

## 付 属 資 料

1. 要請書
2. Minutes of Meeting
3. Record of Discussions
4. 主要面談記録
5. 事業事前評価表
6. 収集資料リスト



1. 要請書

7320030A0020 732:ボスニア・ヘルツェゴビナ  
ボスニア・ヘルツェゴビナ国 ヘルツェゴビナ国際観光  
コリドー・環境保全プロジェクト  
技術協力プロジェクト

Application Form (Technical Cooperation Project/  
Technical Cooperation for Development Planning)

**APPLICATION FORM FOR JAPAN'S TECHNICAL COOPERATION**

1. **Date of Entry:** Day 31 Month August Year 2009
2. **Applicant:** The Government of Bosnia and Herzegovina
3. **Project Title:** Project for Herzegovina International Tourism Corridor  
Development and Environmental Conservation in Bosnia and Herzegovina
4. **Contact Point ( Implementing Agency):**

Ministry of Foreign Trade and Economic Relations

Address: Musala 9, 71000 Sarajevo, Bosnia and Herzegovina

Contact Person: Mr. Reuf Hadzibegic

Tel. No.: +387 33 206 141 Fax No. +387 33 206 141

E-Mail: vetcon@bih.net.ba

Federal Ministry of Environment and Tourism

Address: Alipasina 41, 71000 Sarajevo, Bosnia and Herzegovina

Contact Person: Mr. Nedeljko Babic

Tel. No.: +387 33 562 874 Fax No. +387 33 201 602

E-Mail: nedjeljko@fmoit.gov.ba

RS Ministry of Trade and Tourism

Address: Trg Republike Srpske 1, 78000 Banja Luka, Bosnia and Herzegovina

Contact Person: Ms. Jadranka Stojanovic

Tel. No.: +387 51 338 764 Fax No. +387 51 338 870

E-Mail: j.stojanovic@mtt.vladars.net

RS Ministry of Physical Planning, Civil Engineering and Ecology

Address: Trg Republike Srpske 1, 78000 Banja Luka, Bosnia and Herzegovina

Contact Person: Ms. Milena Markovic

Tel. No.: +387 51 339 508 Fax No. +387 51 339 653

E-Mail: m.markovic@mgr.vladars.net

**5. Background of the Project**

In response to the social needs of Bosnia and Herzegovina to achieve economic reconstruction and improvement of living standards, JICA started Development Study entitled "The Study on Sustainable Development through Eco-Tourism in Bosnia and Herzegovina" in 2003. With the purpose of enhancing regional revitalization through the cooperation among different ethnic groups, 2 main

project areas of northern Pliva region (covering 3 municipalities) and southern Velez region (covering 2 municipalities, including 3 districts) were carefully selected as project sites, both of which bridge the boundaries of FBiH and RS. Throughout this Development Study, 6 pilot projects for Eco-tourism development were carried out, Master Plan was set forth, and the short-term 5-year Action Plan was created. Subsequently, in order to implement part of the Action Plan, different funding resources such as Human Security Grassroots Grant Assistance, UNDP funds, etc. were utilized in close cooperation and coordination among related Japanese and other donor agencies/organizations.

However, in order to achieve the realization of the entire Action Plan, the implementing system consisting of the governments, concerned organizations and the residents on the side of BiH was not established properly yet, neither the funds nor human resources were fully secured. Therefore, the necessity to strengthen the cooperation among all related bodies for the pursuit of Eco-tourism development led to the request for the ongoing Technical Cooperation Project, entitled “the Project for Sustainable Regional Development through Eco-Tourism in Bosnia and Herzegovina” by BiH government, aiming at the further advanced and sustainable development of Eco-tourism sector, and the project was started in 2007.

The ongoing Technical Cooperation Project is implemented from February 2007 to December 2009 (a total of 35 months). So far, positive results have been made in strengthening the implementing system for regional development of both Pliva and Velez regions through cooperation between public and private sectors. Also, a total of 17 model projects have been carried out, ranging from enterprising and organizing of country lodging; development of various touristic offers such as local agricultural products, nature/sports activities and preservation of historical/cultural heritage; to promotion of environment protection and unified market development. Moreover, more than 130 types of programs for human resources development and organizational strengthening were conducted. As a result, sustainability of more than half of these model projects has been regarded to be ensured.

Currently the move for tourism promotion deriving from the model projects is spreading to the surrounding areas, particularly in the southern Herzegovina region. Since the touristic areas on the Adriatic Sea attract a great number of

tourists as one of the promising international touristic destinations, it is strategic to focus on the further development of the southern Herzegovina region, by connecting touristic spots and establishing a prospective “International Tourism Corridor” in collaboration with the costal areas. This can be regarded a very effective way to further promote the tourism sector in BiH. Also, it is important for the future project to have emphasis on environmental protection and set out the plan for the regional environmental protection as well as tourism promotion, in order to balance the area’s comprehensive development. In sum, the new project aims at not only ensuring the sustainability of the existing model projects, but also strengthening the institution/system of the tourism industry promotion on the side of BiH governments through the development of International Tourism Corridor. In order to achieve this goal, it is essential to improve tourism administration system and examine possible support measures in terms of human and financial recourses.

## **6. Outline of the Project**

### **(1) Overall Goal**

Regional society is stabilized through tourism industry promotion.

### **(2) Project Purpose**

Measures on tourism industry promotion are set forth and the functional tourism administration is strengthened through International Tourism Corridor development.

### **(3) Outputs**

1. Tourism administration manual is created by the concerned entity and local governments.
2. The institution/system for tourism industry promotion is strengthened through International Tourism Corridor development.
3. Tourism products development is carried out through collaboration among each municipality, both entities, and the Adriatic Sea cost along International Tourism Corridor.

4. The project plan on infrastructure essential for tourism promotion and environment protection is designed in order to develop International Tourism Corridor.

**(4) Area to be covered by the Project**

Southern Herzegovina area (in FBiH and RS);  
(FBiH) Mostar City, Bragaj, Podvelez, Stolac, Pocitelj, Hutovoblato  
(RS) Trebinje, Bileca, Gacko, Nevesinje, etc.

The prospected Corridor is to cover the following routs;  
E73 (Mostar-Caplina), Rout 6 (Buna-Stolac-Trebinje)  
Rout 6/1 (Mostar-Nevesinje-Gacko), Rout 20 (Gacko-Trebinje-Visocnik)

**(5) Project Activities**

1-1. Analyze the relationships among related organizations in tourism administration.

1-2. Based on the organizational analysis, formulate the plan for strengthening the capacity of the implementing agencies of International Tourism Corridor development.

1-3. Based on the above-mentioned plan, create a manual on tourism administration.

1-4. Conduct internal seminars to promote the effective use of the manual on tourism administration.

2-1. Collect and analyze information on the taxation system and its implementing agency in BiH.

2-2. Examine possible measures for tourism industry promotion in terms of financial and human resources support.

2-3. Implement the examined support measures for tourism industry promotion.

3-1. Collect and analyze the information on existing projects by BiH and other donors along the area of International Tourism Corridor.

3-2. Formulate the plan to collaborate with existing tourism products along the costal areas on International Tourism Corridor.

3-3. Implement the collaboration plan of tourism products with the costal areas on

International Tourism Corridor.

4-1. Design future action projects in the area of International Tourism Corridor.

4-2. Examine the necessary infrastructure for promotion of tourism/environmental protection for International Tourism Corridor development.

(6) Input from the Recipient Government

Counterpart Personnel

Office space and equipment

Local Cost

(7) Input from the Japanese Government

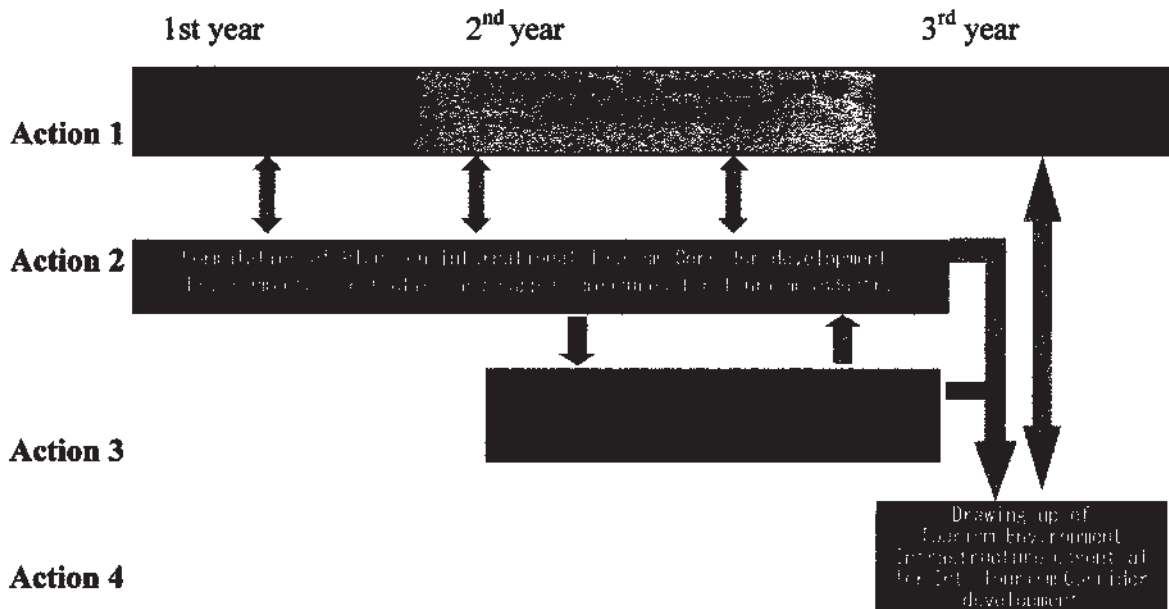
Dispatch of Japanese experts

Equipment and other materials if necessary

Local Cost

## 7. Implementation Schedule

Month April Year 2010 ~ Month March Year 2013



## 8. Description of Implementing Agency

**9. Related Information**

**10. Global Issues (Gender, Poverty, Climate change, etc.)**

*(Any relevant information of the project from global issues (gender, poverty, climate change, etc.) perspective.)*

**11. Environmental and Social Considerations**

**(Please fill in the attached screening format.)**

**12. Beneficiaries**

*(Population for which positive changes are intended directly and indirectly by implementing the project and gender disaggregated data, if available)*

**13. Security Conditions**

**14. Others**



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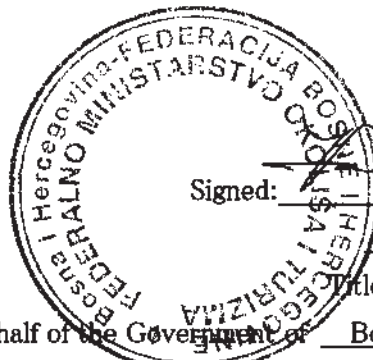
Mr. Reuf Hadzibegic

Title: Assistant Minister

On behalf of the Government of Bosnia and Herzegovina

Ministry of Foreign Trade and Economic Relations

Date: \_\_\_\_\_



*[Handwritten signature]*

Signed: \_\_\_\_\_

Mr. Nedeljko Babic

Title: Assistant Minister

On behalf of the Government of Bosnia and Herzegovina

Federal Ministry of Environment and Tourism

Date: \_\_\_\_\_





*[Handwritten signature]*  
\_\_\_\_\_  
Predrag Gluhakovic

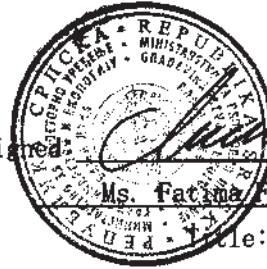
Title: Minister

On behalf of the Government of Bosnia and Herzegovina

RS Ministry of

Trade and Tourism

Date: \_\_\_\_\_



Signed: *[Handwritten signature]*  
\_\_\_\_\_  
Ms. Fatima Fetibegovic

Title: Minister

On behalf of the Government of Bosnia and Herzegovina

RS Ministry of Physical Planning, Civil

Engineering and Ecology

Date: \_\_\_\_\_

## Screening Format (Environmental and Social Considerations)

Question 1 Address of a project site

Southern Herzegovina region

Question 2 Outline of the project

2-1 Does the project come under following sectors?

Yes  No

If yes, please mark corresponding items.

- Mining development
- Industrial development
- Thermal power (including geothermal power)
- Hydropower, dams and reservoirs
- River/erosion control
- Power transmission and distribution lines
- Roads, railways and bridges
- Airports
- Ports and harbors
- Water supply, sewage and waste treatment
- Waste management and disposal
- Agriculture involving large-scale land-clearing or irrigation
- Forestry
- Fishery
- Tourism

2-2 Does the project include the following items?

Yes  No

If yes, please mark following items.

- Involuntary resettlement (scale: households, persons)
- Groundwater pumping (scale: m<sup>3</sup>/year)
- Land reclamation, land development and land-clearing (scale: hectors)
- Logging (scale: hectors)

2-3 Did the proponent consider alternatives before request?

- Yes: Please describe outline of the alternatives  
 ( )  
 No

2-4 Did the proponent have meetings with related stakeholders before request?

- Yes       No  
 If yes, please mark the corresponding stakeholders.  
 Administrative body  
 Local residents  
 NGO  
 Others ( )

**Question 3**

Is the project a new one or an on-going one? In case of an on-going one, have you received strong complaints etc. from local residents?

- New     On-going(there are complaints)     On-going (there are no complaints)  
 Others { }

**Question 4 Name of laws or guidelines:**

Is Environmental Impact Assessment (EIA) including Initial Environmental Examination (IEE) required for the project according to laws or guidelines in the host country?

- Yes     No

If yes, please mark corresponding items.

- Required only IEE                      ( Implemented,  on going,  planning)  
 Required both IEE and EIA    ( Implemented,  on going,  planning)  
 Required only EIA                      ( Implemented,  on going,  planning)  
 Others: { }

**Question 5**

In case of that EIA was taken steps, was EIA approved by relevant laws in the host country?  
 If yes, please mark date of approval and the competent authority.

<input type="checkbox"/> Approved: without a supplementary condition	<input type="checkbox"/> Approved: with a supplementary condition	<input type="checkbox"/> Under appraisal
--	---	--

(Date of approval:                      Competent authority: )

Not yet started an appraisal process

Others:( )

Question 6

If a certificate regarding the environment and society other than EIA, is required, please indicate the title of certificate.

Already certified       Required a certificate but not yet done

Title of the certificate :( )

Not required

Others ( )

Question 7

Are following areas located inside or around the project site?

Yes     No     Not identified

If yes, please mark the corresponding items.

National parks, protected areas designated by the government (coast line, wetlands, reserved area for ethnic or indigenous people, cultural heritage) and areas being considered for national parks or protected areas

Virgin forests, tropical forests

Ecological important habitat areas (coral reef, mangrove wetland, tidal flats)

Habitat of valuable species protected by domestic laws or international treaties

Likely salts cumulus or soil erosion areas on a massive scale

Remarkable desertification trend areas

Archaeological, historical or cultural valuable areas

Living areas of ethnic, indigenous people or nomads who have a traditional lifestyle, or special socially valuable area

Question 8

Does the project have adverse impacts on the environment and local communities?

Yes       No       Not identified

Reason: ( )

Question 9

Please mark related environmental and social impacts, and describe their outlines.

- Air pollution
- Water pollution
- Soil pollution
- Waste
- Noise and vibration
- Ground subsidence
- Offensive odors
- Geographical features
- Bottom sediment
- Biota and ecosystem
- Water usage
- Accidents
- Global warming
- Involuntary resettlement
- Local economy such as employment and livelihood etc.
- Land use and utilization of local resources
- Social institutions such as social infrastructure and local decision-making institutions
- Existing social infrastructures and services
- The poor, indigenous of ethnic people
- Maldistribution of benefit and damage
- Local conflict of interests
- Gender
- Children's rights
- Cultural heritage
- Infectious diseases such as HIV/AIDS etc.
- Others ( )

Outline of related impacts:

[ ]

**Question 10**

**Information disclosure and meetings with stakeholders**

**10-1 If the environmental and social considerations are required, does the proponent agree on information disclosure and meetings with stakeholders in accordance with JICA Guidelines for Environmental and Social Considerations?**

Yes       No

**10-2 If no, please describe reasons below.**

[ ]

2. Minutes of Meeting


**Minutes of Meeting on the Detailed Planning Survey for  
the Project for Herzegovina International Tourism Corridor Development  
and Environmental Conservation in Bosnia and Herzegovina**


In response to a request from the Council of Ministers of Bosnia and Herzegovina, Japan International Cooperation Agency (hereinafter referred to as "JICA") decided to conduct a Detailed Planning Survey on the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation" (hereinafter referred to as "the Project").

JICA sent to Bosnia and Herzegovina (hereinafter referred to as "BiH") the JICA survey team (hereinafter referred to as "the Team"), and has stayed in the country from October 14<sup>th</sup>, 2011. The Team held discussions with the officials concerned of the Ministry of Foreign Trade and Economic Relations (hereinafter referred to as "MOFTER") and the Ministry of Foreign Affairs (hereinafter referred to as "MOFA"), and related stakeholders on the Project and conducted a field survey in the survey area.

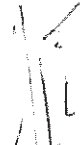
In the course of discussions and field survey, MOFTER and the JICA mission confirmed the main items, witnessed by MOFA, described in the attached sheets.

