
Tourism Development and Promotion Project

Improving Outdoor Tourism along Via Dinarica Routes
GRANT FACT SHEET

Category: Adventure tourism

Lead applicant: Community Development Fund (CDF)

Action value: EUR59,950.00 (EU/RCC grant: 53,955.00)

Location: Western Kosovo*

Implementation period: February 2020- August 2020 (6 months)

Goal: Enhance quality and integration of outdoor tourism across Via Dinarica routes, increasing employment and improving livelihoods in rural areas.

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 second round of grants - worth up to EUR 54,000 each - was awarded in October 2019. City of Skopje is amongst the 16 grant recipients from the second round.

DESCRIPTION OF THE ACTION

Current situation

The tourism trend in the Western Kosovo* is an important signal for the area to focus on tourism product diversification capitalizing on Via Dinarica product and previous experiences but also on other adventure tourism products and available local resources. The main deficiency of the programme area is uncreative and “classical” offer to tourists/visitors that is based mainly on outdoor experience with limited infrastructure while the tourism operators in Kosovo* have not experienced gains from the internet in market share over the past decade as it is the case in the EU countries.

The project “Improving Outdoor Tourism along Via Dinarica Routes” will improve the technical capacities, product development, joint promotion and improve the hiking trail infrastructure complaint with Leading Quality Trail in line with internationally recognized

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.*

standards. Furthermore, the project will develop and promote 2 adventure-based tourism products, contribute to capacity building, marketing and promotion of the offers as well as improve collaboration amongst stakeholders on all levels, including businesses, associations of businesses, local, regional and national governments through facilitation of joint participation in the development and promotion of the region.

Actions to be performed through grant

The Community Development Fund (CDF) through the Regional Cooperation Council (RCC) grant will be able to diversify and enrich the current touristic offers for the programme area by developing and promoting outdoor tourism through infrastructure improvements. This includes up to 100 km of hiking trails to be assessed, GPS recorded, scanned and based on recommendations will be improved with new and unified signage and markings standardized and thus become also compliant with Lead Quality Trail standards.

These local trails will connect with the other regional routes of Via Dinarica with Albania and with the main transversal of Via Dinarica in Montenegro, which will in a way promote the regional cooperation and support the development platform of the Via Dinarica as a touristic destination.

Furthermore, the project will add to Via Dinarica routes two adventure products - Via Ferrata steep rock climbing that will be built in Rugova George along the Via Dinarica biking routes and the Sleeping Beauty Cave product will be upgraded situated in Radac along the Via Dinarica hiking routes that in turn will create new employment opportunities, develop and promote the destination.

As a result of these interventions, two (2) additional 2 itineraries will be developed and adopted by at least 10 tourism operators along the Via Dinarica routes and 1,000 promotional leaflets will be designed, produced and disseminated in printed form and electronically to further promote the new touristic offers in the region. In order to further advertise and promote the new products, the project will organize a familiarization trip that will involve 15 travel agencies (5 Kosovo*, 5 Montenegro and 5 Albania) to be organized in the last month of project implementation.

Results and sustainability

In terms of results and sustainability of the action, the project will contribute to enhance quality and integration of outdoor tourism across the Via Dinarica routes, increasing employment and improving livelihoods in rural areas.

This will be achieved through the following result-oriented interventions: up to 100 km of mountain hiking trails in National Park Bjeshket e Nemuna are assessed and improved leading to trail certification compliant with LQT, two (2) adventure products) - the Via Ferrata-rock climbing constructed and caving product upgraded, implementation of a joint marketing and promotions well as the organization of the FAM trip to promote the new offers and the region.

Additionally, the project will be complemented by the other funded Via Dinarica project, which foresees competence building activities for local tour operators to gain knowledge on how to better prepare their touristic offers in the programme area of Via Dinarica.

The project can also be replicate in other areas of Via Dinarica trail in the South of Kosovo* in Sharri Mountains.

Tourism Development and Promotion Project

Implemented by: Community Development Fund



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