



Regional Cooperation Council

TOURISM DEVELOPMENT & PROMOTION



This project is funded
by the European Union

BENEFICIARIES:

Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Serbia and The Former Yugoslav Republic of Macedonia.

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

TOURISM DEVELOPMENT & PROMOTION

The Regional Cooperation Council's
Tourism Development & Promotion
project

works to develop and globally promote joint regional tourism routes and offers; improve skills and capacities in tourism industry; remove administrative barriers to tourism development; and increase inflow of tourists and tourism-generated revenues, thus contributing to the overall economic growth of the region.

WHERE DO WE WANT TO BE?

Our goals are:

- Consolidated tourism offers in the Western Balkans (WB)
- Developed joint regional cultural and adventure tourism routes and offers
- Increased competitiveness of regional tourism offer
- Improved tourism infrastructure
- Removed administrative obstacles to free flow of tourists
- Regional tourism offers promoted globally
- Increased tourist inflow, length of stay and revenues
- Up scaled workforce skills
- Increased employment in tourism



WHAT DID THE RCC DO SO FAR TO GET THERE?

We have:

- Established the WB Tourism Expert Group, which identified policy barriers hindering sector development and produced recommendations on how to overcome them
- Contributed to the preservation of cultural heritage sites through the RCC's Task Force on Culture and Society (TFCS) (Ljubljana Process II)
- Prioritised cultural tourism and adventure tourism as most competitive market niches for joint regional product development
- Launched 5-million euro worth Tourism Development & Promotion (Triple P Tourism) project to increase competitiveness and promote regional tourism offer



WHERE DOES THE REGION STAND NOW?

- Tourism is recognised as a priority sector with a vast potential for growth and regional cooperation
- Economies actively participate in the work of the Tourism Expert Group (representatives of ministries in charge of tourism, tourism boards and tourism practitioners)
- Economies on average spend less than 2 per cent of overall government spending on tourism
- Tourism offer is fragmented across the value chains and infrastructure is partially underdeveloped
- There are administrative barriers to the free flow of tourists (e.g. visas and health insurance)
- Adventure and cultural tourism routes are insufficiently developed and promoted

Direct and indirect shares of tourism in GDPs of WB are on average

5.6%
AND **14.7%**
respectively



Direct and indirect shares of tourism in employment in WB are on average

5.4%
AND **14%**
respectively



TOURISM ON AVERAGE ACCOUNTS FOR

24.1%

of exports in WB



WHAT DO PEOPLE/BUSINESS THINK?

56%

of businesses consider quality of cooperation in the region as

IMPORTANT TO THEM



62%

of population in the region appreciate tourists from the region and other parts of the world



72%

of population agree that regional cooperation

CAN CONTRIBUTE TO ECONOMIC SITUATION

78%

of businesses in the region say that their products, goods and services can compete well with those from the EU



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The Tourism Development & Promotion project encompasses six Western Balkans economies. This 5-million euro worth project is funded by the European Union and implemented by the Regional Cooperation Council.

**COMPETITIVE AND DIVERSIFIED REGIONAL
TOURISM OFFER**

IMPROVED POLICY FRAMEWORK

**INCREASED NUMBER OF TOURISTS, JOBS AND
REVENUES**

**IMPROVED SKILLS AND QUALITY OF TOURISM
SERVICES**

Good. Better. Regional.



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