Sarajevo, 27<sup>th</sup> October 2011

  
\_\_\_\_\_  
Ai Miyahara,  
JICA Detailed Planning Survey Team,  
Japan International Cooperation Agency

  
\_\_\_\_\_  
Reuf Hadžibegić  
Assistant Minister  
Ministry of Foreign Trade and Economic  
Relations

Witnessed by

  
\_\_\_\_\_  
Šefik Fadžan  
Minister-Counsellor,  
Head Department for Multilateral  
Economic Relations and Reconstruction  
Ministry of Foreign Affairs

## ATTACHMENT

1. MOFTER, MOFA and the JICA mission confirmed contents of the attached draft Record of Discussions (hereinafter referred to as "R/D"). The JICA mission explained that the first mission for detail planning survey will last until the mid of November, 2011, and the JICA is planning to dispatch the second mission in the first quarter of 2012 to discuss on details of the Project framework and finalize the R/D.
2. MOFTER agreed the concept of the Project and draft implementation structure presented by JICA per attached draft R/D. The JICA mission explained that the detail project activities will be presented when the next mission is dispatched.
3. MOFTER requested to describe the section "the input from the Authorities" in the draft R/D more specifically in order to clearly define each party's responsibilities. JICA mission took note of it.
4. MOFTER agreed to organize the Joint Coordinating Committee as the responsible authority of the Project. MOFTER explained that MOFTER can only bear travel expenses for a person employed by MOFTER. The JICA mission took note of it.
5. MOFTER nominates Assistant Minister of MOFTER as the Project Director and Mrs. Branknica Pandurevic, Head of Tourism Department as the Project Coordinator. MOFTER requested JICA to indicate more detailed scope of works of each position in the R/D. The JICA mission took note of it.
6. MOFTER agreed to hold a joint meeting at the office of MOFTER participated by all R/D signers' authorities when the JICA's next mission is dispatched in order to smoothly agree with the contents of R/D and commencement the Project.
7. MOFTER agreed to officially request letters to all R/D signers' authorities to nominate a person in charge of the Project, who will be a member of the Joint Coordinating Committee
8. MOFTER suggested that the Project should coordinate with activities supported by other partners who implemented project in tourism sector of Bosnia and Herzegovina especially with the activities for tourism promotion in the Technical Assistance Project funded by the European Union. The JICA mission agreed importance of coordination with other development partners.
9. The JICA mission explained that the Project does not cover measures for environmental conservation which should be taken by national and entity level such as providing facilities for solid waste management or sanitation, and that only community-based activities such as cleaning towns will be targeted.

[End]

ANNEX: Draft Records of Discussions



**Minutes of Meeting on the Detailed Planning Survey for  
the Project for Herzegovina International Tourism Corridor Development  
and Environmental Conservation in Bosnia and Herzegovina**


In response to a request from the Council of Ministers of Bosnia and Herzegovina, Japan International Cooperation Agency (hereinafter referred to as "JICA") decided to conduct a Detailed Planning Survey on the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation" (hereinafter referred to as "the Project").

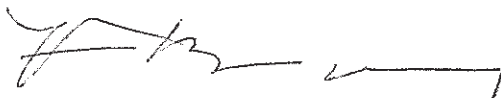
JICA sent to Bosnia and Herzegovina (hereinafter referred to as "BiH") the JICA survey team (hereinafter referred to as "the Team"), and has stayed in the country from October 14<sup>th</sup>, 2011. The Team held discussions with the officials concerned of the Federal Ministry of Environment and Tourism (hereinafter referred to as "FBiH Ministry"), and related stakeholders on the Project and conducted a field survey in the survey area.

In the course of discussions and field survey, the FBiH ministry and the JICA mission confirmed the main items described in the attached sheets.

Done in duplicate in the Bosnian and English languages, both equally authentic. In case of any divergence of interpretation, the English text shall prevail.

Sarajevo, 20 October, 2011

  
\_\_\_\_\_  
Ai Miyahara,  
JICA Detailed Planning Survey Team,  
Japan International Cooperation Agency

  
\_\_\_\_\_  
Nedeljko Babić  
Assistant to the Minister  
Federal Ministry of Environment and  
Tourism

## ATTACHMENT

1. The Federal Ministry of Environment and Tourism and the JICA mission confirmed all contents of the attached draft Record of Discussions (hereinafter referred to as "R/D"). The JICA mission explained that the first mission for detail planning survey will last until the mid of November, 2011, and the JICA is planning to dispatch the second mission in the first quarter of 2012 to discuss on details of the Project framework and finalize the R/D.
2. The Federal Ministry of Environment and Tourism agreed to participate in the Joint Coordinating Committee.
3. The Federal Ministry of Environment and Tourism will nominate a person in charge of the Project, based on an official letter either from the responsible authority or JICA.
4. The Federal Ministry of Environment and Tourism understood the items described in "the input from the Authorities" in the draft R/D are based on the Technical Cooperation Agreement between the Council of Ministers of Bosnia and Herzegovina and the Government of Japan concluded in March 2005, but requested to describe each item more specifically in order to avoid potential misunderstanding on the part of decision-makers of the Project. The JICA mission added the following implications as examples with the conditions that there is a possibility that another occasions may arise;
  - (b) implies to provide a meeting space and necessary equipment within the Ministry when the JICA Project Team works with the officials of the Ministry
  - (d) implies to provide means of transport or travel allowances in case the Ministry requests the JICA Project Team to go for/ accompany the official travel
  - (e) implies to provide the convenience for receiving medical care and facilities, when the JICA Project Team requests.
  - (j) implies to provide convenience to facilities to the JICA experts for the remittance of funds from Japan or opening bank account within Bosnia and Herzegovina
5. The Federal Ministry of Environment and Tourism explained, as for item (i) of input by the Authorities in the draft R/D, the Ministry cannot cover the running expenses necessary for implementation of the Project in case that the intended activities are handled by municipalities, but can lead them to provide as a leading authority of the Project. The JICA mission took note of it.
6. The Federal Ministry of Environment and Tourism explained that the Ministry of Foreign Trade and Economic Relations has purely coordinating role between the entity ministries and it suggested that the change the title of "the Project Director" be discussed in the next meeting. The JICA mission took note of it. The JICA mission explained that the JICA mission considered that MOFTER is the responsible agency as well as the coordination agency of the Project to manage and coordinate ideas/opinions raised by entity governments and various stakeholders to the Project.
7. The Federal Ministry of Environment and Tourism agreed to participate in a joint meeting at the office of MOFTER when the JICA's next mission is dispatched in order to smoothly agree with the contents of the R/D and commencement the Project.

[End]

ANNEX Draft Records of Discussion

**Minutes of Meeting on the Detailed Planning Survey for  
the Project for Herzegovina International Tourism Corridor Development  
and Environmental Conservation in Bosnia and Herzegovina**


In response to a request from the Council of Ministers of Bosnia and Herzegovina, Japan International Cooperation Agency (hereinafter referred to as "JICA") decided to conduct a Detailed Planning Survey on the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation" (hereinafter referred to as "the Project").

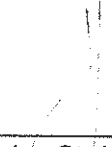
JICA sent to Bosnia and Herzegovina (hereinafter referred to as "BiH") the JICA survey team (hereinafter referred to as "the Team"), and has stayed in the country from October 14<sup>th</sup>, 2011. The Team held discussions with the officials concerned of the RS Ministry of Trade and Tourism, and related stakeholders on the Project and conducted a field survey in the survey area.

In the course of discussions and field survey, the RS Ministry of Trade and Tourism and the JICA mission confirmed the main items described in the attached sheets.

Done in duplicate in the Bosnian and English languages, both equally authentic. In case of any divergence of interpretation, the English text shall prevail.

Banja Luka, 25 October, 2011

  
\_\_\_\_\_  
Ai Miyahara,  
JICA Detailed Planning Survey Team,  
Japan International Cooperation Agency

  
\_\_\_\_\_  
Jadranka Stojanovic  
Assistant Minister  
RS Ministry of Trade and Tourism

## ATTACHMENT

1. The RS Ministry of Trade and Tourism and the JICA mission confirmed all contents of the attached draft Record of Discussions (hereinafter referred to as "R/D"). The JICA mission explained that the first mission for detail planning survey will last until the mid of November, 2011, and the JICA is planning to dispatch the second mission in the first quarter of 2012 to discuss on details of the Project framework and finalize the R/D.
2. The RS Ministry of Trade and Tourism agreed to participate in the Joint Coordinating Committee.
3. The RS Ministry of Trade and Tourism will nominate a person in charge of the Project, based on an official letter either from the responsible authority or JICA.
4. The RS Ministry of Trade and Tourism understood the items described in "the input from the Authorities" in the draft R/D are based on the Technical Cooperation Agreement between the Council of Ministers of Bosnia and Herzegovina and the Government of Japan concluded in March 2005, but requested to describe each item more specifically in order to avoid potential misunderstanding on the part of decision-makers of the Project. The JICA mission added the following implications as examples with the conditions that there is a possibility that another occasions may arise;
  - (b) implies to provide a meeting space and necessary equipment within the Ministry when the JICA Project Team works with the officials of the Ministry
  - (d) implies to provide means of transport or travel allowances in case the Ministry requests the JICA Project Team to go for/ accompany the official travel
  - (e) implies to provide the convenience for receiving medical care and facilities, when the JICA Project Team requests.
  - (j) implies to provide convenience to facilities to the JICA experts for the remittance of funds from Japan or opening bank account within Bosnia and Herzegovina
5. The RS Ministry of Trade and Tourism explained, as for item (i) of input by the Authorities in the draft R/D, the Ministry cannot cover the running expenses necessary for implementation of the Project in case that the intended activities are handled by municipalities, but can lead them to provide as a leading authority of the Project. The JICA mission took note of it.
6. The RS Ministry of Trade and Tourism explained that the Ministry of Foreign Trade and Economic Relations has purely coordinating role between the entity ministries and has no power of signing any documents or assuming any obligations on behalf of the entity ministries and proposed to change the title of "the Project Director" to "the Project Manager". The JICA mission took note of it. The JICA mission explained that the JICA mission considered that MOFTER is the responsible agency as well as the coordination agency of the Project to manage and coordinate ideas/opinions raised by entity governments and various stakeholders to the Project.
7. The RS Ministry of Trade and Tourism agreed to participate in a joint meeting at the office of MOFTER when the JICA's next mission is dispatched in order to smoothly agree with the contents of the R/D and commencement the Project.

[End]

ANNEX: Draft Records of Discussion

**Minutes of Meeting on the Detailed Planning Survey for  
the Project for Herzegovina International Tourism Corridor Development  
and Environmental Conservation in Bosnia and Herzegovina**

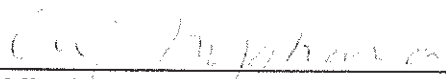
In response to a request from the Council of Ministers of Bosnia and Herzegovina, Japan International Cooperation Agency (hereinafter referred to as "JICA") decided to conduct a Detailed Planning Survey on the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation" (hereinafter referred to as "the Project").


JICA sent to Bosnia and Herzegovina (hereinafter referred to as "BiH") the JICA survey team (hereinafter referred to as "the Team"), and has stayed in the country from October 14<sup>th</sup>, 2011. The Team held discussions with the officials concerned of the RS Ministry of Physical Planning, Civil Engineering and Ecology, and related stakeholders on the Project and conducted a field survey in the survey area.

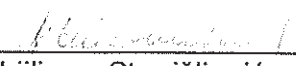
In the course of discussions and field survey, the RS Ministry of Physical Planning, Civil Engineering and Ecology and the JICA mission confirmed the main items described in the attached sheets.

Done in duplicate in the Bosnian and English languages, both equally authentic. In case of any divergence of interpretation, the English text shall prevail.

Banja Luka, 25 October, 2011

  
\_\_\_\_\_  
Ai Miyahara,  
JICA Detailed Planning Survey Team,  
Japan International Cooperation Agency

  
\_\_\_\_\_  
Ozren Laganin  
Senior Professional Associate  
Environment Department  
RS Ministry of Physical Planning, Civil  
Engineering and Ecology

  
\_\_\_\_\_  
Ljiljana Stanišljević  
Senior Professional Associate  
Environment Department  
RS Ministry of Physical Planning, Civil  
Engineering and Ecology



## ATTACHMENT

1. The RS Ministry of Physical Planning, Civil Engineering and Ecology and the JICA mission confirmed all contents of the attached draft Record of Discussions (hereinafter referred to as "R/D"). The JICA mission explained that the first mission for detail planning survey will last until the mid of November, 2011, and the JICA is planning to dispatch the second mission in the first quarter of 2012 to discuss on details of the Project framework and finalize the R/D.
2. The RS Ministry of Physical Planning, Civil Engineering and Ecology in principle agreed to participate in the Joint Coordinating Committee and provide the items described in "the input from the Authorities" in the draft R/D after they are precisely specified.
3. The RS Ministry of Physical Planning, Civil Engineering and Ecology will appoint the official on behalf of the Ministry after receiving the official request either by JICA or responsible agency of the Project.
4. The RS Ministry of Physical Planning, Civil Engineering and Ecology expressed the importance of taking potential visitors to the Sutjeska National Park into account of the Project. The JICA mission explained that, Gacko, which is considered to be a part of the Project, could serve as a gateway to the Sutjeska National Park and could indirectly benefit from this Project.
5. The RS Ministry of Physical Planning, Civil Engineering and Ecology expressed the importance of alignment between the Project and the Physical Plan of RS, as this document contains a lot of information concerning the future development of tourism corridors through various regions. In addition, the Ministry also mentioned that the municipal spatial plans, plans of the tourist organizations and local environmental action plans should be referred to formulate action plans under the Project. The JICA mission agreed to refer these documents to develop action plans.
6. The RS Ministry of Physical Planning, Civil Engineering and Ecology mentioned that RS Ministry of Trade and Tourism should be the main authority of the Project. The JICA mission explained although the purpose of the Project is to strengthen tourism sector, the RS Ministry of Physical Planning, Civil Engineering and Ecology should be involved in the Project as nature of Bosnia and Herzegovina is great resource to attract tourists. The JICA mission also explained that beautification and environmental awareness programs, which is related to the duty of the Ministry, might be considered as a part of activities under the Project. Both sides agreed to decide the positions of each Ministry under the Project when the next mission is dispatched.
7. The RS Ministry of Physical Planning, Civil Engineering and Ecology agreed to participate in a joint meeting at the office of MOFTER when the JICA's next

mission is dispatched in order to smoothly agree with the contents of the R/D and commencement the Project.

[End]

ANNEX: Draf Recprds of Discussion

### 3. Record of Discussions

#### Zapisnik sa sastanka o Studiji za planiranje projekta Razvoja međunarodnog turističkog koridora kroz Hercegovinu i očuvanje okoliša u BiH

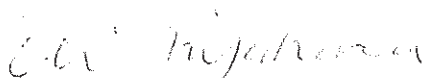
Reagujući na zahtjev od strane Vijeća ministara Bosne i Hercegovine, Japanska međunarodna agencija (u daljem tekstu „JICA“) je odlučila provesti Detaljnu studiju u svrhu planiranja projekta pod nazivom „Razvoj međunarodnog turističkog koridora kroz Hercegovinu i očuvanje okoliša“ (u daljem tekstu „Projekt“).

JICA je u Bosnu i Hercegovinu (u daljem tekstu: „BiH“) poslala JICA studijski tim (u daljem tekstu: „Tim“), koji u BiH boravi od 14. oktobra 2011. godine. Tim je imao razgovore sa relevantnim službenicima u Ministarstvu trgovine i turizma i Ministarstvu prostornog uređenja, građevinarstva i ekologije RS-a i sa drugim zainteresovanim stranama vezanim za Projekt i proveo je terensko istraživanje u studijskom području.

U toku razgovora i same studije, Ministarstvo prostornog uređenja, građevinarstva i ekologije i misija JICA-e su utvrdili osnovne stavke opisane u priloženom dokumentu.

Urađen je prevod na srpski jezik koji je autentičan engleskom originalu. U slučaju bilo kakvih divergencija u vezi tumačenja, engleska verzija će prevladati.

Banja Luka, 25. oktobar, 2011



Ai Miyahara,  
JICA Studijski tim za detaljno planiranje,  
Japanska međunarodna agencija za  
saradnju



Ozren Laganin  
Viši stručni saradnik  
Ministarstvo prostornog uređenja,  
građevinarstva i ekologije



Ljiljana Stanišjević  
Viši stručni saradnik  
Ministarstvo prostornog uređenja,  
građevinarstva i ekologije



## PRILOG

1. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a i JICA su se saglasili sa svim sadržajem u priloženom nacrtu zapisnika razgovora (u daljem tekstu: „Z/R“). Misija JICA-e je objasnila da će prva misija za detaljno planiranje trajati do sredine novembra 2011. i da JICA planira poslati drugu misiju u prvom kvartalu 2012. godine, kako bi se razgovaralo o detaljima projektnog okvira i finalizirao Z/R.
2. Ministarstvo prostornog uređenja, građevinarstva i ekologije se složilo da učestvuje u Zajedničkom koordinacijskom odboru i obezbijedi tačke opisane u „ulazni učinci od strane Ministarstava“ u nacrtu Z/R, nakon što se iste preciznije definiraju.
3. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a će nominirati osobu ispredovog ministarstva nakon što zaprimi službeni zahtjev od JICA-e ili organa nadležnog za Projekt.
4. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a je izrazilo važnost privlačenja potencijalnih posjetilaca u Nacionalni park Sutjeska što se treba uzeti u obzir u samom Projektu. Misija JICA-e je objasnila da Gacko, koje se smatra dijelom projekta, može služiti kao određen izlaz prema Nacionalnom parku Sutjeska koji bi na taj indirektni način mogao prikupiti korist.
5. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a je izrazilo važnost o oslanjanju Projekta na prostorne planove za RS, s obzirom da ovaj dokument u sebi predviđa i razvoj određenih turističkih koridora kroz razna područja entiteta. Pored toga, Ministarstvo je napomenulo i prostorne planove za opštine kao i druge relevantne dokumente od strane turističkih organizacija koji bi se trebali uzeti u obzir za formulisanje akcionih planova u okviru Projekta. JICA misija se saglasila da uzme u obzir ove dokumente kod razvoja akcionih planova.
6. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a je navelo da bi Ministarstvo trgovine i turizma trebalo biti vodeće ministarstvo u ovom Projektu. Misija JICA-e je objasnila da iako je svrha projekta razvoj turističkog sektora, Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a treba biti uključeno u Projekt s obzirom na je priroda Bosne i Hercegovine veliki resurs za privlačenje turista. Misija JICA-e je takođe objasnila da aktivnosti uljepšavanja i podizanja svijesti o zaštiti okoliša, koje su u okviru Ministarstva, mogu biti dio aktivnosti u okviru Projekta. Obje strane su se složile da će o položaju svakog pojedinacnog ministarstva koje učestvuje u Projektu odluciti prilikom posjete sljedece JICA misije.
7. Ministarstvo prostornog uređenja, građevinarstva i ekologije RS-a se složilo da učestvuje na zajedničkom sastanku u prostorijama MOFTER-a za vrijeme naredne JICA misije kako bi se lakše saglasili oko sadržaja Z/R i samog početka Projekta.

