Competent personnel are able to conduct participatory workshops by themselves.</p> <p>6-2. Participants in seminars sufficiently understand the methodologies of economic/social analysis to establish plans.</p> <p>7. Selected pilot projects are well managed.</p>	<p>1-1. Records of workshops and seminars</p> <p>1-2. Interview with participants questionnaire</p> <p>1-3. Interview with relevant personnel</p> <p>2. Evaluation reports on the institutional analysis prepared by relevant personnel</p> <p>3-1. Activity record of relevant institutions</p> <p>3-2. Interview at relevant institutions</p> <p>4-1. Records of meetings</p> <p>4-2. Interview at relevant administrative and private institutions</p> <p>4-3. Records of tourism fairs, frequency in the use of website</p> <p>5-1. Document on the action plans</p> <p>5-2. Evaluation by relevant personnel</p> <p>6-1. Records of workshops</p> <p>6-2. Records of seminars, questionnaire</p> <p>7-1. Interview with personnel related to pilot projects</p> <p>7-2. Activity record</p>	<p>1. System/structures of administrative agencies related to eco-tourism promotion do not greatly change.</p> <p>2. Participants to seminars and workshop continue to promote eco-tourism.</p> <p>3. Relevant institutions continue to promote eco-tourism.</p> <p>4. Relevant institutions and residents maintain the cooperation system with administrative agencies.</p> <p>5. Resources related to eco-tourism are not environmentally changed damaged.</p> <p>6. Competent personnel continue to engage in the Project activities.</p>

Activities	Inputs		
1-1) Hold seminars and workshops on eco-tourism.	Japanese side	BHT side	1. Systems of administrative agencies related to eco-tourism promotion do not greatly change.
1-2) Dispatch relevant personnel to training courses, conferences and seminars held both in BiH and abroad.	1. Personnel	1. Personnel	2. Participants to seminars and workshops continue to promote eco-tourism.
1-3) Issue pamphlets, prepare and manage the existing websites.	• Tourism development planning • Tourism Promotion	• State and Entity governments • Tourism Communities	3. Relevant institutions continue to promote eco-tourism.
2-1) Carry various factors (laws, regulations, institutions, etc.) on eco-tourism promotion.	• Marketing	• Municipalities	4. Relevant institutions and residents maintain the cooperation system with administrative agencies.
2-2) Make analysis on institutions related to eco-tourism promotion.	• Preservation of historical and cultural heritages • Preservation of natural environment and eco-tourism activities.		5. Resources related to eco-tourism are not environmentally changed/damaged.
3-1) Establish plans for strengthening institutions related to eco-tourism promotion, based on the above institutional analysis.	• Finance		6. Counterpart personnel continue to engage in the Project activities.
4-1) Clarify specific roles of administrative agencies, relevant institutions and residents by holding workshops, action plans for strengthening institutions.	2. Acceptance of BiH counterpart personnel for training in Japan and other countries.	2. Office and Equipment	Pre-conditions
4-2) Hold seminars and workshops in order to explain the roles and to promote specific activities of each institution.	3. Equipment and other materials, if necessary	• Office space	1. Relevant institutions/agencies agree with their involvements in the Project activities.
4-3) Prepare a common venue to hold eco-tourism network meetings among administrative agencies, relevant institutions and residents.	4. Local Cost	• Office equipment (desks, chairs, telephones, fax machines, etc.)	2. Sufficient budget and personnel are allocated for the Project implementation by administrative agencies.
4-4) Hold tourism fairs and establish website jointly by administrative agencies, relevant institutions and residents.			
5-1) Review the result of the Development Plan Study and establish action plans to carry out specific projects.			
6-1) Hold participatory workshops to establish action plans.			
6-2) Hold seminars on the measures for economic/social analysis to establish action plans.			
7-1) Monitor pilot projects implemented during the Development Study and analyze their problems and potentials.			
7-2) Transfer technologies for human resource development and institutional organization for local strengthening, based on the above analysis.			

2. Modified Project Design Matrix

Project title: The Project for Sustainable Regional Development through Eco-Tourism in Bosnia and Herzegovina
 Project Term: from 20 January 2007 to 31 December 2009 (around 3 years)
 Implementation Agency: Ministry of Foreign Trade and Economic Relations (BtH), Ministry of Environment and Tourism (FBiH), Ministry of Trade and Tourism (RS), Ministry of Physical Planning, Civil Engineering and Ecology (RS)
 Target Area: Pliva area (Jajce, Sipovo and Jezero municipality) and Veluz area (Mostar and Nevesinje municipality)
 Target Groups: Above mentioned administrative agencies, community based organizations and residents etc. in the target areas

Narrative Summary	Objectively Verifiable Indicators	Means of Verification	Important Assumption
<p>[Overall Goal] The institutional Systems organized by the Project continue to be managed jointly by administrative agencies and the people concerned.</p>	<p>The cooperation system among administrative agencies, relevant organizations and residents continues to function and some activities are actually carried out.</p>	<p>1. Activity record 2. Interview with relevant personnel</p>	<p>Important Assumption</p>
<p>[Project Purpose] Human recourse is developed and institutions/ organizations are strengthened in order to promote regional development through eco-tourism both at administrative and private levels in the target areas.</p>	<p>1. Administrative agencies, umbrella associations and model project implementation organizations are able to take various measures for eco-tourism promotion under their collaboration. 2. More than half of the model project implementation organizations (17) have acquired capacity to operate and manage model projects in sustainable way.</p>	<p>1. Interview with administrative agencies, umbrella associations and model project implementation organizations 2. Interview with persons concerned</p>	<p>- Negative factors to eco-tourism promotion, such as ethnic conflict and terrorism, do not happen. - Negative factors to eco-tourism promotion, such as economic crisis, do not get worse.</p>
<p>[Outputs] 1. The purpose of eco-tourism as a measure for regional development, and knowledge and skills on eco-tourism are understood by relevant personnel. 2. Cooperation system is established between administrative agencies and private sector to jointly promote eco-tourism.</p>	<p>1. The number of personnel who understood knowledge and skills on regional development through eco-tourism promotion among administrative agencies, relevant organizations and residents. 2-1 Umbrella associations which are composed of administrative agencies and private sector are set up. 2-2 Meetings of umbrella associations are held at least 4 times per year. 2-3 Private organizations involved in the model projects are satisfied with activities of umbrella associations. 2-4 Meetings of relevant administrative agencies such as central, entity and municipal administrations are held regularly.</p>	<p>1. Record of seminars and trainings 2-1 Record of project team 2-2 Records of meetings 2-3 Interview with model project implementation organizations 2-4 Records of meetings</p>	<p>- Systems/ structures of administrative agencies related to eco-tourism promotion do not greatly change. - Participants to seminars and workshops continue to promote eco-tourism - Relevant institutions continue to promote eco-tourism. - Relevant institutions and residents maintain the cooperation system with administrative agencies. - Resources related to eco-tourism are not environmentally changed/ damaged. - Counterpart personnel continue to engage in the Project activities.</p>
<p>3. Organization and personnel capable of formulating development strategies supporting implementation of projects for eco-tourism promotion are developed.</p>	<p>3-1 Results of the discussions on the regional development by the umbrella associations and number of projects that the umbrella association provided support in preparing financial support requesting document for submitting to donor agencies and entity level governments 3-2 Results of integrated promotion activities for the eco-tourism promotion for the target areas by the umbrella associations</p>	<p>3-1 Records of discussions and documents on project proposals for financial request 3-2 Achievements of promotion activities</p>	
<p>4. Personnel capable of engaging in the main fields of eco-tourism, which include developments of local agricultural products, country lodging, preservation and utilization of historical/cultural heritage, sports activities are developed.</p>	<p>4-1 Average participation rates are more than 70% to the persons expected in the training programs 4-2 More than 70% of participants to the training programs satisfy the contents of training. 4-3 More than 50% of participants to the training programs use the knowledge for their businesses or activities.</p>	<p>4-1 Record of project team 4-2 Results of questionnaire at the training 4-3 Questionnaire and interview</p>	
<p>5. Regional development models through promotion of eco-tourism are compiled as a guideline.</p>	<p>5. Guideline for regional development through promotion of eco-tourism</p>	<p>5. Guideline for regional development</p>	

[Activities]	[Input]	B-H side	Systems of administrative agencies related to eco-tourism promotion do not greatly change
<p>1-1 Hold seminars and workshops on eco-tourism</p> <p>1-2 Dispatch relevant personnel to training courses, conferences and seminars held both in Bosnia and Herzegovina and abroad</p> <p>2-1 Analyze organizational structure, function, relations, problems and potentials of the organizations concerned (administrative agencies and private organizations) with the eco-tourism promotion</p> <p>2-2 Clarify various factors (law, regulations and institutions) on eco-tourism promotion</p> <p>2-3 Based on the above analysis on organization and institutions/actors etc., clarify measures for creating appropriate relationship among organizations concerned for eco-tourism promotion</p> <p>2-4 Establish newly or reorganized umbrella associations which work as main body for eco-tourism promotion</p> <p>3-1 Hold seminars and workshops in order to disseminate knowledge on regional development through eco-tourism promotion</p> <p>3-2 With initiatives of personnel of the umbrella associations, which works as a main body for eco-tourism promotion, hold discussions on regional development and provide support for the realization of planned projects</p> <p>3-3 Support the umbrella associations' activities on planning, operation and sales of unified tourism products including information dissemination on activities of the models projects through monthly news letter and website</p> <p>4-1 Hold seminars or training programs for persons concerned with the model project implementing organizations</p> <p>4-2 Provide support to the model implementing organizations on project implementation and monitoring, and provide further support for capacity enhancement according to their necessity</p> <p>5-1 Create connections with other areas for eco-tourism promotion and conduct preparatory activities for creating International Tourism Center</p> <p>5-2 Prepare a guideline for regional development through eco-tourism promotion</p> <p>5-3 Hold seminars for disseminating the above guideline</p>	<p>Japanese side</p> <p>1. Personnel</p> <ul style="list-style-type: none"> - Tourism development planning - Tourism promotion and marketing - Strategic Tourism Marketing - Preservation of historical and cultural heritages - Preservation of natural environment and eco-tourism activities - Financial planning - Human resource development - Model project management <p>2. Acceptance of B-H counterpart personnel for training in Japan and other countries</p> <p>3. Equipment and other materials, if necessary</p> <p>4. Local cost</p>	<p>B-H side</p> <p>1. Personnel</p> <ul style="list-style-type: none"> - State and Entity governments - Tourism Communities/Organizations - Municipalities <p>2. Office and equipment</p> <ul style="list-style-type: none"> - Office space - Office equipment (desks, chairs, telephones fax machines, etc.) <p>3. Local cost</p>	<p>- Systems of administrative agencies related to eco-tourism promotion do not greatly change</p> <ul style="list-style-type: none"> - Participants to seminars and workshops continue to promote eco-tourism - Relevant institutions continue to promote eco-tourism - Relevant institutions and residents maintain the cooperation system with administrative agencies - Resources related to eco-tourism are not environmentally changed/damaged - Counterpart personnel continue to engage in the Project activities <p>[Pre-condition]</p> <ul style="list-style-type: none"> 1 relevant institutions/organizations agree with their involvements in the Project activities

ANNEX B

Inputs to the Project

2. Equipments purchased for the project activities

Below is the all the equipments purchased by JICA for the project activities and transferred to MOFTER at the end of the Project to continue the activities.

