IPA CBC FUND – TOURISM DEVELOPMENT IN THE BRCKO DISTRICT

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ABSTRACT

The European Union in different ways and through the structural funds, helps countries to develop in the Western Balkans. Decision of the EU, the total amount that will be available in Turkey, Croatia, Serbia, Macedonia, Albania and Bosnia and Herzegovina in the period since 2007. 2013. is 4 billion.

One of the priority measures under the IPA Cross-border cooperation (CBC) programme is the development of tourism. These measures should help and contribute to the development of tourism. How and in what way to access and become a user of these programs can help or helps? Cross-border projects involve regional cooperation and require financial resources in the preparation of the project. Trained staff is needed for this job. Local communities, along with their capacities should take on the preparation of these projects, and as partners include the tourist industry (workers) and encourage and inspire other tourist capacities in their local community.

Keywords: IPA, Cross Border Cooperation, project, Brcko District, tourism.

METHODS

Historical method, descriptive analysis, surveys, comparison of methods, constructive methods, methods of analysis and synthesis.

INTRODUCTION

In most communities there are operational and financial problems related to projects that would aim to assist in developing tourism. Tourism has always been seen as a luxury.

The recent development of local tourism was reflected in the development of the local community, that of individual self-initiative and self-catering facilities. As for Brcko District, the situation is much the same. Everything is happening spontaneously at the discretion of local businessmen from the field of hospitality. In the last 2-3 years the Government's Department of Tourism was formed, which should introduce some kind of order in the organization of tourist activities in District. However, the capacities of these services are insufficient.

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All the more reason, there is the situation from 2010, when Brčko encountered for the first time with the so-called tourism “phenomenon.” Specifically, the Port of Brčko quite suddenly entered the tourist ship-Cruzer with about 350 tourists, mostly from central Europe. Our town was not ready for this kind of visit or tourist facilities ready for more serious approach and appropriate accommodations.

Department of Tourism has managed to organize a couple of officers for the reception (among them was the author of this paper). In an interview with the tourists, that were rarely performed on that day, they came to certain findings and conclusions.

Foreign tourists were mostly interested in ethno-cultural events, traditional gastronomic offer, ecology, and even minefields, a minimum of new buildings, retail chains, etc. They kept to less than two hours, buying small necessities (chewing gum, cigarettes, water, etc.), and that’s all they have spent that day.

Having analysed the whole event, we came to certain conclusions. Adequate ports should be done, improve the welcoming organization, to offer tourist facilities, etc.

The question is how and in what way to do it, especially if we take into consideration the statement from the first part, and the fact that there is lack of funds.

The aim of this paper is to point out the problems and the existence of the EU funds which can be used for promotion and tourism development. The real problem is always a good starting point for writing projects, just needs to be properly utilized. So, if you want to withdraw funds from the IPA Cross-border programs (IPA cross-border cooperation) it is necessary to “rise up” issues at the regional level, through cross-border co-operation with partners jointly solve a problem or phenomenon.

DISCUSSION

Review of tourist capacity of Brčko District

Based on the analysis of the situation in the field of tourism, completed strategic documents on development of tourism are taken into account and the conclusions made on recommendation forms and for this work we take into account: “The area of Brčko District is rich in natural potential, but the traditional values that favour the development of tourism. Rural areas in Brčko District of BiH may be attractive for undertaking tourism activities. They presented folk costumes and folk dances, customs, religious buildings, cultural and historical monuments, gastronomy, hospitality of the population, etc.

It has a potential application of agro-tourism opportunities, because the family economy in most places, in addition to ordinary farm obligations, faithfully maintain the tradition, gastronomy and interesting customs that must be used to promote tourism potential. Family economy in rural areas, are a good basis for creating a variety of additional facilities to which the management of accommodation, bed and breakfast, organizing camps, organizing work camps or on family farms” (<http://bdcentral.net/index.php/hr/vani-akti/strateki-dokumenti>).

Thus, we see that the resources we have. The question is why we have favourable price situation? The problem is again linked to the statement of lack of resources in local communities for this purpose. One of the solutions as seen through the prism of the EU assistance may be available to use the EU funds for this purpose. However, in practice this is not easy at all. You need to write a project,

go through all the complicated procedures and requirements of the IPA, to have a knowledgeable professional staff, have the financial resources for project preparation, etc. It should be noted that there is a transboundary moment “Regional moment,” which is insisted on to be implemented in the IPA projects.

Brcko district, due to its geographical position, is favourable when it comes down to its “project” situation, as “lies” on two CBC program area (CRO-GER). If, for example as a starting point for a project we unresolved docks on both sides of the river Sava and the presentation of the tourism product and the potential rises to the level of the region of Posavina Vukovar-Sirmium County and a common approach towards the EU will increase the chances that the project has received and implemented.

Also, the ability to “import” and Sremska region in the Republic of Serbia, it would be a good regional project that could be realized through more IPA calls, e.g. one year to create tourist cadastre of the region, the second year of the pier, the third organising and managing the coast, etc. There should be a joint tourist offer, when tourists start their trip, they should be informed in advance and they should know that in Ilok they will drink good wine, in Sremska Mitrovica they will try *mangulica* meat, in Brcko they will drink good brandy (*rakija*), by the way see the attractive tourist facilities. In this way, particular results would be achieved and therefore something would be earned. How and in what way would be to organize these activities? Primarily, it depends on the support of the local communities in organizing and preparing project’s documentation which is the biggest deal at the same time. Strengthening local capacity needed for this purpose should be subject to local jurisdiction.

