



ADRION 5 SENSES



„Creating Synergy in tourism in the ADRION Region “

Sarajevo region touristic destinations in the ADRION Region

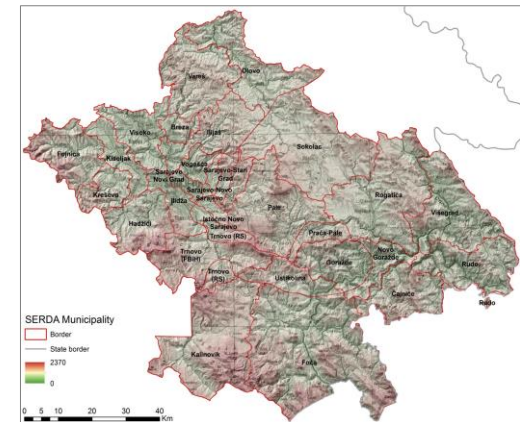


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Touristic potentials of Sarajevo macro region

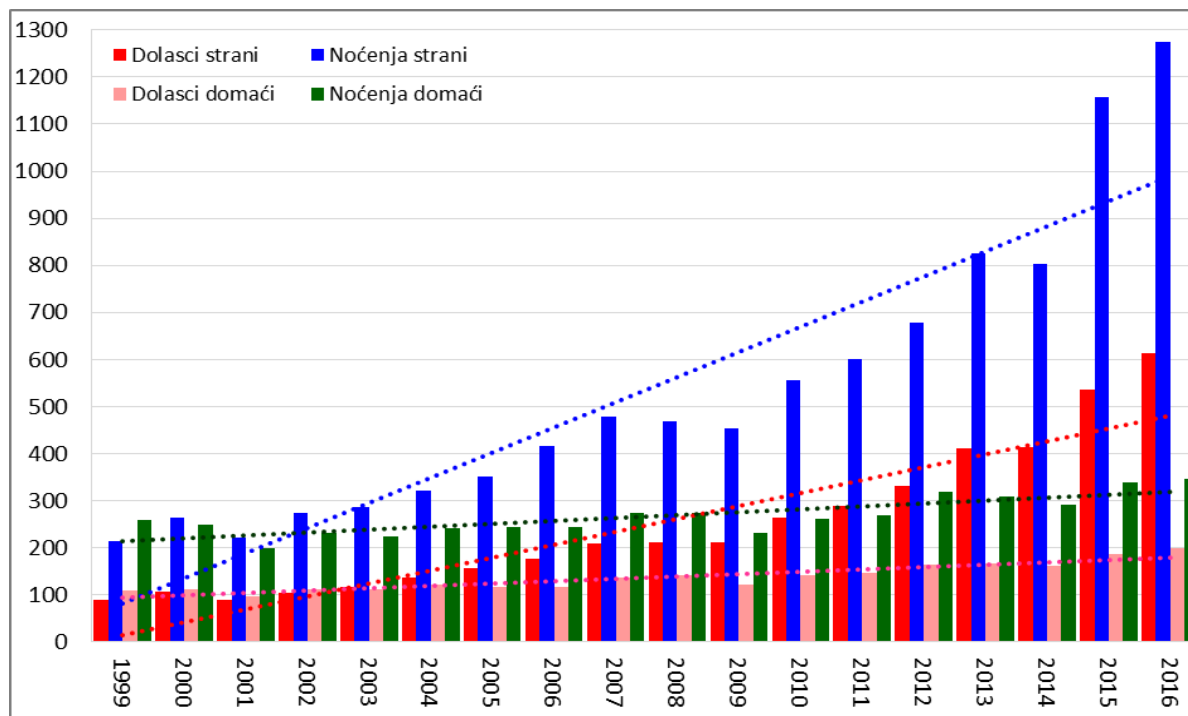
- Sarajevo region become every year more interesting for tourists;
- Tourism become very important source of income and drives economic activities which has not been used in view of the possibilities.



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Toursitic potentials of Sarajevo macro region



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Toursitic potentials of Sarajevo macro region

Year/ Accomod ation	Over night staying								
	2014			2015			2016		
	Total	Foreign	Domestic	Total	Foreign	Domestic	Total	Foreign	Domestic
Hotels	552.528	464.762	87.766	645.995	555.722	90.273	748.652	660.974	87.678
Resorts	16.614	14.107	2.507	31.302	27.385	3.917	38.002	33.680	4.322
Camping	8.341	7.902	439	8.276	8.011	265	12.139	11.938	201
Other	2.070	2.008	62	7.082	6.045	1.037	22.564	19.965	2.599
Total:	579.553	468.779	90.774	692.655	597.163	95.492	821.357	726.557	94.800



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Toursitic potentials of Sarajevo macro region

Sarajevo region provides different kinds of touristic destinations, such as:

- Historical
- Cultural
- Natural
- Sport
- Gastronomy
- Rural



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Obstacles in tourism sector in Sarajevo macro region

The most significant identified existing shortcomings and problems in the development of tourism in the Sarajevo Canton are:

- Insufficient legislation
- Insufficient education system in the tourism sector
- Insufficient strategic-documentary basis
- Insufficient implementation of existing legislation in various areas of tourism.



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Support to tourist sector in Sarajevo macro region

Lack of systematic support to tourism development in Sarajevo macro region is covered by different random projects. Focus of these projects was on:

- Education of tourist workers
- Promotion of touristic destinations
- Support to improvement of touristic infrastructure
- Creation of new touristic product...



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Projects in touristic sector

Some of the projects previously implemented in touristic sector:

- Support to eco tourism in NP Sutjeska
- Adriatic Route
- Intouract
- Adriatic Health and Vitality Network



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Creating synergy in tourism sector

To create good synergy in tourism it is necessary to work on developing of the local businesses, tourist products and public spaces.

It is necessary to create synergy between public authorities and private enterprises to support development of the touristic offer in region, but also and among private enterprises, combining the strength of each provider to offer tourists a complete quality product.



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Synergy in ADRION Region

- One of the project which achieved good synergy in region is VIA DINARICA.
- Via Dinarica is a concept that connects seven countries and territories.
- Via Dinarica is a platform that serves for the promotion and development of local communities and small businesses.



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