



DEVELOPMENT OF TOURIST OFFER IN PONIJERI, KAKANJ

Project title	Development of tourist offer in Ponijeri, Kakanj
Sector	Tourism sector
Location	Kakanj Municipality
Location description	<p>Kakanj Municipality is located north of Visoko and southeast of Zenica, in the center of Sarajevo- Zenica basin, the economically most significant and most densely populated region of BiH. It is situated in the southern part of Zenica-Doboj Canton.</p> <p>Kakanj Municipality has a favourable trading position, a well-developed network of trunk, regional, local and uncategorized roads. The route of the Corridor Vc and the trunk road M 17 pass through its territory, providing good potential for developing road communications.</p> <p>The distance from Kakanj Municipality to Sarajevo, the capital of Bosnia and Herzegovina, is 50 km; while the distance to the international airport in Sarajevo is 51 km.</p> <p>Kakanj Municipality has predominantly hilly and mountainous terrain and is rich in numerous water springs, forests, ore deposits and other natural resources. In terms of tourism potential, there are preconditions for the development of cultural, historical, religious and mountain tourism.</p> <p>Ponijeri is an ideal and attractive spot for leisure and relaxation of both domestic and foreign tourists. Its altitude is 1200 m and its distance from the town centre is 20 km. It is a great site for leisure during winter, with its 1000 m long ski slope and a ski lift. Ski school and ski rental are also available.</p> <p>A small part of the Tajan Natural Monument is located in the area of Kakanj Municipality. Its highest peak at the altitude of 1297 m can be accessed from Ponijeri, via a hiking trail that can also be used for mountain biking. Tajan was declared a natural monument in 2008. It is situated between the municipalities of Kakanj, Zavidovići and Vareš and its highest point is 1297 meters above sea level. This natural monument offers facilities and infrastructure for the fun and</p>



	comfortable stay of guests.
Project background	<p>The geographical location, cultural and historical richness and the existing resources of Ponijeri Ski Centre represent a quality pillar for the development of tourism. Ponijeri Ski Centre is the only winter tourism facility in Zenica-Doboj Canton and the aim should be to make it a priority in winter tourism offer in the Canton. The enhancement and construction of tourist infrastructure and improvement of tourism offer will increase the revenues and budget generated by tourism.</p> <p>In terms of cultural and historical tourism, the best solution is to create packages which would include the existing offers of Sarajevo, Visoko, Vareš, and Travnik and attract tourists to this yet undiscovered story of BiH, connected to Kakanj and its surrounding. This is where to look for a solution.</p> <p>The Municipality of Kakanj has significant economic potential to support the development of the " Development of tourist offer in Ponijeri, Kakanj " project, particularly in the sectors of tourism, hospitality, sports, and recreation. This project aligns with the broader strategic goal of developing the "Mountain Tourism Complex Ponijeri and its Surrounding and Creation of the Unique Tourism Offer of Kakanj Municipality Area".</p> <p>1. Tourism and Recreation</p> <p>Ponijeri – Mountain Tourism: Ponijeri is known as a local excursion site and winter resort with the potential for adventure tourism development. Existing infrastructure includes a ski slope, hiking trails, and weekend cottages, providing a solid foundation for additional attractions.</p> <p>Proximity to Cultural and Historical Sites: Kraljeva Sutjeska, with its Franciscan Monastery and the Church of St. John the Baptist, attracts tourists interested in history and culture, which could contribute to an increased number of visitors to Ponijeri.</p> <p>2. Hospitality and Accommodation</p> <p>Expansion of Accommodation Capacities: The Ponijeri area already has private lodging facilities, weekend houses, and mountain lodges. The development of the accommodation capacities could encourage further investment in other hospitality services.</p> <p>Restaurants and Local Gastronomy: An increase in visitors could positively impact local restaurants and traditional food producers.</p> <p>3. Sports and Adventure Activities</p> <p>Hiking, Biking, and Skiing: The project could contribute to the development of adrenaline tourism and adventure sports at Ponijeri, extending the tourist season beyond the winter period.</p> <p>Connection with Eco-Tourism: The project could be part of a broader sustainable tourism strategy, including environmental protection and the promotion of active</p>