[End]

ANNEX: Nacrt Zapisnika razgovora

(DRAFT)  
RECORDS OF DISCUSSIONS

ON

THE PROJECT FOR HERZEGOVINA INTERNATIONAL TOURISM  
CORRIDOR DEVELOPMENT AND ENVIRONMENTAL  
CONSERVATION

IN

BOSNIA AND HERZEGOVINA

AGREED UPON BETWEEN

THE AUTHORITIES CONCERNED OF BOSNIA AND  
HERZEGOVINA

AND

JAPAN INTERNATIONAL COOPERATION AGENCY

Sarajevo, [date]

\_\_\_\_\_  
Hitoshi Ara,  
Leader,  
JICA Detailed Planning Survey Team,  
Japan International Cooperation Agency

\_\_\_\_\_  
*Please indicate the name of Signer*  
Ministry of Foreign Trade and  
Economic Relations

*(Witnessed by)*

\_\_\_\_\_  
*Please indicate the name of Signer*  
Ministry of Foreign Affairs

\_\_\_\_\_  
*Please indicate the name of Signer*  
Federal Ministry of Environment and  
Tourism

\_\_\_\_\_  
*Please indicate the name of Signer*  
RS Ministry of Trade and Tourism

\_\_\_\_\_  
*Please indicate the name of Signer*  
RS Ministry of Physical Planning, Civil  
Engineering and Ecology

Based on the minutes of meetings on the first mission for the Detailed Planning Survey on the Project For Herzegovina International Tourism Corridor Development and Environmental Conservation in Bosnia and Herzegovina (hereinafter referred to as “the Project”) signed on [XX October 2011] between the Authorities of Concerned of Bosnia and Herzegovina, namely Ministry of Foreign Trade and Economic Relations, Ministry of Foreign Affairs, Federal Ministry of Environment and Tourism, RS Ministry of Trade and Tourism and RS Ministry of Physical Planning, Civil Engineering and Ecology (hereinafter referred to as “the Authorities”), and the Japan International Cooperation Agency (hereinafter referred to as “JICA”), JICA held a series of discussions with the Authorities and other relevant organizations to develop a detailed plan of the Project.

Both parties agreed the details of the Project and the main points discussed as described in the Appendix 1 and the Appendix 2 respectively.

Appendix 1: Project Description

Appendix 2: Main Points Discussed

## PROJECT DESCRIPTION

Please note that the contents will be modified by discussions in the course of discussions and site surveys during the Detailed Design Survey

### **I. BACKGROUND**

In response to the social needs of Bosnia and Herzegovina (hereinafter referred to as "BiH") to achieve economic reconstruction and improvement of living standards, Japan International Cooperation Agency (hereinafter referred to as "JICA") started Development Study entitled "the Study on Sustainable Development through Eco-Tourism in Bosnia and Herzegovina" in 2003. With the purpose of enhancing regional revitalization through cooperation among different ethnic groups, 2 main projects are of northern region covering 3 municipalities and southern Velez region covering 2 municipalities including 3 districts were selected as the project sites, both of which bridge the boundaries between the Federation of Bosnia and Herzegovina (hereinafter referred to as "FBiH") and the Republic of Srpska (herein after referred to as "RS"). Throughout this Development Study, a Master Plan short-term for a 5-year action plan was proposed.

To realize the entire Action Plan, the implementation framework consisting of the Authorities, concerned organizations and the residents on the side of BiH needed to be established. In this regards, the necessity to strengthen the cooperation among all related bodies for the pursuit of Eco-tourism development led to the request for the Technical cooperation Project, entitled "the Project for Sustainable Regional Development through Eco-tourism in Bosnia and Herzegovina" (hereinafter referred to as "the previous project") by the Council of Ministers of Bosnia and Herzegovina, aiming at the further advanced and sustainable development of Eco-tourism sector, and the project was implemented between 2007 and 2009.

The previous project showed positive impact in strengthening the implementing system for regional development of both Priva and Velez regions through cooperation between public and private sectors. Currently, the move for tourism promotion deriving from the model projects is spreading to the surrounding areas, particularly in the southern Herzegovina region. Since the touristic areas on the Adriatic Sea attract a great number of tourists are one of the promising international touristic destinations, it is strategic to focus on the further development of the southern Herzegovina region, by connecting touristic spots and establishing a prospective "International Tourism Corridor" in collaboration with the coastal areas. This can be regarded a very effective way to further promote the tourism sector in BiH. In sum, the new project aims at strengthening the governmental institution/system of the tourism industry promotion through the development of International Tourism Corridor. In order to achieve this goal, it is essential to improve tourism administration system and examine possible support measures in terms of human and financial resources.

## II. OUTLINE OF THE PROJECT

### 1. Title of the Project

The Project for Herzegovina International Tourism Corridor Development and Environmental Conservation

### 2. Overall Goal

To promote tourism industry of the country and increase employment opportunities by tourism development of Southern Herzegovina area with a focus on the Herzegovina international tourism corridor development.

### 3. Project Purpose

The mechanism for entire regional tourism development on the Herzegovina international tourism corridor and its surrounding area by partnership among public and private stakeholders of the region is established.

### 4. Outputs

4-1. Action plans for tourism development and environmental conservation on the Herzegovina international tourism corridor is developed.

4-2. Process from planning to implementation stage to carry out action plans by key stakeholders is established.

4-3. Capacity of stakeholders to efficiently implement action plans is enhanced.

### 5. Activities

*Activities to achieve outputs will be confirmed through a course of the JICA's survey.*

### 6. Input

#### (1) Input by JICA

(a) Dispatch of Experts

(b) Machinery and Equipment

*\* To be confirmed the members of experts and kinds of machinery and equipment through a course of JICA's survey*

Input other than indicated above will be determined through mutual consultations between JICA and the Authorities during the implementation of the Project, as necessary.

#### (2) Input by the Authorities

The Authorities will take necessary measures to provide at its own expense:

(a) Services of counterpart personnel of each authority and administrative personnel as referred to in II-7;

(b) Suitable office space with necessary equipment;

(c) Supply or replacement of machinery, equipment, instruments, vehicles, tools spare parts and any other materials necessary for the implementation of the Project other than equipment provided by JICA

(d) Means of transport and travel allowances for the JICA experts for official travel within Bosnia and Herzegovina;

(e) Information as well as support in obtaining medical service;

(f) Credentials or identification cards;

(g) Available data (including maps and photographs) and information related to the Project;



- (h) Running expenses necessary for the implementation of the Project;
- (i) Expenses necessary for transportation within Bosnia and Herzegovina of the equipment referred to in II-6 (1) as well as for the installation, operation and maintenance thereof; and
- (j) Necessary facilities to the JICA experts for the remittance as well as utilization of the funds introduced into Bosnia and Herzegovina from Japan in connection with the implementation of the Project

## 7. Implementation Structure

The Project organization chart is given in the Annex III. The roles and assignments of relevant organizations are as follows:

- (1) Responsible Agency: Ministry of Foreign Trade and Economic Relations (MOFTEF)
  - (a) Project Director : *Position*, MOFTEF  
Project Director will be responsible for overall administration and implementation of the Project.
  - (b) Project Coordinator: *Position*, MOFTEF  
Project Coordinator will support Project Director for smooth administration and implementation of the Project.
- (2) Implementation Agency: Cantonal/Municipal Governments on the Herzegovina international tourism corridor
  - (a) Project Managers: *Position*, Municipal Government in *Name of Area* on the Herzegovina international tourism corridor  
Project Manager will be responsible management and smooth implementation of the Project on the ground.
- (3) JICA Experts  
The JICA experts will give necessary technical guidance, advice and recommendations to Counterparts of the Authorities and other relevant organizations on any matters pertaining to the implementation of the Project.
- (4) Joint Coordinating Committee  
Joint Coordinating Committee (hereinafter referred to as "JCC") will be established in order to facilitate inter-organizational coordination. JCC will be held at least once a year and whenever deems it necessary. JCC will approve an annual work plan, review overall progress, conduct monitoring and evaluation of the Project, and exchange opinions or major issues that arise during the implementation of the Project. A list and structure of proposed members of JCC is shown in the Annex III.
- (5) Technical Committee  
Technical committee so called "the Southern Herzegovina Regional Development Council" (hereinafter referred to as "the Council"), will be established in order to accommodate the team of the Project for smooth implementation and timely monitoring of the Project on the ground by public-private partnership manner. A list and structure of members of the T/C is shown in the Annex 2.

(6) Thematic Working Group

Thematic Working Groups (hereinafter referred to as "TWGs") will be organized under the Council.

8. Project Site(s) and Beneficiaries

(1) Project Sites: Mostar, Trebinje and other potential cities on the Herzegovina international tourism corridor in Southern Herzegovina area

(2) Immediate beneficiaries of the Project: Officers of Cantonal/Municipal governments and other stakeholders of tourism sector on the Herzegovina international tourism corridor in Southern Herzegovina area

9. Duration

3 years from the second quarter of 2012

10. Environmental and Social Considerations

The Authorities agreed to abide by 'JICA Guidelines for Environmental and Social Considerations' in order to ensure that appropriate considerations will be made for the environmental and social impacts of the Project.

### **III. UNDERTAKINGS OF THE AUTHORITIES AND OTHER RELEVANT AGENCIES**

1. The Authorities and Cantonal/Municipal governments on the Herzegovina international tourism corridor in Southern Herzegovina area will take necessary measures to:

(1) ensure that the technologies and knowledge acquired by Bosnian nationals as a result of Japanese technical cooperation contributes to the economic and social development of Bosnia and Herzegovina, and that the knowledge and experience acquired by the personnel of Bosnia and Herzegovina from technical training as well as the equipment provided by JICA will be utilized effectively in the implementation of the Project; and

(2) grant privileges, exemptions and benefits to the JICA experts referred to in II-7 (1) above and their families, which are no less favorable than those granted to experts and members of the missions and their families of third countries or international organizations performing similar missions in Bosnia and Herzegovina.

2. Other privileges, exemptions and benefits will be provided in accordance with the Agreement and the Note Verbales exchanged on 1<sup>st</sup> March, 2005 between the Government of Japan and the Council of Ministers of Bosnia and Herzegovina.

### **IV. EVALUATION**

JICA and the Authorities will jointly conduct the following evaluations and

reviews.

1. Mid-term review at the middle of the cooperation term
2. Terminal evaluation during the last six (6) months of the cooperation term

JICA will conduct the following evaluations and surveys to mainly verify sustainability and impact of the Project and draw lessons. The Authorities is required to provide necessary support for them.

1. Ex-post evaluation three (3) years after the project completion, in principle
2. Follow-up surveys on necessity basis

#### **V. PROMOTION OF PUBLIC SUPPORT**

For the purpose of promoting support for the Project, the Authorities will take appropriate measures to make the Project widely known to the people of Bosnia and Herzegovina.

#### **VI. MUTUAL CONSULTATION**

JICA and the Authorities will consult each other whenever any major issues arise in the course of Project implementation.

#### **VII. AMENDMENTS**

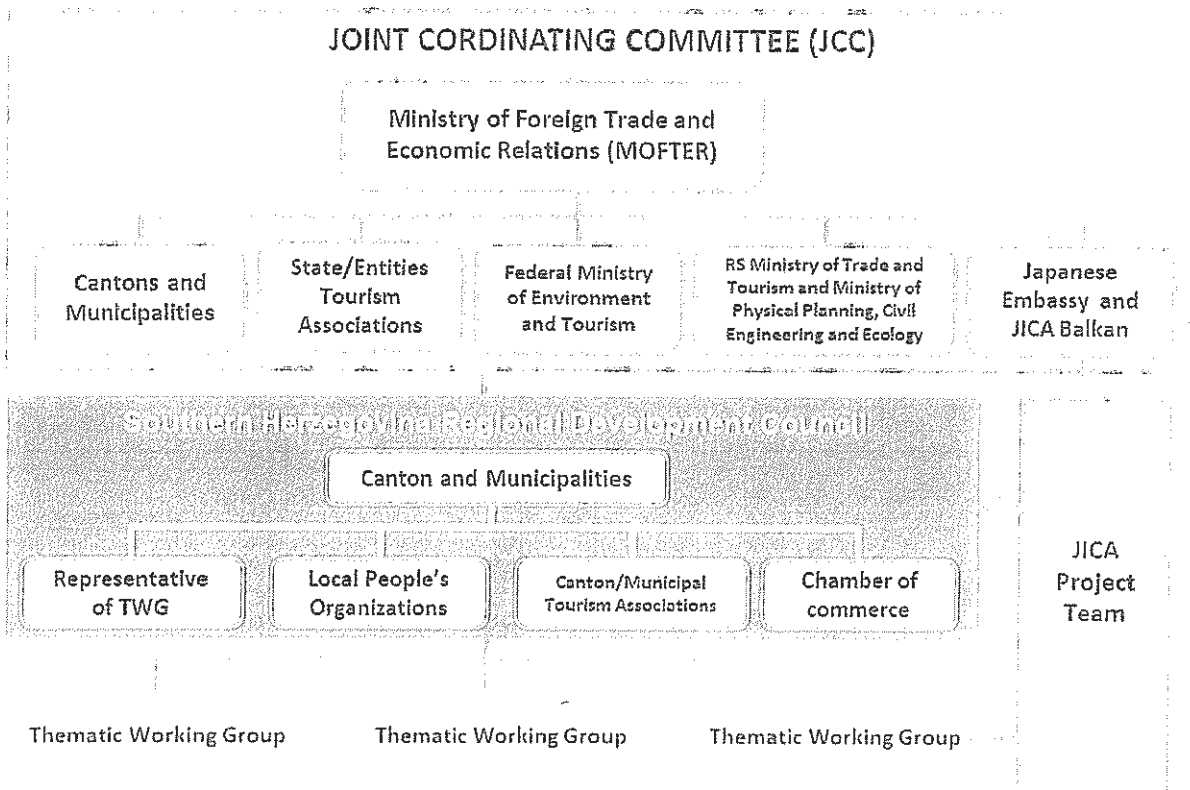
The record of discussions may be amended by the minutes of meetings between JICA and the Authorities.

The minutes of meetings will be signed by authorized persons of each side who may be different from the signers of the record of discussions.

- Annex I Project Design Matrix: PDM (*to be attached to final version*)
- Annex II Tentative Plan of Operation (*to be attached to final version*)
- Annex II Project Organization Chart and Members
- Annex IV A List of Proposed Members of Joint Coordinating Committee (*to be attached to final version*)




Annex III Project Organization Chart and Members

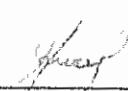


3/15/12

RECORD OF DISCUSSIONS  
 ON  
 THE PROJECT FOR HERZEGOVINA INTERNATIONAL TOURISM  
 CORRIDOR DEVELOPMENT AND ENVIRONMENTAL  
 CONSERVATION  
 IN  
 BOSNIA AND HERZEGOVINA  
 AGREED UPON BETWEEN  
 THE AUTHORITIES CONCERNED OF THE GOVERNMENT OF  
 BOSNIA AND HERZEGOVINA  
 AND  
 JAPAN INTERNATIONAL COOPERATION AGENCY


Sarajevo, 14 March, 2012


  
 \_\_\_\_\_  
 Hitoshi Ara,  
 Leader,  
 JICA Detailed Planning Survey Team,  
 Japan International Cooperation Agency

  
 \_\_\_\_\_  
 Reuf Hadžibegić,  
 Assistant Minister,  
 Ministry of Foreign Trade and  
 Economic Relations

*(Witnessed by)*

\_\_\_\_\_  
 Šefik Fadžan  
 Minister Counselor,  
 Head Department for Multilateral  
 Economic Relations and Reconstruction  
 Ministry of Foreign Affairs

  
 \_\_\_\_\_  
 Tomislav Lukic,  
 Head of Office,  
 Ministry of Environment and Tourism  
 Federation of Bosnia and Herzegovina

  
 \_\_\_\_\_  
 Aleksandra Trifkovic,  
 Minister Assistant for tourism and  
 catering,  
 Ministry of Trade and Tourism  
 Republika Srpska



Based on the minutes of meetings on the Detailed Planning Survey on the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation in Bosnia and Herzegovina (hereinafter referred to as "the Project") signed on 27 October 2011 between Ministry of Foreign Trade and Economic Relations of Bosnia and Herzegovina (hereinafter referred to as "MOFTER") and Japan International Corporation Agency (hereinafter referred to as "JICA"), signed on 20 October 2011 between Federal Ministry of Environment and Tourism and JICA, signed on 25 October 2011 between Republika Srpska Ministry of Trade and Tourism and JICA, and signed 25 October 2011 between Republika Srpska Ministry of Physical Planning, Civil Engineering and Ecology and JICA, JICA held a series of further discussions with the authorities concerned of the Government of Bosnia and Herzegovina and other relevant organizations to develop a detailed plan of the Project.

JICA and the authorities concerned with the Project, MOFTER, Ministry of Environment and Tourism of Federation of Bosnia and Herzegovina and Ministry of Trade and Tourism of Republika Srpska (hereinafter referred to as "the Authorities") agreed the details of the Project and the main points discussed as described in the Appendix 1 and the Appendix 2 respectively.

JICA and the Authorities also agreed that MOFTER, the counterpart to JICA, will be responsible for the coordination of the Project in cooperation with JICA, coordinate with other relevant organizations and ensure that the self-reliant operation of the Project is sustained during and after the implementation period in order to contribute toward social and economic development of Bosnia and Herzegovina.

The Project will be implemented within the framework of "AGREEMENT ON TECHNICAL COOPERATION BETWEEN THE GOVERNMENT OF JAPAN AND THE GOVERNMENT OF BOSNIA AND HERZEGOVINA" signed on 1 March 2005 (hereinafter referred to as "the Agreement").