So, looking through the prism of the IPA, the very local community has good chances of becoming a beneficiary of the EU funds, it is necessary to “rise” project at the regional level.

What is IPA?

Instrument for Pre-Accession Assistance (Instrument for Pre-Accession Assistance - IPA), a new instrument that the EU applies to the European Union since 2007 in the Western Balkans and Turkey. With the help of the IPA’s overall pre-accession assistance shall be placed in a single framework with unified regulations for both the candidate countries (Croatia, Turkey and Macedonia), as well as for potential candidate countries (Bosnia and Herzegovina, Serbia and Montenegro, Albania), IPA replaces the previous aid programs such as PHARE, ISPA, SAPARD, CARDS (Uredba komisije (EZ) br. 718 – 007 o provedbi Uredbe Vijeća (EZ) 1085 – 2006 kojom se uspostavlja IPA).

The main objectives of the IPA is assistance to candidate countries and potential candidate countries in:

1. Harmonization of national legislation and implementing the *acquis communautaire*
2. Prepare for the use of Cohesion Funds.

Table 1. Components of the IPA programme and users

IPA Component	CAN BE USED BY
I The Transition Assistance and Institution Building; II. Regional and interstate cooperation and potential candidate countries candidate Countries	Potential candidate countries and candidate Countries
III. Regional Development; IV. Development of human resources; V. Development of rural areas	Only the candidate countries

Sources: made by Mr.Maksimovic Aleksandar based on data from www.dei.gov.ba.

IPA funds are used exclusively for the European integration process and exclusively under the rules and procedures of the European Union. Applications must be submitted to the European Commission Delegation in the country, and through the established structure.

Thus, BiH can use the first two components:

I. Transition Assistance and Institution Building, which is sort of a direct continuation of the Phare program, the exception component of economic and social cohesion;

II. Regional and cross-border cooperation in the framework that will be financed by joint cross-border activities between the IPA beneficiary countries, as well as between them and EU Member States (eg such as cross-border cooperation projects between the Croatian and Slovenian, Croatian-Italian, Bosnia, Serbia, Bosnia and Croatia, Bosnia, Montenegro, etc.).

Component II cross-border cooperation – CBC

Cross-border cooperation, the second component, which supports activities related to regional and cross-border cooperation of Member States and IPA beneficiary coun-

tries and their participation in the programs of the European Regional Development Fund (ERDF), the trans-national and inter-regional cooperation programs. These activities are based on many years of cross-border cooperation and implement priority through calls for proposals. In the other components of the IPA - Cross-border cooperation, Bosnia and Herzegovina participates in six programs: three bilateral cross-border co-operation with the Croatian and Serbia and Montenegro, a program of cross-border cooperation with Member States - IPA Adriatic Programme, and two transnational programs - South-east Europe (SEES) and Mediterranean transnational program (MED)

(http://dei.gov.ba/direkcija/unutrasnja_struktura).

Who can use these programs?

Potential beneficiaries of this component, depending on the priorities and measures of a given programme may be local and regional authorities, NGOs, research and development institutions, chambers of commerce, etc. The municipal level of government as well as small and medium enterprises can apply what they have in a partner (a suitable institution) on the other side of the border and if the project is non-profit character. Cross-border Cooperation Programme HR-B & H-SRB-CG. attempts to revive the former cross-border connections and activities focused on solving some of the common socio-economic and environmental.

Depending on the project priority areas shall be determined, but the practice they are is mostly achieved through: priority areas and measures (<http://www.cbc-cro-bih.net/>):

(1): Creation of a common economic space:

1.1: Joint development of tourism,

1.2: Promoting entrepreneurship.

(2): Improving the quality of life and social cohesion:

2.1: Nature and Word Natural environment,

2.2: Improving access to services in the local community in the border area

CONCLUSION

Analysis of areas of Brčko District of BiH were noted as having great potential in terms of tourism development and benefits for defining the specific products that may be of interest not only for domestic but also foreign tourists. The main tourist offer in the area of Brčko District could be through: the ethno-cultural, sports and recreational facilities, agro tourism and gastronomy. It was obvious that the District might be interesting for foreign tourists. The question is how to use? District as well as most communities do not have the capacity to assist the general tourist offer, either financially or technically, or personnel. On the other hand, it is true that there are IPA CBC programs help, but are still unknown to ordinary employees in tourism and a good part of public administration.

In this case we must be more to involve local institutions, especially in Šver training of personnel required for this job, and the coordination of other potential applicants from their environment, such as NGOs, local businessmen from the tourism sector, and households that would be involved in projects agro-tourism, ethno-tourism, etc. Also, it should change its attitude towards the problem, the problem

itself is used as a starting point for a good project. In any case, how much they want to use the IPA funds (CBC II) must be project proposals emerge from the local box on the “field” regional - cross-border cooperation. Joint approach more municipalities, cantons and counties can provide specific results. Through projects CBC one years to solve one problem, another year another and thus improve the general regional tourism offer.

Common success could be summarized in the following statement. When a tourist ukrcavajući the example in Vienna, on your mobile phone see tourist cadastre regions CRO-FRA-GER, and knows in advance that the example in Ilok drink good wine, in SremskaMitrovica eat meat mangulice in Brčko drink good brandy, etc. Along the way to see a variety of supporting tourism facilities in the region, is properly received and keep a couple of days, that means we have achieved something with the tourist offer. Then we will finally have the financial benefit from the widely acclaimed and substantiated analysis of the various tourism resources. Until then we continue with previous practice, that over and over again we caught a new ‘tourist phenomena.’

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