

CONNECTING SEPARATED

O projektu

Grad Solin je vodeći partner na projektu *Connecting Separated*, koji se financira sredstvima EU kroz IPA program prekogranične suradnje Hrvatska - Bosna i Hercegovina 2007-2013. Općina Ljubuški projektni je koordinator (nositelj) s BiH strane. Još dvije institucije sudjeluju na projektu kao partneri: Javna ustanova RERA S.D. za razvoj i koordinaciju Splitsko - dalmatinske županije s hrvatske, te Javna ustanova Razvojna agencija Županije Zapadnohercegovačke - HERAG s BiH strane. Projekt je započeo 1.5.2015. godine i provodit će se kroz 24 mjeseca.

Opći cilj je razvijanje prepoznatljive turističke ponude - povijesne rute rimske ceste Salona (Solin) - Bigeste (Ljubuški) - Narona (Vid), kako bi se poboljšala konkurentnost lokalnog turizma prekograničnog područja na temelju zajedničke kulturne i prirodne baštine.

Specifični ciljevi

1. Brendirati i promovirati zajedničku prekograničnu turističku atrakciju - rutu rimske ceste Salona-Bigeste-Narona - uz razvoj turističke infrastrukture na povijesnim lokalitetima rimskog vojnog logora Bigeste i luke Salona te postavljanje signalizacije na znamenitostima duž rute;

2. Poboljšanje kapaciteta turističkih zajednica i udruga koje djeluju duž rute kako bi što uspješnije promovirali ovaj, ali i stvarali nove kulturno-turističke proizvode i događanja.

Očekivani rezultati

1. Povećana atraktivnost prekograničnog područja Hrvatske i Bosne i Hercegovine kao turističke destinacije kroz brendiranje oko 170 km rute rimske ceste Salona-Bigeste-Narona i revitalizaciju dva arheološka lokaliteta instalacijom manje infrastrukture i urbane opreme;

2. Unaprijeđeno znanje i vještine zaposlenih u turističkim zajednicama i udrugama s ciljem stvaranja i promoviranja turističke ponude i pružanja kvalitetne usluge turistima;

3. Podignuta svijest među građanima i turistima o ponudama, uslugama i znamenitostima područja, uz naglasak na dodanu vrijednost projekta *Connecting Separated* razvoju turizma na prekograničnom području;

4. Unaprijeđeno znanje i svijest javnih službenika i građana o revitalizaciji putem manjih infrastrukturnih radova i urbanih zahvata kao projektnih rezultata.

Glavne aktivnosti projekta su: 1. Upravljanje projektom; 2. Mapiranje rute rimske ceste; 3. Manji infrastrukturni radovi; 4. Edukacije i radionice; 5. Festival; 6. Vidljivost i marketing.

About the project

City of Solin is a lead partner of the project entitled *Connecting Separated*, funded by the EU through the IPA cross-border cooperation programme Croatia-Bosnia and Herzegovina 2007-2013. Municipality of Ljubuški is a coordinator on the BiH side. Two more institutions are partners on the project - Public institution RERA S.D. for coordination and development of Split-County from Croatia, and Public institution Development Agency West Herzegovina County - HERAG from BiH. The project started on 1.5.2015., and it is expected to last for 24 months.

Overall objective of the project is to develop a recognizable joint tourist offer - historical Roman road route Salona (Solun) - Bigeste (Ljubuški) - Naronna (Vid) based on the common environmental and cultural heritage in the Croatia-BiH cross-border area, in order to improve the competitiveness of the local tourism economy.

Specific objectives

1. To brand and promote joint cross-border tourism attraction - the Roman road route Salona-Bigeste-Naronna; to develop tourism infrastructure on the historical sites of the Roman military camp Bigeste and Salona harbor, as well as signalization of the main attractions along the route;

2. To build capacities of tourist boards and cultural /traditional/ environmental based NGOs along the road in order to successfully create and promote new cultural tourism products and events.

Estimated results

1. Increased attractiveness of the Croatia-BiH cross border region as a tourism destination through branding about 170 km of the Roman road route Salona-Bigeste-Naronna and revitalization of two archaeological sites by installation of the small scale infrastructure and urban equipment;

2. Raised knowledge and skills of employees of tourist boards and NGOs along the route in order to create and promote tourist offers and provide quality service to tourists;

3. Raised awareness among citizens and tourists of the offers, services and attractions of the sites and the benefit of the project to tourism development in the CB area;

4. Raised knowledge and awareness among the public servants and citizens of revitalization by small-scale infrastructure and urban interventions as a project's results.

Main activities of project: 1. Project management; 2. Mapping the Roman road route; 3. Small-scale construction and infrastructure works; 4. Educations and workshops; 5. Site-specific festival; 6. Project dissemination and visibility.



LOGOTIP



ZASTAVA EU i LOGO PROGRAMA



This Project is
funded by the EU