The effectiveness of the record of discussions is subject to the approval of JICA.

Done in duplicate in the Bosnian and English languages, both equally authentic. In case of any divergence of interpretation, the English test shall prevail.

Appendix 1: Project Description

Appendix 2: Main Points Discussed

## PROJECT DESCRIPTION

### I. BACKGROUND

In response to the social needs of Bosnia and Herzegovina (hereinafter referred to as "BiH") to achieve economic reconstruction and improvement of living standards, JICA supported to conduct "the Study on Sustainable Development through Eco-Tourism in Bosnia and Herzegovina" (hereinafter referred to as "the Study") between 2003 and 2006. In order to enhance regional revitalization through cooperation among different ethnic groups, the Study focused Pliva region covering 3 municipalities and Velez region covering 2 municipalities including 3 districts as target areas, both of which share boundaries between the Federation of Bosnia and Herzegovina (hereinafter referred to as "FBiH") and the Republika Srpska (hereinafter referred to as "RS"). Through the Study, a Master Plan with 5-year action plans for eco-tourism development in the target areas was developed.

After the completion of the Study, "the Project for Sustainable Regional Development through Eco-tourism in Bosnia and Herzegovina" (hereinafter referred to as "the former Project") started in 2007 for the purpose of establishment of institutional and organizational arrangements and building capacities of the stakeholders to implement the action plans proposed by the Study. It ended in 2009 with positive impacts in promoting eco-tourism in the target areas through corporation between public and private sectors.

The new project entitled "the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation" (herein after referred to as "the Project") will take Southern Herzegovina region as a region having a great potentiality of inflow of tourists visiting Adriatic coast in Croatia and Montenegro. To achieve sustainable tourism development in Southern Herzegovina region, it is strategic to establish round trip routes connecting tourism spots in Southern Herzegovina region and neighboring countries, namely "International Tourism Corridors". The Project will provide assistance for BiH's stakeholders to implement various activities for creation of such prospective corridors.

### II. OUTLINE OF THE PROJECT

#### 1. Title of the Project

The Project for Herzegovina International Tourism Corridor Development and Environmental Conservation

#### 2. Overall Goal

To increase tourism income and employment opportunities by establishment of "the International Tourism Corridors" in Southern Herzegovina region

#### 3. Project Purpose

To establish a sustainable mechanism for tourism development by public-private partnership aiming at creation of "the International Tourism Corridors" in Southern Herzegovina region



#### 4. Outputs

1. Action plans for creation of "the International Tourism Corridors" are developed and shared with public and private relevant organizations.
2. An implementation manual and frameworks to carry out the action plans are developed.
3. Capacities for implementation of the action plans of public and private relevant organizations are enhanced.

#### 5. Activities

- 1-1. To conduct surveys on current socio-economic situation, tourism sector and roles of relevant organizations in tourism sector in Southern Herzegovina region
- 1-2. To identify potentials of "the International Tourism Corridors" in Southern Herzegovina region
- 1-3. To develop draft action plans to create "the International Tourism Corridor" in Southern Herzegovina region
- 1-4. To finalize the action plans based on the result of pilot projects implemented in the activity 2-2 ~ 2-4 below
  
- 2-1. To formulate pilot projects based on the draft action plans proposed in the activity 1-3 above
- 2-2. To develop an implementing and monitoring framework for the pilot projects
- 2-3. To conduct the pilot projects formulated in the activity 2-1 above.
- 2-4. To review progress and result of the pilot projects
- 2-5. To develop an operational manual to carry out the action plans
- 2-6. To finalize the implementation and monitoring framework to carry out the action plans
  
- 3-1. To identify required skills and knowledge to implement the action plans proposed in the activity 1-3 above
- 3-2. To formulate capacity development programs to implement action plans proposed in the activity 1-3 above
- 3-3. To conduct on-the-job training during the course of the Project
- 3-4. To conduct training workshops, seminars and study tours in accordance with the programs formulated in the activity 3-2 above.

#### 6. Input

##### (1) Input by JICA

(a) Dispatch of Experts

(b) Necessary Machinery and Equipment to the Project

Input other than indicated above will be determined through mutual consultations between JICA and the Authorities during the implementation of the Project, as necessary.

##### (2) Input by the Authorities

The Authorities will take necessary measures to provide at its own expense:

(a) Services of counterpart personnel of the Authorities and administrative personnel as referred to in II-7;

(b) Suitable office space with necessary equipment;

(c) Supply or replacement of machinery, equipment, instruments, vehicles,

- tools spare parts and any other materials necessary for the implementation of the Project other than equipment provided by JICA
- (d) Information as well as support in obtaining medical service;
  - (e) Credentials or identification cards;
  - (f) Available data (including maps and photographs) and information related to the Project;
  - (g) Running expenses necessary for implementation of the Project; and
  - (h) Necessary facilities to the JICA experts for the remittance as well as utilization of the funds introduced into Bosnia and Herzegovina from Japan in connection with the implementation of the Project

## 7. Implementation Structure

The Project organization chart is given in the Annex III. The roles and assignments of relevant organizations are as follows:

### (1) Responsible Agency: Ministry of Foreign Trade and Economic Relations (MOFTER)

#### (a) Responsible Officer : Reuf Hadžibegić, Assistant Minister, MOFTER

Responsible Officer will be responsible for overall administration and coordination of the Project. The roles of the officer are as follows:

- to chair Joint Coordinating Committee;
- to harmonize views and opinions among entities, local governments and related organizations to the Project and make a final determination on any issues during the course of the Project, and
- to take responsible for solving any problems arising during implementation of the Project

#### (b) Project Coordinator: Ms. Brankica Pandurevic, Head of Tourism Department MOFTER

Project Coordinator will support the Responsible Officer for smooth administration and implementation of the Project.

### (2) JICA Experts

The JICA experts will provide necessary technical guidance, advice and recommendations to counterparts of authorities concerned and other relevant organizations on any matters pertaining to the implementation of the Project.

### (3) Joint Coordinating Committee

Joint Coordinating Committee (hereinafter referred to as "JCC") will be established in order to facilitate inter-organizational coordination. JCC will be held at least once a year and whenever deems it necessary. JCC will approve an annual work plan, review overall progress, conduct monitoring and evaluation of the Project, and exchange opinions or major issues that arise during the implementation of the Project. A list and structure of proposed members of JCC is shown in the Annex III.

### (4) Technical Committee

Technical Committee and working teams consisting of related public-private institutions on the project sites will be organized.

## 8. Project Site(s) and Beneficiaries

- (1) Project Sites: Southern Herzegovina region
  - (2) Immediate beneficiaries of the Project: Officers of relevant local governments to the Project and other stakeholders of tourism sector in the sites of the Project
9. Duration  
3 years
10. Environmental and Social Considerations  
The Authorities agreed to abide by 'JICA Guidelines for Environmental and Social Considerations' in order to ensure that appropriate considerations will be made for the environmental and social impacts of the Project.

### III. UNDERTAKINGS OF THE AUTHORITIES AND OTHER RELEVANT AGENCIES

The Authorities and other relevant local governments to the Project will take necessary measures to:

1. ensure that the technologies and knowledge acquired by Bosnian and Herzegovina nationals as a result of Japanese technical cooperation contributes to the economic and social development of Bosnia and Herzegovina, and that the knowledge and experience acquired by the personnel of Bosnia and Herzegovina from technical training as well as the equipment provided by JICA will be utilized effectively in the implementation of the Project; and
2. grant privileges, exemptions and benefits to the JICA experts referred to in II-6 (1) above and their families, which are no less favorable than those granted to experts and members of the missions and their families of third countries or international organizations performing similar missions in Bosnia and Herzegovina.

### IV. EVALUATION

JICA and the Authorities will jointly conduct the following evaluations and reviews.

1. Mid-term review at the middle of the cooperation term
2. Terminal evaluation during the last six (6) months of the cooperation term

JICA will conduct the following evaluations and surveys to mainly verify sustainability and impact of the Project and draw lessons. The Authorities is required to provide necessary support for them.

1. Ex-post evaluation three (3) years after the project completion, in principle
2. Follow-up surveys on necessity basis

#### V. PROMOTION OF PUBLIC SUPPORT

For the purpose of promoting support for the Project, the Authorities will take appropriate measures to make the Project widely known to the people of Bosnia and Herzegovina.

#### VI. MUTUAL CONSULTATION

JICA and the Authorities will consult each other whenever any major issues arise in the course of Project implementation

#### VII. AMENDMENTS

The record of discussions may be amended by the minutes of meetings between JICA and the Authorities.

The minutes of meetings will be signed by authorized persons of each side who may be different from the signers of the record of discussions.

Annex I Project Design Matrix: PDM

Annex II Tentative Plan of Operation

Annex III Project Organization Chart and Members

Annex IV A List of Proposed Members of Joint Coordinating Committee



Project Design Matrix (PDM)  
 Name of Country: Bosnia and Herzegovina  
 Project Name: The Project for Herzegovina International Tourism Corridor Development and Environmental Conservation  
 Duration: 3 years

Narrative Summary		Objectively Verifiable Indicators	Means of Verification	Important Assumptions
<b>Overall Goal</b>	To increase tourism income and employment opportunities by establishment of "the International Tourism Corridors" in Southern Herzegovina region	<ol style="list-style-type: none"> <li>Number of tourism sector employment in Southern Herzegovina region</li> <li>Volume of income from tourism sector in Southern Herzegovina region</li> </ol>	Statistics	<ul style="list-style-type: none"> <li>Economic, political and natural instability inflicting long-termed damages in tourism sector do not occur during implementation of the Project</li> <li>The significance of tourism development in national/entity policies in remains unchanged</li> </ul>
<b>Project Purpose</b>	To establish a sustainable mechanism for tourism development by public-private partnership aiming at creation of "the International Tourism Corridors" in Southern Herzegovina region	<ol style="list-style-type: none"> <li>Numbers of organizations/institutions engaging in tourism industry in Southern Herzegovina region</li> <li>Varieties of tourism activities and numbers of its implementation</li> <li>Records of tourism activities carried out by established framework under the Project</li> </ol>	<ol style="list-style-type: none"> <li>Monitoring report of the Project</li> <li>Monitoring report of the Project</li> <li>Monitoring report of the Project</li> </ol>	<ul style="list-style-type: none"> <li>Economic, political and natural instability inflicting long-termed damages in tourism sector do not occur during implementation of the Project</li> <li>Neither are counterparts personnel of the Project resigned nor transferred from the original position.</li> </ul>
<b>Outputs</b>	<ol style="list-style-type: none"> <li>Action plans for creation of "the International Tourism Corridors" are developed and shared with public and private relevant organizations.</li> <li>An implementation manual and frameworks to carry out the action plans is developed.</li> <li>Capacities for implementation of the action plans of public and private relevant organizations are enhanced.</li> </ol>	<ol style="list-style-type: none"> <li>1-1. Numbers of publicity activities on the action plans developed under the Project</li> <li>1-2. Awareness of the action plans among private and public relevant organizations</li> <li>2-1 Numbers of tourism development activities followed by the implementation manual developed under the Project</li> <li>2-2. Numbers of regular meetings on tourism development</li> <li>3-1. Numbers of workshops</li> <li>3-2. Numbers of training courses implemented</li> <li>3-3. Numbers of participants in workshops</li> </ol>	<ol style="list-style-type: none"> <li>1-1 Monitoring report of the Project</li> <li>1-2. Interview surveys from stakeholders</li> <li>2-1. Monitoring report of the Project</li> <li>2-2. Records of the meetings</li> <li>3-1. Monitoring report of the Project</li> <li>3-2. Monitoring report of the Project</li> </ol>	<ul style="list-style-type: none"> <li>Counterpart personnel to be trained under the Project continuously engages in the Project</li> <li>The significance of tourism development in national/entity policies in remains unchanged.</li> </ul>

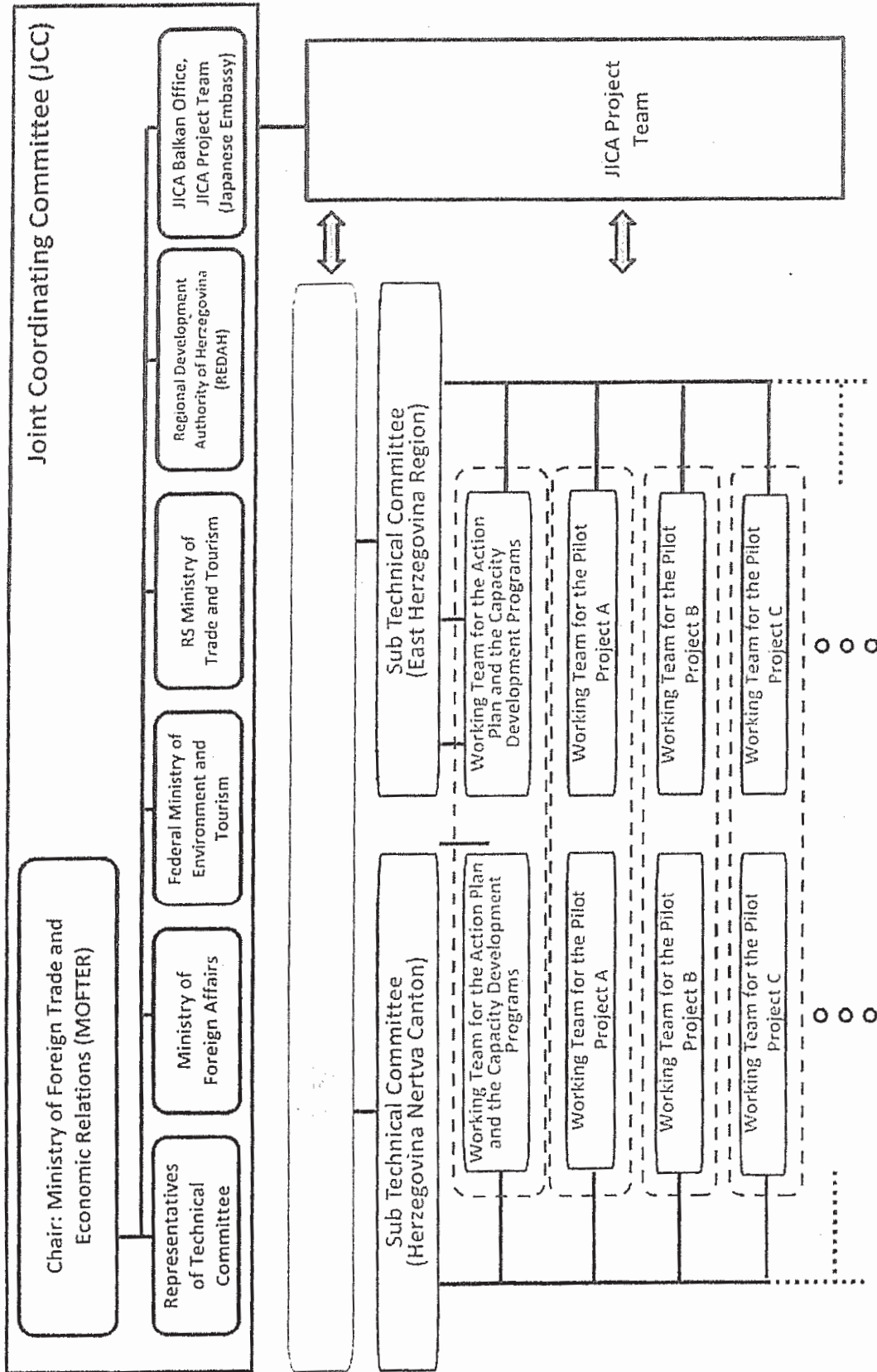
Activities	and trainings 3-4. Level of understanding of public and private stakeholders on the action plans	3-3 Monitoring report of the Project 3-4 Interview surveys from public and private stakeholders	Preconditions
<p>1-1. To conduct surveys on current socio-economic situation, tourism sector and roles of relevant organizations in tourism sector in Southern Herzegovina region</p> <p>1-2 To identify potentials of "the International Tourism Corridors" in Southern Herzegovina region among stakeholders</p> <p>1-3 To develop draft action plans to create "the International Tourism Corridor" in Southern Herzegovina region</p> <p>1-4. To finalize the action plans based on the result of pilot projects implemented in the activity 2-2 ~ 2-4 below</p> <p>2-1. To formulate pilot projects based on the draft action plans proposed in the activity 1-3 above</p> <p>2-2. To develop an implementing and monitoring framework for the pilot projects</p> <p>2-3. To conduct the pilot projects formulated in the activity 2-1 above.</p> <p>2-4. To review progress and result of the pilot projects</p> <p>2-5. To finalize the implementation and monitoring framework to carry out the action plans</p> <p>2-6. To develop an implementation manual to carry out the action plans</p> <p>3-1. To identify required skills and knowledge to implement the action plans proposed in the activity 1-3 above</p> <p>3-2. To formulate capacity development programs to implement action plans proposed in the activity 1-3 above</p> <p>3-3. To conduct on-the-job training during the course of the Project</p> <p>3-4. To conduct training workshops, seminars and study tours in accordance with the programs formulated in the activity 3-2 above.</p>	<p>Inputs</p> <p>Japanese Side</p> <ol style="list-style-type: none"> <li>1. Dispatch of experts</li> <li>2. Provision of equipment and other materials, if necessary</li> <li>3. Acceptance of BiH counterpart personnel for trainings in Japan and other countries</li> </ol>	<p>BiH side</p> <ol style="list-style-type: none"> <li>1 Assignment of counterpart personnel</li> <li>2. Other inputs in accordance with the Record of Discussion and the Technical Corporation Agreement</li> </ol>	<ol style="list-style-type: none"> <li>1 Counterpart personnel are assigned properly</li> <li>2 Budget for the Project is allocated as planned</li> <li>3 Implementation of the Project is recognized among key stakeholders</li> </ol>

Plan of Operations for the Project for Herzegovina International Tourism Corridor Development and Environmental Conservation

Outputs / Activities	Year of Period		
	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year
1. Action plans for creation of "the International Tourism Corridors" are developed and shared with public and private relevant organizations			
1-1. To conduct surveys on current socio-economic situation, tourism sector and roles of relevant organizations in tourism sector in Southern Herzegovina region			
1-2. To identify potentials of "the International Tourism Corridors" in Southern Herzegovina region among stakeholders			
1-3. To develop draft action plans to create "the International Tourism Corridor" in Southern Herzegovina region			
1-4. To finalize the action plans based on the result of pilot projects implemented in the activity 2-2 ~ 2-4 below			
2. An implementation manual and frameworks to carry out the action plans is developed.			
2-1. To formulate pilot projects based on the draft action plans proposed in the activity 1-3 above			
2-2. To develop an implementing and monitoring framework for the pilot projects			
2-3. To conduct the pilot projects formulated in the activity 2-1 above.			
2-4. To review progress and result of the pilot projects			
2-5. To finalize the implementation and monitoring framework to carry out the action plans			
2-6. To develop an implementation manual to carry out the action plans			
3. Capacities for implementation of the action plans of public and private relevant organizations are enhanced.			
3-1. To identify required skills and knowledge to implement the action plans proposed in the activity 1-3 above			
3-2. To formulate capacity development programs to implement action plans proposed in the activity 1-3 above			
3-3. To conduct on-the-job training during the course of the Project			
3-4. To conduct training workshops, seminars and study tours in accordance with the programs formulated in the activity 3-2 above.			



