

*Tourism Development and Promotion Project*

Overview of Awarded Grants - 2 <sup>nd</sup> Call for Proposals				
No	Grant recipient (Headquarters)	Name of the action	Area of intervention	Economies covered by the action
1	Danube Competence Center (Belgrade)	The Illyricum Trail - Going to the Market	<p><b>Cultural tourism</b> - Illyricum trail</p> <p>Production of promotional videos for eight Roman archaeological sites to be included in the Illyricum Trail, improvement of cooperation among destination management bodies, involvement of 15 young people in developing model digital promotion platform for one of the sites (app), and promotion of the Trail at the ITB Berlin.</p> <p><b>Goal:</b> Making Illyricum Trail market ready.</p>	AL, BA, ME, MK
2	Center for Social Innovations BLINK 42-21 (Skopje)	Discovering the Roman City of Stobi: A Virtual Reality Experience	<p><b>Cultural tourism</b> - Illyricum trail</p> <p>Development of an innovative Virtual Reality application recreating 5-minute-long battle of gladiators in Stobi and promotion of a new tourism product and experience through videos and social media campaign.</p> <p><b>Goal:</b> Increasing number of young people and families visiting the site.</p>	MK
3	Positive Development Partnership (Tirana)	MIK Project	<p><b>Cultural tourism</b> - Illyricum trail</p> <p>Development and branding of virtual tour guide for Apollonia Archaeological Park and Berat Old town through dedicated website and mobile app, training of 50 local business and tourism info points on their use, and their promotion through videos, online and social media campaign.</p>	AL

## Overview of Awarded Grants - 2<sup>nd</sup> Call for Proposals

No	Grant recipient (Headquarters)	Name of the action	Area of intervention	Economies covered by the action
			<p><b>Goal:</b> Increasing number of independent tourists visiting Apollonia and Berat and using local services.</p>	
4	Local Democracy Agency Montenegro (Nikšić)	Monumental 9	<p><b>Cultural tourism</b> - Balkan Monumental Trail</p> <p>Development of web platform (a virtual tour) and promotional video for Balkan Monumental 9 Trail and its three thematic itineraries; and training of some 25 young people from the WB in becoming greeters, vloggers/creative writers and local tour guides and engaging them to create content and maintain the web platform.</p> <p><b>Goal:</b> Creating conditions for employment of young people in tourism.</p>	BA, Kosovo*, ME, MK, RS
5	Center for Tourism Research and Studies (Novi Sad)	The Footsteps of Marshall	<p><b>Cultural tourism</b> - Balkan Monumental Trail</p> <p>Development, launch and promotion of a commercial itinerary “The Footsteps of Marshall” primarily targeting Chinese market, and organization of “Blue Train” (i.e. Tito’s train) regional traveling photos exhibition and workshops focusing on WW2 monuments and storytelling.</p> <p><b>Goal:</b> Making cultural tourism offer more competitive and accessible.</p>	BA, ME, RS
6	Tourism Board of Hercegovina-Neretva Canton (Mostar)	Valorisation of the cultural heritage of the tourist destinations Mostar and Podgorica	<p><b>Cultural tourism</b> - Crossroads of Civilisations</p> <p>Development of new cultural tourism route (heritage and gastronomy) connecting Mostar and Podgorica and promotion of those localities through an event, video and online.</p> <p><b>Goal:</b> Lengthening stay of tourists in Mostar and Podgorica.</p>	BA, ME

## Overview of Awarded Grants - 2<sup>nd</sup> Call for Proposals

No	Grant recipient (Headquarters)	Name of the action	Area of intervention	Economies covered by the action
7	Kosovo Rehabilitation Centre for Trauma and Torture (Prishtinë/Priština)	“NEWBORN” of today in the WB region	<p><b>Cultural tourism</b> - Crossroads of Civilisations</p> <p>Identification and promotion of cultural tourism sites and products in wider Prishtinë/Priština tourism region.</p> <p><b>Goal:</b> Promotion of Prishtinë/Priština cultural tourism offer.</p>	Kosovo*
8	Barleti Institute for Research and Development - BIRD (Tirana)	Establishment of Regional Network of Professional Guides for Adventure Tourism: Adventure along Via Dinarica	<p><b>Adventure tourism</b> - Via Dinarica (hiking and biking)</p> <p>Development of regional Adventure Tourism Training Curricula, establishment of Regional Tourism Academy, provision of training of trainers courses to 15 adventure tourism guides, and promotion of six adventure tours.</p> <p><b>Goal:</b> Improving quality of services in the adventure tourism sector.</p>	AL, BA, RS
9	Regional Development Agency for Bjelasica, Komovi and Prokletije (Berane)	Rural tourism along Via Dinarica	<p><b>Adventure tourism</b> - Via Dinarica (hiking and biking)</p> <p>Improvement of quality of infrastructure and services (EuroGites standards) at 50 rural tourism households along Via Dinarica trail, training of households in service provision, and their promotion both online (web portals and trail maps) and through trail signage and print products at info points.</p> <p><b>Goal:</b> Improvement in quality of services and greater inclusion of rural household in tourism industry.</p>	ME
10	Social Development Investment (Tirana)	Scout Movement in Via Dinarica	<p><b>Adventure tourism</b> - Via Dinarica (hiking and biking)</p> <p>Development and promotion of two scout centres/campaign sites (Tropja and Gjakovë/Đakovica regions) as staging areas for hiking, climbing, mountain biking</p>	AL, Kosovo*