Equipment	Specification	Quantity
Air Brush	for Compressor	1
Binocular	DVOGLED marke KONUS uvecanja 10x50	15
Cabinet	Ormar 5KI2L	1
Canoe	R2 Rob fin	4
Chair	Stolica N17020	20
Compressor	Compressor 240l/min 24l tank 8bar 1.5kw CP2525	1
Control Table	KONTROL 308	1
Desk	Kom. Stol Sedia	2
Desktop PC	ASUS P5VD2-X (Core 2 duo E2140 1.6G, HDD 250GB), etc.	7
Laptop PC	IBM THINKPAD T30, LENOVO C 100, etc.	3
Digital Camera	Canon a460	2
Drying Chamber	Tunelska susara TIP MTS 800	1
FAX	CANON B-820	3
Fly fishing equipment	MUSICARSKI COMBO SET 9" #5/6	17
GPS	GARMIN Colorad 300	3
LAN equipment	ADSL router, port switches, UTP cables	1
LCD Monitor	LG LCD TV 37" LE2R	2
Mountain Bike	MTB 26" FS Capriolo	40
Paddle/Oar	Profiplast veslo –Mader	8
Photocopier	CANON IR-2016	1
Printer	PIXMA Ix 4000, inkjet, Printer HP F2280 Canon PIXMA MP460, etc.	8
Projector	BENQ MP 720p projector	2
Promotion Rack	larger style - Sc-0-40-1, small style - Sc-V9-2	23
Rafting boats	Camac 425 Rob fin	2
Sawing machine	-	1
Scale for herb buyoff center	Elektronska Vaga 60/150kg DS 532, 60/20g JBJP	2
Scanner	CANON Li DE 25	3
Screen for Projector	Projecta screen proview	2
Separator for herb buyoff center	Vibracini separator FS2000	1
Telescope	Teleskop 20-60 x 80	3
Tent	"Pagoda" (4x25m2)	4
Video Camera	CANON Video camera MV 890	2
Woki Toki	Radio Stanice Cobra MT550	2
Wooden Boat	Drveni Camac (Tip Ladja)	1

3. Training in Japan

Both in 2008 and 2009, personnel from project related organization were participated the Eco-Tourism and Strategic Regional Development for Eastern Europe, organized by Japan International Cooperation (JICA).

3.1 Program Objective

Overall Goal

To spread the concept of eco-tourism in the respective countries and to promote the regional economy through its concept.

Program Objective and Expected outcome of the training

To elaborate a Strategic Regional Development Plan through Eco-tourism and to share the Development Plan among the governmental organizations, NGOs and other related organizations.

Through the course, participants are expected;

- (1) to understand the overall challenge for eco-tourism in Japan
- (2) to understand the importance of cooperative network among governmental organization, inhabitants, and private sectors,
- (3) to understand the role of stakeholders in the social community for the sustainable regional development,
- (4) to understand the strategic business model for eco-tourism and its business management, and
- (5) to formulate a Strategic Regional Development through Eco-tourism Plan which includes the suggestions, methods and visions.

3.2 Participants

Year	Name	Position, Organization
2008 (March 30 to April 26, 2008)	Ms. Aida SOFTIC	Director, „Agency for cultural-historical and nature heritage and development of tourism potentials in Jajce“
	Mr. Stevan KNEZIC	Member, PSA / Forest Company Sipovo
	Mr. Jovan KOSTIC	Executive Director, Eco Velez / NYI
	Mr. Ernest DJONKO	Velez Field Officer, JICA Project Team
2009 (March 29 to April 25, 2009)	Ms. Mira JOVIC	Administrator, Eco Pliva
	Mr. Bojan KULENOVIC	Pliva Field Officer, JICA Project Team
	Mr. Esad KOLICIC	Director, Bioprodukt (Eco Farm)
	Mr. Emir ASKRABA	Director, STK Blagaj / Blagaj Round Table

ANNEX C

List of Model Projects

ANNEX C List of Model Projects

1. Model Projects in PLIVA

Code	Model Project	Organization
PLI_UMB	Regional development through Eco-tourism	Eco Pliva Association
PLI	Diversification of Nature Tourism Products	Pliva Sports Activities (PSA)
PLI_2	Protection and utilization of historical heritages in Jajce	Agency for cultural-historical and nature heritage and development of tourism potentials in Jajce
PLI_3	Country Lodging and related tourism product development	Pliva Country Lodging Association (PCL)
PLI_4	Pliva Trail Network	Eco Pliva Association
PLI_5	Development of local specialty products in Jezero (Eco House Jezero)	Jezero Municipality
PLI_6	Eco House Jajce consignment sales	Eco House Project, Eco Pliva Association

PLI_UMB/PLI4 : Regional development through Eco-tourism

1. Model Project Name	Promotion of Regional development through Eco-Tourism	
2. Organization	Eco Pliva Association	
3. Addresses	Address: Pijavice bb 70101 JAJCE, Bosnia & Herzegovina Phone: + 387 30 654 100 Fax: + 387 30 654 099 e-mail: eko.pliva@gmail.com, URL: www.plivatourism.ba	
4. Own Objectives	<ul style="list-style-type: none"> • Establish Public private partnership framework centered on the umbrella organization, and better regional development plan will be planned and implemented. • Establish and implement frameworks to promote eco-tourism such as natural environment protection, safety management etc. • Offer inbound tour operator service as a result of partnership and cooperation among model projects in the region. • Increase number of tourists in the region as a result of promotion and marketing activities by the umbrella organization. 	
5. Objectives for Model	<ul style="list-style-type: none"> • Establish mutual support framework among Eko-Pliva and three municipalities in the region. • Establish work flow of inbound tour operation service so that Eko-Pliva can contribute to marketing and reservation management of all other model projects. • Develop and sell tourism package (combination of several regional eco-tourism programs). • Improve the website and the promotion materials of Eko-Pliva. 	
6. Activities Done	1st Phase	<p>Organizational structure of Eko-Pliva was modified with newly established secretary office (Director and Administrator). Eko-Pliva signed support contracts with three municipalities, Jajce, Jezero and Sipovo in Pliva region.</p> <p>Eko-Pliva organized a promotion working group, prepared an integrated promotion plan, and developed promotion materials. They also organized English language course for model project related people, regional beautification activities, project management workshops etc.</p>
	2nd Phase	<p>Organizational structure and management capabilities of Eko-Pliva were strengthened. They developed a promotion plan and implemented marketing activities outside the region. "Welcome to Pliva" campaign was organized as OJT training of inbound tour operator function.</p>
	3rd Phase	<p>They continued capacity development as Inbound Tour Operator to ensure sustainability of the organization such as i) OJT of tour operation through monitoring campaign, ii) Development and marketing of tourism package product (combination of several regional eco-tourism programs), iii) Activities to develop capacity of regional integrated promotion. (Two volunteers from Germany were invited to produce promotion movies in cooperation with ASA-program.</p>

PHOTOS



Beautification Campaign



Pliva English Course



Monitoring Campaign

PLI1: Diversification of Nature Tourism Products

1. Model Project Name	Diversification of Nature Tourism Products
2. Organization	Pliva Sports Activities (PSA)
3. Addresses	Address: Pljeva bb, 70270 Sipovo, Bosnia & Herzegovina Phone: + 387 65 222 270 e-mail: plivasports@yahoo.com
4. Target Products	Fly Fishing, Rafting, Mountain Biking
5. Own Objectives	<ul style="list-style-type: none"> • Receive more tourists by introducing regional attractiveness through operating diversified tourism services such as fly fishing, rafting, canoeing, mountain biking, nature observation, paragliding etc. • Train regional young people as sports guides so that the employment inside the region will be increased and exodus of younger generation will be reduced. • Establish the region as a tourism destination by attending/organizing tourism events or sports competitions through partnership with other sports organizations or municipalities. • Promote improvement of small-scale infrastructure for regional sports development, or sports tourism development.
6. Objectives for Model	<ul style="list-style-type: none"> • Strengthen partnership with other regional organizations or regional municipalities through organizing an event (Pliva Day) • Clarify and share current weakness of tourism products of PSA by collecting voice of the customers, then plan how to improve. • Widen target customer group from fishermen to families and general nature lovers, by creating diversified tourism program and enhancing partnership with Eko-pliva and other model projects.
7. Activities Done	1st Phase PSA started its activity when JICA Study Team started support for pilot projects. Since then, tourist visit has been increasing through their effort of promotion. They implemented beginner level guide trainings in the fields such as rafting, mountain biking or fly fishing.
	2nd Phase They implemented intermediate and higher level guide trainings in this phase. Storage for the equipments was built in order to sustain quality services. 5th Pliva Day event was organized with enlarged scale. Partnership with Pliva country lodging association is enforced with larger number of lodging customers reserved through PSA.
	3rd Phase PSA tried to establish itself as international sports tourism destination through promotion and partnership activities outside the region and try to achieve larger number of visitors and profits. 6th Pliva Day event was organized with fry fishing, rafting and mountain biking competitions. They are participating in an OJT of tourism service operation through monitoring campaign, dissemination and partnership activities outside the region.

PHOTOS



Fly Fishing



Rafting



Mountain Biking

PLI2: Protection and utilization of historical heritages in Jajce

1. Model Project Name	Protection/practical use of fortress monument in Jajce and enhancement of awareness of the population on significance of cultural historical and natural heritage	
2. Organization	Public Institution "Agency for cultural-historical and nature heritage and development of tourism potentials in Jajce"	
3. Addresses	Address: Dzikovac bb, Jajce, Bosnia & Herzegovina Phone: + 387 030 658 268 e-mail: agencija-jajce@tel.net.ba , URL: www.agencija-jajce.ba	
4. Target Products	Practical Tourism Use of Jajce Fortress, Historical & Cultural Guides	
5. Own Objectives	<ul style="list-style-type: none"> • Approval of the Jajce old town as UNESCO World heritage • Enhancement of the awareness of population on significance of cultural historical and natural heritage • Tourism Promotion through practical utilization of cultural-historical and nature heritage 	
6. Objectives for Model	<ul style="list-style-type: none"> • Establish planning, implementation and management skills of proper protection and practical utilization of cultural-historical heritage. • Implement test archeological survey of Jajce fortress with active voluntary participation of Jajce population for raising awareness. • Develop knowledge and skill of cultural-historical guide, so that more attractive guide service will be offered to tourists. • Publicity and promotion of all activities in cooperation with Jajce municipality and Eko-Pliva, in order to strengthen appeal to UNESCO World heritage approval and develop cultural-historical tourism. 	
7. Activities Done	1st Phase	A preparatory meeting of archeological survey of Jajce fortress was held with National Museum in Sarajevo, Commission to preserve national monument, Federal institute for protection of monuments. Two seminars were held on "Importance of the preservation of cultural-historical heritage" and "Archeological survey of Jajce fortress" in order to raise awareness of the citizen. The agency supported to create promotion materials for presentation in UNESCO headquarters in Paris.
	2nd Phase	After the director of the agency attended JICA eco-tourism training in Japan, she has been developing strong leadership. Preparation of test archeological survey was made in cooperation with National Museum in Sarajevo, Commission to preserve national monument, Federal institute for protection of monuments and Jajce municipality. Geographical scanning survey was made as preparation of participatory survey. The result of the survey was presented to related organizations in order to get approval of participatory survey. Recruitment of volunteers for participatory survey was announced to old town community and high school students. The agency also implemented cultural & historical guide training course, inviting younger participants with certain foreign language skill.
	3rd Phase	The agency continued the guide training at higher level and a few guides participated in the monitoring campaign to provide guests guide service. A participatory test archeological survey is in implementation under supervision of local specialists. After the survey, some trainings will be supported in order to develop as model case of Public Private Partnership in the field of cultural-historical heritage protection.