Annex III Project Organization Chart and Members



## A List of Proposed Members of Joint Coordinating Committee

### 1. Functions

- To review regularly the progress and achievements of the Project
- To exchange views on major issues arising from or in connection with the Project
- To approve the modification to activities depending on the necessity
- To discuss other relevant issues pertinent to the smooth implementation of the Project

### 2. Composition

(1) Chairperson: Assistant Minister of MOFTER

(2) Members:

[Bosnia and Herzegovinian side]

- Head of Tourism Department, Ministry of Foreign Trade and Economic
- Counselor, Ministry of Foreign Affairs
- Representative of the Ministry of Environment and Tourism of Federation of Bosnia and Herzegovina
- Assistant Minister of the Ministry of Trade and Tourism of Republika Srpska
- Representatives of the Technical Committee
- Director of Regional Development Agency for Herzegovina (REDAH)
- Other relevant organizations and institutions to the Project

[Japanese side]

- JICA experts
- Resident Representative of JICA Balkan Office

(Observer)

- Representative of the Embassy of Japan in Bosnia and Herzegovina

Note:

\* JCC members shall designate authorized officials to act a member of JCC in case of absence of meetings.

\* Persons who are designated by the chairperson are allowed to attend the JCC

\*MOFTER will Inform name and title of JCC members by commencement of the Project.

## MAIN POINTS DISCUSSED

### 1. Technical Committee

- (1) Sub technical committees for Herzegovina – Neretva Canton and East Herzegovina Region will be organized under the technical committee.
- (2) Representatives of the sub technical committees will be member of the technical committee.
- (3) Mayor(s) of local governments, Tourism organization(s)/ association(s), representative(s) of tourism private sector and representative(s) of NGO are to be member of the sub technical committees. Detail composition of the sub technical committees will be finalized at the beginning of the Project. Chair persons of each sub technical committee will be co - chair of the technical committee.
- (4) Functions of the sub technical committees are;
  - To review and monitor activities of working teams,
  - To discuss and finalize outputs of working teams:
  - To report outputs of working groups to JCC
- (5) Main objective of the technical committee is to integrate outputs of the sub technical committees.
- (6) The technical committee and sub technical committees should be organized utilizing various existing structures such as "Regional Development Board of Herzegovina", which was established by REDAH.

### 2. Working Team(s)

- (1) Working teams for the action plan and the training program and pilot project based working teams will be organized.
- (2) Officers in charge of tourism sector in local governments, staff of tourism organization/ associations, related persons from a private sector and NGO will be member of the working teams. Member of the working teams work with JICA experts for the Project.
- (3) Member of the working teams for the action plan and training program will be determined based on stakeholder analysis and frameworks of them.
- (4) The pilot project based working teams will be established for each pilot project. Member of the pilot project based working team will be determined based on implementing framework of each pilot project.
- (5) Although the working teams will be organized under respective sub technical committee, working teams in similar area work cooperatively for common activities.

### 3. Survey to be conducted in the Project

Detail contents and schedule of survey(s) to be conducted in the Project will be finalized through review and analysis of exiting related surveys.

### 4. Pilot Projects

The pilot projects will be formulated based on the action plan, which will be formulated in the Project. As main objective of the pilot projects is to improve the action plan based on actual experiences, a few pilot projects will be

formulated for each component of the action plan. Promotion, Information tool development, and small tourism infrastructure development, which are expected as main components of the action plan, are candidate area for the pilot projects.

5. Running Expenses to be borne the Authorities

Responsible authorities of the running expenses will be determined for each activity of the Project. Role of them and detail of the running expenses will be decided based on detail plan of the activities respectively.

6. Focal persons

Focal persons in Herzegovina Neretva Canton and East Herzegovina Region, who will work to establish the working teams and finalize composition the sub technical committees of the Project, are as follows.

- Herzegovina Neretva Canton
  - Mrs. Admir Custovic ,Mostar City, Department of Economic Development
  - Mr. Ramiz Basic, Neretva-Herzegovina Cantonal Tourism Board
- Eastern Herzegovina Region
  - Mrs. Ljiljana Robovic, Trebinje Municipality, Economic Department.

7. Others

The action plan will be prepared in accordance with related policies and strategies of the authorities.

4. 主要面談記録

**Tourism Association of FBiH and Tourism Association of BiH**

概 要	
日時: 10月14日(金) 10:00 – 11:00	
場所: Tourism Association of FBiH	
出席者(調査団)	出席者(相手側)
川崎、下村	Dr. Šemsudin Džeko, President Ms. Lejla Brčkalija
<ul style="list-style-type: none"> <li>• Tourism Association of BiH               <ul style="list-style-type: none"> <li>✓ 2003年に設立され、両 Entity の調整機関として、BiH 全体にかかわるプロモーションなどを行っている。</li> <li>✓ BiH と RS の観光協会それぞれがスタッフを出している。</li> <li>✓ 現在、Dr. Džeko が FBiH 観光協会と BiH 観光協会の President を兼任。</li> </ul> </li> <li>• Tourism Association of FBiH               <ul style="list-style-type: none"> <li>✓ 民間セクターの代表としての NGO 組織 (RS National Tourist Organization は行政機関の一部)。</li> <li>✓ スタッフは 20 名、Canton Tourism Board を含めると 150 名程度。</li> <li>✓ 主な活動はプロモーション、民間セクターに対する教育/研修、法制度/計画の調整の 3 つ。現行の法制度は問題なく、今のままで良い。</li> <li>✓ 財源は Accommodation Tax と Membership Fee の 2 つ。20%が FBiH Tourism Association、80%が Canton Tourism Board の予算になる。                   <ol style="list-style-type: none"> <li>1. Accommodation Tax : 大臣によって決定される。地域によって異なり、Sarajevo と Mostar は 2KM/泊。</li> <li>2. Membership Fee : 利益の 5%を徴収 (2008 年以前は 10%) 。</li> </ol> </li> </ul> </li> <li>• “Tourism Strategy on the Federation of Bosnia and Herzegovina for the period 2008-2018”               <ul style="list-style-type: none"> <li>✓ 議会の承認を得ておらず、公式文書ではない。</li> <li>✓ 計画の内容自体が不十分で新しい事が盛り込まれておらず、3 度議会に提出されたがいずれも承認されなかった。</li> </ul> </li> <li>• Sarajevo Canton では、官と民で定期的に会合 (Tourist Management Board) が開かれている。</li> </ul>	

**JICA Sarajevo Office**

概 要	
日時: 10月14日(金) 11:30 – 13:00	
場所: JICA Sarajevo Office	
出席者(調査団)	出席者(相手側)
川崎、下村	Ms. Kazumi Homma, Project Formulation Adviser Ms. Nina Bejtlic, Technical Coordinator
<ul style="list-style-type: none"> <li>• 調査スケジュール、車両と通訳のアレンジの確認。</li> <li>• EU : Inception Report が作成されていると思うので、訪問した際に確認してはどうか。</li> <li>• REDAH : 6月に訪問している。JICA との連携に強い関心を示している。</li> <li>• Oxfam Italia : ワイン、チーズなどに力を入れている。</li> </ul>	



- UNDP：訪問時に新規プロジェクトのプロポーザルの確認要。Green Vision と一緒にやりたがっている。
- 中国：従来は民間に対する経済協力として道路と電力が主であったが、近年パソコンを供与しており、今回、中国の外務副大臣より観光について初めて言及があった（「今後は貿易や文化、特に観光産業における協力関係の拡大が必要」）。

## Oxfam Italia

概 要	
日時： 10月14日（金）15:00 – 16:00	
場所： Oxfam Italia	
出席者（調査団）	出席者（相手側）
川崎、下村	Ms. Silvana Grispino, Project Coordinator
<ul style="list-style-type: none"> <li>• 重点分野は Rural Tourism と Cultural Tourism の 2 つで、対象は community level/local level。</li> <li>• Oxfam Italia のオフィスは Sarajevo と Mostar にあり、スタッフはそれぞれ 14 名と 10 名。</li> <li>• 今後の対象地域は Herzegovina と Drina 地域。</li> <li>• 現在実施中のプロジェクトの多くが 2012 年に終了予定であり、プロジェクト期間が短すぎる。資金を得られたら、新しいプロジェクトを開始するよりも、現在実施しているプロジェクトを継続させたい。</li> <li>• Herzegovina の観光資源（一部） <ul style="list-style-type: none"> <li>✓ Nevesinje：湖と山があり、ハイキング、チーズなど</li> <li>✓ Gacko：湖と山があるが、すぐ近くに発電所があり</li> <li>✓ Trebinje：ワイン、チーズ、蜂蜜など</li> <li>✓ Stolac：魅力的な自然と文化</li> <li>✓ Rivno：チーズ</li> <li>✓ Konjic：ラフティング、ハイキング</li> </ul> </li> <li>• JICA との連携には関心あり。</li> </ul>	

## Nevesinje Country Lodging, STK Blagaj, Eco Farm

概 要	
日時： 10月16日（日）10:00 – 16:00	
場所： Nevesinje, Blagaj, Eco Farm の 3 カ所	
出席者（調査団）	出席者（相手側）
川崎	Mr. Radenko Kovac, Nevesinje Country Lodging Mr. Emir Askraba, STK Blagaj 代表 Mr. Esad Kolicic, Eco Farm 代表
<p>◆10:00～：ネベシニエ農家民宿</p> <ul style="list-style-type: none"> <li>• セルビアの音楽学校の修学旅行、工事関係グループの長期滞在（インターネットを見て）、結婚式参加者の滞在などでうまくいっている。</li> <li>• 海外からは、イタリアからのハンターがリピーターとして来る。</li> <li>• 郷土料理を売り物にしており、宿泊の魅力となっている（カイマック（乳製品）、ジャム、揚げパンなど）</li> </ul>	

- ・ 今後は、ハイキングやサイクリングを売り出した。
  - ・ 今のところ行政からの支援はなく、銀行融資も難しいため改築に踏み切れない民宿もある。
  - ・ 訪問した民宿では、ビジネスが好調でキッチン・トイレ改修、セントラルヒーティング設備化を最近行った。
- ◆12:00～：STK ブラガイ
- ・ 現在 35 名の会員がおり、ボート、カヌー、ラフティングなどの事業で収入を確保している。
  - ・ 村内のボランティアを募っての河川清掃活動も行っている。
  - ・ また英語講座も独自に行っている。
  - ・ Sarajevo から学校グループを招き、川遊び、スポーツ、カヌーなどを楽しむプログラムを民宿組合と共同で行っている。
  - ・ 2014 年の国際フライフィッシング大会にエントリーしている。
  - ・ 河川環境には関心が高く、地元小学校では環境教育がある。
- ◆15:00～：エコファーム
- ・ 去年は地域特有の家畜・犬を飼育する牧場として小学校の遠足先に利用された。団体受入時にトイレのないのが問題である。
  - ・ また、本ファームの運営費を稼いでいた牛乳の集荷・元卸、野菜類の価格が低迷し、運営費がまかなうことが難しくなっている。現在は家族で支えている。
  - ・ 今後は、アグロツーリズムの会社などとコンタクトして関係を深めたい。

## Workshop in Mostar

概 要	
日時: 10月17日(月) 10:30 - 13:00	
場所: City of Mostar	
出席者(調査団)	出席者(相手側)
川崎、下村	下記に記載
<p><u>参加者</u></p> <ul style="list-style-type: none"> <li>・ Sanela Demirovic, Senior Associate for International Relations, City of Mostar</li> <li>・ Danijela Jarak, Officer for Promotion and Information, Mostar Branch, Tourism Board of Herzegovina-Neretva Canton</li> <li>・ Emir Askraja, Adviser for Eco-tourism Development, STK Blagaj (NGO)</li> <li>・ Dragan Bradvica, Head, Capljina Branch, Tourism Board of Herzegovina Neretva Canton</li> <li>・ Baljic Asja, Sales Manager, Hotel Bristol</li> <li>・ Ramiz Basic, Senior Associate, Tourism Board of Herzegovina-Neretva Canton</li> <li>・ Ana Soldo, Manager, Public Institution "Vjetrenica"</li> </ul> <p><u>観光セクターの関係者</u></p> <ul style="list-style-type: none"> <li>・ 観光行政 <ul style="list-style-type: none"> <li>✓ Entity : Federal Ministry of Environment and Tourism</li> <li>✓ Canton : Canton Ministry of Environment and Tourism</li> <li>✓ City/Municipality : City of Mostar、他 8 Municipalities</li> <li>✓ City of Mostar には観光分野を担当する Department for Economy があるが、他の Municipality では一般的に観光分野を担当する部はなく、経済部などのスタッフが対応している。</li> </ul> </li> </ul>	

- Tourist Board
  - ✓ NPOとしてPublic Sectorになる。
  - ✓ 9つの市に対して6つのTourist Boardがあるが、Tourist Board Herzegovina-Neretva Cantonの支部であって1つの組織。
    1. Čapljina、Stolac
    2. Mostar
    3. Neum、Ravno
    4. Čitluk
    5. Konjic
    6. Prozor
  - ✓ Dubrovnik Tourism Associationと連携した活動は行っており、特にMostar支部が良好な関係を構築している。
  - ✓ Fairへの参加など、プロモーションに関して民間セクターと連携している。
  - ✓ 半期報告書と年間報告書をFederal Ministry of Environment and Tourismに提出している。
- STK Blagaj (NGO) は、Tourism Board of Herzegovina Neretva Cantonと連携して観光フェアに参加している。また、小学校に協力してもらい、子ども達に街の清掃活動に取り組んでもらっている。それを通じて、大人も含めて地域住民の環境保全に対する意識の向上を図っている（先行プロジェクトで実施していた活動）。
- 組織間の連携
  - ✓ Municipality/City間の定期的な会合等はないが、プロジェクト・ベースで必要に応じて協力している。
  - ✓ Municipality/CityとTourist Boardも定期的な会合等はないが、イベントの開催など、個別の活動では協力して活動している。
  - ✓ 法制度・体制上、Municipality/Cityはリーダーとして役割を發揮するのは難しい。また、クロスボーダーのプロジェクトに対してキャパシティが十分でない。

### Herzegovina-Neretva Cantonの主な観光資源・イベント

Mostar	<ul style="list-style-type: none"> <li>• Mostar Bridge</li> <li>• Source of Buna River (Tekija)</li> <li>• Historical Heritage</li> <li>• Stephan Castle in Blagaj</li> </ul>	Stolac	<ul style="list-style-type: none"> <li>• Archeological Site “Daorson”</li> <li>• Necropolis “Radimlje”</li> <li>• Cave “Badanj”</li> </ul>
Jablanica	<ul style="list-style-type: none"> <li>• Blidimje Ski Resort</li> <li>• Museum of Revolutio IIww</li> </ul>	Konjic	<ul style="list-style-type: none"> <li>• Rafting</li> <li>• Wood Carving</li> </ul>
Čapljina	<ul style="list-style-type: none"> <li>• Pociteli</li> <li>• Mogorjelo Roman Archeological</li> <li>• Kan Safari Trebizat River</li> </ul>	Neum	<ul style="list-style-type: none"> <li>• Saint Site – Mother Mary</li> <li>• Beach Resort</li> <li>• Agro Tourism</li> </ul>
Čitluk	<ul style="list-style-type: none"> <li>• Medugorie</li> <li>• Vine Trail</li> <li>• Grape Picking Festival</li> </ul>	Ravno	<ul style="list-style-type: none"> <li>• Vjetrenica Cave</li> <li>• Ivanjica Tourist Resort/Ledenica Tourist Zone (potential tourism resource)</li> <li>• Historical Heritage (5 churches and monasteries)</li> </ul>
Prozor	<ul style="list-style-type: none"> <li>• Franciscan Monastery “Scit”</li> <li>• Ramsko Lake (Fishing)</li> </ul>		

### 今後の観光振興に向けた課題

- Beautification

- Collection of entrance charge into an old town and heritage
- Route/trail development
- Strengthening of information service
- Strengthening of coordination among organizations
- Tourist infrastructure development (toilet etc.)
- Strengthening of linkage/transport network between cities
- Package development of tourism product
- Strengthening of marketing and promotion

