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Italy - Albania - Montenegro



CROSS BORDER OL

**CROSS-BORDER COOPERATION FOR SUSTAINABLE DEVELOPMENT AND
TOURISM, THROUGH VALORIZATION OF RURAL CULTURAL HERITAGE AND
CONSERVATION OF NATURAL ASSET OF AREAS WITH ANCIENT OLIVE GROVES**

Local environmental, cultural resources and community maps



Agricultural University
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INSTITUTE



Park Authority
of Venafro



Municipality of Bar



Association for Sustainable
Regional Groves - Valdanos



PROJECT DELIVERABLE

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LECRCM- Local environmental, cultural resources and community map of Bar

Bar's LECRCM map of old olive trees gives an overview of the location of olive groves, 23 old olive trees, the Old Town, the remains of cultural and historical assets, stone bridges and fountains, the spring Kajnak and the Old Mill nearby olive orchard, as well as a broader view of the centre of Bar with faithfully illustrated cultural locations and attractions. Old olive trees are also marked in the field with information boards with information about the variety, geographical coordinates, estimated age and year of plantation.

Oriented with the map, which is printed in 40.000 copies and available at all cultural and tourist spots in Bar, visitor can enjoy all these attractions, and see the old olive trees drawn on the map, which are marked with info boards containing information on the assessment of their age and year of planting, geographical position, variety and numbering on the map.

The basic idea was to valorise the olive grove in a tourist way by presenting it on a map together with the already valorised cultural locations and other attractions in Bar, and to direct visitors from these locations to the olive path. For example, visitors who visit the Old Town of Bar have no idea what beauties and cultural-historical attractions are in its immediate vicinity - in the olive grove. This map will give them directions to olive road and will serve visitors of Bar to get to know the city and its natural resources better, but also to travel agencies as a good idea for creating new excursion tours. The road map of old olive trees is a successful tool for additional promotion of Bar and valorisation of the olive road and agro-tourism.

The map of old olive trees is distributed to the subjects of the tourist economy and cultural institutions - the Tourist Organization of Bar, the Cultural Center, hoteliers and tourist agencies, in order to be further distributed to tourists during this and next year.

LECRCM is prepared and designed in cooperation with graphic designer A. Mihaljevic (AP Print). Every detail on map is original - all locations are illustrated as they look in reality - even olives, substrates is drawn in olive colours and map contains all the information of interest to tourists. The backgrounds, location illustrations and everything on the map is authentic and is catalogued at our National library on Cetinje. Descriptions of cultural spots are from LEEDTP, author D. Martinović.

Map is prepared bilingual on Montenegrin and English language and translated to German, Spanish, Russian and Polish language.

Map was prepared from March to June 2020, printed, published, promoted and delivered to public in August 2020.

Page A of map – City Centre with all cultural and other attractions (Montenegrin/English)

TURISTIČKA MAPA CENTRA BARA

TOURIST MAP OF
BAR CITY CENTRE

Legenda / Legend

- | | |
|---|---|
| A Luka Bar
Port of Bar | N Džamija Selimija
Selimye Mosque |
| B Marina Bar | O Džidžarin maslinjak
Olive orchard Džidžarin |
| C Barski trionhos
Remains of
Bar Triconch Church | P Svetionik
Lighthouse |
| D Šetalište
Promenade | R Robna kuća
Department store |
| E Dvorac kralja Nikole
King Nikola's Palace | |
| F Trg sv. Jovana Vladimira
St. Jovan Vladimir square | |
| G Sportska dvorana Topolica
Sports Hall Topolica | |
| H Sportski tereni
Sports fields | |
| J Stari Grad
Old city of Bar | |
| K Stara Maslina na Mirovici
Old olive tree | |
| L Pravoslavni hram Sv. Jovana Vladimira
Orthodox temple of St. Jovan Vladimir | |
| M Konkatedrala sv. Petra Apostola
Co-cathedral of St. Peter the Apostle | |

 FIRE AND
RESCUE STATION
112, 123
 AMBULANCE
124
 POLICE
122



TURISTIČKA MAPA TOURIST MAP


 OPŠTINA BAR
MUNICIPALITY OF BAR
**CENTAR BARA
I MASLINJAK
DŽIDŽARIN**
 BAR CITY CENTRE
& DŽIDŽARIN OLIVE
ORCHARD



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Detaljnije na drugoj strani
 More details on page behind



A. Old City of Bar

Raised and isolated on the high rocks in order to control and defend the area throughout the turbulent history, surrounded by gigantic mountains, the Old City of Bar is an exceptional cultural landscape that has historical, archaeological, artistic and ambient features. The walls are surrounding the remains of about 600 buildings, thus representing an open-air museum, as well as the largest unique medieval archaeological site in the Balkans. Remains of Bronze Age testify to the continuity of life in this area for almost 5000 years.