PHOTOS



Guide Training: Classroom Lecture and Field Lecture

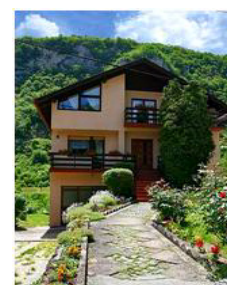


Preparation for Test Archeological survey

PLI3: Country Lodging and related tourism product development

1. Model Project Name	Country Lodging and related tourism product development
2. Organization	Pliva Country Lodging Association (PCL)
3. Addresses	Address: Pljeva bb, 70270 Sipovo, Bosnia & Herzegovina Phone: + 387 65 625 985 e-mail:
4. Target Products	Country Lodging Accommodation Services, Gastronomy
5. Own Objectives	<ul style="list-style-type: none"> • All the members of the association offer high quality services to guests. • Increase number of members and lodgings. • Enhance the association so that the management capacity of the association such as registration, categorization, quality control, reservation management, integrated promotion activities etc. will be strengthened. • Increase number of guests by offering more attractive services such as higher hospitality, traditional regional foods, horse riding, or agricultural experience etc.
6. Objectives for Model	<ul style="list-style-type: none"> • Establish sustainable system and model by enhancing knowledge on EU Standard guideline, legal registration, categorization, related laws and regulation about operating accommodation for tourists. • Clarify and share current weakness of the member lodgings by collecting voice of the customers, then plan how to improve. • Plan and implement strategy for developing more attractive products, inviting more guests, promoting longer stay, increasing repeaters in cooperation with Eko-Pliva, other model projects and other organizations outside the region.
7. Activities Done	1st Phase Renewal of the structure of the association by adding new members/lodgings, changing board members, supporting equipments. Business management training was implemented.
	2nd Phase Workshop for service improvement was implemented by inviting trainer from developed tourism destination in former Yugoslavia. Most members started actual lodging operation through monitoring campaign or partnership with PSA. Increased motivation of the members was observed.
	3rd Phase Monitoring campaign has been continued in order to offer OJT on lodging operation and increase the motivation of the members. PCL applied funds to expand equipments to RS and Federation governments because many members are eager to improve the facility in order to provide professional services to wider range of guests. The change of the registration of lodging association from NGO to cooperatives will be suggested for legal operation after the project.

PHOTOS



Country Lodgings in Pliva Area

PLI5: Development of local specialty products in Jezero (Eco House Jezero)

1. Model Project Name	Development of local specialty products in Jezero (Eco House Jezero)	
2. Organization	Jezero Municipality	
3. Addresses	Address: Kovacica bb, Jezero, Bosnia & Herzegovina Phone: + 387 50 261 120 e-mail:	
4. Target Products	Medical Herbs, Mushrooms	
5. Own Objectives	<ul style="list-style-type: none"> • Establish and operate buy off / production station of natural organic herbs, mushrooms under cooperation of the municipality and local collectors. • Create and increase income of local population. • Establish local brand with high quality organic products, so that added value will bring sustainable economical impact to the region. • Enhance sustainable, equalized income generation by promoting organic herb farming. 	
6. Objectives for Model	<ul style="list-style-type: none"> • Establish management/operation system of Eco House Jezero and finalize legal registration in most appropriate form. • Local stakeholders agree on the management system of Eco House Jezero such as assignment of human resources, division of roles, financial management etc. and realistic, sustainable business plan will be prepared and implemented. • Strategic annual marketing and trading plan for domestic and international sales will be developed and implemented. 	
7. Activities Done	1st Phase	Information on natural herbs and mushrooms in the region was collected such as types of herbs and mushrooms, ranges, collectable quantities, prices, appropriate capacity of drying facilities etc. Then business plan was developed. Collectors were recruited and training on organic herb collection was implemented. Candidate of the manager received training on management and operation of buy-off station.
	2nd Phase	Buy-off facility was established with necessary equipments. Support from RS ministry of agriculture was achieved in order to cover the shortage of some equipment. Cooling Van was rented and collection of natural herbs and mushrooms was started.
	3rd Phase	A test operation of buy-off station was started to establish and register an operating organization for further sustainable profitable business operation. Several groups of collectors who have interest in the buy-off activities were found and they were trained in knowledge of herbs, treatment of herbs. A candidate manager was also trained to operate a drying chamber, quality control of products, management of the buy-off station. Starting up of organic herb farming will be supported in order to enhance sustainable, equalized income generation.

PHOTOS

		
Herb Product Introduction WS	Field of Natural Herbs in Jezero	Drying Herbs

PLI6: Eco House Jajce consignment sales

1. Model Project Name	Eco House Jajce consignment sales
2. Organization	Eco House Project, Eco Pliva Association
3. Addresses	Address: Pijavice bb 70101 JAJCE, Bosnia & Herzegovina Phone: + 387 30 654 100 Fax: + 387 30 654 099 e-mail: eko.pliva@gmail.com, URL: www.plivatourism.ba
4. Target Products	Local specialty Products, Souvenirs
5. Own Objectives	<ul style="list-style-type: none"> Establish and Strengthen production/promotion/sales point of regional specialties and souvenirs related to eco-tourism. Promote understanding of consignment sales system, establish relationship with trust with local producers, create income through local products, and improve their level of living. Establish regional image as eco-tourism destination through quality improvement of local products, branding and expansion of market.
6. Objectives for Model	<ul style="list-style-type: none"> Increase number of contracted local producers by promoting consignment sales system and establishing relationship with trust. Promote branding with high quality, added value products through quality improvement trainings or attractive packaging. Expand market and create bigger sales through sales/marketing activities inside and outside the region.
7. Activities Done	1st Phase Eco House was in stagnant business operation and sickness and death of the former manager aggravated the financial situation. JICA Project Team investigated the situation and supported revival of operational framework and financial plan, then mediated negotiation between creditors and Eco House. Several workshops were implemented for promoting consignment sales system, increase contracted local producers and support quality improvement of specific local products.
	2nd Phase Eco House continuously tried to revive the operational structure. Several workshops for quality improvement of specific local products aiming at branding were implemented. Promotion and Marketing activities were also implemented to expand market and sales.
	3rd Phase Eco House was supposed to maintain the operation with review of business plan. However, the manager resigned and they have suffered underperforming stagnant sales. There are several reasons of the stagnant sales, they only focused on the local market not beyond the region and for tourists, less promotion activities, less awareness to cash management for the operation. They have kept effort to revive the operation in the Pliva region.

PHOTOS



Opening Day, Eco House



Eco House products



Quality improvement WS

2. Model Projects in VELEZ

Code	Model Project	Organization
VEL_UMB	Promotion of regional development through ecotourism	Eco Velez Association
VEL_1/5	Diversification of recreation tourism activities	Nevesinje Youth Initiative with Fishing Associations of Nevesinje and Blagaj
VEL_2	Nature observation tourism (wild animal/bird)	Hunting Associations in Three Areas (Nevesinje, Podvelez and Blagaj)
VEL_3	Developing sports/recreation tourism products	STK Blagaj
VEL_4	International folklore festival	KPD Blagaj
VEL_6	Historical and ecological corridor	Blagaj Round Table
VEL_7	Eco farm	Bio Product and KRUG Blagaj
VEL_8/9	Development of country lodgings and revival of traditional dishes	Eco Velez Association, Country Loading Owners in Blagaj and Nevesinje
VEL_10/11	Velez local product promotion	Blagaj Round Table

VEL_UMB: Promotion of regional development through ecotourism	
1. Model Project Name	Promotion of Regional Development through Eco-Tourism
2. Organization	Eco Velez Association
3. Addresses	Address: Branilaca Bosne bb, 88 201 Blagaj, Bosnia & Herzegovina Phone/ Fax: + 387 0 36 572 208 Contact person: Ramiz Bašić e-mail: contact@veleztourism.ba, info@ecovelez.ba URL: www.veleztourism.ba
4. Own Objectives	<ul style="list-style-type: none"> Establish a public-private partnership mechanism centered on the umbrella association and formulate and implement better regional development plans. Organize a promotional structure for eco-tourism, such as nature environmental conservation and safety control framework, and promote eco-tourism under partnership among relevant entities and organizations. Package tourism products through enhancing partnership and coordination between model projects in the area and provide services to connect tourists and operators by reservation management. Formulate unified marketing strategies for the area to increase tourists visiting the area through promotion and marketing activities.
5. Objectives for Model	<ul style="list-style-type: none"> Establish a mutual support mechanism between the Eco Velez Association and two municipalities. Establish partnership mechanisms with international tourist sites and spots both inside and outside BiH through developing functions of an inbound tour operator and services in the area, and contribute to attracting tourists and managing reservations for all the model projects. Develop and sell packages of tourism products include multiple model products. Provide website and promotional materials and also improve them for regional tourism agencies.
6. Activities Done	1st Phase The Eco Velez established a Promotion Working Group and assisted in planning promotional activities and collecting tourism information for the website.
	2nd Phase They assisted in strengthening the organization, planning and implementing promotional activities targeting international tourist sites in neighboring countries.
	3rd Phase The Eco Velez organized a workshop on preparing documents to request support for developing small-scale tourism infrastructures and facilities, and supported consecutive beautification campaigns and language training in the Velez area. They continued capacity development as the inbound tour operator to ensure sustainability of the organization such as i) OJT of tour operation through a monitoring campaign, ii) development and marketing of tourism package products (combination of several regional eco-tourism programs), and iii) activities to develop capacity of regional integrated promotion.

PHOTOS



Beautification Campaign



Velez English Course



Monitoring Campaign

VEL1/5: Diversification of recreation tourism activities

1. Model Project Name	Product Development (Experiencing & Gathering): Diversification of Recreation Tourism Activities
2. Organization	Nevesinje Youth Initiative (with Fishing Associations of Nevesinje and Blagaj)
3. Addresses	Address: Nevesinjska puška bb Nevesinje, Bosnia & Herzegovina Phone: 00387 063 321 438, 00387 065 371 086 Contact persons: Emir Čusto, Slaviša Glogovac e-mail: custo-emir@hotmail.com, lazoglo@teol.net
4. Target Products	Camping, Mountain Biking, Fishing, Canoeing, Events (Nevesinje Olympics)
5. Own Objectives	<ul style="list-style-type: none"> • Strengthen the ability to receive tourists through development, sale, and management of local eco-tourism attractions in the Velez Area such as mountain bike, trek, mountain recreation activities, fishing at rivers and lake. • Foster local young people to be tourism product operators and guides, and loosen their outflow to outside the area by creating job opportunities. • Improve the area as a tourism destination in tourism markets utilizing traditional sport events such as the Nevesinje Olympics. • Promote development of small-scale tourism infrastructure and facilities as the tourism destination utilizing local natural environmental resources.
6. Objectives for Model	<ul style="list-style-type: none"> • Foster leaders of tourism product organizers in the area through guide training and planning, development, and management of tourism products utilizing regional attractions. • Strengthen skills of planning, financial control, and safety management of tourism events and activities. • Enhance development and management of comprehensive tourism products and its promotion in partnership with other tourism products.
7. Activities Done	1st Phase Recreation equipment (tent) was provided with an aim to diversify tourism products in the area. The Nevesinje Youth Initiative organized language training for receiving foreign tourists and computer training for strengthening management mechanism.
	2nd Phase They continuously implemented training and workshops to develop tourism products utilizing natural resources that can contribute to regional economy. In particular, fishing associations of Nevesinje and Blagaj established cooperation mechanism between the regions through organizing an international fishing competition and promotional activities of fly fishing. The fishing associations also organized canoe training as development of the new attraction at a lake in Nevesinje.
	3rd Phase The fishing associations of Nevesinje and Blagaj cooperatively organized guide training and fly making workshop to improve a level of service with which they are providing tourists whereby they expanded their market and actually received international tourists. They participated in the monitoring campaign and strengthened partnership with country lodgings and other organizations.

