

Tourism Development and Promotion Project

Overview of Awarded Grants - 3 rd Call for Proposals					
No	Grant recipient (Headquarters)	Name of the action	Area of intervention	RCC Grant value in €	Economies covered by the action
1	Nucleus Albania (Tirana)	Youth travel - Walking through beauty and culture	<p>Adventure tourism - Hiking and gastro tourism</p> <p>Establishment and promotion of anew cross-border hiking trail between Albania and North Macedonia in the Ohrid lake area encompassing gastro, religious, rural and ecological tourism attractions.</p> <p>Goal: Including some 100 women and youth run MSMEs in tourism industry.</p>	53,950.50	AL, MK
2	Mountaineering Association Treskavica (Sarajevo)	Amazing Velež	<p>Adventure tourism - Via Dinarica (hiking and climbing)</p> <p>Development of 25 new kilometres of Via Dinarica hiking trail in Velež Mountain including via ferrata, planning and marking ten new alpine routes, training of 15 alpine and mountaniering guides, and promotion of new adventure tourism products through mountaniering maps.</p> <p>Goal: Improving quality of services and infrastructure along Via Dinarica.</p>	52,938.00	BA
3	Digital Future (Tirana)	Promoting the Balkan traditional cuisine through the use of digital means	<p>Adventure tourism - Gastronomy</p> <p>Establishment of a network of gastro-tourism partners (restaurants, hotels, tour operators) in three economies, development of a mobile app serving as a gastro-tourism guide, and promotion of the app and regional gastro-tourism offer through digital marketing campaign, as well as promotional videos and print products.</p> <p>Goal: Promoting local gastro-tourism businesses and improving customer experience.</p>	48,000.00	AL, Kosovo*, MK

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4	Community Development Fund - CDF (Prishtinë/Priština)	Improving Outdoor Tourism along Via Dinarica Routes	<p>Adventure tourism - Via Dinarica (hiking)</p> <p>Installation of new and Via Dinarica Leading Quality Trail compliant sinage along 100 km of trail in Kosovo*, construction of and additional via ferrata in Rugova Gorge and of a new bridge at Sleeping Beauty (Radavc) Cave, as well as promotion of the improved tourism product through promo materials and a FAM trip for 15 tours operators from Albania, Kosovo* and North Macedonia.</p> <p>Goal: Improving quality of infrastructure along Via Dinarica.</p>	53,955.00	Kosovo*, AL, MK
5	Mak Dizdar Foundation (Sarajevo)	Stolac: Crossroads of Civilizations	<p>Cultural tourism - Crossroads of Civilisations</p> <p>Development of a new cultural tourism itinerary and story line on Stolac Old Town; its promotion through utilisation of innovative cultural heritage interpretation tools and approaches including promotional videos, social media content, maps, brochure, interpretive trail signage and info centre; and training of cultural tourism guides in storytelling and heritage interpretation.</p> <p>Goal: Increasing number of visitors and lengthening their stay in Stolac.</p>	46,000.00	BA
6	Institute for Strategic Research and Education (Skopje)	Monuments and Brutalist Architecture of North Macedonia	<p>Cultural tourism - Balkan Monumental Trail</p> <p>Development of new cultural tourism route based on some 30 WWII monuments and remarkable building built in socialist-brutalism architecture style and its promotion through a mobile app, website, social media campaign, interpretive signage, memorabilia, promo flyers and stickers, and media events.</p> <p>Goal: Enriching tourism offer and attracting new visitors to North Macedonia.</p>	32,400.00	MK
7	Association Manifesto	Heritage Walks & Talks	<p>Cultural tourism - Crossroads of Civilisations/Balkan Monumental Trail</p>	47,979.00	ME, MK, RS

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	(Knjaževac)		<p>Development of Heritage Walks & Talks as new cultural tourism products in eight localities which are part of Western Balkans: Crossroads of Civilisations and Balkans Monumental Trail routes in three WB economies based on creative storytelling and their promotion through a mobile app, website and online campaign.</p> <p>Goal: Improving quality of cultural tourism services in WB.</p>		
8	Explore Serbia (Belgrade)	Exploring The Dream of Emperors Route	<p>Cultural tourism - Crossroads of Civilisations</p> <p>Development of a new regional cultural tourism itinerary dubbed Dream of Emperors route based on innovative storytelling; its delivered to the international audience over web platform offering a virtual tour of the route and information about local businesses and tour operators; training for local businesses on provision of tourism services; as well as promotion of the new tourism product through social media campaign.</p> <p>Goal: Launching new tourism product and inclusion of local service providers in tourism industry.</p>	48.600.00	BA, ME, RS
				383,822.50	

**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 - Republic of North Macedonia
 RS - Serbia
 WB6 - Six Western Balkans economies

STATISTICS

Total value of RCC support for grants awarded (3rd call for proposals): **EUR 383,822.50**

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

Total value of grants scheme: **EUR 1.68 million**

Number of grant recipients per economy/number of actions implemented in economy out of 8 (n/8):

Albania: 2; 2/8

- Nucleus Albania, Tirana
- Digital Future, Tirana

Bosnia and Herzegovina: 2; 3/8

- Mountaineering Association Treskavica, Sarajevo
- Mak Dizdar Foundation, Sarajevo

Kosovo*: 1; 2/8

- Community Development Fund, Prishtinë/Priština

Montenegro: 2/8

Republic of North Macedonia: 1; 4/8

- Institute for Strategic Research and Education, Skopje

Serbia: 2; 2/8

- Association Manifesto, Knjaževac
- Explore Serbia, Belgrade