

2) develop a tourist book that includes all three localities conveying the historical and cultural significance of the development of the cities over centuries and traces that highly influenced and still influence the remodeling of the current cities;

3) empower regional cooperation and promote regional identity through target group involvement and their readiness to engage in storytelling to unfold the narrative of the WB “Meeting of Cultures”.

Our results



- Developed preconditions for regional route “Meeting of Cultures”
- New tourist destinations developed and promoted
- Better cooperation and partnerships among local cultural tourism providers and operators in WB target area at regional level
- Improved innovation skills and knowledge of cultural tourism providers on sustainable tourism principles
- WB target area is widely recognized as an attractive cultural tourism destination with increased visibility

The project is implemented by
SARAJEVO MEETING OF CULTURES
SARAJEVO SUSRET KULTURA



In collaboration with

Department of Geography,
Tourism and Hotel Management,
Faculty of Sciences, University of Novi Sad
Tourism Organisation of Kotor, Kotor
The Sarajevo Museum, Sarajevo



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MEETING CULTURES

Strengthening of WB Identity by Exploiting Cultural Cross-roads to Brand New Tourist Destinations
“Meeting of Cultures” is the beginning of a joint regional journey, the creation of a new cultural route, a route filled with values and our ancestors’ traces that have left behind invaluable heritage to share with others, and present our diversity to others in order to understand us better.

Diversity as advantage is the value we possess, the value we represent despite the severe turbulences in the region during short historical periods that have nonetheless failed to destroy the eternal space of cultural intersections.

Thanks to grant provided through the Regional Cooperation Council-implemented and European Union-funded Tourism Development and Promotion Project, Sarajevo Meeting of Cultures amplifies its idea and concept of promoting cultural encounters and cross-roads of civilisations with the great support of friends and partners in Novi Sad and Kotor.

The new destinations and the route “Meeting of Cultures” connect Sarajevo, Novi Sad and Kotor revealing the beginning of promotion of memories of our ancestors, in aspiration to extend the idea to the entire Western Balkan region and become a solid example to Europe and the world.

“We do not leave footprints for ourselves, footprints are left behind us”

Meeting of Cultures Vision

Sustainable cultural tourism destinations and establishing of new route “Meeting of Cultures” by strengthening the Western Balkans (WB) cultural identity and touristic networks with an aim to fortify a positive image and better understanding of the region.

Meeting of Cultures Mission

To engage in memory awareness raising activities across the WB in pursuit of sustainable cultural tourism in historic cities;
To utilize the regional cultural diversity as an asset upon which authentic regional branding is strengthened;
To stimulate active cooperation between tourism actors of the WB region and create synergies for product development and cultural tourism growth;
To develop educational material and provide training for WB cultural tourism stakeholders.

Meeting of Cultures background

Wearing its rich history and being a cross-road of multiple civilizations over centuries, the Western Balkans region has much to offer in terms of remembrances. The history and legends (forgotten by the younger generations), can be revitalized through stimulating interpretations and presented to the wider audience by explaining how the WB cities have been shaped and remodelled over the years to become what they are today. In a new departure, techniques such as product development, branding, and networking play a pivotal role in sustainable destination development.

Whilst many WB economies have seen an increased number of tourists, there is still a gap between the opportunity that could be enjoyed and what they have achieved in their tourism sectors. Tourists are seeking more meaningful travel experiences, leading to an increase in demand for cultural tourism. As a result, the WB economies are seeing the strong appeal of culture as a way to attract a much wider global travelling audience and consequently capitalise on more sustainable tourism sector growth rates in the coming years. Having that in mind, the competitiveness in tourism offers is high and WB economies ought to find innovative ways to attract visitors and tourists. This Action proposes to present the history and ever-evolving cultures of Bosnia and Herzegovina, Montenegro and Serbia by going back in time from a distinctive destination that summarizes the historical developments.

With invaluable encouragement of

Cultural institutions, tourism organizations, travel agencies dealing with receptive tourism activities, tour guides, relevant NGOs, relevant governmental bodies, universities institutions

Meeting of Cultures undertakings

The project architecture and activities demand a 6-month implementation. The project intends to implement activities which fall under three thematic groups:

1) benchmark “Sarajevo Meeting of Cultures” against Kotor and Novi Sad with new tourist destinations, mapping out separate city routes (sites and locations) that symbolise the cross-roads of civilizations;