PHOTOS




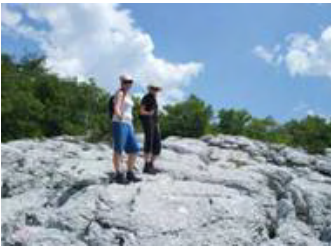

Fishing Competition



Canoeing Training



Events (Nevesinje Olympics)



VEL2: Nature observation tourism (wild animal/bird)							
1. Model Project Name	Nature Observation Tourism (Wild Animal/Bird)						
2. Organization	Hunting Associations in the three areas (Nevesinje, Podvez, and Blagaj)						
3. Addresses	Address: Brabilaca Bosne bb, 88201 Blagaj Bosnia & Herzegovina Phone: 00387 61 222 544 Contact person: Ramiz Bašić e-mail: ramizbasic@hotmail.com						
4. Target Products	Wild Animal and Bird Observation, Photo Hunting, Hiking						
5. Own Objectives	<ul style="list-style-type: none"> Develop the new regional industry and increase employment of young people and income by changing the existing hunting tourism operated only during winter to eco-tourism which can be operated through the year. Enhance sustainability and self-reliance of regional development with a balance of conservation and utilization of nature environmental resource that is attraction in the area. Expand a market and strengthen ability for receiving tourists by changing a hunting tourism market that has only limited target into development and operation of tourism products that correspond to various market needs such as eco-tourism, family tourism, etc. 						
6. Objectives for Model	<ul style="list-style-type: none"> Develop tourism products including introduction of attractive nature and ecology, and promote human resource development for sustainable utilization of resources that has balance with nature environmental conservation. Strengthen ability for business management, financial control, safety control, etc. through operation of tourism products. Obtain direct accesses to the new eco-tourism market in coordination with other developed areas of eco-tourism and strengthen promotion skills. Strengthen ability for receiving tourists through coordination with other management organizations of tourism products both within and outside the area. 						
7. Activities Done	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%; text-align: center; vertical-align: middle; padding: 5px;">1st Phase</td> <td style="padding: 5px;">The associations held workshop in Slovenia on operating nature observation activities and nature interpretation. They were motivated in relevant parties of the three communities and increased recognition of the necessity to identify and develop trail. Training tools (binocular telescope etc.) were provided for nature observation activities.</td> </tr> <tr> <td style="text-align: center; vertical-align: middle; padding: 5px;">2nd Phase</td> <td style="padding: 5px;">They invited experts to develop trails and organized a workshop on i) identifying trails introducing wild animals and birds, attractive vegetation, geography, and landscape, ii) developing trails, and iii) making explanatory boards to develop nature observation tourism products in Podvez.</td> </tr> <tr> <td style="text-align: center; vertical-align: middle; padding: 5px;">3rd Phase</td> <td style="padding: 5px;">Based on the previous training and outcomes, they organized nature observation guide training and started sales and operation of tourism products. They strengthened partnership with Slovenia and directly promoted the activities to markets by sending newsletters, publications on the website and the monitoring campaign. They strengthened management skills etc. through the monitoring campaign.</td> </tr> </table>	1st Phase	The associations held workshop in Slovenia on operating nature observation activities and nature interpretation. They were motivated in relevant parties of the three communities and increased recognition of the necessity to identify and develop trail. Training tools (binocular telescope etc.) were provided for nature observation activities.	2nd Phase	They invited experts to develop trails and organized a workshop on i) identifying trails introducing wild animals and birds, attractive vegetation, geography, and landscape, ii) developing trails, and iii) making explanatory boards to develop nature observation tourism products in Podvez.	3rd Phase	Based on the previous training and outcomes, they organized nature observation guide training and started sales and operation of tourism products. They strengthened partnership with Slovenia and directly promoted the activities to markets by sending newsletters, publications on the website and the monitoring campaign. They strengthened management skills etc. through the monitoring campaign.
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PHOTOS							
<div style="display: flex; justify-content: space-around;">    </div> <p style="text-align: center; margin-top: 5px;">Nature Observation Trails</p>							

VEL3: Developing sports/recreation tourism products




1. Model Project Name	Developing Sports/Recreation Tourism Products	
2. Organization	STK Blagaj	
3. Addresses	Address: Branilaca Bosne bb, 88201 Blagaj, Bosnia & Herzegovina Phone: 00387 36 572 289 Contact person: Ibrahim Balalić e-mail: blagaj_city@yahoo.com, www.blagaj-city.com	
4. Target Products	Cave Boat Tour, Canoeing, Biking, Camping	
5. Own Objectives	<ul style="list-style-type: none"> • Develop tourist sites that can provide attractive tourism products for increasing tourists by not only development and operation of tourism products utilizing natural, historical, and cultural resources but also development of products in collaboration with other NGOs. • Operate and sell a tourism product at a cave on the River Buna and also develop products that correspond to historical area. • Develop tourism products corresponding to diversification of tourism needs such as rafting, mountain bike, trek, and camp. • Strengthen ability to receive tourists through providing products mentioned above and increase employment of young people and income in tourism industry. • Operate an information center and sell tourism products for not only Blagaj but also the whole Velez Area. 	
6. Objectives for Model	<ul style="list-style-type: none"> • Develop tourism products utilizing historical, cultural, and nature resources that can correspond to increasing international tourists. • Develop human resources of relevant parties who join the activities mentioned above. • Regarding promotion activities, promote coordination and partnership with other organizations in the community and area, develop human resources, and foster leaders to enhance ability for receiving tourists. 	
7. Activities Done	1st Phase	STK Blagaj organized boat tour training, started sales and operations of calcareous cave tour with a traditional wooden boat on the River Buna. They undertook a role of leader in Blagaj Round Table which active twelve NGOs join, and actively participated in activities such as beautification campaign and promotional activities to cover whole Blagaj area.
	2nd Phase	STK Blagaj organized rafting training, made and placed sign boards of tourism routes, and developed a green market to sell local products. They also organized new events, a football tournament and a mountain bike race targeting increasing tourists. Moreover they applied for financial support project of UNDP.
	3rd Phase	They continuously organized the sports events, and organized supplemental training for developing and managing the new product on the River Bunica in partnership with financial support from UNDP. The monitoring campaign was used as management training.

PHOTOS

		
Cave Boat Tour	Biking	Canoeing

VEL4: International folklore festival							
1. Model Project Name	International Folklore Festival						
2. Organization	KPD Blagaj						
3. Addresses	Address: Branilaca Bosne bb, 88201 Blagaj, Bosnia & Herzegovina Phone: 00387 61 271 695 Contact person: Nihad Jašarević e-mail: nihad.jasarevic@bih.net.ba						
4. Target Products	International Folklore Festival, Traditional Folk Dance Performance						
5. Own Objectives	<ul style="list-style-type: none"> Add attraction as a traditional and cultural tourism event and then Increase tourists coming to the yearly international folklore festival from both inside and outside country. Increase revenue through promoting tourism product development which has high recognition even in neighboring countries and increase young members by enhancing love for home district and motivation for local traditional culture. Increase and stabilize revenue, improve financing situation, and secure the new source of revenue for members by organizing performances not only within the country but also in Adriatic resorts. Enhance planning and management skills and strengthen human resource and organization in areas of ticket sales and obtaining sponsorship from private companies for the events including international folklore festival. 						
6. Objectives for Model	<ul style="list-style-type: none"> Enhance skills such as planning, promotion, and financial control of traditional tourism products aiming to strengthen and establish self-reliant and sustainable management structure of the organization. Promote the tourism product development through partnership with other regional organizations for effective implementation of their activities. 						
7. Activities Done	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="background-color: #0056b3; color: white; text-align: center; width: 20px; padding: 5px;">1st Phase</td> <td style="padding: 5px;">KPD Blagaj planned events and performances targeting international tourists. They also developed CD which is utilized as BGM for promotion and performances to improve self-reliance and sustainability.</td> </tr> <tr> <td style="background-color: #0056b3; color: white; text-align: center; padding: 5px;">2nd Phase</td> <td style="padding: 5px;">KPD Blagaj worked on improving events and promotional activities, reviewing profitability, finding sponsors from private companies and local governmental organizations. They also promoted the traditional folk dance to large hotels in Dubrovnik as a dinner show containing the dance performance in cooperation with the Dubrovnik tourism agency.</td> </tr> <tr> <td style="background-color: #0056b3; color: white; text-align: center; padding: 5px;">3rd Phase</td> <td style="padding: 5px;">KPD Blagaj started developing the new tourism product, Blagaj's traditional folk dance and dishes, in cooperation with a local dishes group and country lodgings in Blagaj, which aimed to maintain tradition and increase income. Increasing income aims at establishing a self-reliant and sustainable management system to continue traditional activities of the area. They also implemented a training program for students to hand traditional folk dance on to the next generation and strengthened their management skills through the monitoring campaign.</td> </tr> </table>	1st Phase	KPD Blagaj planned events and performances targeting international tourists. They also developed CD which is utilized as BGM for promotion and performances to improve self-reliance and sustainability.	2nd Phase	KPD Blagaj worked on improving events and promotional activities, reviewing profitability, finding sponsors from private companies and local governmental organizations. They also promoted the traditional folk dance to large hotels in Dubrovnik as a dinner show containing the dance performance in cooperation with the Dubrovnik tourism agency.	3rd Phase	KPD Blagaj started developing the new tourism product, Blagaj's traditional folk dance and dishes, in cooperation with a local dishes group and country lodgings in Blagaj, which aimed to maintain tradition and increase income. Increasing income aims at establishing a self-reliant and sustainable management system to continue traditional activities of the area. They also implemented a training program for students to hand traditional folk dance on to the next generation and strengthened their management skills through the monitoring campaign.
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PHOTOS							
							
Traditional Folk Dance Performance	International Folklore Festival						

VEL6: Historical and ecological corridor		
1. Model Project Name	Historical and Ecological Corridor	
2. Organization	Blagaj Round Table (Organization for 11 Local NGO's Coordination)	
3. Addresses	Address: Blagaj, Bosnia & Herzegovina Phone: 00387 61 687 575 Contact person: Emir Aškraba e-mail: blagaj_city@yahoo.com	
4. Target Products	Historical and Ecological Corridor	
5. Own Objectives	<ul style="list-style-type: none"> Undertake an archaeological investigation to promote conservation and utilization of the main structure, Stephan Castle, where abundant historical and cultural resources exist. Based on the results from the investigation, formulate conserving and utilizing plans and promote formulation of the historical and cultural tourist site of Blagaj through restoring the castle considering safety and developing small-scale routes and facilities. Restore historical urban district receiving financial support and prevent inadequate development based on a land-use planning that keeps balance of conservation and utilization. Formulate a development plan of small-scale tourism infrastructure such as transportation in the district and promote business through support from the City of Mostar and tourism related ministries. Also aim to systematize transport and parking areas for local people and increasing tourists. Develop tourism products utilizing historical and cultural characteristics and attractions in the area and generate the new job opportunity and income through accommodation, traditional dishes, souvenir shops, historical tourism guides operated by the local community. 	
6. Objectives for Model	<ul style="list-style-type: none"> Share fundamental knowledge on formulating a tourism development plan that keeps balance with conservation of historical urban scape. Share fundamental knowledge on fundraising and transportation plan of parking area, road, sidewalk, systematic transport for increasing tourists and local people. Share fundamental knowledge on restoring historical heritage and landscape and strengthen a structure for conserving historical heritage and landscape of the urban area. Create common understanding and strengthen organization on development measures of souvenir shops, facilities for providing traditional dishes, and information centers. Promote development of a guideline on conserving landscape and natural environment to prevent overdevelopment. 	
7. Activities Done	1st Phase	Among the local residents in Blagaj, they had gained momentum to conserve historical heritages in Herzegovina through support by Spanish Government. The Blagaj Round-table Meeting examined possibility of utilizing tourism resources, adequate location for local tourism industries, and networking of historical corridors.
	2nd Phase	They discussed an adequate way of thinking and measures of tourism development that the local community expected, according to conservative zoning identified and proposed by the national commission for heritage conservation. They organized a workshop to discuss development of roads and parking lots for leasing traffic congestion, transportation services for tourists, relocation of souvenir shops, location of tourism facilities in the area, and so on. They also arranged a meeting with the national commission.
	3rd Phase	They addressed urgent issues on parking areas and transportation and examining relocation of illegal souvenir shops as well as planning and organizing promotional events for local products. They also formulated plans to receive cooperation from the national commission and other donors in regards to investigation of the Stephan Castle, planning and implementation of conservation and utilization of the castle, landscape restoring in conservation areas for historical landscape, and infill development for tourism utilization.

