



PROJECT: Backing Regional Tourism Potential

Implemented within the framework of the IPA II Cross-border
Program Kosovo – North Macedonia 2014-2020
EuropeAid/156446/DD/ACT/XK

Implemented by

Center for Sustainable Development ALKA - Macedonia
Balkania - Macedonia
Marimangat - Kosovo
Sharri- Kosovo



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The overall objective is to enhance tourism potentials and promote regional values of CB regions and more specifically to work on::

- Introduction of new tourism opportunities and quality improvement of the products and services, and
- Development of competitive tourism products - promotion/marketing actions to attract more domestic and foreign tourists.



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Target Groups: Tourist service providers, existing and potential tourist guides, accommodation facilities and owners of rural facilities and households.

Final Beneficiaries: Domestic / foreign tourists, rural communities and their inhabitants, Agency for promotion and support of tourism, ULSG – Units of Local Self Government, entrepreneurs / investors, herbal / medical processors, restaurants, caterers' service providers, craftsmen / handicrafts' makers within the region of Polog and Prizren.



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Working package 1.

- A1.1. Identification and preparing the IDs of 20 tourist routes for both sides of the CB area and one regional route;
- A1.2. GPS marking of the identified tourist paths / routes;
- A1.2. Mountaineering marking and sign posting – horizontal infrastructure on the tourist trails of the newly identified and already GPS marked tourist routes;
- A1.3. Preparation of the joint data base contained IDs of tourist routes and scanned GPS coordinates



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Working package 2.

- A2.1 Identification and mapping of the rural facilities and households (Short introduction and their GPS coordinates) along the scanned tourist paths / routes;
- A2.2. TNA – training need assessment, of the rural facilities and households' representatives for developing of ASP – advisory support program;
- A2.3 Development and implementation of ASP - advisory support program;



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Working package 3.

A3.1. TNA of potential and existing tourist guides for development of training programme for soft skills;

A3.2 Development and implementation of training programme for tourist guides;

A3.3. Development and publishing Manuel for tourist guides and animators;



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Working package 4.

- A4.1. Design, launch, up-to-date modern website for rural tourism promotion “Discover Šar Mountains' area”;
- A4.2. Transferring ownership of the platform and instructing the web administrators for updating and maintenance of the platform;
- A4.3. Дизајн и имплементација на промотивна кампања - промоција на веб-страната, рутите, културното и природното наследство и давателите на услуги поврзани со рутите;
- A4.4. Финален настан – финална прес-конференција;



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ОЧЕКУВАНИ РЕЗУЛТАТИ НА ПРОЕКТОТ:

Result 1: Identified, developed, and marked 20 national routes and one (1) regional, cross-border tourist route; established joint database where all tourist routes/trails are included ;

Result 2: Rural facilities and households along the route provide higher quality services;

Result 3: Capacities of existing and potential tour guides upgraded and represent key persons for future regional tourism products' development;

Result 4: Visitors' number increased, attracting tourist visits, regions' economy has enhanced business and regional values.



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THANK YOU
FOR YOUR ATTENTION

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