

tourism development
& promotion project



Development of Bike Friendly Standards

GRANT FACT SHEET

GOAL

Improving the quality of products and services along Trans Dinarica biking trail through the development of standards for bike friendly facilities and services, the establishment of Bike Friendly Certification for tour operators, and the introduction of quality control of both products and services.

Location

Bosnia and Herzegovina, Montenegro and Serbia

Action value

EUR 39,051.00 (EU/RCC grant: EUR 35,000.00)

Category

Adventure tourism

Lead applicant

Association for Economic Development - REDAH

Implementation period

November 2018 - April 2019 (5 months)

INTRODUCTION

The Regional Cooperation Council (RCC) implemented and European Union (EU) funded Tourism Development and Promotion Project worth EUR 5 million works to develop and internationally promote joint regional cultural and adventure tourism offer, increase number of tourists visiting the six Western Balkans economies (WB6), lengthen their stay in the region, increase revenues and employment in the industry, and remove policy barriers to further development of tourism.

The Project utilises EUR 1.62 million grants scheme to help improve quality of services and infrastructure along the selected routes. The first 12 out of 30+ grants - worth up to EUR 54,000 each - were awarded in November 2018. REDAH is amongst the first twelve grant recipients.

DESCRIPTION OF THE ACTION

Current situation

European Cyclist Federation (ECF) noted in June 2018 that the cycle tourism is on the rise with 43 per cent increase in mobile searches for bicycle tours registered in 2017. Local level stakeholders (municipalities, NGOs, sports associations) in Bosnia and Herzegovina (BiH), Montenegro and Serbia (three economies included in the action) are constantly developing cycling infrastructure by mapping the routes, installing the signage and striving to develop routes that connect as much of natural and historical heritage as possible; in doing so they follow the world tourism trends.

However, all three economies are almost at the nascent phase when it comes to establishing cycling friendly infrastructure, i.e. service points/centres, trained repair personnel, first-aid providers, etc. Systematic approach to education of local stakeholders on bike friendly standards and quality control of cycle tourism facilities and sites is also missing.

This poses significant threat to the future of cycling tourism development in the region since cycling is one of the few unconsolidated global industries, which implies that a success of a cycling route depends mostly on visitor-experience and satisfaction and therefore setting standards and improving quality of service is of paramount importance.

Actions to be performed through grant

To start setting the standards and quality control mechanism in the regional cycling tourism industry, REDAH (Mostar, BiH), in cooperation with the Regional Development Agency Zlatibor, (Užice, Serbia) and Tourism Cluster Montenegro (Nikšić, Montenegro), will develop Bike Friendly Standards (BSF) and deploy a system of Bike Friendly Certification.

This implies development of a *Book of Standards* setting the requirements for service providers and quality of services; establishment of Regional and National Technical Committees charged with maintaining and enforcing those standards; training of Evaluators, i.e. trainers/evaluators that will work with service providers on meeting and maintaining the standards; and branding and trademarking the Bike Friendly Certificate that will be issued to service providers and recertified by the Regional and National Technical Committees every two years.

While REDAH will perform the role of the National (BiH) and Regional Technical Commit-

tee, Regional Development Agency Zlatibor and Tourism Cluster Montenegro will have the roles on National Committees in Serbia and Montenegro respectively. These three organisations will have core staff trained in BSF who will be able to train future Evaluators.

The first group of some twelve Evaluators will be trained and certified amongst the ranks of local cycling clubs in the three economies and will be selected through a public call.

Introduction of Bike Friendly Standards and certification process will be widely promoted in the region through media and outreach events in the three economies, promotional materials (BFS brochure), as well as a public call for the expression of interest by service providers to be certified. Outreach event and public call will be advertised through print and online media and social networks, whereas 15 first-aid kits will be awarded to potential certificate holders as stimuli at the outreach events.

Results and sustainability

With the BFS developed and Regional and National Committees in place in three economies, the concept will be ready for expansion throughout the Western Balkans, whereas the sustainability of certification process would be secured through certification fee - each certified service provider will be issued with the BSF Certificate to label their establishment. In addition, this grant will also enable REDAH to develop a concept for a web platform that would enable smoother application of the BFS on the ground.



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