



The Old Bridge of Mostar



Pilot Site of Bosnia and Herzegovina



The magnificent Old Bridge in the Old town of Mostar, accompanied by the whirling rustle of the Theneretva River, is a unique site and attraction. It is a place where East and West meets.

It is an outstanding example of a multicultural urban settlement. This factor explains a great part of its fascination. The Old Bridge was built in the 16th century.

It stood for 427 years, until it was destroyed in 1993 during the War in Bosnia and Herzegovina. The Old Bridge was entirely rebuilt and opened in 2004. It was added to Unesco's list of World Heritage Sites In 2005.

The European Interreg Med "Herit-Data" project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

A digital platform will be set up and tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).



Type: Heritage site
Localisation: Bosnia and Herzegovina
Website: <https://whc.unesco.org/en/list/946/>



PROTECTION
2005 | Unesco World Heritage

WHAT WILL BE TESTED AND WHY ?



Tourist flows in the Old Town of Mostar regarding the different periods of the year/day.
Carrying capacity of the Old bridge regarding the different periods of the year/day.



Capacity and quality to services access in the Old town for both tourist and citizens.



Number of tourist and country of origin regarding the different periods of the year.
Number of overnight stays and types of both official and inofficial accomodation.



Sentiment analysis thanks to social networks.



Possible networks of tourist attractions and cultural heritage sites outside the Old town.



WHAT IS PLANNED OR IN THE PIPELINE ?



Installation of counting cameras and real time measurement of tourist flows in the Old Town of Mostar; this would be the first real-time measurement of tourist flows at an outdoor cultural heritage site in Bosnia and Herzegovina.



Development of a data base that can serve for different types of analysis on the Snap4City platform;. The database will ensure better management of tourist flows and will help local stakeholder decision-making processes.



Proposal of thematic cultural routes that will identify and promote different cultural heritage types outside the Old Town area, concerning political, historical and ethnical divisions. The cultural route may be used as a base for nudging strategies.



Awareness-rising among wider community on sustainable tourism development for cultural heritage protection that in a long run will contribute to the community-led heritage management.



Introduction of smart technologies and big data into the processes of tourism management. That will facilitate development of both short term and long term actions and strategies.



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<https://www.hercegovina.ba/index.php/en/> - <http://www.mostar.ba/> - <https://whc.unesco.org/en/list/946/>

