

EXPECTED RESULTS

1. Promotion of the cross-border area through joint activities focused on voluntourism as an innovative tourism product based on sustainable development.
2. Increased and reinforced cross-border and cross-sectoral cooperation between tourist associations, civil society organizations and other key tourism stakeholders in development of voluntourism through the transfer and sharing of practical knowledge, experiences/best practices and information, which contribute to the amelioration of neighborly relations and the creation of a joint tourist area (including a total of 25 people from at least 10 organizations/institutions).
3. Strengthened capacities of volunteer organizers for the development and application of high-quality activities in the field of sustainable tourism and voluntourism projects, which are based on the principles of social entrepreneurship and the tourist offer promoting the original local/regional values and which extend the tourist season (at least 30 people from 15 organizations/institutions, with at least 2 developed voluntourism programs).
4. Increased capacities (up to 30) of small and medium tourist companies for the development of tourism products that meet the needs and standards of market niches of special interest.

The project is designed for organizations operating in the field of tourism, non-profit civil society organizations and representatives of local administrative units. Promotional activities include tourists and the general public.

The project "Open up a border for adventure and new travel opportunities" is implemented under the EU program on cross-border IPA component II, the Program on Cross-Border Cooperation Croatia - Montenegro 2007 - 2013.

The project is managed by the EU Delegation in Montenegro and the Agency for Regional Development of the Republic of Croatia, implemented in cooperation with: Association "MI" - Split, the Association for Civil Society Development "Bonsai", the Association of Croatian Travel Agencies from Croatia, the Association for Democratic Prosperity "ZID" and the Municipality of Herceg Novi from Montenegro.

"This project is co-funded by the Office for Cooperation with NGOs of the Government of Republic of Croatia"

This publication has been prepared with the assistance of the European Union. The contents of this publication are the sole responsibility of the Association "MI" - Split and one cannot consider, in any way, this publication to reflect the views of the European Union.



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Voluntourism



Destination of adventure,
nature and engagement



Open up a border for adventure and new travel opportunities

As innovation in the community, voluntourism, aimed at tourists interested in an active vacation and getting acquainted with the destination via direct social contact and participation in socially responsible programs, represents the basis for development of tourism products that will contribute to the appeal of the Croatian-Montenegrin border areas.

As main industry in Montenegro and the Croatian Littoral, tourism will encourage, through innovative and environmentally sustainable tourism products, the development of a sustainable practice and contribute to the improvement of cooperation between the profit, public and non-profit sector in the development of new concepts for vacation and travel, and to the development of voluntary activities in the region rich in its traditional way of life, natural beauties and preserved environment. Voluntourism leads to positive results that respond to the needs of visitors, the economy, community and the environment. The project provides support to marginalized social groups to use, via projects on sustainable voluntourism projects, the motivation and energy of volunteering in the development of a joint cross-border tourism area.

The project "Open up a border for adventure and new travel opportunities" foresees various activities for the promotion of voluntourism, linking stakeholders from different sectors and strengthening their capacity to develop new programs based on social entrepreneurship.

OVERALL OBJECTIVE

The overall objective is to contribute to the promotion of Croatian and Montenegrin tourist potentials as an integral tourist destination, improving the environment for the establishment of new tourism products based on sustainable development of the program area and improvement of social connections in the cross-border area.

SPECIFIC OBJECTIVE

The specific objective is to strengthen the cooperation between the public, profit and non-profit sector by developing voluntourism as an innovative and distinctive tourism product on joint tourism territory of Croatian-Montenegrin border areas.

PROJECT NAME

„Open up a border for adventure and new travel opportunities“

DURATION

18 months, April 15, 2016 – October 14, 2017

PARTNERS

Lead Beneficiary coordinator in Croatia:
Association „MI“ – Split
Partner/ Croatia:
Association for Civil Society Development “Bonsai”
Partner/ Croatia:
Association of Croatian Travel Agencies
Coordinator in Montenegro:
Association for Democratic Prosperity – ZID
Partner/ Montenegro:
Municipality of Herceg Novi

VALUE

EU grants for Croatian users: 112.873,48 EURO
EU grants for Montenegrin users: 136.838,42 EURO

TOTAL VALUE OF THE PROJECT:

294.966,9 EURO

www.volonturizam.info

Have you ever thought about voluntourism?