VEL7: Eco Farm		
1. Model Project Name	Eco Farm	
2. Organization	Bio Product and KRUG Blagaj	
3. Addresses	Address: Kokorina bb Podvelez, Bosnia & Herzegovina Phone: 00387 61 175 638, 61 285 040 Contact person: Esad Količić, Mustafa Gološ e-mail: eko_farma@yahoo.com, udruzenjekrug@yahoo.com	
4. Target Products	Farm of Indigenous Species, Gastronomy, Herb Products, Handicrafts	
5. Own Objectives	<ul style="list-style-type: none"> Protect and breed livestock of local species and develop an experience-based farm for tourists using good-quality dairy products. Also secure income and job opportunity for local community through development of small-scale tourism destination. Increase awareness on conservation of traditional livestock and natural features in the area through eco farm that has a function as an educational farm for ecological and farming education targeting local students. Contribute to development and promotion of local industries by developing and selling souvenirs utilizing local specialty products of traditional handicrafts and dairy products. 	
6. Objectives for Model	<ul style="list-style-type: none"> Operate attractive and sustainable tourism activities with development and sales of the experience-based farm and specialty dairy products. Strengthen human resources and organizations for operation and financial management. Increase tourists by strengthening partnership with tourism products of other organizations both inside and outside the area. 	
7. Activities Done	1st Phase Bio Product developed the tourism farm by making a list of farmers, procuring livestock, and developing traditional livestock barn receiving cooperation from the Sarajevo university and voluntary activities by association members. Meanwhile KRUG Blagaj developed relief of the representative historical heritage in the area as souvenir development in Blagaj, whereby started selling the products and increased sales.	
	2nd Phase Bio Product held an opening ceremony of the eco farm inviting local entities concerned, agriculture related organizations, counterparts of the Project, and mass media such as TV, newspaper, and radio. They presented not only the eco farm but also local traditional folklore and dishes. They also implemented training programs for developing a traditional furnace, providing dishes, collecting unique herbs, producing wood/woolen products in order to correspond to increasing tourists. A small house was built for cooking and selling souvenirs by their voluntary activities. KRUG Blagaj kept favorable sales of ceramic souvenirs in Blagaj and organized a workshop for local young people to create the new designs and increase production. They organized another workshop to develop souvenirs of coppers for diversifying the souvenirs.	
	3rd Phase Bio Product organized a campaign naming babies in the farm, incorporated in the first anniversary event, in cooperation with KRUG Blagaj and other local organizations. Bio Product also developed capacity for operation and management of the Eco Farm through promotional activities targeting students and monitoring campaign. KRUG Blagaj enhanced qualities of local souvenirs and developed new souvenirs in partnership with UNDP's financial support.	
PHOTOS		
		
Farm of Indigenous Species	Herb Training	Ceramic Products

VEL8/9: Development of country lodgings and revival of traditional dishes

1. Model Project Name	Development of Country Lodgings and Resurgent of Traditional Foods
2. Organization	Eco Velez Association, Country Loading Owners in Blagaj and Nevesinje
3. Addresses	Address: Blagaj, Bosnia & Herzegovina Phone: 00387 65 877 804, 61 687 575 Contact person: Radenko Kovač, Emir Aškraba e-mail: contact@veleztourism.ba, info@ecovelez.ba
4. Target Products	Accommodation, Gastronomy
5. Own Objectives	<ul style="list-style-type: none"> • Develop multiple country lodging areas and increase capacity for receiving tourists in both aspects of quality and quantity that can correspond to accommodation needs of even small groups. • Develop country lodging products as eco-tourism destinations in the area such as attractive experiential agriculture and horse riding. At the same time, improve ability for receiving tourists by adding attractions of country lodging such as kind hospitality and traditional local dishes. • Strengthen operational and management skills receiving cooperation from the Eco Velez Umbrella Association, such as registration of country lodgings, quality control, reservation management, and unified promotion, and establish a structure for increasing income in the area.
6. Objectives for Model	<ul style="list-style-type: none"> • Strengthen operational and management skills and structures centered on a country lodging working group in cooperation with the Eco Velez. • Develop a country lodging guideline based on EU standards and secure/improve service levels of country lodgings. • Clarify services to be improved through the actual business of the country lodgings. Improve skills for receiving tourists, lengthen their stay, and increase repeaters through the development of tourism products adding other activities such as traditional dishes in partnership with other model projects and organizations.
7. Activities Done	1st Phase New members were identified to develop country lodgings in Blagaj and Nevesinje based on a strategic plan. They also organized a workshop for receiving tourists and procured minimum facilities and equipment to start actual business. Regarding traditional dishes, Blagaj women's association organized lectures about traditional home cooking using ceremonial foods and dairy foods to introduce traditional dishes to country lodgings of the area.
	2nd Phase They organized a monitor tour and an eco-tourism seminar, which more than 30 persons came from outside the area and stayed at country loadings, and acquired a favorable reputation. Some country lodgings expanded facilities and procured equipment by themselves.
	3rd Phase Country lodging members received advanced language training program arranged by the Eco Velez and enhanced their service levels so that they can receive more tourists. The Eco Velez and country lodgings planned and actually implemented the monitoring campaign in cooperation with the other model projects. Through the campaign, they further enhanced hospitality, facility, management and control skills, and so on.

PHOTOS



Country Lodgings in Velez Area

VEL10/11: Velez Local Product Promotion

1. Model Project Name	Velez Local Product Promotion						
2. Organization	Blagaj Round Table (Organization for 11 Local NGO's Coordination)						
3. Addresses	Address: Blagaj, Bosnia & Herzegovina Phone: 00387 61 222 544 Contact person: Ramiz Bašić e-mail: ramizbasic@hotmail.com						
4. Target Products	Local Specialty Products: Pomegranate, Grape, Honey, and Milk Products						
5. Own Objectives	<ul style="list-style-type: none"> • Develop a local product market and enhance local industries and economy through quality improvement, exhibition of local products, branding, etc. of specialty products in the Velez Area such as pomegranate, grape, honey, and milk products. • Contribute to income generation of local producers by promoting souvenir sales of local specialty products and manufactured goods. 						
6. Objectives for Model	<ul style="list-style-type: none"> • Strengthen ability to plan, develop, and sell products, such as formulation of market development strategies and implementation of promotional activities, through planning an exhibition of local products. • Strengthen and promote a partnership structure with other organizations and groups in the area and community to increase effects from promotion and implementation of activities. • Develop markets, establish sales system, and strengthen structures by introducing cooperating shipping mechanism into honey associations. Also increase sustainable economic effect through quality improvement and increase of added value from local brand, and then aim to enlarge sales effect by strengthening partnership among honey producers in the area. 						
7. Activities Done	<table border="1"> <tr> <td data-bbox="466 1214 542 1326">1st Phase</td> <td data-bbox="542 1214 1436 1326">The Blagaj Round Table organized workshops for improving and packaging honey products so that they can establish a local brand and develop a new mechanism that does not need to depend on the existing system of selling products to individual commission merchants.</td> </tr> <tr> <td data-bbox="466 1326 542 1460">2nd Phase</td> <td data-bbox="542 1326 1436 1460">They continued discussions with relevant parties for organizing workshops using video of a seminar held in the Pliva Area and also started planning a pomegranate festival as an exhibition of local products and making it a tourism event though they couldn't implement actual activities due to disagreement on an objective of the festival.</td> </tr> <tr> <td data-bbox="466 1460 542 1612">3rd Phase</td> <td data-bbox="542 1460 1436 1612">They actually organized the workshop using video of the seminar held in the Pliva Area to gain knowledge and information to enhance a level of quality of the honey products. Participants obtained necessary knowledge to effectively continue bee farm and increase honey productions.</td> </tr> </table>	1st Phase	The Blagaj Round Table organized workshops for improving and packaging honey products so that they can establish a local brand and develop a new mechanism that does not need to depend on the existing system of selling products to individual commission merchants.	2nd Phase	They continued discussions with relevant parties for organizing workshops using video of a seminar held in the Pliva Area and also started planning a pomegranate festival as an exhibition of local products and making it a tourism event though they couldn't implement actual activities due to disagreement on an objective of the festival.	3rd Phase	They actually organized the workshop using video of the seminar held in the Pliva Area to gain knowledge and information to enhance a level of quality of the honey products. Participants obtained necessary knowledge to effectively continue bee farm and increase honey productions.
1st Phase	The Blagaj Round Table organized workshops for improving and packaging honey products so that they can establish a local brand and develop a new mechanism that does not need to depend on the existing system of selling products to individual commission merchants.						
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3rd Phase	They actually organized the workshop using video of the seminar held in the Pliva Area to gain knowledge and information to enhance a level of quality of the honey products. Participants obtained necessary knowledge to effectively continue bee farm and increase honey productions.						

PHOTOS



Honey Products in Velez Area

ANNEX D

List of Trainings

ANNEX D List of Trainings

1. Workshops, Seminars and OJT trainings in FY2 (Oct 2007-Mar 2008)

No	Model Project	Activity	Participants
1	-	Working Group	- Ministry of Foreign Trade and Economic Relations - FBiH Ministry for environment and tourism - RS Ministry of trade and tourism - Tourist Association in BiH - Tourist Community of FBiH - Tourist Organization in RS etc
2	-	2nd Joint Seminar on Eco-Tourism ""	Counterpart ministries, Model project organizations, donors, etc.
3	-	Eco Pliva & Eco Velez joint meeting	Eco Pliva Association, Eco Velez Association
4	PLI_UMB VEL_UMB	International fair in Trebinje Visit	Pliva and Velez promotion working group
5	PLI_UMB	Eco Pliva Board meeting	Eco Pliva Association
6	PLI_UMB	Eco Pliva Promotion WS - Compiling Necessary Information	model project in Pliva
7	PLI_UMB	Eco Pliva Promotion Activity Plan WS	Eco Pliva promotion working group
8	PLI_UMB	Pliva English Course	model project organizations, residents in Pliva
9	PLI_UMB	WS for EU grant, application and guideline	Eco Pliva Association
10	PLI_UMB	WS for Pliva Regional Plan Development through Eco Tourism	Eco Pliva Association
11	PLI_UMB	Pliva Beautification Campaign	Youth Associations, sports organizations, schools in Pliva
12	PLI1	International fair in Novisad, Serbia Visit	Pliva Sports Activities
13	PLI1	Rafting Guide training	Pliva Sports Activities
14	PLI1	Fly fishing Guide training	Pliva Sports Activities
15	PLI1	Fly making training	Pliva Sports Activities
16	PLI1	Pliva River Opening	Pliva Sports Activities, sports organizations in Pliva, fishing Associations, media
17	PLI1	Pliva Mountaineering Guide Training	Pliva Sports Activities
18	PLI1	WS for recreation equipment planning	Pliva Sports Activities
19	PLI1	International fair in Birmingham, UK Visit	Pliva Sports Activities
20	PLI2	Seminar for Jajce Archeological Survey preparation 1	High school students in Jajce, member of NGOs, residents who have interest in historical cultural heritages

No	Model Project	Activity	Participants
21	PLI2	Seminar for Jajce Archeological Survey preparation 2	High school students in Jajce, member of NGOs, residents who have interest in historical cultural heritages
22	PLI3	Pliva Country Lodging Board meeting	Country lodging families in Pliva, candidate families for new country lodging
23	PLI3	Pliva Country Lodging Business Management Training	Country lodging families in Pliva
24	PLI5	Jezero Herb & Mushroom buyoff station manager training	Herb and mushroom collectors
25	PLI5	Jezero Herb & Mushroom buyoff station manager training (practical training)	manager of Jezero buy off station
26	PLI5	Jezero Herb & Mushroom buyoff station planning WS for operation system and machinery	manager of Jezero buy off station, Herb and mushroom collectors
27	PLI6	Eco House WS for Souvenir Training and Marketing	handicraft and souvenir producers in Pliva
28	PLI6	Reestablishment of Eco House Jajce	local producers in Pliva
29	PLI6	Quality Improvement WS: Pasta making	Eco House Jajce, local producers in Pliva
30	PLI6	Traditional food promotion seminar in Dobojo	manager of Eco House Jajce
31	PLI6	Quality Improvement WS: Pruning of fruits tree	fruits farmers in Pliva
32	PLI6	Reestablishment of Eco House Jajce	Eco House Jajce
33	-	Seminar on Srebrenica Project	Local products development model projects in Pliva
34	PLI_UMB	Velez Promotion WS - Compiling Necessary Information	model projects in Velez
35	PLI_UMB	Promotion WS - Velez Website maintenance	Velez promotion working group
36	VEL1	Velez Beautification campaign - Eco Workshop	School children in Velez
37	VEL1	Computer training in Nevesinje	model projects in Nevesinje
38	VEL1	English course in Nevesinje	model projects and residents in Nevesinje
39	VEL1	English course in Blagaj	model projects and residents in Podvelez
40	VEL1	Italian course in Nevesinje	model projects and residents in Nevesinje
41	VEL1	Nevesinje Country Lodging business management training	country lodging owners in Nevesinje, candidate families for new country lodging
42	VEL1	Historical and Cultural seminar in Nevesinje	residents in Nevesinje