B. Remains of Saint Urban's Church

Remains of the Catholic Church – the chapel of St. Urban's are located at the fork of two main directions within Džidžarin olive orchard. The remains were excavated in 2016, during the road construction. It is estimated that this cultural-historical asset of great importance dates back from the XIII century. It was professionally conserved and an adequate informative table was placed. Today, it is often a resting point for tourists and local visitors.

C. Old mill – Hostel "The Grove"

The great values of the area have been recognized and valorized by the group of young entrepreneurs from Great Britain and Australia that restored the Old Mill, whose first owner was famous Duke Mašo Vrbica. Old Mill is located on the Coast of Bunar River and it has been operating successfully as an attractive hostel for few years now. The historical significance of this object is due to the fact that the first contemporary oil mill with iron presses was located in here. Apart from being an oil mill, the facility was also one of the first industrial units. In 1888, Mašo Vrbica started the production of soap, and this object became the first Montenegrin factory.

D. Newly renovated ancient stone bridge

One of the most attractive spots in Džidžarin is the ancient bridge situated at the estuary of Suva to Bunar river dating back from the XIX century. The fruitful collaboration between the Association of olive growers of Bar and the Tourist organization of Bar in 2017 enabled professional restoration and conservation of the bridge. The bridge provides a stunning view to the ancient olive trees and a waterfall that is active in the non-dry period.

E. Ancient stone bridge next to the mill

The ancient stone bridge situated next to the mill is the most attractive from the tourist point of view. It is part of the hiking trail and connects Kajnak watercourse with Džidžarin olive orchard. Standing on this bridge, tourists can enjoy the river canyon, grandiose hills and mountains, stone walls of the Old town, the olive groves and mills as well as the other cultural treasures and natural pearls of the area.

F. Hiking trail

The local mountaineering association has marked and arranged hiking trails that lead from the olive groves, which abound in natural attractions, such as the amazing waterfalls. The main ancient trail originates from the Roman period and represent itself a cultural treasure.

G. Remains of old skin tannery

Close to the secret cave passage, there are remains of the tannery. Those were simple stone structures used for treating animal skin to produce leather. These remains reveal the commercial character of local farmers that used to combine agricultural and livestock activities.

H. Aqueduct

One of the most stunning objects in this area is an aqueduct built during the 16th and 17th centuries, which supplied inhabitants with water from a spring three kilometers away. Settled on the northern side of the Old City of Bar, it is the only preserved object of this type in Montenegro and it is functional even nowadays.

J. Clock tower

Clock Towers is a dominant building in the Old City of Bar and it represents the left marks of the Ottoman architecture. The building originates from the late middle ages and it leans on the wall of the medieval gate. It suffered damages during the turbulent events throughout the history; however, it was restored and remained a recognizable symbol of Bar.

K. House of olives

House of Olives is newly constructed facility located nearby Old City of Bar that serves as a mill, exhibition area, olive museum, hall for presentations etc. It is foreseen to be gathering place for local and national olive producers, as well as the head office for the future National Association of Olive growers. Furthermore, by visiting the House of Olives, the tourist will experience why Bar is known as “the olive town”.