## Workshop in Trebinje

<b>概要</b>	
日時: 10月18日(火) 11:00 – 13:30	
場所: Trebinje Municipality	
出席者(調査団)	出席者(相手側)
川崎、下村	下記に記載
<b>参加者</b>	
<ul style="list-style-type: none"> <li>• Kraljevic Zeljka, Head of the Economy Department, Trebinje Municipality</li> <li>• Misita Stojanka, Manager of the Economy Department, Trebinje Municipality</li> <li>• Robovic Ljiljana, Senior Associate for Economic Development, Trebinje Municipality</li> <li>• Vico Zarko, Expert Associate, Tourism Organization Trebinje Municipality</li> <li>• Natasa Mitric, Senior Associate for Economy, Statistics and Tourism, Bileca Municipality</li> <li>• Bajovic Nikola, Acting Director, Tourism Organization Bileca Municipality</li> <li>• Sanja Bumbic, Senior Associate, Tourism Organization Gacko</li> <li>• Sladana Pusara, Acting Director, Hotel Leotar Trebinje</li> <li>• Predrag Turnic, Director, Friend Travel (Travel Agency)</li> <li>• Nebojsa Ratkovic, Squad Head, Scout Squad Trebinje</li> <li>• Radovanovic Velibor, Executive Director, Eco Velez</li> </ul>	
<b>観光セクターの関係者</b>	
<ul style="list-style-type: none"> <li>• Tourist Organization <ul style="list-style-type: none"> <li>✓ Municipalityの下部組織としての位置づけであり、予算もMunicipalityから来ている。</li> <li>✓ 7つのMunicipalityのうち3つのMunicipalityが持っており(Trebinje、Bileća、Gacko)、プロジェクト・ベースで連携して活動している。</li> <li>✓ Regionalレベル(Federation of Municipalities of East Herzegovina)にTourist Organizationはない。</li> </ul> </li> <li>• 地域レベルの調整機関としてFederation of Municipalities of East Herzegovinaがあるが、スタッフは1名しかいない。</li> </ul>	

**Federation of Municipalities of East Herzegovina (Trebinje Area) の主な観光資源・イベント**

Trebinje	<ul style="list-style-type: none"> <li>Religious Tourism/Monasteries</li> <li>Historical Heritages (Old Town, Bridge, Churce, etc.)</li> <li>Vine Production for Tourists</li> </ul>	Nevesinje	<ul style="list-style-type: none"> <li>Mountains</li> <li>Lake</li> <li>Historical Heritage</li> </ul>
Bileća	<ul style="list-style-type: none"> <li>Bileća Lake (Fishing)</li> <li>Religious Tourism/Monasteries</li> <li>Mountains (Hiking)</li> </ul>	Berkovići	<ul style="list-style-type: none"> <li>Honey Production</li> <li>Hunting and Watching Birds</li> <li>Herb</li> </ul>
Gacko	<ul style="list-style-type: none"> <li>Krinje Lake and Mountain</li> <li>Hunting</li> <li>Medieval Historical Heritage</li> </ul>	Ljubinje	<ul style="list-style-type: none"> <li>Hunting</li> </ul>
		Istočni Mostar	<ul style="list-style-type: none"> <li>Country Lodging (potential)</li> <li>Agro Tourism (potential)</li> </ul>

- East Herzegovina 地域では Trebinje が観光の中心。Gacko と Bileća は宿泊施設が不足している。
- Trebinje は Dubrovnik に近く、ホテルなど Dubrovnik より安価なのが強み。
- Trebinje Municipality の重点分野は観光セクターと農業セクターの 2 つ。

**今後の観光振興に向けた課題**

- Linkage strengthening among potential areas
- Marketing and promotion improvement (participation in international fairs)
- Enhancement of information service
- Accommodation infrastructural improvement
- Securing of financial resources
- Package tourism product development
- Changing from transit tourism to stay-type tourism
- Regional cooperation including countries (Entity-level organization can/should tackle with as local-level organizations are weak for expected impact.)

**Trebinje Municipality**

<b>概要</b>	
日時: 10月18日(火) 13:30 - 14:00	
場所: Municipality of Trebinje	
出席者(調査団)	出席者(相手側)

川崎、下村	Ms. Željka Kraljevič, Head of Economy and Social Activities Department Ms. Stojanka Misita, Head of Economy Sector, Economy and Social Activities Department Ms. Ljiljana Robovič, Associate, Economy Sector, Economy and Social Activities Department
<ul style="list-style-type: none"> <li>最後の国勢調査は紛争前なので、人口データは推計値になっている。Economic Department がデータを持っているが、“Development Strategies of Municipality Trebinje 2009 – 2017”に記載されている。</li> <li>Trebinje Municipality の観光開発計画・戦略はないが、“Development Strategies of Municipality Trebinje 2009 – 2017”で観光に触れられている。ただし、詳細な計画にはなっていない。</li> <li>地域レベル (Federation of East Herzegovina) の観光開発計画・戦略はない。</li> <li>Entity レベルの計画はあると思うが、詳細は不明。Draft の段階かもしれない。</li> <li>Economy and Social Activities Department のスタッフは 14 名。</li> <li>次の市長選挙は 2012 年 10 月で、他の Municipality も同じ。</li> </ul>	

## EU Project

<b>概 要</b>	
日時: 10月19日(水) 10:00 – 11:00	
場所: EU Project Office	
<b>出席者 (調査団)</b>	<b>出席者 (相手側)</b>
下村 本間 ( JICA Sarajevo Office)	Ms. Mary McKeon, Team Leader, Technical Assistance to Support Tourism Industry
<ul style="list-style-type: none"> <li>Inception Report のコピーは現時点で渡せない。EU の承認が必要。</li> <li>2 つのエンティティを繋ぐ State レベルの 1 つの Strategy を作ろうとしたが、観光は Entity レベルで対応するという事で受け入れてもらえなかった。そのため、Strategy ではなく Framework を作る事になった。</li> <li>Tourist Board は FBiH に 10、Tourist Association は RS に 31 ある。</li> <li>Foreign Investment Promotion Agency (FIPA) と Foreign Trade Chamber/BiH Expert Promotion Agency (FTC/BHEPA) によって、国際観光フェアへの参加など、State レベルの観光プロモーション・マーケティングに対応する機関を整備する計画がある。</li> <li>Tourism Association of BiH は State レベルとしての役割を果たせておらず、観光フェアに参加しても各エンティティの事に偏ってしまっている。</li> <li>プロジェクト (Technical Assistance to Support Tourism Industry) の対象地域は BiH 全体であり、重点地域などはない。</li> <li>Tourism Strategy <ul style="list-style-type: none"> <li>✓ RS : 4 週間前に承認された。</li> <li>✓ FBiH : ない</li> <li>✓ Brčko District : ない</li> </ul> </li> </ul>	

## Federal Ministry of Transport and Communications

概 要	
日時: 10月19日(水) 14:00 - 15:00	
場所: Federal Ministry of Transport and Communications	
出席者(調査団)	出席者(相手側)
下村	Mr. Zaim Hečo, Assistant Minister
<ul style="list-style-type: none"> <li>Corridor Vc の他で計画中の主なプロジェクトは2つ。</li> <li>Southern Bypass of Mostar <ul style="list-style-type: none"> <li>✓ 区間は Široki Brijeg - Mostar - Nevesine。</li> <li>✓ 土地所有権の問題などで2年前の状況から進展なし。</li> </ul> </li> <li>Construction of Main Road: Stolac - Neum <ul style="list-style-type: none"> <li>✓ 全長55kmのうち12kmは設計も完了し、建設中。</li> <li>✓ 予算の問題もあり、完成時期について言及するのは難しい。</li> </ul> </li> <li>Mostar 空港の拡張・改修計画などは現時点でない。</li> </ul>	

## Ministry of Foreign Trade and Economic Relations and Ministry of Foreign Affairs

概 要	
日時: 10月20日(木) 10:00 - 11:00	
場所: Ministry of Foreign Trade and Economic Relations	
出席者(調査団)	出席者(相手側)
宮原、川崎、下村 本間 ( JICA Sarajevo Office)	Ministry of Foreign Trade and Economic Relations Mr. Reuf Hadžibegić, Assistant Minister Ms. Brankica Pandurević, Head of Tourism Department Ms. Nada Mlinar, Expert Associate for International Cooperation Environmental Protection Department Ministry of Foreign Affairs Mr. Šefik Fadžan, Mister-counselor, Head Department for Multilateral Economic Relations and Reconstruction
<ul style="list-style-type: none"> <li>EU のプロジェクトとの連携が必要で、特に Promotion&amp;Marketing が重要。</li> <li>その他、Oxfam Italia も Herzegovina 地域で活動している。</li> </ul>	

## Federal Ministry of Environment and Tourism

概 要	
日時: 10月20日(木) 14:00 - 15:30	
場所: Federal Ministry of Environment and Tourism	
出席者(調査団)	出席者(相手側)
宮原、川崎、下村 本間 ( JICA Sarajevo Office)	Mr. Nedeljko Babič, Assistant Minister Mr. Mirza Salihović, Minister Adviser
<ul style="list-style-type: none"> <li>"Tourism Strategy on the Federation of Bosnia and Herzegovina for the period 2008-2018"</li> <li>✓ Structure 自体は問題なく、Attachment での Tourist Community の部分で問題があ</li> </ul>	



- って議会で承認されていない。
- ✓ 次の Parliament に再度提出する予定（時期は未定）。
  - City of Mostar が他の市・地域との間の調整機関になり得るか、十分なキャパシティがあるかどうかについて、言及するのは難しい。

## REDAH

概要	
日時: 10月21日(金) 9:30 - 11:00	
場所: REDAH	
出席者(調査団)	出席者(相手側)
宮原、川崎、下村 本間 ( JICA Sarajevo Office)	Mr. Ivan Jurilj, Director
<ul style="list-style-type: none"> <li>• REDAH は 2004 年に設立され、現在はフルタイムのスタッフ 13 名、他外部のアソシエイト（弁護士、会計士など）で活動している。</li> <li>• REDAH の対象分野は観光セクターと農業セクターで、BiH 経済のそれぞれ 15% と 2% を占めている。</li> <li>• GIZ、SIDA、USAID などとも連携して活動している。</li> <li>• 各市長をメンバーとする Regional Development Board を中心として 5 つの Board がある。そのうちの 1 つが Tourism Development Board であり、メンバーは 10 名（旅行代理店、レストラン、ホテル、NGO、大学関係者など）。</li> <li>• 観光セクターでの活動目的は下記の 3 つ               <ul style="list-style-type: none"> <li>✓ Contribute to the Development of Herzegovina as tourism region through integration of cultural/historical and natural heritage into tourism offer</li> <li>✓ Improve tourism offer in Herzegovina</li> <li>✓ Market and brand Herzegovina and products from Herzegovina</li> </ul> </li> </ul>	

## City of Mostar

概要	
日時: 10月21日(金) 11:00 - 12:00	
場所: City of Mostar	
出席者(調査団)	出席者(相手側)
宮原、川崎、下村	Ms. Amela Sjekirica, Business Service Center
<ul style="list-style-type: none"> <li>• Business Center は 2007 年に設置され、現在のスタッフは 3 名。</li> <li>• Department of Economy, Communal Affairs and Inspection の他の 3 つの部署のスタッフは、それぞれ 5 名程度。観光を担当しているスタッフは 1 名だけ。</li> <li>• REDAH には市から会員費を支払っている。</li> <li>• 市の開発戦略中は現在作成中だが、2 年前から作業していて完成がいつになるかは不明。</li> </ul>	

<p>市の観光戦略・計画はない。</p> <ul style="list-style-type: none"> <li>• 次の市長選挙は 2012 年 10 月。</li> <li>• Spain の協力で実施したプロジェクトでプロモーションの強化とトイレの整備を行った。プロモーションでの活動内容は、Website 整備、DVD 作成、International Fair への参加。プロジェクトは既に終了している。</li> </ul>
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## Trebinje Municipality

概 要	
日時: 10 月 21 日 (金) 14:30 – 15:30	
場所: Trebinje Municipality	
出席者 (調査団)	出席者 (相手側)
宮原、川崎、下村	Mayor Ms. Željka Kraljevič, Head of Economy and Social Activities Department
<ul style="list-style-type: none"> <li>• 内戦後、クロアチアの Dubrovnik とは政治的関係が構築されてこなかったが、今後関係を改善して行けると良い。モンテネグロとは良好な関係が構築されている。</li> <li>• Federation of Municipalities of East Herzegovina は各市長が持ち回りで担当している機関であり、プロジェクトの C/P には成りづらいのではないかと。</li> <li>• この地域で Trebinje が最も大きな市であり、Trebinje が中心となって調整の役割を果たしていく事は可能。(次の JICA ミッションの際に、各市長を集めて合意を得てはどうか。Trebinje 市がアレンジ可能。)</li> <li>• Trebinje 市のスタッフは 166 名。JICA のプロジェクトが実施されれば、Economy and Social Activities Department のスタッフ 14 名全員が協力する事が出来る。</li> <li>• Tourist Organization のスタッフは 3 名 (フルタイム)、予算は年間 90,000KM 程度であり、給与とオフィスの運営費に充てられている。その他、プロジェクト・ベースで市の予算を回す事ができ、スタッフも追加で雇用する事が可能。</li> </ul>	

## RS Ministry of Physical Planning, Civil Engineering, and Ecology

概 要	
日時: 10 月 24 日 (月) 10:00 – 11:30	
場所: RS Ministry of Physical Planning, Civil Engineering, and Ecology	
出席者 (調査団)	出席者 (相手側)
宮原、川崎、下村	Mr. Ozren Laganin
<ul style="list-style-type: none"> <li>• 重複する部分については、Ministry of Trade and Tourism と連携している。観光は主に同 Ministry の担当だが、国立公園の管理などは Ministry of Physical Planning, Civil Engineering, and Ecology の所管となる。</li> </ul>	

- Federation of Municipalities of East Herzegovina に関して、他の地域には同じような機関はないのではないか。詳しい事は良く把握していない。

## RS Ministry of Trade and Tourism

概 要	
日時: 10月24日(月) 13:30 - 15:00	
場所: RS Ministry of Trade and Tourism	
出席者(調査団)	出席者(相手側)
宮原、川崎、下村	Ms. Jadranka Stojanovic, Assistant Minister
<ul style="list-style-type: none"> <li>• Strategy of Tourism Development of the Republic of Srpska <ul style="list-style-type: none"> <li>✓ 2、3カ月前に承認された。ボスニア語はウェブサイトにはアップロードされているかもしれないが、英語版があるかは不明。</li> <li>✓ Strategy の中で Action Plan が示されている。しかし、Ministry of Finance がどの計画に予算を付けてくれるかは現時点で分からない。</li> <li>✓ 重点地域があるか、地域間の連携強化の必要性などに言及されているかなど、Strategy の詳細は把握していない。</li> </ul> </li> </ul>	

## Eco-Pliva

概 要	
日時: 10月24日(月) 16:30 - 17:30	
場所: Hotel Jaice	
出席者(調査団)	出席者(相手側)
宮原、川崎	Ms. Mira Jovic
<ul style="list-style-type: none"> <li>• 先行プロジェクト終了後の1カ月程は運営を行うことが大変だった。現在は、なんとかなっている。</li> <li>• 現在は、シポボ観光協会と協力して事業運営を行っている。ヤイツェからはあまり支援を受けていない。</li> <li>• 事務所は元のままで運営している。</li> <li>• イエゼロ、シポボとともに、EUプロジェクトの Eco-zone プロジェクトに応募して46,400ユーロ(うち17%はシポボの負担)を獲得した。</li> <li>• 申請書等は、自分たちで作成して応募している。</li> <li>• Oxfam Italia とは民宿開発で協力関係がある。</li> </ul>	

## RS Ministry of Transport and Communications

概 要	
日時: 10月25日(火) 10:00 - 11:00	
場所: RS Ministry of Transport and Communications	
出席者(調査団)	出席者(相手側)
下村	Ms. Mira Sofilj, Advisor to the Minister Ms. Nataša Kostić, Assistant of Minister for Road Transport

	<p>Mr. Miodrag Blagojević, Senior Associate for EU Programs, Funds and Projects, Donations and International Agreements</p> <p>Mr. Marinko Biljanović, Assistant of Minister for Air and Water Traffic</p>
<ul style="list-style-type: none"> <li>• Corridor Vc Project は両エンティティのプロジェクト。</li> <li>• Eastern Herzegovina 地域で、国道や高速道路の新規建設計画は現時点でない。</li> <li>• Trebinje、Bileca、Gacko 周辺の道路の地滑り対策工事の計画がある。現在は地滑りで通行止めになる事がある。</li> <li>• Kribacao・Stolac 間の道路も Ministry の管轄であり、周辺の道路も含めて道路改修計画がある。</li> </ul>	

## RS National Tourist Organization

<b>概 要</b>	
日時: 10月25日(火) 13:00 - 14:00	
場所: RS National Tourist Organization	
<b>出席者(調査団)</b>	<b>出席者(相手側)</b>
下村	Mr. Tihomir Ljubojević, General Manager Ms. Bojana Popović, Expert Associate
<ul style="list-style-type: none"> <li>• RS National Tourist Organization は Public Sector (FBiH Tourism Association も Public Sector)。</li> <li>• 主な活動は Entity レベルのプロモーションと関係機関間の調整。</li> <li>• スタッフは13名で、オフィスは Banja Luka のみ。</li> <li>• 予算 <ul style="list-style-type: none"> <li>✓ Ministry、政府からの定期的な予算はない。</li> <li>✓ 資金源は Accommodation Tax で、20%が Entity に、80%が Municipality の予算になる。</li> <li>✓ FBiH Tourism Association と異なり会員制ではなく、そのため会員費は資金源になっていない。</li> <li>✓ International Fair への参加、Promotion Material の作成などに対しては、Ministry から支援を受けて活動している。</li> </ul> </li> <li>• Eastern Herzegovina 地域の Tourist Organization は、Trebinje と Gacko の2つが既に設立されている。Bileca は設立準備中だが、法的手続きなどは完了しており、年内には立ち上がる予定。</li> <li>• REDAH との連携は特にないが、情報共有はしている。</li> <li>• BiH Tourism Association は法的には存在するが、機能していない。</li> <li>• Gacko の北に位置する Sutjeska National Park は Foca のエリアになる (JICA のプロジェクトで Foca も対象に含まれるのか?)。</li> <li>• Public Sector として、民間の投資を促進するために、Facilitator としての役割を果たしていく事が今後の課題。</li> <li>• 観光セクターの関係機関 (○: 存在する、×: 存在しない)</li> </ul>	

	BiH	RS		
		Entity	Region	Municipality
Tourism Association/ Tourist Organization	○	○	×	○
Travel Agency Association	○	○	×	×
Hotel & Restaurant Association	○	×	×	×
Chamber of Commerce	○	○	○	×
Scout Association	○	○	×	×