No	Model Project	Activity	Participants
43	VEL1	Business management training in Nevesinje	country lodging families in Nevesinje, candidate families for new country lodging
44	VEL2	Nature observation training in Slovenia	Hunting associations in Blagaj, Podvelez and Nevesinje
45	VEL3	Velez Computer training	model projects in Blagaj
46	VEL3	Blagaj Rafting Training	STK Blagaj
47	VEL3	Velez Beautification campaign - Buna river	STK Blagaj
48	VEL4	Preparation for Folklore Dance training	KPD Blagaj
49	VEL6	Blagaj Round Table	model projects and NGOs in Velez
50	VEL7	Eco Farm	Eco Farm
51	VEL8	Quality Improvement WS: Traditional Food in Velez	country lodging families in Nevesinje, candidate families for new country lodging
52	VEL9	WS for Velez Country Lodging (Blagaj)	country lodging families in Blagaj
53	VEL9	Blagaj Country Lodging Business management training	country lodging families in Blagaj
54	VEL9	WS for Velez Country Lodging (Nevesinje)	country lodging families in Nevesinje, candidate families for new country lodging
55	VEL9	Seminar on Country Lodging operation in Vrgorac, Croatia	country lodging families in Nevesinje, candidate families for new country lodging
56	VEL11	Quality improvement WS for beekeepers	beekeepers in Blagaj, Podvelez and Nevesinje
57	-	Eco FAM Tour in Velez	model projects in Velez
58	VEL7*	Velez Souvenir development WS	souvenir producers in Blagaj

2. Workshops, Seminars and OJT trainings in FY3 (May 2008-Dec 2008)

No	Model Project	Activity	Participants
1	-	3rd Joint Seminar on Eco-tourism - Experience of Pliva Region's Progress -	Counterpart ministries, Model project organizations, , Tourism agents, donors, etc.
2	-	4th Joint Seminar on Eco-tourism - Experience of Velez Region's Progress -	Counterpart ministries, Model project organizations, , Tourism agents, donors, etc.
3	-	Working Group	- Ministry of Foreign Trade and Economic Relations - FBiH Ministry for environment and tourism - RS Ministry of Trade and tourism - Tourist Association in BiH - Tourist Community of FBiH - Tourist Organization in RS etc
4	-	Intermediate Evaluation WS	model projects, umbrella associations
5	-	FAM tour (JICA Alumni FU Program)	JICA Alumni, Eco Pliva and Eco Velez associations, journalists
6	PLI_UMB	Pliva Beautification Campaign	Eco Pliva Association, residents in Pliva
7	PLI_UMB	Pliva Promotion WG - Eco Pliva Website update	Eco Pliva Promotion WG
8	PLI_UMB	Eco Pliva promotion of region activity, Official visit to Tourist organization of RS(Banja Luka) and FBiH(Sarajevo)	Eco Pliva Promotion WG
9	PLI_UMB	Pliva regional development plan WS	model projects in Pliva
10	PLI_UMB	Eco Pliva Tourism Plus Award	Eco Pliva Association, tourism organizations in BiH
11	PLI_UMB	Pliva English Training	model projects in Pliva
12	PLI_UMB	Eco Pliva WS Strategy development of Eko-Pliva as regional eco-tourism service provider	Eco Pliva Association
13	PLI_UMB	Welcome to Pliva Campaign	Eco Pliva Association, model projects in Pliva
14	PLI_UMB	Pliva Financial Management Training	model projects in Pliva
15	PLI_UMB	Eco Pliva School Visit	Eco Pliva Association
16	PLI1	Rafting Skipper Training for Intermediate	Pliva Sports Activities, youth associations, sports organizations
17	PLI1	Storage building	Pliva Sports Activities, residents in Pliva
18	PLI1	Pliva Days	Pliva Sports Activities, youth associations, sports organizations, journalists
19	PLI1	Fly Tying WS (Advanced)	Pliva Sports Activities, youth associations
20	PLI1	Mountaineering training	Pliva Sports Activities, Nevesinje Youth Initiative
21	PLI2	Jajce Historical & Tourist guide training	NGOs in Jajce, Eco Pliva Association, applicant for guide

No	Model Project	Activity	Participants
22	PLI2	Awareness training WS for test archeological survey	NGOs in Jajce, schools in Jajce, residents, Eco Pliva Association
23	PLI3	Country Lodging Association WS (Board meeting)	Pliva Country Lodging Association
24	PLI3	Country Lodging Association Business Training	Pliva Country Lodging Association, Eco Pliva Association
25	PLI4	Trail Master Plan WS	model projects in Pliva, local governments in Pliva
26	PLI5	Selection and education of families for herb farming	applicants for herb farming
27	PLI5	Buy-off operation (Herb)	Eco House Jezero, herb collector
28	PLI6	Quality improvement WS: Beekeepers	beekeepers in Pliva
29	PLI6	Quality improvement WS: Pasta	local producers
30	PLI6	Quality improvement WS: Cheese	local producers (cheese)
31	PLI6	Zagreb Eco Ethno Fair	Eco House Jajce, Eco House Jezero
32	PLI6	Quality improvement WS: Cabbage	local producers
33	PLI6	Marketing activities in Sarajevo	Eco House Jajce
34	PLI6	Eco House Jajce Strategy planning WS	Eco House Jajce, Eco Pliva Association
35	VEL-UMB	Velez Promotion WG	Eco Velez Promotion WG
36	VEL-UMB	Eco Velez board meeting	Eco Velez Association
37	VEL-UMB	Promotion activity in Dubrovnik Tourist Board	Eco Velez Promotion WG
38	VEL-UMB	Velez English Course	model projects in Velez
39	VEL1*	Blagaj Fishing Promotion WG	Fishing Association in Blagaj
40	VEL1	Nevesinje Olympic	Nevesinje Youth Initiative, KIST
41	VEL1*	International Fishing Competition	Fishing Association Nevesinje/Blagaj
42	VEL1*	Fly making training in Blagaj and Nevesinje	Fishing Association Nevesinje/Blagaj
43	VEL1*	Canoe training in Alagovac lake	Fishing Association Nevesinje
44	VEL2	Velez Trail marking and guide training	Eco Velez Podvelez Nature Observation group
45	VEL3	Blagaj Football match	STK Blagaj
46	VEL3	Rafting Skipper Training	STK Blagaj
47	VEL3	Blagaj Bike Tour	STK Blagaj
48	VEL3	Blagaj Touristic Trail and Green Market	STK Blagaj, Blagaj Round Table

No	Model Project	Activity	Participants
49	VEL4	International Folklore Festival	KPD Blagaj
50	VEL6	Eco Historical Trail WS	Blagaj Round Table
51	VEL7	Eco Farm Opening	Eco Farm, Eco Velez Association, model projects in Velez, counterpart ministry
52	VEL7	Eco Farm Cooking Service Training	Eco Farm
53	VEL7	Eco Farm Stone Treatment Training	Eco Farm
54	VEL7	Podvelez Training for Medical Herb	Eco Farm, residents in Podvelez
55	VEL7	Podvelez Training for Wood and Woolen products	Eco Farm, residents in Podvelez
56	VEL7*	Workshop for making ceramic souvenirs	KRUG Blagaj
57	VEL7*	Workshop for making copper souvenirs	KRUG Blagaj

3. Workshops, Seminars and OJT trainings in FY4 (Feb 2009-Sep 2009)

No	Model Project	Activity	Participants
1	-	5th Seminar on Eco-Tourism	Counterpart ministries, Model project organizations, municipalities from other area, Tourism agents, donors, etc.
2	PLI_UMB	Strengthen the organization structure of Umbrella association "Eco Pliva", Eco Pliva Board Meeting	Eco Pliva Board Member
3	PLI_UMB	Pliva Monitoring Campaign	Eco Pliva, Model projects in Pliva
4	PLI_UMB	Promotion WG WS- Development of Tour Package	Eco Pliva, Model projects in Pliva
5	PLI_UMB	Presentation about Training in Japan on Eco Tourism and Strategic Regional Development	Model projects in Pliva, candidate area for dissemination
6	PLI_UMB	Training for Operation of Regional Tourism Agent "Eco-Pliva executive body"	Eco Pliva
7	PLI_UMB	"Making regional promotion movie" (ASA program)	Eco Pliva, model projects & tourism related organizations in Pliva
8	PLI_UMB	Pliva Website update training	Eco Pliva Promotion WG
9	PLI_UMB	CCI Seminar - Public Relations	Eco Pliva
10	PLI_1	Pliva Days	Fishing, Rafting and sports related organizations in BiH and neighboring countries, tourists, PSA, PCL
11	PLI_2	Jajce Historical Guide Training (Level 2 & 3)	NGOs in Jajce, Eco Pliva Association, applicant for guide
12	PLI_3	Strengthen the organization structure of Pliva Country Lodging Association	PCL Board member
13	PLI_3	Development of local dishes	PCL members
14	PLI_5	Herb and mushroom buyoff operation training	Herb collectors, Eco House Jezero
15	VEL_UMB	Eco Velez Board Meeting	Eco Velez Board member
16	VEL_UMB	Velez Monitoring Campaign	Eco Velez, Model Projects in Velez
17	VEL_UMB	Promotion on International Tourism Fair in Belgrade	Eco Velez Promotion WG

No	Model Project	Activity	Participants
18	VEL_UMB	Promotion WG WS- Creation of Tour Package1-3	Eco Velez Promotion WG
19	VEL_UMB	Presentation about Training in Japan on Eco Tourism and Strategic Regional Development	Model projects in Pliva, candidate area for dissemination
20	VEL_UMB	Velez Beautification Campaign	Eco Velez
21	VEL_UMB	Velez English Course	Eco Velez
22	VEL_UMB	Velez Website update training	Eco Velez Promotion WG
23	VEL1	Fishing guide & Fly tying training	Fishing Association Nevesinje, Blagaj
24	VEL2	Training for Nature Guide (Flora and Fauna)	Velez Nature Observation Group
25	VEL2	Nature Guide Training	Velez Nature Observation Group
26	VEL3	Canoe Safari on Bunica River	STK Blagaj
27	VEL4	Traditional Dance Training for younger generation	KPD Blagaj
28	VEL6	Historical Eco Route in Blagaj WS	Blagaj Round Table
29	VEL7	Name the baby campaign	Eco Farm & KPD Blagaj
30	VEL7	Souvenir Design WS	member of KRUG Blagaj
31	VEL11	Quality Improvement: Improvement of Honey Products	Beekeepers in Velez

ANNEX E

Minutes of Joint Coordinating Committee

ANNEX E Minutes of Joint Coordinating Committee

1. 1st JCC in March 2007

Theme: The First Joint Coordination Committee Meeting on the Inception Report
Date: 6 March 2007
Time: 14:00-16:00
Place: Meeting room of Ministry of Foreign Trade and International Relation of Bosnia and Herzegovina
Attendants: See attached List of Attendants

1. In order to discuss contents of the Draft Inception Report, the first Joint Coordination Committee (here in after JCC) Meeting was held on March 6th, 2007.

JICA Expert Team has made the presentation concerning contents of the Draft Inception Report, which include basic project objectives, outputs, approaches and project management structure, showing how important is as an institutional and human resource development for project sustainability, as well collaboration between public and private sectors.

The Draft Inception Report and the schedule were generally agreed on the First JCC Meeting.

2. Major discussion points on JCC are as follows:

- a) The activities of the JICA Expert Team are appreciated as a foundation for further tourism development in the both entities of FBiH and RS.

JCC members expressed gratitude to Japanese Government for launching the Project, as both North and South areas have great potentials for tourism and eco-tourism development, but the both areas have limited and insufficient financial and human resources.

