



“Joint Promotion and Increased Level of Safety of Nautical Tourism in Dubrovnik-Neretva County and Montenegrin Coast”

**IPA - prekogranični program Hrvatska - Crna Gora  
„Zajednička promocija i unapređenje razine sigurnosti nautičkog turizma u  
Dubrovačko-neretvanskoj županiji i na Crnogorskom primorju”  
Provedba aktivnosti 2.4. Finalna promocija projekta**

*25. rujna 2012. Split, Zavod za znanstveni i umjetnički rad HAZU, (Palača Milesi)*

**O projektu:**

Europska unija (EU) kroz fondove i programe pruža potporu za razne vrste projekata i aktivnosti. Instrument pretpristupne pomoći (IPA) jedan je od programa namijenjenih državama sa statusom potencijalnog kandidata i sa statusom kandidata za članstvo u EU u razdoblju od 2007. do 2013. godine.

Sa hrvatske strane u projekt su uključeni Hrvatski hidrografski institut (HHI) kao vodeći partner cijelog projekta i Sveučilište u Dubrovniku (Pomorski odjel).

Sa crnogorske strane sudjeluje Hidrometeorološki zavod Crne Gore (HMZCG) kao vodeći crnogorski partner i Nacionalna turistička organizacija Crne Gore.

Projekt je započeo u siječnju 2011. Predviđeno vrijeme trajanja je 23 mjeseca (do kraja 2012.). Ukupna vrijednost projekta za obje strane je 451.928,36 €.

Osnovni cilj projekta je unapređenje turističkog (posebno nautičkog) potencijala Dubrovačko-neretvanske županije i Crnogorskog primorja, kao jedinstvene turističke cjeline bogatog kulturnog i prirodnog nasljeđa, zajedničkom promidžbom, povećanjem kvalitete usluge te podizanjem razine sigurnosti u nautičkom turizmu.

U tu će se svrhu:

- izraditi i održavati web-stranica namijenjena nautičarima koji posjećuju predmetno područje
- izraditi nautičko-turistički vodič za jahte (jedrilice i motorne) i megajahte (preko 30 m duljine)
- osmisлити prekogranične nautičko-turističke plovidbene rute za jahte (jedrilice i motorne) i megajahte
- organizirati okrugli stolovi, prezentacije i promocije projekta
- organizirati institucionalno jačanje i podrška uspostavi Hidrografskog i oceanografskog odjela unutar Hidrometeorološkog zavoda Crne Gore itd.



This Project is funded by the European Union

This project is implemented by the Hydrographic Institute of the Republic of Croatia and Hydrological and the Meteorological Service of Montenegro, and by their partners, the University of Dubrovnik and the National Tourism Organisation of Montenegro. Project is managed by the Delegation of the EU to Montenegro and the Agency for Regional Development of the Republic of Croatia.

"The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".



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**Provedba aktivnosti 2.4. Finalna promocija u Splitu**

Prezentacija rezultata projekta interesnim skupinama u nautičkom turizmu je održana u utorak 25. rujna 2012. u 11:30 sati u Splitu, u Zavodu za znanstveni i umjetnički rad HAZU, Trg braće Radića 7 (Palača Milesi).

Na prezentaciji su sudjelovali crnogorski i hrvatski partneri u projektu (Hrvatski hidrografski institut, Sveučilište u Dubrovniku-Pomorski odjel, Hidrometeorološki zavod Crne Gore i Nacionalna turistička organizacija Crne Gore) te ciljane grupe iz projekta.

Prezentacijama su predstavljeni javnosti, i ciljanim grupama iz projekta, ciljevi projekta sa do sada ostvarenim rezultatima s posebnim naglaskom na:

- Institucionalno jačanje Odjela za hidrografiju i oceanografiju HMZCG-a kroz edukaciju, praktične treninge, nabavku opreme i vršenje hidrografske izmjere i izrade nautičkih karata.
- U sklopu projekta tiskana je Knjižica sa preporučenim nautičko-turističko plovidbenim rutama za jahte (jedrilice i motorne jahte) i megajahte – tzv. “Booklet”.
- Aktivna je web stranica ([www.nautour.info](http://www.nautour.info)) namijenjena nautičarima (i svim zainteresiranima) koji posjećuju predmetno područje. Također je aktivan web forum kao mjesto na kojem pojedinci mogu dobiti stručne odgovore na sva pitanja i kao mjesto za razmjenu informacija, ideja i iskustava između nautičara.
- Izrađena je radna verzija Turističko - nautičkih vodiča predmetnog područja domaćim i stranim nautičarima daju puno korisnih informacija: pregled područja - geografija, povijest, kultura, tradicija i priroda, slike atraktivnih i tipičnih lokacija i mjesta, informativnu kartu područja sa označenim ključnim lokacijama, poglavlje za određene turističke luke i marine sa slikama, planovima uz korisne linkove za nautičare.

Prezenter su bili Zvonko Gržetić, Luka Mitrović (HMZCG) i Vinka Jurić (HHI). Nakon prezentacije održan je prigodni domjenak.

Sve dodatne informacije:

Kontakt: Vinka Jurić, mob: 091 215 7065

Tonći Panžić, mob: 091 522 4423

Split, 27.09.2012.



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