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ASB RECONSTRUCTS TOURIST INFRASTRUCTURE IN THE GREATER PETRINJA REGION, IN THE REPUBLIC OF CROATIA

Under the CARDS 2003 programme, the Office of the Arbeiter-Samariter-Bund (ASB) in the Republic of Croatia has recently finalised the implementation of the "Tourism and civil society development of Sisak – Moslavina County" project in the town of Petrinja in co-operation with the Tourist Association of Petrinja and the town of Petrinja. The total value of this project was € 245,594 of which € 196,475 was provided by the European Commission (EC) and € 49,119 by the Tourist Association of Petrinja, the town of Petrinja and ASB.

In order to revitalise the tourist activities in the greater Petrinja region, improve economic development, perform capacity building of key stakeholders, create valorisation of tourist potentials, and use of natural and cultural/historical resources, ASB carried out the reconstruction of tourist infrastructure, capacity building and promotional/marketing activities.

ASB reconstructed a mountaineering lodge and hiking trail on Hrastovačka Gora, 10 natural water springs along the various walking trails in Petrinja and tourist signposting in Petrinja which will significantly improve the tourist offer in Petrinja and attract more tourists to visit this area. In addition, this will in longer-term increase the level of income for inhabitants, their living standards and quality of life in the region, thus attracting further return and preventing re-fight in the near future.

Within capacity building, ASB implemented capacity building of key stakeholders (tourist associations, local authorities and local associations) through organised study trips to Istria and Slovenia and six workshops, while capacity building of rural householders and private entrepreneurs was implemented through organised nine workshops on development of rural tourism, eco-tourism, credit lines, elaboration of business plans etc.

In order to promote existing and newly reconstructed tourist infrastructure, ASB also assisted the Tourist Association of Petrinja in creation of promotional materials such as production and translation of a movie on the town of Petrinja in four languages, an "Image prospect" of Petrinja, various brochures and leaflets, and a document "Petrinja -Tourist Destination Development Vision". This strategic document which was created by all relevant stakeholders comprises the major tourism development directions for Petrinja for the forthcoming five years which includes specific priorities and programmes to be implemented in the future. ASB also assisted the Tourist Association of Petrinja in establishment and improvement of co-operation with national and international tourist agencies and tour operators and participation at the tourist fair which took place in Prague.

Since 1996, ASB has implemented projects valued at € 82.1 million in Croatia with funding from the European Union and individual member states. ASB rebuilt more than 4,235 housing units for DPs and refugees and carried out numerous projects in the field of mine-clearance, technical, social and economic infrastructure, sustainability measures and capacity building.

For further information please contact:



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