- b) Positive effects and results of the previous Pilot Projects on the Master Plan Study are different in each municipality, some places have already gained success and increased number of tourists, some municipalities requires additional support.
- c) Positive effects and results of the previous study also increased motivated local people on potentials and importance on the environment protection.
- d) Technical Committees (here in after TC) will be organized in each North and South area.
- e) Required responsibilities and actions have to be defined on JCC meetings.
- f) The Project focus a capacity development of the members, on which the attendees agreed to fully implement and realize the previous Master Plan based on required collaborations among each side with support from BiH Government.

- g) Next JCC will be held on the beginning of September 2007 to discuss the progress and further program of the project.

List of the Attendants

Bosnia and Herzegovina Side;

1. Ministry of Foreign Trade and Economic Relations

Mr. Reuf Hadzibegic, Assistant Minister
Mr. Hamza Ajanovic, Adviser

2. Ministry of Foreign Affairs

Mr. Sefik Fadzan, Head of Department for Multilateral Economic Relations

3. Ministry of Environment and Tourism, FBiH

Mr. Nedeljko Babic, Assistant Minister
Ms. Gordana Vilusic, Associate Expert

4. Ministry of Physical planning Engineering and Ecology of RS

Mr. Ozren Laganin, Assistant to Assistant Minister

5. Municipality of Jajce, FBiH

Mr. Nisvet Hrnjic, Mayor
Mr. Ramiz Kliko, Adviser to Mayor
Mr. Emir Zjajo, Assistant for economy
Mr. Tvrto Zrile, Assistant for culture and sports

6. Mostar City Administration, FBiH

Mr. Mirsad Saric, Head of Economic Department

7. Municipality of Jezero, RS

Mr. Slobodan Laketic, Mayor

8. Municipality of Sipovo, RS

Mr. Milorad Cirko, Mayor

9. Municipality of Nevesinje, RS

Mr. Risto Dzonlaga, Deputy Mayor

10. Eco Pliva Association – Community representative

Mr. Emir Sahman

11. Nevesinje Youth Initiative – temporarily Community representative

Mr. Zivorad Kovacevic

Japanese Side;

1. Embassy of Japan

Mr. Ryutaro MUROTANI, First Secretary, Head of Economic Cooperation

2. JICA Balkan Office

Mr. Katsutoshi HUSHIMI, Representative of the Office
Ms. Kazuyo HASHIMOTO, Project Formulation Advisor

3. JICA Expert Team

Mr. Kanao ITOH, Team Leader, Tourism Development Planning
Mr. Hideo SAKAMOTO, Deputy Team Leader, Institution Enhancement
Mr. Ken Kawasaki, Historical and Cultural Heritage Conservation
Mr. Danko Stiklica, Field Officer Pliva
Ms. Melika Brkovic, Assistant / Interpreter
Ms. Sanja Maric, Secretary of JICA Team Office Sarajevo

2. 2nd JCC in October 2007

Theme: The Second Joint Coordination Committee Meeting and Discussion of the Progress Report

Date: 25th October, 2007

Time: 14:00 - 16:00

Venue: UNITIC Business Center Sarajevo, meeting room 8

Participants: See attached List of Participants

1. The Second Joint Coordination Committee Meeting was held to discuss the contents of the Progress Report prepared by the JICA Expert Team.

The JICA Expert Team conducted a presentation which highlighted the major aspects of the Progress Report. A hard-copy comprehensive version of the Progress Report was submitted to each participant. Within the presentation, as well as the Progress Report, details as to the activities conducted during the Phase I period, as well as an introduction as to the activities that are to be executed as part of the Capacity Building process of Phase II. An unanimous understanding and confirmation was achieved. Projects for the respective regions were identified, in addition to the institutionalism of the associations that will work in unison with related organizations to support the Projects.

2. Major points of discussion were as follows:
 - a) The activities of the JICA Expert Team is recognized and appreciated as the foundation for further potential eco-tourism development.

JCC members were in unison agreement that there is to be unified cooperation among all stakeholders, as both the North and South regions have great potential for eco-tourism.

- b) Local communities, within the respective regions believe these projects are very good, and are happy to see progress being made.
- c) The number of projects are unequal, does this mean that attention differs?
- d) The number of projects are insignificant, as well as the fact that one region possesses a heritage site that may very well be the pulling factor of eco-tourism.
- e) A municipality is proactively promoting to UNESCO for World Heritage Site recognition.

If recognition is awarded, there is a very strong possibility that neighboring municipalities will receive benefits as well.

- f) Infrastructural concern - we need more support in this area. Every year we have tried to do something, but have not succeeded. Therefore I take advantage of this meeting to ask assistance from the ministry. Only then shall this project see full success.

- g) Infrastructure is to be conducted by the government. JICA Expert Team has strongly requested reconsideration (not to make) any hydraulic park structure at the source (of the Pliva river). There has been designation in initial development research projects of conservation area zones, and the Pliva river source is in that particular zone.”

List of Participants

Name of the meeting/Seminar: 2nd JCC Joint Coordination Committee

Date: 25.October 2007

Venue: UNITIC Business Center Sarajevo, meeting room 8

Chairperson: Mr. Ajanovic Hamza, on behalf of Mr. Reuf Hadzibegic, Assistant Minister of MOFTER

No.	Last Name	First Name	Position	Organization
1.	Ajanovic	Hamza	Expert Advisor for Tourism	Ministry of Foreign Trade and Economic Relations
2.	Vrazalica	Alma	Assistant to Head of Multilateral Econ Relations	Ministry of Foreign Affairs
3.	Stojanovic	Jadranka	Assistant Minister	Ministry of Trade and Tourism RS
4.	Custovic	Admira	Economic Dept	Mostar City Administration
5.	Maric	Ivana	Economic Dept	Mostar City Administration
6.	Donlaga	Risto	Economic Dept	Nevesinje Municipality
7.	Hrnjic	Nisvet	Mayor	Jajce Municipality
8.	Cirko	Milorad	Mayor	Sipovo Municipality
9.	Segrt	Biljana	Economic Dept	Sipovo Municipality
10.	Agic	Samir	President	Eco Pliva Association
11.	Zivorad	Kovacevic	Representative	South area
12.	Aramaki	Taku	First Secretary	Japanese Embassy
13.	Yoshii	Megumi	Consultant	Japanese Embassy
14.	Hashimoto	Kazuyo	Project Formulation Advisor	JICA Sarajevo
15.	Itoh	Kanao	Chief Adviser	JICA Project Team
16.	Sakamoto	Hideo	Deputy Chief Adviser	JICA Project Team
17.	Fujinuma	Sherry	Tourism Promotion	JICA Project Team
18.	Kawasaki	Ken	Historical heritage	JICA Project Team
19.	Nishibuchi	Akiko	HR Adviser	JICA Project Team
20.	Stiklica	Danko	Field Officer North	JICA Project Team
21.	Donko	Ernest	Field Officer South	JICA Project Team
22.	Maric	Sanja	Secretary	JICA Project Team
23.	Melika	Brkovic	Interpreter	JICA Project Team

3. 3rd JCC in May 2008

- Theme:** The Third Joint Coordination Committee Meeting Discussion on the Third Fiscal Year (May to December 2008) activities
- Date:** 29th May, 2008
- Time:** 14:00 - 16:00
- Venue:** UNITIC Business Center Sarajevo, meeting room 8
- Attendants:** See attached List of Participants

1. The Third Joint Coordination Committee Meeting was held to discuss the strategies in the third fiscal year activities.

The JICA Expert Team conducted a presentation which highlighted the progress of the Second Fiscal Year and also strategy for the Third Fiscal Year. Details as to the activities conducted during the Second Fiscal Year, as well as an introduction of the project activities and allocated resources for the Third Fiscal Year are presented. An unanimous understanding and confirmation was achieved.

2. Major points of discussion were as follows:
 - a) JCC members were in unison agreement that there is to be continuous unified cooperation among all stakeholders for further eco-tourism development.
 - b) Local communities, within the respective regions are happy to see progress being made.
 - c) JICA Expert Team has requested the relevant ministries to provide financial assistance for the small-scale tourism infrastructure improvement.
 - d) Continuous support, including financial support for Umbrella Associations, has requested to municipalities in the respected region.

List of Participants

Name of the meeting/Seminar: 3rd JCC Joint Coordination Committee

Date: 29 May 2008

Venue: UNITIC Business Center Sarajevo, meeting room 8

Chairperson: Mr. Ajanovic Hamza, on behalf of Mr. Reuf Hadzibegic, Assistant Minister of MOFTER

No.	Last Name	First Name	Position	Organization
1.	Ajanovic	Hamza	Expert Advisor for Tourism	Ministry of Foreign Trade and Economic Relations
2.	Vrazalica	Alma	Assistant to Head of Multilateral Econ Relations	Ministry of Foreign Affairs
3.	Babic	Nedjeljko	Assistant Minister	Ministry of Tourism and Environment FBiH
4.	Custovic	Admira	Economic Dept	Mostar City Administration
5.	Donlaga	Risto	Economic Dept	Nevesinje Municipality
6.	Mrako	Amer	Mayor	Jajce Municipality
7.	Softic	Aida		Jajce Municipality
8.	Cirko	Milorad	Mayor	Sipovo Municipality
9.	Segrt	Biljana	Economic Dept	Sipovo Municipality
10.	Laketic	Svjetlana		Jezero Municipality
11.	Popovic	Bojana		Tourist Community RS
12.	Agic	Samir	President	Eco Pliva Association
13.	Jovic	Mira		Eco Pliva
14.	Ruzicic	Snezona		Eco Pliva
15.	Krupic	Armina		Eco Kuca
16.	Cumbo	Dragana		Tourism Organization Sipovo
17.	Jobica	Kostic		Eco Velez Association
18.	Aramaki	Taku	First Secretary	Japanese Embassy
19.	Jakovljevic	Vesna	Secretary	Japanese Embassy
20.	Hashimoto	Kazuyo	Project Formulation Advisor	JICA Sarajevo
21.	Itoh	Kanao	Chief Adviser	JICA Project Team
22.	Fujinuma	Sherry	Tourism Promotion	JICA Project Team
23.	Nishibuchi	Akiko	HR Adviser	JICA Project Team
24.	Tabata	Naoko	Project Coordinator	JICA Project Team
25.	Stiklica	Danko	Field Officer North	JICA Project Team
26.	Donko	Ernest	Field Officer South	JICA Project Team
27.	Maric	Sanja	Secretary	JICA Project Team
28.	Melika	Brkovic	Interpreter	JICA Project Team

4. 4th JCC in December 2008

Theme: The Fourth Joint Coordination Committee Meeting Discussion on the progress of Third Fiscal Year (May to December 2008) activities and strategy for fourth Fiscal Year activities

Date: 3rd December, 2008

Time: 14:00 - 16:00

Venue: UNITIC Business Center Sarajevo, meeting room 8

Participants: See attached List of Participants

1. The Fourth Joint Coordination Committee Meeting was held to discuss the progress of the Third Fiscal Year activities and major activities for the Fourth Fiscal Year Program.

The JICA Project Team conducted a presentation which highlighted the progress of the Third Fiscal Year in addition to the major proposing activities for the Fourth Fiscal Year. Details as to the activities conducted during the Third Fiscal Year, as well as an introduction of major activities on the project strategy for the Fourth Fiscal Year were presented. The requested small scale tourism infrastructure development projects from local stakeholders were also introduced. A unanimous understanding and confirmation was achieved.

2. Major points of discussion were as follows:

- a) JCC members were in unison agreement that there is to be continuous unified cooperation among all stakeholders for further eco-tourism development.
- b) The relevant ministries would like to more actively participate to the project and restart and organize the Working Group Meeting of Tourism Related 4 ministries in BiH.
- c) The relevant ministries and model project organizers, within the respective regions are satisfied to see and proud of the progress being made (both) physically and technically.
- d) JICA Project Team has requested that the relevant ministries to provide financial assistance for small-scale tourism infrastructural improvements and also to provide technical assistance for unification of standards/categories of tourism industries registration on the organizing workshops in Pliva and Velez regions.
- e) Continuous support, including financial support for the Umbrella Associations, has been requested to the municipalities of the respected region.