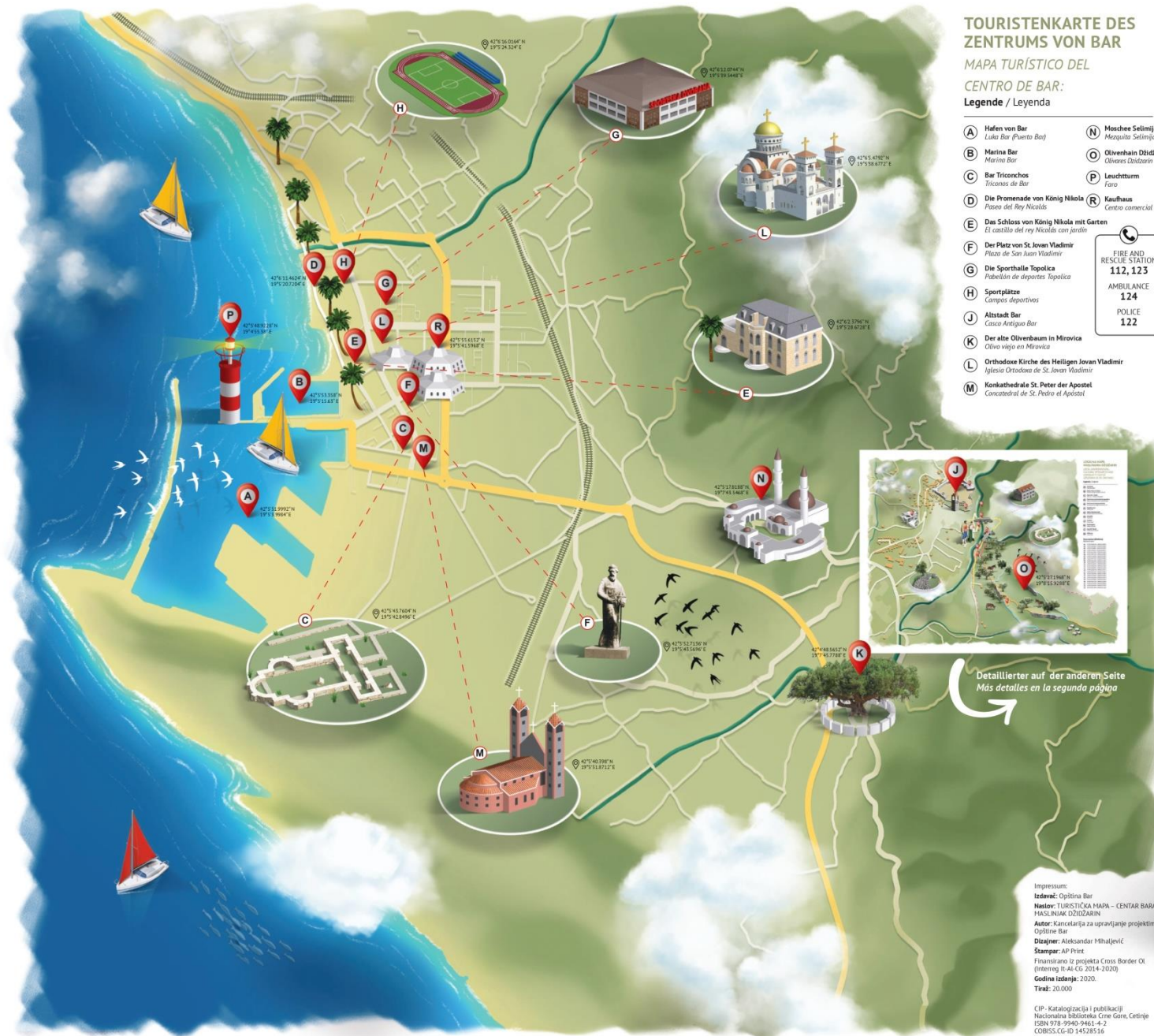
L. Watercourse Kajnak

Watercourse Kajnak is located in the foothill of the Old City of Bar grandiose walls. Watercourse Kajnak and Džidžarin olive orchard are connected by the well-known legend about local young man who was growing olives; however, due to the water scarcity, the trees yielded very low. He was disappointed and threw the tool from the stone walls, when the inexhaustible drinking water started flowing from the five sources and therefore Kajnak is nowadays also known as “The five wheels” spring.