## Overview of Awarded Grants - 2<sup>nd</sup> Call for Proposals

No	Grant recipient (Headquarters)	Name of the action	Area of intervention	Economies covered by the action
			<p>and site seeing trips, and establishment of two Scout Groups (60 young people 15-25 years old) to act as local guides, as well as marking of two hiking and biking trails 5 and 10 kilometres long.</p> <p><b>Goal:</b> Establishing new adventure tourism services and inclusion and employment of young people in tourism industry.</p>	
11	<b>GREEN HOME (Podgorica)</b>	Hidden Villages of Piva: Connecting Adventure Tourism of Tara River and Piva Mountain Area	<p><b>Adventure tourism - Via Dinarica (hiking and biking)</b></p> <p>Development and promotion of new hiking (7 km) and biking (12 km) trails connecting ethno-villages and katuns in Piva Mountain/Tara Canyon, and providing training on hospitality and storytelling to 20 households and 20 local guides and greeters.</p> <p><b>Goal:</b> Lengthening stay of tourists in Pluzine.</p>	ME
12	<b>City of Skopje (Skopje)</b>	Cycling and Mountain Bike Trails on Mount Vodno	<p><b>Adventure tourism - Biking</b></p> <p>Development, marking and digital mapping of one cycling (2 km) and one mountain bike (1.5 km) trail on Mount Vodno, establishment of mobile bike rental/repair and refreshments spots, and promotion of new trails through website, social media campaign and “Vodno Alternative Tourism” festival and bike races.</p> <p><b>Goal:</b> Increasing inflow of tourists to Vodno.</p>	MK
13	<b>Sustaining Inclusive Growth - SIG (Tirana)</b>	Smart management of adventure tourism product for the exploitation of natural assets, sustainability and territorial attractiveness	<p><b>Adventure tourism - Hiking and biking</b></p> <p>Promotion of the Divjake - Karavasta National Park through new branding and development of website, bookable tours, Virtual Reality tour, print products, FAM trip, training of 40 tour guides, and social media and online campaign, supported with small scale infrastructure improvements.</p> <p><b>Goal:</b> Increasing number of visitors to the park.</p>	AL

## Overview of Awarded Grants - 2<sup>nd</sup> Call for Proposals

No	Grant recipient (Headquarters)	Name of the action	Area of intervention	Economies covered by the action
14	Women's Association Maja (Bratunac)	Promotion and development of rural and adventure tourism in Bratunac	<p><b>Adventure tourism</b> - Hiking and gastro tourism</p> <p>Development and promotion of 5-km-long rural tourism trail (Health Trail) in Bratunac Municipality including construction of 30 m<sup>2</sup> Health House, and training some 25 women in rural and gastro tourism practices.</p> <p><b>Goal:</b> Involving women in sustainable tourism and promotion of local gastronomy.</p>	BA
15	Association for Local and Rural Development (Tetovo)	Eco tourism 4 all	<p><b>Adventure tourism</b> - Hiking and gastro tourism</p> <p>Development of adventure trails (3-5 km) in Fir of Drenova (AL) and in Marvovo (MK) national parks; establishment and training of a cluster of some 20 traditional producers of wild herbs, berries and mushroom; creating agro-tourism plan and training 20-30 local tourism service providers; and promotion of the trails and service providers.</p> <p><b>Goal:</b> Involving local communities in provision of tourism services (food and accommodation).</p>	AL, MK
16	Training Education and Democracy - TED (Tirana)	Promoting Adventure Tourism in the Cross Border area in Albania, Montenegro and Kosovo* regions	<p><b>Adventure tourism</b> - Via Dinarica</p> <p>Development of online promotion campaign for Bjeshket e Nemuna/Prokletije mountain area and training some 20 local entrepreneurs and 20 young people in online communications and building online profiles for 7 tourism businesses.</p> <p><b>Goal:</b> Increasing number of visitors to Bjeshket e Nemuna/Prokletije.</p>	AL, Kosovo*, ME

*\*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*

### Abbreviations:

AL - Albania

BA - Bosnia and Herzegovina

ME - Montenegro  
MK - The Former Yugoslav Republic of Macedonia  
RS - Serbia  
WB6 - Six Western Balkans economies

## STATISTICS

Total value of RCC support for grants awarded (2nd call for proposals): **EUR 759,000**

Total number of calls for proposal to be implemented: **3**

Total value of grants scheme: **EUR 1.62 million**

**Number of grant recipients per economy/number of action implemented in economy out of 16 (n/16):**

### **Albania: 5; 7/16**

- Barleti Institute for Research and Development - BIRD, Tirana
- Positive Development Partnership, Tirana
- Social Development Investment, Tirana
- Sustaining Inclusive Growth, Tirana
- Training Education and Democracy - TED, Tirana

### **Bosnia and Herzegovina: 2; 6/16**

- Women's Association Maja, Bratunac
- Tourism Board of Hercegovina-Neretva Canton, Mostar

### **Kosovo\*: 1; 4/16**

- Kosovo Rehabilitation Centre for Trauma and Torture, Prishtinë/Priština

### **Montenegro: 3; 7/16**

- Regional Development Agency for Bjelasica, Komovi and Prokletije, Berane
- Local Democracy Agency Montenegro, Nikšić
- GREEN HOME, Podgorica

### **Republic of North Macedonia: 3; 5/16**

- City of Skopje, Skopje
- Center for Social Innovations BLINK 42-21, Skopje

- Association for Local and Rural Development, Tetovo

**Serbia: 2; 3/16**

- Danube Competence Center, Belgrade
- Center for Tourism Research and Studies, Novi Sad