## Herzegovina-Neretva Canton Ministry of Trade, Tourism and Environment Protection

概 要	
日時: 10月26日(水) 10:00 - 11:00	
場所: Ministry of Trade, Tourism and Environment Protection	
出席者(調査団)	出席者(相手側)
下村	Ms. Semsja Bajrovic, Minister Assistant Mr. Zejnil Trešnjic, Minister Assistant, Department for Nature and Environment Protection
<ul style="list-style-type: none"> <li>• Tourism、Environment Protection、Inspection に対応している Ministry。</li> <li>• Ministry の職員は 35 名で、そのうち観光分野担当のスタッフは 2 名のみ、環境分野担当は 7 名（観光分野担当は、Assistant Minister と Administrator/Technical Staff の 2 名）。</li> <li>• 職員の新規雇用は難しいが、他の部・課から人を回すことは可能。</li> <li>• Herzegovina-Neretva Canton の Tourism Strategy は 2011 年夏に承認された。</li> <li>• Board Herzegovina-Neretva Canton は法的には政府機関ではなく、Ministry から Tourism Board への予算、また人事交流などもない。しかし、Minister が Tourism Board Herzegovina-Neretva Canton の President も務めており、Tourism Board との関係は強い。</li> <li>• City of Mostar や他の Municipality との定常的な連携はない。</li> </ul>	

- Konjic にある Lukomir (村の名前) は観光ポテンシャルが高い (Canyon of Rakitnica River)。

## Tourist Board Herzegovina-Neretva Canton

概要																																
日時: 10月26日(水) 10:00 - 11:00																																
場所: Tourist Board Herzegovina-Neretva Canton																																
出席者(調査団)		出席者(相手側)																														
下村		Mr. Ramiz Basic, Associate Tourism Expert																														
<ul style="list-style-type: none"> <li>• Tourist Board Herzegovina-Neretva Canton のスタッフは 18 名。 <ul style="list-style-type: none"> <li>✓ Head Office (Canton) : 7 名</li> <li>✓ Mostar Branch : 4 名</li> <li>✓ Konjic and Jablanica Branch : 1 名 (オフィスは Konjic)</li> <li>✓ Prozor Branch : 1 名</li> <li>✓ Citluk and Medugorie Branch : 2 名 (Citluk と Medugorie に 1 名ずつ)</li> <li>✓ Capljina and Stolac Branch : 1 名 (オフィスは Capljina)</li> <li>✓ Neum and Ravnor Branch : 2 名 (Neum と Ravnor に 1 名ずつ)</li> </ul> </li> <li>• Assembly と Council があり、それぞれメンバーは 2・3 名と 4 名。City/Municipality や Chamber of Commerce の職員がメンバーになっている (市長はメンバーになっていない)。</li> <li>• City/Municipality は、Assembly や Council のメンバーとして参加している他、イベント開催などで連携している。</li> <li>• Tourist Board Herzegovina-Neretva Canton の予算は年 1.2 million KM 程度で、宿泊税と会員費が資金源。この中から各支部に配分している。その他、ドナーのプロジェクトなど、プロジェクト・ベースの予算がある。</li> <li>• REDAH とは良い関係が築けている。</li> <li>• Eco Velez を再生させたい。</li> <li>• 観光セクターの関係機関 (○: 存在する、×: 存在しない)</li> </ul> <p>(* : State レベルなのか Entity レベルなのか曖昧で、確かな事は確認してみないと分からない。)</p> <table border="1"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2">BiH</th> <th colspan="3">FBiH</th> </tr> <tr> <th>Entity</th> <th>Region</th> <th>Municipality</th> </tr> </thead> <tbody> <tr> <td>Tourism Association/ Tourist Organization</td> <td>○</td> <td>○</td> <td>○</td> <td>△ (Canton の支部)</td> </tr> <tr> <td>Travel Agency Association *</td> <td>○</td> <td>×</td> <td>×</td> <td>×</td> </tr> <tr> <td>Hotel &amp; Restaurant Association *</td> <td>○</td> <td>○</td> <td>×</td> <td>×</td> </tr> <tr> <td>Chamber of Commerce</td> <td>○</td> <td>○</td> <td>○</td> <td>×</td> </tr> </tbody> </table>						BiH	FBiH			Entity	Region	Municipality	Tourism Association/ Tourist Organization	○	○	○	△ (Canton の支部)	Travel Agency Association *	○	×	×	×	Hotel & Restaurant Association *	○	○	×	×	Chamber of Commerce	○	○	○	×
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Travel Agency Association *	○	×	×	×																												
Hotel & Restaurant Association *	○	○	×	×																												
Chamber of Commerce	○	○	○	×																												

## Eco Velez

概 要	
日時: 10月26日(水) 14:30 - 15:30	
場所: Nevesine Municipality	
出席者(調査団)	出席者(相手側)
下村	Director
<ul style="list-style-type: none"> <li>主に予算的な理由で、Action Plans が実施できなかった。</li> <li>Ministry へのプロポーザル提出など活動はしているが、実質的には機能していない。</li> <li>6カ月前までは月に1、2度 Blagaj のオフィスに通っていたが、6カ月前に Mostar 側から来ている Administrator が辞めてしまった。それまでは、Blagaj までの交通費は Nevesinje Municipality が支払っており、オフィスの運営維持費は City of Mostar が負担していた。</li> <li>Tourist Board Herzegovina-Neretva Canton とは打合せをしていた。</li> </ul>	

## REDAH

概 要	
日時: 10月27日(木) 9:30 - 11:00	
場所: REDAH	
出席者(調査団)	出席者(相手側)
下村	Mr. Ivan Jurilj, Director
<ul style="list-style-type: none"> <li>REDAH は Board のコーディネーター、ファシリテーターとしての役割を果たしている。Board のメンバー自身が Chair を務め、Board は彼ら自身が主導している。</li> <li>現在 REDAH から観光セクターにかかわっているのは6名。</li> <li>Regional Development Board               <ul style="list-style-type: none"> <li>✓ 地域内の1 City と 22 Municipalities の全てが Assembly のメンバーになっており、そのうちの9 City/Municipalities が Regional Development Board のメンバーになっている。</li> <li>✓ メンバーは、地域、民族、業務、政治力などを考慮して Assembly によって決定される。任期は4年で、現在のメンバーは2011年7月から。</li> <li>✓ 2カ月に1回会合を開いている。</li> </ul> </li> <li>観光セクターの持続的な発展には、Local/Municipality レベルの活動が重要になる。</li> <li>Tourism Board とは連携しているが、Tourism Board と City/Municipalities の連携は上手く行っているとは言えない状況。Tourism Board はローカルレベルに下りて来ないので、市長達は不満を持っており、意思決定者に Tourism Board を含めたがらない。</li> <li>現在の体制を構築する以前、2008年に Tourism Coordination (Board)を設置して、各 Canton の Tourism Board と Eastern Herzegovina の協会で毎月会合を開いていたが、皆バラバラで上手くいかなかった。Tourism Coordination (Board)は現在でも残っているが、機能していない。そのため2011年に今の体制に変えた。</li> <li>JICA のプロジェクトは、REDAH の既存の Structure を活用できると良いのではないか。Regional Development Board や Tourism Development Board と同じような形の Council を別途設置するのは、メンバー自体も同じようになるので非効率。</li> <li>REDAH の Structure の下で、Herzegovina-Neretva Canton と Eastern Herzegovina それぞれの地域の活動を JICA がサポートする、というやり方はどうか。</li> </ul>	



- レポート
  - ✓ Tourism Market Research and Analysis : 未承認のため現時点では共有できない。
  - ✓ Tourism Value Chain Analysis : 2012 年 1 月に完成予定。
  - ✓ Tourism Development Plan : Tourism Value Chain Analysis の完成後に作成。

## City of Mostar

概 要	
日時: 10月27日(木) 12:00 - 13:00	
場所: City of Mostar	
出席者(調査団)	出席者(相手側)
下村	Ms. Admira Čustović, Tourism Advisor
<ul style="list-style-type: none"> <li>• 観光セクターを担当している職員は1名だけだが、業務内容に応じて他の部署の職員と協同しており、忙しい時なども手伝ってもらっている。</li> <li>• Ms. Čustović は Tourism Board の Assembly メンバーで、半年に1回の会合に参加している。Fair への参加などは Tourism Board と連携して活動しているが、日常的な協力関係は強くない。</li> <li>• ドナーのプロジェクト、Festival の主催、プロモーション資料の作成など、市がかかわっているプロジェクト・活動にかかわる事が日常の業務。</li> <li>• Tourism Board と WG など立ち上げて一緒に活動して行く事は問題ない。</li> </ul>	

## UNDP

概 要	
日時: 10月28日(金) 10:00 - 11:00	
場所: UNDP	
出席者(調査団)	出席者(相手側)
川崎、下村 本間 ( JICA Sarajevo Office)	Mr. Armin Sirčo, Assistant Resident Representative
<ul style="list-style-type: none"> <li>• Japan Fund で実施を希望していたプロジェクトのうち、1つのコンポーネント(自転車ルート整備)を実施予定で申請中。</li> <li>• Mostar に UNDP の Regional Office があり、Herzegovina 地域をカバー。</li> <li>• REDAH はローカル・パートナーの1つ。</li> <li>• 現在実施中のプロジェクトは、3カ月延長して2012年3月に完了予定。</li> </ul>	

## Ministry of Transport and Communications

概 要	
日時: 10月28日(金) 14:00 - 15:00	
場所: Ministry of Transport and Communications	
出席者(調査団)	出席者(相手側)
川崎、下村	Mr. Zoran Jelic, Expert Associate Ms. Snježana Ivković, Advisor for International

	Collaboration Mr. Mensur Hodžić HODZIC
<ul style="list-style-type: none"> <li>• BiH の Transport Strategy は作成されているが、承認されていない。</li> <li>• Čapljina – Trebinje – Nikšić (Montenegro)の鉄道建設計画 <ul style="list-style-type: none"> <li>✓ 調査 (Feasibility Study?) は完了していて、可能なら 2020 年までに整備したい。</li> <li>✓ European Commission の CARDS Program で、BiH と Montenegro の Joint Project。</li> <li>✓ 用途は貨物と旅客の両方。</li> </ul> </li> <li>• クロアチア、モンテネグロ、ギリシャを結ぶ高速道路と Vc Corridor を連結させる計画がある。 <ul style="list-style-type: none"> <li>✓ Pociteli から BiH を通ってモンテネグロに至る道路。</li> <li>✓ Feassibility Study の契約は済んでいる。</li> </ul> </li> </ul>	

## USAID-SIDA FIRMA Project

<b>概 要</b>	
日時: 10月28日(金) 15:30 – 16:30	
場所: USAID	
出席者(調査団)	出席者(相手側)
川崎、下村	Ms. Snježana Derviškadić, Team Leader Tourism Sector
<ul style="list-style-type: none"> <li>• Regional Cooperation Conference for Sustainable Tourism Development <ul style="list-style-type: none"> <li>✓ 観光セクターの Platform を立ち上げた: 年に1回開催して行く。</li> <li>✓ Regional Committee : 3カ月に1回開催して行く</li> <li>✓ クロアチアは進んでいるため、メンバーに含まれていない。</li> <li>✓ REDAH も参加した、</li> </ul> </li> <li>• Cultural Tourism と Adventure Outdoor Tourism の2つを重点的に支援している。</li> <li>• Herzegovina 地域でも活動しているが、Easter Herzegovina ではあまり活動していない。</li> <li>• FIRMA は Sarajevo と Banja Luka にオフィスがあり、観光を担当しているのは3名。</li> <li>• USAID は Flexible に活動できる。</li> <li>• C/P は行政ではなく、民間や Local Community。ただし、観光セクターは少し異なり、Municipalities などに専門家を派遣する事も考えている。</li> <li>• Herzegovina で活動するうえで、REDAH がベストのパートナーではないか。Tourism Board 等よりも断然良く、戦略などがしっかりしている。唯一の課題はスタッフが少ない事ではないか。USAID から REDAH への資金面での支援は大きくない。</li> <li>• Trebinje と Dubrovnik の関係は、Trebinje は開いているが、Dubrovnik が閉ざしている状況。</li> </ul>	

## Dubrovnik Tourist Board

<b>概 要</b>	
日時: 11月1日(火) 11:00 – 12:00	
場所: Dobrovnik Tourist Board	
出席者(調査団)	出席者(相手側)
川崎	Ms. Maja Milovic, Public Relations

- 観光客数は 2011 年（9 月まで）に 60 万人以上となり、上昇傾向にある。
- 宿泊者の平均泊数は 4.5 泊と長い。火、土曜日のフランクフルトからの直行便の関係もあるかもしれない。また、会議需要を積極的に受け入れていることも関係しているかもしれない。
- 最近の傾向としては、近隣のスロバニアなどを除けば、仏、英の観光客が多い、日本人も増加傾向にある。観光の興味としては歴史・文化である。ロシア、スカンジナビア諸国も増えつつある。
- Herzegovina との関係では、Mostar へのツアーは夏季では毎日。冬季では週 3 便が運行されている。料金は 450KN（EUR61）である。Trebinje へのツアーはほとんどない。
- Herzegovina とは、定期的に会議を行っているが観光というよりは国境を越えた野火対策が主な議題である。
- 組織的には、マーケティング、宣伝・広報、観光商品開発、統計の各部門がある。現在、組織改革中である。
- 年間予算は 200 万ユーロほどである。収入源はツーリスト税（夏季 7 KN・泊、冬季 4.5KN・泊）、会費収入及び市補助である。BiH のツーリストボードの仕組みはクロアチアの仕組みを下敷きにしており、ほとんど同じだと思う。
- 設置目的は、観光促進、観光商品開発、歴史・自然環境の保全、観光産業の調整、イベント開発、観光統計、税徴収の基本となる統計管理、観光センターの運営、広報、観光博への参加、観光に関連した都市開発への参加である。
- クルーズ船については、2005 年の 32 隻寄港をピークに観光客集中を避ける意味もあり控え気味である。ただし、来港の場合には停泊時間は 10 時間程あり、Mostar、Sarajevo へのオプションツアー運行は可能である。有力な顧客となり得る。
- EU 加盟に向けた、観光分野の基準や準備であるが、特にないと考える。
- これに関連して、EU のホテルの星数は規模、設備などの基準は決められており、歴史のあるホテルではサービスは 5 つ星でも EU 基準ではそれに見合う星が得られないので不満そうであった。
- ちなみに同氏は、日本での観光会議に参加したことがあり、日本に好意的である。面談日は同国の祭日であったが、わざわざ事務所に出てきてくれた。

**【モンテネグロ：コトールについての情報】**

- 2011 年現在までに 20 万人ほどの観光客があり、前年比 1 割 5 分ほどの伸びらしい。
- 最近、日本のテレビクルーが 2 週間ほど滞在し、その探訪番組は放映されたために日本人観光客は増加中とのことである。
- 家族経営の小規模なホテルがほとんどで団体ツアーの受入の難しいことが問題とのことであった。
- 周辺のビーチリゾートとして有名な Budva などではロシア人観光客(ビーチリゾート客)が多くなっており、また不動産購入なども活発となっている。(Budva 滞在のロシア人観光客は Trebinje にも来はじめている。(Trebinje での情報))

**Split Tourist Board**

<b>概 要</b>	
日時: 11 月 2 日 (水) 11:00 - 12:00	
場所: Split Tourist Board	
出席者 (調査団)	出席者 (相手側)
川崎	Mr. Vedran Matosic, Managing Director

<b>Ms. Alijana Vuksic, Tourist Information Center, Director</b>
<ul style="list-style-type: none"> <li>• 2011年1~9月までの観光客数は60万人程で、内宿泊者数23万人程である。</li> <li>• 平均宿泊は3~3.5泊である。</li> <li>• 独、スペイン、仏観光客が多く、歴史・文化が主な興味対象である。</li> <li>• 日本人観光客は本年9月までで1万人程である。</li> <li>• Herzegovina との関係では、Split は Medugorje の玄関となっており、アメリカなどの各国のカトリック信者が当地から宗教観光の団体ツアーに出かける。最近では Split より Medugorje の近くまで高速道路がつながったため、3時間程で到着可能である。</li> <li>• 上記の宗教ツアーは、ほとんどが発地国でのパッケージツアーであり、こちらでは詳細は不明である。</li> <li>• 去年は264隻のクルーズは寄港した。5~6時間程の滞在が多い。</li> <li>• おおむね4~11月は繁忙期である。</li> <li>• 出来る限り宿泊数を伸ばしたいため、博物館などが見放題の Split 3 Days Card の発売を開始した。また、宿泊に貢献するコンベンションも誘致したい。</li> <li>• ボードの運営、資金源などは Dubrovnik とほぼ同じである。</li> </ul>

## FORTUNA tours

<b>概 要</b>	
日時: 11月4日(木) 9:00 - 10:00	
場所: FORTUNA Tours	
出席者(調査団)	出席者(相手側)
川崎	Mr. Mili Bijavica, Managing Director
<ul style="list-style-type: none"> <li>• BiHにおける最大級の旅行オペレーターであり、ツアーは国内から近隣諸国までに及ぶ。同氏は同社のオーナーであり創業者でもある。</li> <li>• 具体的な数字は分からないが、ビジネスの感じとして Dubrovnik などと同様に、Mostar も観光客が増えている。特に、イタリア、スペイン観光客あたりが増えているように思える。Medugorje のカトリック宗教観光からの周遊と考えられる。</li> <li>• 日本人観光客は大地震以降ではやや減少したように思える。日本人観光客はあまり季節変動がないように思える。</li> <li>• スロベニア、クロアチア、セルビア、モンテネグロ、アルバニア、マケドニアを対象に最長22日間までの各種ツアー商品を展開している。クロアチアとの連携では、Mostar から Dubrovnik など巡る7~8泊程度のツアーが一般的である。</li> </ul> <p>◆民間の立場から、以下の組織に対する個人的な意見を聞いた◆</p> <p><b>【Tourist Board Herzegovina-Neretva Canton】</b></p> <ul style="list-style-type: none"> <li>• 観光への専門性はほとんどなく、観光地全体のマネジメントをほとんど行っていない。何をすべきかを知らないように思える。</li> <li>• 会費を支払っているが、それに見合った見返りはない。例えば、同社では新しくホテルを開業したが、観光協会発行の Mostar パンフレットは5年前のままのため、新しい施設が地図上に紹介されていない。サポートがない。観光案内所も繁忙期のみで通年開業ではない。</li> <li>• 駐車、河川の美化、歩道への無秩序な商品陳列(土産店の)の指導など、観光地としてのアメニティを高める活動はいくつもあがるが、これらへの取り組みもない。</li> </ul> <p><b>【REDAH】</b></p>	

