

Example of good practice	Linking the local tourist offer with the objective of sustainable development of tourism in Blidinje
Categories	local products; local initiatives; tourism
Organization	Visit Blidinje
Partners	Blidinje Nature Park; mountaineering clubs (Jablanica, Prenj, Posušje, Tomislavgrad and the Mountain Rescue Service), local producers (10) and providers of tourism-related products and services (10)
Location	Blidinje Nature Park
Country	Bosnia and Herzegovina
Form of protection	Nature Park, IUCN IV
Scope of implementation (local, national)	Local
Time	2 years
People	3 (volunteers)
Budget	BAM 50,000
Funding	Donations; GIZ (EU ProLocal); Federal Ministry of Environment and Tourism of Bosnia and Herzegovina
Project info	http://www.visit-blidinje.com/
Contact	Marija Vukoja
Achievements	<ul style="list-style-type: none"> • Development of 8 new tourist packages • Development of an online app containing all the information on the Blidinje tourist offer • Linking local producers (10 families) and providers of tourism-related products and services (10 persons) • All the residents of the Park actively participate in the work of the association (24 persons)

	<ul style="list-style-type: none"> • First campaign on the importance of environmental protection and waste management (5 July) • Foundation of the Blidinje Volunteer Fire Department • Development of the Blidinje brand • 8 typical local products (cow cheese produced in bellows, mountain tea, homemade jam, rye flour, pine brandy, medicinal pine needle honey, Iceland moss syrup, medicinal herb balm) • Over 6,000 followers on social networks
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Problem/Opportunity	
Problem	<ul style="list-style-type: none"> • Lack of a serious and high-quality tourist offer; • Lack of authority and capacity of the managers of the protected area; • Poor interconnectedness of the local offer
Opportunity	<ul style="list-style-type: none"> • Existent supply and demand; • High-quality natural resources; • Widely recognised destination
Planning	
Pre-requisites for success	<u>Legal</u> Registering the association, establishing a statute and area of activity
	<u>Institutional</u> Support of the Blidinje Natural Park; Support of the competent municipalities (3) and counties (3); Support of the Ministry of Environment and Tourism
	<u>Internal capacities</u> Experience with tourism in the area of the Blidinje NP;

	Knowledge of the state of the local offer and its active participants (potentials and faults)
Initial idea	Inspired by the „Hercegovina” cluster. The objective was the consolidation of the existing tourist offer. Founders are also the biggest providers of the local offer and service in the Blidinje NP (restaurant/hotel and ski resort).
Strategies	The development was not part of existing strategies.
Partner roles	Initial meeting to express interest in cooperation. Joined effort in developing the action plan. Setting clear terms of cooperation and signing an agreement. Regular meeting and conducting the action plan activities.
Implementation	
Project key stages	<ol style="list-style-type: none"> 1. Analysis of active participants in the park area 2. Registration of the association 3. Analysis of the existing tourist offer and its quality 4. Selection of partners and dividing them into groups (local producers, mountaineering clubs, tourism-related providers) 5. Defining common objectives (between the association and local active participants) 6. Drafting a 5-year action plan 7. Regular meetings and activities with the local active participants 8. Continued education on the importance of environmental protection 9. Creating a cooperation agreement with active participants 10. Promotion and marketing of the association’s objectives on the regional level (Herzegovina)

	11. Creating a brand of the destination and typical local products
Stakeholders selection	All local stakeholders are included in the work of the association.
Vulnerable groups involvement	Equal involvement of both genders in the activities of the action plan and producing local products. Women are in the forefront of the production of medicinal herb products and cheese.
Rights to information	Through regular meetings (over 50 so far) and the association's action, all locals and local active participants have been informed on their rights and options. They are involved in the development of action plans.
Communication	Digital marketing (Facebook, Instagram, website), over 6,000 followers. Promotional activities through TV, press, radio, billboards. Viber group for the purpose of invitations to meetings.
Challenges	Financial: Lack of resources and private funding Administrative: Unclear legal framework regarding protected area management With the stakeholders: Lack of registration and categorisation for certain producers
Change	
Positive effects on environment	Greater pasture areas, which diminishes succession. Less waste pollution due to cleaning initiatives and raising public awareness.

Positive economic and social changes	Public sector (local, national) Social: recognisability of the area
	Business sector Economic: increased income Social: added value through the association's work; better promotion; higher quality of the tourist offer
	For the protected area managers Economic: Social: stable local partner; cooperation with the local community; promotion of the Blidinje Natural Park; development of a long-term strategy
	For the local population Economic: increased income (10 families) Social: common effort; added value for products; better promotion; higher quality of the tourist offer; support for future work and development
Key benefits	For nature Less waste pollution by means of improvement of the waste management system.
	For the people Development of a new offer and improving existing content through common effort.
Replication and recommendations	
Essential things for replication	<ul style="list-style-type: none"> • Existence of clear action objectives (mission and vision) • Institutional support • Interest of the local community

	<ul style="list-style-type: none"> • Honest attitude towards partners and regularly providing information • Continuous joined effort in achieving goals • Financial resources
Recommendations	Focus on the priorities regardless of the wide scope of action.
Sustainability	Diversify the source of income for the association (own income, applying for projects). Dedication of all included active participants to the achievement of the goals.
Needed policy improvements	Developing a sustainable development strategy in the region, as well as other strategic documents to support sustainable development in tourism and the protection of the Blidinje NP. Lack of legislation regarding the management of the Blidinje NP and of the authority.
Expectations	
From the “Nature for People” site?	New partnerships to improve the area. Technical and financial support for the work of “Visit Blidinje”.
From WWF?	Cooperation on projects (a grant awarded through the Parks Dinarides).