M. View Point

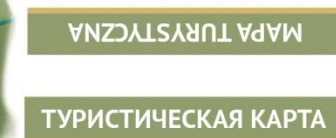
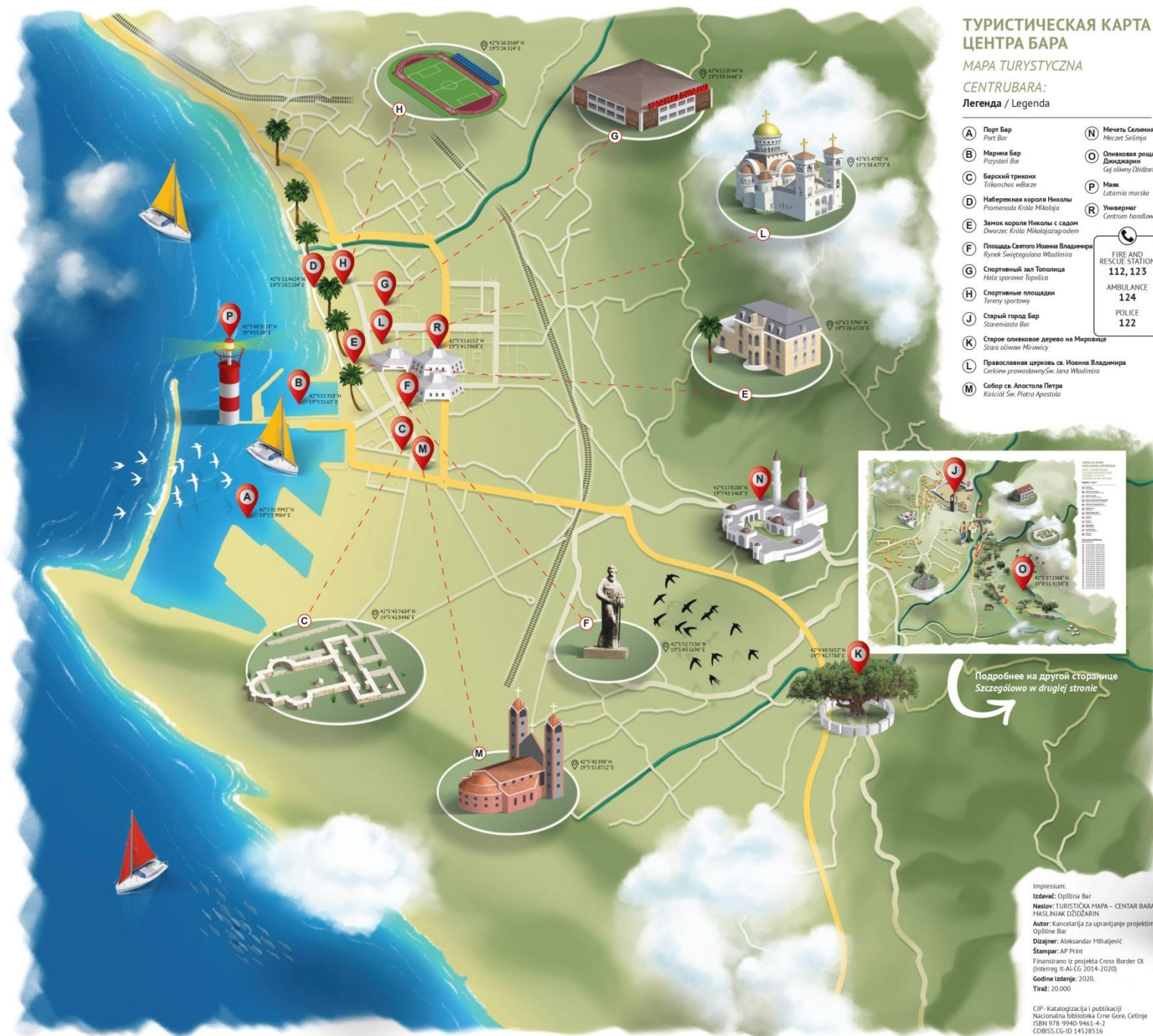
Few attractive viewpoints are located in Džidžarin olive orchard. Those places provide spectacular views to the ancient olive forests and other typical Mediterranean landscapes, the Old City of Bar and Clock tower, the Adriatic sea and Port of Bar, Selimye Mosque and to the other cultural and tourist attractions in Bar.

Page A of map – City Centre with all cultural and other attractions (German/Spanish)



Page B of map – olive orchard Džidžarin with nearby cultural attractions (German/Spanish)





Page B of map – olive orchard Džidžarin with nearby cultural attractions (Russian/Polish)



Bending scheme of printed map

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Association for Sustainable
Regional Groves - Valdanc