- 直接的な（ビジネスの）付き合いはほとんどない。（同氏は REDAH の Tourism Board メンバーではある。）
- 専門家はそろっており、観光協会よりははるかに専門性の高い集団である。何を行うべきかも知っている。
- 民間にとっては、様々なビジョン・計画よりは、より実務的な、例えば中小企業への融資や経営支援に関心が集まるが、これらの支援はあまりない。
- 前観光大臣時には予算が潤沢だったように思えるが、現大臣になってからは減額傾向にあるようにみえる。
- 色々なプロジェクトを手掛け、資金を得るのはうまいように思える。
- プロジェクトを請け負う仕事のやり方に慣れている。JICA 的なアプローチには理解を求める必要があるかもしれない。

## 阪急交通社（国内での観光動向調査）

概 要	
日時: 10月12(水) 11:00 - 12:00	
場所: 阪急交通社	
出席者(調査団)	出席者(相手側)
川崎	本多宏樹(海外営業二課)
<p>面談主旨</p> <p>①ボスニア周辺の邦人ツアーの現状把握</p> <p>②当該地及び周辺の観光的な潜在性</p> <p>③新規商品の可能性 など</p> <p>【内 容】</p> <ul style="list-style-type: none"> <li>• ツアー参加者は、60歳台、海外旅行を多く経験し、新たな行き先を探している人が多い。</li> <li>• まだまだツアー先としては需要がある。</li> <li>• 2008年がツアーのピークで、東京だけで7~8,000人・年、全国の支店で開催した総計では2万人・年ほどにはなると思う。(阪急のみ)</li> <li>• ツアールートとしては、8~9泊ではスロベニアから南下し、Split~Dubrovnik~Mostar から北上して帰国のパターンとなる。</li> <li>• Mostar 宿泊のツアー商品もあるが、その場合には10泊程度の期間が必要となる。Mostar 宿泊のツアーは、全クロアチア・ボスニアツアーの1割程度である。まだ、Mostar にて適当なホテルを押さえていないことも要因である。</li> <li>• Dubrovnik~Mostar~Sarajevo をコースとするツアーもある。ただし、これも最低10泊程度の期間が必要となる。</li> <li>• ボスニアの観光組織は、クロアチアに比べると熱心さがさうとう低いように思う。逆に、クロアチアがさうとう熱心とも言える。</li> <li>• このため Mostar、Sarajevo 以外のボスニア国内の観光地や観光資源の情報があまり入ってこない。</li> <li>• 今後については、8日間程度のブレット~プリトヴィツェ~Split~Dubrovnik~Mostar~ザグレブといった定番に加えて、旅慣れた人たちへの周辺部を含めた商品も開発したい。</li> <li>• 現在、商品として考えているのは、セルビア~マケドニア~アルバニア~モンテネグロ</li> </ul>	

～ボスニアを巡るツアーである。自然、文化を織り交ぜたツアーを模索中である。

- 大口送客の旅行社として、エコなどのテーマの偏った商品は作らない。あくまで、旅慣れた一般客が楽しめる旅程・内容を考えている。その点では、南部バルカン（南 Herzegovina、モンテネグロ、アルバニア、モンテネグロ）は商品開発の余地はありそう。
- ツアー的には、アドリア海沿いに比べて、ボスニア内陸部は交通時間のかかることがネックでもある。



## 1. 案件名

国名 : ボスニア・ヘルツェゴビナ

案件名(和名) : ヘルツェゴビナ国際観光コリドー・環境保全プロジェクト

(英名) : Project for Herzegovina International Tourism Corridor Development and Environmental Conservation

## 2. 事業の背景と必要性

## (1) 当該国における観光セクター／南ヘルツェゴビナ地域の現状と課題

ボスニア・ヘルツェゴビナ国は、サラエボやモスタルの歴史的街並み、地方部の山や湖、川の自然風景の他、スパ・リゾートやエコツーリズム、農村滞在型観光、アウトドア・スポーツ等、多種多様な観光資源を持っており、観光客数、収入ともに増加傾向にある。特に、隣国クロアチア等アドリア海沿いには相当数の観光客が来訪しており、地理的に近接する南ヘルツェゴビナ地域には、更なる観光客増が期待されている。しかし、同国では、紛争の影響により観光産業が低迷した時期が長かったため、現在も国家レベルでの観光産業振興の取り組み体制が十分に構築されていない状況である。主な課題としては、①観光商品やプロモーション等のマーケティング能力の欠如、②観光地・地域間の連携とそれを支える行政能力の不足、③観光振興に必要なインフラ、統計データ等の不足等が挙げられ、本プロジェクトは、こうした取り組みを実施するための体制構築を支援するものである。

## (2) 当該国における観光セクターの開発政策と本事業の位置づけ

ボスニア・ヘルツェゴビナ国の上位開発計画として2004年に策定された中期開発戦略(Mid-term Development Strategy : MTDS)は、2006年の改訂作業を経て、マクロ経済の安定、EU加盟等を目標に掲げた。MTDSの後継戦略として策定中の国家開発戦略(Country Development Strategy : CDS)は未完成だが、MTDSを踏襲した内容となると見られている。観光産業は国家の重点産業として位置づけられており、観光関連の税制の見直し、中小企業支援、自然・文化遺産の保護、人材育成等が重視されている。ボスニア・ヘルツェゴビナ国は、1995年12月に署名された Dayton 合意に基づき国家の下に存在する準国家的な統治機構として、ボスニア・ヘルツェゴビナ連邦(FBiH)、スルプスカ共和国(RS)という二つの構成体(エンティティ)に分かれており、具体的な観光振興戦略は各エンティティ政府が策定することとなっている。FBiH環境・観光省策定の「ヘルツェゴビナ観光戦略 2008-2018」、RS国土計画建設環境省策定の「スルプスカ観光開発戦略 2011-2020」では、ともに自治体を中心とした観光振興、地域間連携の重要性が示れ、本プロジェクトの支援内容と合致していると言える。

## (3) 観光セクターに対する我が国及びJICAの援助方針と実績

我が国は、ボスニア・ヘルツェゴビナ国に対し、①平和の定着・民族の和解、②民間セクター開発、③環境保全の3分野を重点とした支援を行っている。観光分野では、紛争で対立した民族間で協力して地域の再生に臨むべく、2003年～2006年に「エコツーリズムと持続可能な地域づくりのための開発計画調査」を実施し、2007年～2009年には同計画の推進を支援する技術協力「エコツーリ

## 2. 事業の背景と必要性（続き）

ズムを中心とした持続可能な地域振興プロジェクト」を実施した。

### （4）他の援助機関の対応

ボスニア・ヘルツェゴビナ国における観光セクターでは、EU、米国開発庁（USAID）、ドイツ国際開発公社（GIZ）を中心とし、複数の支援が行われている。実施中の主なプロジェクトは以下の通り。

OEU：EU加盟に向け、2つのエンティティ及びブルチコ行政区における観光産業の包括的な技術協力（国家レベルの観光開発戦略、観光関連分野の法的・制度的枠組み強化、マーケティング戦略、人材育成・研修の実施）を展開中。

○USAID／SIDA：EU加盟の経済基準である「市場経済が機能しておりEU域内での競争力と市場力に対応するだけの能力」を強化するため、観光・木材加工・軽工業／金属加工の3分野（「BiH」国GDPの40%を占める）における能力開発を実施中。

○GIZ：青少年団体等のユースツーリズムのネットワークサービスを構築し、海外での就業者数が増加する「BiH国」の若者が、国内観光セクターでの就業機会を増やす活動の支援を実施中。

## 3. 事業概要

### （1）事業目的（協力プログラムにおける位置づけを含む）

本プロジェクトは、南ヘルツェゴビナ地域において、同地域内の観光拠点と近隣国の観光拠点をつなぐ「国際観光コリドー」形成に向けた観光振興アクションプランの策定、及び同プランの推進体制の構築等を行うことにより、持続可能な観光振興の取り組み体制の確立をはかり、もって同地域の観光収入の増大、雇用機会の創出に寄与するものである。

### （2）プロジェクトサイト／対象地域名

南ヘルツェゴビナ地域

### （3）本事業の受益者（ターゲットグループ）

- ・南ヘルツェゴビナ地域の観光振興に関与する自治体等職員
- ・南ヘルツェゴビナ地域の観光業従事者（観光協会、NGO、民間業者等）

（4）事業スケジュール（協力期間）                      2012年 7月 ～ 2015年 6月 （計36ヶ月）

（5）総事業費（日本側）    3.0(億円)

### （6）相手国側実施機関

貿易経済関係省（BiH）、環境・観光省（FBiH）、貿易・観光省（RS）、南ヘルツェゴビナ地域の自治体

### （7）投入（インプット）

#### 1）日本側

- ・専門家派遣：チーフアドバイザー、観光開発計画、組織体制分析、観光マーケット・プロモーション戦略、プロジェクト計画、プロジェクト管理、業務調整等
- ・カウンターパート本邦研修
- ・機材供与：活動用車輛、パイロット事業実施に必要な資機材、事務機器

## (7) 投入（インプット）（続き）

### 2) ボスニア・ヘルツェゴビナ側

- ・カウンターパート配置
- ・パイロット事業にかかる運営維持管理費

## (8) 環境社会配慮・貧困削減・社会開発

### 1) 環境社会配慮／用地取得・住民移転

①カテゴリ分類：C

②カテゴリ分類の根拠

本プロジェクトによる環境への影響等はない。

### 2) ジェンダー・平等推進／平和構築・貧困削減

一般的に観光産業自体が他産業に比べて女性や若年層に対して雇用や所得をより多く創出する産業とされている。本プロジェクトにおいて策定されるアクションプランの検討にあたっては、必要に応じ、ジェンダー情報を収集し、観光開発による裨益が男女双方に適切にもたらされる工夫や、ジェンダー視点からの負の影響を検証し、計画に反映させる。

### 3) その他

.

## (9) 関連する援助活動

### 1) 我が国の援助活動

官民連携の実施枠組みの構築については、ボスニア・ヘルツェゴビナ国にて先行して実施された「エコツーリズムと持続可能な地域づくりのための開発計画調査」（2003年～2006年）、技術協力「エコツーリズムを中心とした持続可能な地域振興プロジェクト」（2007年～2009年）で得た知見を活用する。

### 2) 他ドナー等の援助活動

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## 4. 協力の枠組み

### (1) 協力概要

#### 1) 上位目標

「国際観光コリドー」の確立を通じ、南ヘルツェゴビナ地域の観光収入の増大、雇用機会の創出が図られる。

指標：

南ヘルツェゴビナ地域における観光産業の雇用数・観光収入

#### 2) プロジェクト目標

「国際観光コリドー」の形成に向け、南ヘルツェゴビナ地域において、官民連携の持続可能な観光振興の取り組み体制が確立される。

指標：

指標1： 南ヘルツェゴビナ地域における観光産業に参画する団体・組織数

指標2： 南ヘルツェゴビナ地域における官民ステークホルダーによる観光振興関連活動の種類及び実施回数

指標3： 南ヘルツェゴビナ地域における観光振興にかかる官民連携組織の活動・運営状況

### 3) 成果及び活動

成果：

成果1： 国際観光コリドー形成のための南ヘルツェゴビナ地域の観光振興のアクションプランが策定される。

成果2： アクションプランの実施マニュアルが作成され官民連携による観光振興の実施・モニタリング体制が構築される。

成果3： アクションプランの実施に必要な観光振興にかかる官民ステークホルダーの活動能力が向上する。

指標：

指標1-1. 観光振興アクションプランの周知活動の回数

指標1-2. 関係機関による観光振興アクションプランの認知度

指標2-1. 実施マニュアルに基づく観光関連活動数

指標2-2. 観光分野の各種会議等の実施回数

指標2-3. 観光関連活動に基づき整理された課題の内容及び観光振興アクションプランへの反映内容

指標3-1. 観光分野におけるワークショップの実施回数

指標3-2. 観光分野の研修コース数及び研修実施回数

指標3-3. 観光分野の研修への参加人数

指標3-4. 観光振興アクションプランの理解度

活動：

活動1-1. 南ヘルツェゴビナ地域の社会経済状況、観光産業、関連組織の現状把握、分析を行い地域の観光振興における問題点、課題を関係者間で共有する。

活動1-2. 「国際観光コリドー」のルートの特定、及び同構築に向けた南ヘルツェゴビナ地域の観光振興の在り方を検討し、関係者間で共有する。

活動1-3. 「国際観光コリドー」の構築に向けた南ヘルツェゴビナ地域の観光振興アクションプラン（案）を策定する。

活動1-4. 成果2の各種活動を通じ、アクションプランを最終化する。

活動2-1. 活動1-3で策定されたアクションプラン（案）に基づいたパイロットプロジェクトの実施計画を策定する。

活動2-2. パイロットプロジェクトの実施・モニタリング体制を検討する。

活動2-3. 活動2-1の実施計画に基づいてパイロットプロジェクトを実施

活動2-4. パイロットプロジェクトのモニタリング、レビューを行う。

活動2-5. アクションプランの実施マニュアルを作成する。

活動2-6. アクションプランの実施・モニタリング体制を最終化する。

活動：（続き）

活動3-1. パイロットプロジェクト実施に必要な技術・知識を整理する

活動3-2. アクションプランを実施する関係機関の能力強化計画、実施体制を検討する。（シラバスの作成、研修教材の作成、研修旅行計画の作成）

活動3-3. パイロットプロジェクトを通じたOJTを実施する。

活動3-4. 活動3-2に基づきワークショップ、セミナー、研修（本邦研修含む）を実施する。

#### 4) プロジェクト実施上の留意点

・本プロジェクトは、2つの異なる行政体系を有するエンティティを対象とし、共同して地域単位の観光振興を図ることを目的としている。開始当初はエンティティ別に活動を行うことを想定するが、プロジェクトの終盤では、地域一体となって観光振興を行う体制を構築することを目指す必要がある。

・本プロジェクトの具体的なプロジェクト対象都市、関係者の特定、各指標の基準値・目標値はプロジェクト開始後のベースライン調査及びアクションプランの策定過程において最終確定する予定。

### （2）その他インパクト

## 5. 前提条件・外部条件（リスク・コントロール）

### （1）事業実施のための前提

- ・カウンターパート人員が適切に配置される。
- ・プロジェクト実施に必要な予算（相手国負担分）が確保される。
- ・プロジェクト実施が主要なステークホルダーに理解される。

### （2）成果達成のための外部条件

- ・本プロジェクトで技術移転されるカウンターパート人員が継続してプロジェクトに従事する。

### （3）プロジェクト目標達成のための外部条件

- ・観光開発にかかる国家/エンティティの政策の大幅な変更が行われない。

### （4）上位目標達成のための外部条件

- ・観光業に長期に亘って打撃を与える景気後退、政治不安、自然災害などが起こらない。

## 6. 評価結果

本事業は、ボスニア・ヘルツェゴビナ国の開発政策、開発ニーズ、日本の援助政策と十分に合致しており、また計画の適切性が認められることから、実施の意義は高い。

## 7. 過去の類似案件の教訓と本事業への活用

先行して実施された「エコツーリズムを中心とした持続可能な地域振興プロジェクト」では、プロジェクトを通じて構築された組織・仕組みの、特に財務面ならびに人的な自立発展性を確保するためには、関係自治体ならびにエンティティ政府の関係省庁による資金的、物理的、人的支援の提

## 7. 過去の類似案件の教訓と本事業への活用（続き）

供が重要であるとしている。本プロジェクトでは、開始当初から関係自治体の役割を明確化させ、主体的に活動に参画する工夫を施すこととする。

## 8. 今後の評価計画

（1）今後の評価に用いる主な指標

4（1）のとおり。

（2）今後の評価計画

事業開始6ヶ月以内	ベースライン調査
事業中間時点	中間レビュー
事業終了6ヶ月前	終了時評価
事業終了3年後	事後評価

注釈



## 6. 収集資料リスト

番号	資料の名称	形態	種類	発行機関
1	Tourism Development Strategy in the Federation of Bosnia and Herzegovina for the period from 2008 – 2018 (Draft, English)	電子ファイル	収集資料	Federal Ministry of Environment and Tourism
2	Tourism Development Strategy of the Republic of Srpska for the Period 2011 – 2020 (Bosnian)	電子ファイル	収集資料	RS Ministry of Trade and Tourism
3	RS Tourism Law (Bosnian)	電子ファイル	収集資料	Republic Srpska
4	Basis for Tourism Development Strategy Herzegovina-Neretva Canton 2011 – 2021 (Bosnian)	電子ファイル	収集資料	Herzegovina-Neretva Canton Ministry of Trade, Tourism and Environment Protection
5	Development Strategy of Municipality Trebinje 2009-2017 (English)	電子ファイル	収集資料	Municipality Trebinje
6	REDAH's Presentation Slides (Tourism Development in Herzegovina, English)	電子ファイル	収集資料	REDAH
7	Report on the gastronomic Offer in Herzegovina (Bosnian)	電子ファイル	収集資料	REDAH
8	Round Table Conclusion "Herzegovina as a Brand" (Bosnian)	電子ファイル	収集資料	REDAH
9	FBiH Statistical Yearbook 2010 (English)	電子ファイル	収集資料	FBiH Federal Office of Statistics
10	RS Statistic Yearbook 2010 (English)	電子ファイル	収集資料	RS Institute of Statistics
11	Statistical Yearbook of the Republic of Croatia 2010 (English)	電子ファイル	収集資料	Croatian Bureau of Statistics