List of Participants

Name of the meeting/Seminar: 4th JCC Joint Coordination Committee

Date: 3rd December 2008

Venue: UNITIC Business Center Sarajevo, meeting room 8

Chairperson: Mr. Nedjeljko Babic, Assistant Minister of Environment and Tourism

No.	Last Name	First Name	Position	Organization
1.	Babić	Nedjeljko	Assistant Minister	Federal Ministry of Environment and Tourism
2.	Pandurevic	Brankica	Head of Tourism Department	MoFTER
3.	Ugljen kopic	Arna	Senior expert	MoFTER
4.	Sarić	Belma	Contact JICA project	Ministry of Foreign Affairs
5.	Aramaki	Taku	First secretary	Japanese Embassy
6.	Jakoljevic	Vesna	Translator	Japanese Embassy
7.	Shikano	Masuo	Representative	JICA Balkan Office
8.	Hashimoto	Kazuyo	Project Formulation Advisor	JICA Contact Point
9.	Custovic	Admira	Advisor for Tourism	Mostar Municipality
10.	Topuz	Emira	Assistant Director Blagaj Branch	Mostar Municipality
11.	Agic	Samir	Executive Director	Eco Pliva Association
12.	Kostić	Jovan	Executive Director	Eco Velež Association
13.	Askraba	Emir	Executive Director	STK Blagaj City
14.	Kolicic	Esad	Executive Director	Bioprodukt
15.	Golos	Mustafa	Executive Director	KRUG Blagaj
16.	Stranjak	Ismet	Executive Director	Eko Velez Podvelez
17.	Catic	Mustafa	Secretary	Fishing association Blagaj
18.	Djukic	Aleksandar	Executive Director	PSA
19.	Krupic	Armina	Manager	Eco House Jajce
20.	Laketic	Suzana	Manager	Eco House Jezero
21.	Predrag	Radoja	Member of Board	Pliva Country Lodging Association
22.	Itoh	Kanao	Leader	JPT
23.	Sakamoto	Hideo		JPT
24.	Omura	Takeshi		JPT
25.	Nishibuchi	Akiko		JPT
26.	Djonko	Ernest	Field officer	JPT
27.	Sefo	Selma	Field officer	JPT
28.	Kulenovic	Bojan	Field officer	JPT
29.	Fazlagic	Eva	Secretary	JPT
30.	Brkovic	Melika	Interpreter	JPT

5. 5th JCC in March 2009

Title:	The Fifth Joint Coordination Committee Meeting
Theme:	Discussion on the Progress of the Third Fiscal Year and Schedule and Strategy for the Fourth Fiscal Year.
Date:	6 th March, 2009
Time:	14:00 ~ 16:00
Venue:	UNITIC Business Center Sarajevo, meeting room 8
Participants:	See attached List of Participants

1. The Fifth Joint Coordination Committee Meeting was held to confirm the progress of the Third Fiscal Year and discuss schedule and strategy for the Fourth Fiscal Year. JICA Project Team made a presentation using power point slides on the following points:

- Schedule of the fourth fiscal year
 - Project duration is from the end of February 2009 to December 2009
 - Actual active period is from the end of February 2009 to September 2009
- Progress of the third fiscal year
- Strategy of the fourth fiscal year
 - To establish sustainable eco-tourism mechanism in model regions
 - To disseminate the established model projects to outside the regions
 - To formulate eco-tourism development guidelines in BiH

2. Participants exchanged ideas and opinions on the schedule and strategy for the fourth fiscal year receiving the report from the JICA Project Team and reached agreement on initiation of the activities of the fourth fiscal year. Major points of the discussion were as follows:

- Although it may be possible for the MoFTER to directly deal with requests from the model areas, it is not easy to fully obtain necessary information of local level. Entity governments and ministries are expected to play central roles and contribute much rather than the current situation.
- We obtained achievements through the JICA project. We may have to evaluate ownership and contribution of entities' governments and ministries for the project and model projects. Subsequently we have to initiate more concrete actions to attain mutual satisfaction.
- Through the activities for the past three years, the JICA Project Team (JPT) received requests to support infrastructure development. However the JICA project doesn't aim to develop infrastructure, but to develop capacity of human resources and organizations.

Therefore JPT asked ministries to finance small-scale tourism infrastructure and facility development and so on, and subsequently the Ministry of Environment of Tourism, FBiH has announced the new financial support for Rural Tourism Development. In the Velez area, UNDP also undertook another financial support project.

- Although there are difficulties in BiH because of the existence of two entities and state government system, we established the umbrella associations in each area, Pliva and Velez. We also established coordinating working group of tourism related ministries in BiH. We should utilize these organizations and group.
- Although the project generated actual outcomes, there are still some organizations that don't have enough capacity and we have issues how to enhance capacity of these organizations. But JICA supported many activities for three years and we hope that each model project's organization take off and start activities by self-reliance efforts.
- Tourism business belongs to mainly private sector though the government should play some role and have responsibility on tourism administration. Private sector should have much more ownership for the future.
- We need to examine how to complete the project. JICA will conduct the terminal evaluation study around in May. In the study, you will jointly evaluate the progress and achievements of the project and JICA will formulate recommendations for that and activities after the project.

List of Participants

Name of the meeting/Seminar: 5 th Joint Coordination Committee (JCC)

Date: 6th March 2009

Venue: UNITIC Business Center Sarajevo, meeting room 8

Chairperson: Ms. Pandurevic Brankica; Minister of Foreign Trade and Economic Relations

No.	Last Name	First Name	Position	Organization
31.	Pandurevic	Brankica	Head of Tourism Department	Ministry of Foreign Trade and Economic Relations
32.	Ugljen kopic	Arna	Senior expert	
33.	Babić	Nedjeljko	Assistant Minister	Federal Ministry of Environment and Tourism
34.	Aramaki	Taku	First secretary	Japanese Embassy
35.	Jakoljevic	Vesna	Translator	
36.	Yamada	Ken	Senior Representative	JICA Balkan Office
37.	Hashimoto	Kazuyo	Project Formulation Advisor	JICA Balkan Office, Sarajevo Contact Point
38.	Begović	Indira	Tech. Coordinator	
39.	Čustović	Admira	Advisor for Tourism	Mostar Municipality
40.	Topuz	Emir	Assistant Director Blagaj Branch	
41.	Agić	Samir	Executive Director	Eco Pliva Association
42.	Količić	Esad	Executive Director	Bioprodukt (Podvelez)
43.	Gološ	Mustafa	Executive Director	KRUG Blagaj
44.	Stranjak	Ismet	Executive Director	Eko Velez Podvelez
45.	Catić	Mustafa	Secretary	Fishing association Blagaj
46.	Djukić	Aleksandar	Executive Director	Pilva Sport Association
47.	Bašić	Ramiz		TZ HNK
48.	Askraba	Emir	Executive Director	STK Blagaj City
49.	Disdarečić	Amel		
50.	Predrag	Radoja	Member of Board	Pliva Country Lodging Association
51.	Itoh	Kanao	Team Leader	JICA Project Team
52.	Shimomura	Takeshi	Coordinator	
53.	Djonko	Ernest	Field Officer for Velez	
54.	Sefo	Selma	Assistant for Velez	
55.	Kulenović	Bojan	Field Officer for Pliva	
56.	Fazlagić	Eva	Secretary (Sarajevo)	
57.	Brković	Melika	Interpreter	

6. 6th JCC in March 2009

Title:	The Sixth Joint Coordination Committee Meeting
Theme:	Discussion on the progress and evaluation of the Project activities during the Project (from February 2007 to September 2009) and recommendations for the future activities
Date:	9 th September, 2009
Time:	11:00 - 13:00
Venue:	UNITIC Business Center Sarajevo, meeting room 8
Participants:	Refer to attached APPENDIX

3. The Sixth Joint Coordination Committee Meeting was held to present the progress and evaluation of the Project activities during the Project (from February 2007 to September 2009) and discuss about the future activities. Following items were covered in the meeting.
 - Overall review of the Project Activities
 - Main activities of the Project
 - Achievements from the Project
 - Result of Joint Evaluation and achievement till today
 - Keys for the future growth
 - Next steps for model projects in Pliva and Velez
 - Recommendations for the future growth
4. Mr. Itoh, the team leader reported the implemented activities and achievements. The progress report No.3 was submitted in the meeting. Counterpart ministries accepted the report.
5. The result of the joint evaluation in June 2009, measures taken after the evaluation and recommendation for all model projects in Pliva and Velez were reported.
6. President of the management board of Eco Pliva and Eco Velez association presented the plans for future growth in each region.
7. JICA Project Team requested the continuous financial support for the umbrella association from the local municipalities. Also, JICA Project Team suggested to the entity ministries to provide financial support to umbrella associations.
8. Counterpart ministries reported that application process for the next project is undergoing, titled “Project for Herzegovina International Tourism Corridor Development and Environmental Conservation in Bosnia and Herzegovina.”

9. Participants exchanged ideas and opinions on especially on the umbrella associations.

Some model project leader commented about the sustainability of the umbrella association and the difficulty to function as regional coordinator. JICA Project Team emphasized the importance of the regional coordinator and integrated promoter role for developing regional eco-tourism in order to create multiplied effect. Some participants agreed the importance of the continuation of umbrella associations, some commented the importance of appointing proper leader. Some municipality and ministry participant also emphasized the importance of the promotion and the umbrella association's potential role in the promotion.

Finally, Mr. Babic made closing remark. He emphasized the importance of more participation from the ministries for future project implementation. Mr. Itoh appreciated his remark and the meeting was closed.

List of Participants

Name of the meeting/Seminar: 6th Joint Coordination Committee

Date: 9th September 2009

Venue: UNITIC

Chairperson: Mr. Reuf Hadzibegic, MOFTER

No.	Last Name	First Name	Position	Organization
1.	Hadzibegić	Reuf	Assistant Minister	MOFTER
2.	Babić	Nedjeljko	Assistant Minister	Fed. Ministry of Environment and Tourism
3.	Fadzan	Sefik	Head of Department	Ministry of Foreign affairs
4.	Pandurevic	Brankica	Head of Department	MOFTER
5.	Ugljen-Kopic	Arna	Senior associate	MOFTER
6.	Hashimoto	Kazuyo	Project formulation adviser	JICA Sarajevo
7.	Pajic	Omer	Head of econ dpt	Municipality Mostar
8.	Bašić	Ramiz	Deputy President	TZ HNK/ Eco Velez
9.	Glogovac	Slavisa	President	Fishing association Nevesinje
10.	Nožić	Safet	President	Hunting Association Velez
11.	Askraba	Emir	President	STK Blagaj
12.	Kovac	Radenko	Member	Velez Country lodging
13.	Gološ	Mustafa	Member	KRUG Blagaj
14.	Količić	Esad	Director	Bioprodukt Podvelez
15.	Jovic	Mira	Administrator	Eco Pliva
16.	Djukić	Aleksandar	Manager	PSA
17.	Softić	Aida	Director	Agency for protection and promotion of cultural historical monument Jajce
18.	Piljic	Dule	President	Pliva Country Lodging/ Eco Pliva
19.	Radoja	Pedja		Pliva Country Lodging
20.	Radic	Pero	Project Coordinator	Eco House Jezero

No.	Last Name	First Name	Position	Organization
21.	Glamocak	Dusko	Herb expert	Eco House Jezero
22.	Itoh	Kanao	Team leader	JPT
23.	Nishibuchi	Akiko	Team member	JPT
24.	Shimomura	Takeshi	Team member	JPT
25.	Tabata	Naoko	Team member	JPT
26.	Djonko	Ernest	Field officer	JPT
27.	Markez	Branislav	Field officer	JPT
28.	Fazlagic	Eva	Secretary	JPT
29.	Brkovic	Melika	Interpreter	JPT
30.	Jasarec	Elma		Country Lodging velez
31.	Taric	Elfid		Hotel ADA
32.	Zerajic	Zeliko		Fishing Association ZALONIKA
33.	Topuz	Camila		Bee association Blagaj
34.	Catic	Mustafa		NGO, Blagaj
35.	Bejtich	Nina	Technical Coordinator	JICA contact Point