	<p>outdoor recreation.</p> <p>4. Local Economy and Employment</p> <p>Job Creation Opportunities: The development of this project could generate employment opportunities in tourism, adventure sports guiding, equipment maintenance, and hospitality.</p> <p>Support for Local Entrepreneurs: Local producers of handicrafts, souvenirs, and food products could benefit from an increased number of tourists.</p> <p>The " Development of tourist offer in Ponijeri, Kakanj " project contributes to the realization of the strategic goal of developing the Ponijeri complex and creating a unique tourism offer for Kakanj Municipality. Its implementation could significantly impact economic growth by strengthening tourism, creating new job opportunities, and connecting with existing economic activities in hospitality, recreation, and local production.</p>	
Project status	The project is currently in the ideal phase, as it allows for various development possibilities.	
Project description	<p>The Development of the Tourist Offer in Ponijeri, Kakanj aims to transform the region into a premier tourist destination by investing in key infrastructure such as hotels, wellness centers, and resorts. This project seeks to capitalize on Ponijeri's natural beauty and cultural heritage, offering visitors a unique blend of relaxation, adventure, and local experiences. By attracting both domestic and international investors, the project will create sustainable tourism facilities, boost the local economy, and enhance the region's global appeal. Strategic investments, coupled with innovative design and sustainable practices, will ensure long-term success and a vibrant tourism industry for Kakanj.</p> <p>Investors are invited to collaborate through site visits, feasibility studies, and structured investment agreements to bring this strategic project to life.</p> <p>The development of the tourist offers in Ponijeri, Kakanj, is important because of the preservation of natural resources and cultural heritage. The revitalization of Ponijeri could enable the preservation of traditional customs, local gastronomy and crafts, which would preserve the authenticity of the area.</p> <p>The development of tourism in this area can also contribute to the preservation of natural resources and cultural heritage, which is of key importance for the sustainable development of the entire region.</p>	
Estimated total investment cost	The project does not have a predefined estimated value, as the location offers flexibility for various types of developments. Potential projects include hotels, wellness centres, resorts, and other tourism-related facilities, depending on investor interest and market demand. This adaptability allows for customized investments that align with the specific needs of the tourism sector and maximize the potential of the site.	
Inputs provided by local partner	Value	Description
	1. Land & Infrastructure Support	<p>Allocation of municipal land for tourism infrastructure.</p> <p>Facilitation of road access, parking areas, and utility connections (electricity, water,</p>



	<p>sewage).</p> <p>2. Regulatory & Administrative Assistance Fast-tracking permits and approvals (construction, environmental compliance). Coordination with relevant government agencies, tourism boards, and ministries. Ensuring compliance with environmental protection regulations.</p> <p>3. Financial & Incentive Support Possible co-financing through municipal funds or subsidies. Assistance in applying for grants, state tourism funds, and development programs. Potential tax incentives or reduced land lease fees for investors.</p> <p>4. Tourism Promotion & Marketing Inclusion of the project in Kakanj Municipality's official tourism strategy and branding. Support in developing promotional materials (brochures, digital campaigns, website listings). Collaboration with tourism agencies and regional travel operators.</p> <p>5. Community & Workforce Development Facilitating training programs for local workforce (guides, hospitality, zip-line operators). Engaging with local businesses (hotels, restaurants, souvenir shops) for economic integration. Organizing events and cultural activities to attract tourists year-round.</p>	
Inputs required from foreign partner	Value	Description
	<p>Foreign partners can provide crucial financial resources for the direct construction of hotels, wellness centres, resorts, and other tourism-related facilities in Ponijeri. This investment would enable the development of high-quality accommodation options and leisure facilities that meet international standards, attracting a diverse range of tourists. Their involvement would help cover the capital expenses of building modern, sustainable structures that cater to the needs of both domestic and international visitors, thereby fostering a thriving tourism sector. Additionally, such investments would contribute to creating long-term economic opportunities and enhancing the overall appeal of the region as a key tourist destination.</p>	
Form of cooperation with foreign partner	Financial	Technical
	<p>1. Equity Investment: The foreign partner could provide direct equity investment in the development of hotels, wellness centers, and other tourism-related facilities. In exchange for their capital, the partner would gain an ownership stake in the project, sharing both the risks and rewards of the investment. This model aligns the interests of both parties and encourages long-term collaboration.</p> <p>2. Joint Venture (JV): A joint venture partnership could be established between local entities (such as Kakanj Municipality or local investors) and foreign partners. In this case, both parties would pool resources, expertise, and capital to develop the tourism infrastructure. The foreign partner could contribute the necessary investment capital, while the local partner provides knowledge of the market, regulatory environment, and local resources.</p> <p>3. Public-Private Partnerships (PPP): A public-private partnership model could be used to combine public resources</p>	



	<p>(from local or national government bodies) with private investment from foreign partners. This model could help mitigate risks by sharing both the investment and operational responsibilities. In return, the foreign partner could gain favorable tax incentives, subsidies, or preferential access to land and infrastructure.</p> <p>In the context of the Development of Tourist Offer in Ponijeri, Kakanj, technical cooperation with a foreign partner could take various forms. Some potential technical cooperation models include:</p> <ol style="list-style-type: none"> 1. Knowledge and Expertise Transfer: The foreign partner could provide expertise in areas such as project design, sustainable construction, and tourism management. 2. Design and Architecture Collaboration: The foreign partner could collaborate with local architects and engineers to design the tourism-related facilities (hotels, wellness centres, etc.) using their international experience in creating attractive and functional tourism spaces. 3. Sustainable Development Practices: Foreign partners with experience in green building techniques and sustainable tourism development could offer technical support in implementing eco-friendly construction and operations. 4. Technology Integration: The foreign partner could provide advanced technological solutions to improve the tourism experience such as: smart hotel solutions or digital tourism infrastructure. 5. Digital Marketing and Promotion: The foreign partner could bring technical expertise in digital marketing strategies and tools, helping to promote Ponijeri as a tourist destination.
Supporting information available	<p>For additional information about this project, please contact FIPA either by e-mail: fipa@fipa.gov.ba or phone number: +387 33 278 080</p>