
Tourism Development and Promotion Project

BALKAN MONUMENTAL TRAIL

- Overview -

BACKGROUND

Cultural tourism plays a leading role in creating new socio-economic opportunities for tourism development at local, regional, national and transnational level. It has recently become one of the fastest-growing tourism trends. Apart from enhancing visitor's experience, cultural tourism products stimulate cultural exchanges, enrich cultural identity of destinations and foster closer ties between visitors and host communities.

One of the themes of the RCC Triple P Tourism project is development of a cultural tourism route, the Balkan Monumental Trail, dedicated to the post WWII monuments. The objective is to create a pathway which highlights and explores the often forgotten and marginalised heritage of the abstract and modernist WWII monuments of the Western Balkans 6 economies of Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Republic of North Macedonia and Serbia. The justification for this cultural tourism route is that not only has

this heritage, history and culture been little exposed to people outside this region, but also because numerous recent publications and artistic events have proven that there is great international (as well as domestic) interest in the topic of modernist monumental art and architecture across the WB6 region.

This monumental heritage is a distinct and unique European resource in how it communicates the universal ideas of the region's anti-fascist WWII history which is often little known internationally. Most importantly, while these ambitious and architecturally/artistically sophisticated monuments are often marginalised as tourism resources within the region they reside in, interest in them worldwide has been exponentially increasing over the last decade.

SELECTION OF MONUMENTS

The entire proposed route is comprised of 40 monument sites¹ spread across the WB economies: 7 in Albania, 11 in Bosnia and Herzegovina, 4 in Kosovo*, 5 in Montenegro, 5 in Republic of North Macedonia and 8 in Serbia. Twenty-five monuments are on the Primary route, 8 on the North West Bosnia and Herzegovina spur and 7 on the Albanian spur. The monument sites were chosen based on

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

¹ Complete list provided in the Annex I.

several key factors which primarily include the following integral concepts:

- Historical and cultural significance
- Visual impressiveness and architectural/artistic appeal
- The current condition and state of repair of the monument site
- Sites of great natural splendour and remarkable scenic beauty
- Sites which are not exclusively ideological in presentation

In addition to the primary monument sites which will comprise the core of the Balkan Monumental Trail, additional tourist attractions/sites will be chosen to supplement the route using a similar selection criteria.

Pathway²

A pathway stretching thousands of kilometres across each of WB6 economies will be connecting each of these monument sites (and complementary tourist attractions). Consideration taken when determining this pathway included the following key factors:

- Proximity to areas underserved by tourism
- Proximity to tourist facilities (restaurants, lodging, fuel, retail services, etc.)
- Proximity to well-maintained roadways
- A route which is simple and straightforward to follow and drive
- A route which is accessible all year round

Using such criteria, tourists hoping to travel the route will be able to do so in a manner that is not only tried and tested along an optimised pathway, but it will be such a

route that can be utilised all year round and provide them with all needed amenities that such tourists might desire.

Current needs

While international interest in these fascinating monuments increases, there is, as of yet, **little infrastructure** or **domestic guidance** in place to facilitate the enjoyment, exploration or interpretation of this resource for tourists visiting the region. In addition, current cooperation and coordination between regions, municipalities and tourism service providers in relation to the monument sites is minimal.

As a result, the RCC's Triple P Tourism Project aims to create **tourism infrastructure** (tourism route, signage, marketing tools) and a **network of partnerships** that will serve as conduit for tourists to effectively engage with these monuments. Furthermore, as many of these monuments are located in areas far-flung from normal tourist paths, the creation of a Balkan Monumental Trail will bring economic stimulation to areas currently underserved by tourism traffic and also keep tourists in the region for a longer period of time.

What is essential to develop in the upcoming period is the tourism infrastructure for the selected monuments, including **directional and promotional signage** as well as the **storytelling** and **on-site contents** and their connection to the local service providers. Furthermore, development of authentic cultural tourism product and service will offer possibilities for co-creation of the visitor's experience.

² A tentative map provided in the Annex II.

ANNEX I – Selected Monuments

ALBANIA

1. Shkodër
2. Kamëz
3. Mother Albania, Tirana
4. Pezë e Vogël
5. Bërzhitë
6. Elbasan
7. Pishkash



Tirana

Bërzhitë

Peze e Vogel



Kamëz

Pishkash



Shkoder

Elbasan

BOSNIA-HERZEGOVINA

1. Vraca Memorial Park, Sarajevo
2. Vogošća Monument, Sarajevo
3. Battle of Neretva Memorial Museum, Jablanica
4. Partisan Cemetery, Mostar
5. Tjentište, Foča
6. Zenica
7. Novi Travnik
8. Jajce
9. Šušnjar, Sanski Most³
10. Kozara, Prijedor
11. Banja Luka



Tjentište

Mostar

Sanski Most

Zenica



Novi Travnik

Sarajevo

Kozara

Banja Luka



Vogošća

Jablanica

Jajce

³ To be replaced in the second phase of the project implementation.

KOSOVO*

1. Prishtinë/Prishtina, city center
2. Brezovicë/Brezovica Monument
3. Miners Monument, Mitrovicë North/Mitrovica
4. Partisan Martyrs Cemetery, Velanija, Prishtina



Prishtinë/Priština



Brezovica/Brezovicë



Mitrovica/Mitrovicë North



Velanija/Velanijë

MONTENEGRO

1. Dola, Plužine
2. Trebjesa, Nikšić
3. Barutana, Podgorica
4. Kolašin Memorial Museum
5. Jasikovac, Berane



Dola



Berane



Barutana



Kolašin



Nikšić

REPUBLIC OF NORTH MACEDONIA

1. Earthquake Monument, Skopje
2. Kičevo Ossuary
3. Makedonium, Kruševo
4. Prilep Monument
5. Veles Ossuary



Veles

Kruševo

Kičevo



Prilep

Skopje

SERBIA

1. Jewish Cemetery, Belgrade
2. Memorial Park Jajinci, Belgrade
3. Kosmaj Monument
4. Čačak Memorial Site
5. Kadinjača Monument Site, Užice
6. Bujanj Memorial Park, Niš
7. Šumarice Memorial Park, Kragujevac
8. Monument to the Revolution, Leskovac



Jajinci

Belgrade

Čačak



Kosmaj

Kadinjača

Leskovac



Kragujevac

Niš

ANNEX II - Pathway

