

CITIZENS' ASSEMBLY

MOSTAR 2024 - Bosnia and Herzegovina

? Tourists are staying in Mostar shortly and thus don't bring significant profit to the city. ***How could we achieve that tourists stay longer in Mostar and therefore contribute to its economic development?***

The Assembly gathered **40 citizens** of Mostar, selected randomly to reflect the demographic and geographic diversity of the city. Following three days of learning phase and three days of deliberation, a total of **29 preliminary recommendations** were formulated. Following a discussion with the City Councillors, participants finalised their proposals, which were then **submitted to the City Administration and City Council of Mostar** for further action.

Recommendations (highlights)

- Enhance and develop digital platforms promoting and publishing the city's tourism offer, ensuring easy access to information for visitors.
- Increase visibility and promotion of Mostar as a tourist destination through targeted campaigns and better co-ordination of tourism services.
- Optimise transport routes and public transport related to tourism, improving access to key tourist sites.
- Improve the organisation and functioning of the City Tourist Board, with clear structure, roles, and responsibilities.
- Strengthen co-operation between the Tourist Board, local entrepreneurs, hospitality providers, and cultural institutions.

"Sometimes, it is very difficult for city leaders to advocate for ideas that the City Council should adopt and turn into policy. Working with a citizens' assembly means a lot to me because citizens' recommendations have a particular weight and cannot be ignored."

Mayor of Mostar

Impact

The City Administration turned the recommendations into an Action Plan, which was adopted by the City Council. Some recommendations are already being implemented:

- Regular meetings of the City Council Committee (with mandatory participation) to discuss tourism issues;
- Creation of a document with the basic duties and obligations of the working body for issues related to the tourism board;
- Sending a call for expressions of interest of the public, private and non-governmental sectors to participate in the work of the working body of the General Assembly for the issue of tourism;
- Organisation of working meetings with representatives of the public, private and non-governmental sectors.

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