

tourism development
& promotion project

WWII - Monument SEE

GRANT FACT SHEET

GOAL

Conducting a comprehensive assessment of WWII monuments in the six Western Balkans economies and producing recommendations for development of a new regional cultural tourism route.

Location

Western Balkans

Action value

EUR 52,280.00 (EU/RCC grant: EUR 47,052.00)

Category

Cultural tourism

Lead applicant

EXPEDITIO

Implementation period

November 2018 - June 2019 (7 months)

INTRODUCTION

The Regional Cooperation Council (RCC) implemented and European Union (EU) funded Tourism Development and Promotion Project worth EUR 5 million works to develop and internationally promote joint regional cultural and adventure tourism offer, increase number of tourists visiting the six Western Balkans economies (WB6), lengthen their stay in the region, increase revenues and employment in the industry, and remove policy barriers to further development of tourism.

The Project utilises EUR 1.62 million grants scheme to help improve quality of services and infrastructure along the selected routes. The first 12 out of 30+ grants - worth up to EUR 54,000 each - were awarded in November 2018. EXPEDITIO is amongst the first twelve grant recipients.

DESCRIPTION OF THE ACTION

Current situation

Following the political changes that occurred in the Western Balkans in the 1990s, region's post-World War II monuments have been neglected and many damaged. However, at the beginning of 2000s these monuments started attracting both local and international attention. With the increased awareness about these exceptional works of art and related policy changes in some of the WB6 economies, WWII monuments are now being recognised as an invaluable cultural heritage which should be promoted, utilised and valorised on as a unique cultural tourism offer/product.

Actions to be performed through grant

EXPEDITIO will utilise the grant to conduct a comprehensive assessment of the WWII monuments in the six Western Balkans economies, thus providing solid basis and recommendations for development of a new regional cultural tourism route/product featuring this very specific segment of common cultural heritage of unique art and design.

EXPEDITIO will firstly set up a regional team of experts who will develop a common research methodology. Due to different policy frameworks, the assessment will be conducted separately in each of the six economies. Once completed, these six assessments will be compiled into a region-wide reference document. The assessment will cover an array of issues including:

- Research and development of an inventory of monuments, literature and data sources, complementary projects, and key stakeholders relevant to monuments' protection and maintenance and sites financing and management;
- Analysis of cultural and artistic value of monuments;
- Overview of relevant policies and urban and strategic development plans, landscapes and associated threats to the sites (e.g. landslides), and accessibility; and
- Market research including other European cultural routes, potentials of the new WB6 route, comparative advantages and shortfalls, and development needs and opportunities.

The assessment will further include a proposal for route development, with itineraries

and related SWAT analysis, and proposals and guidelines for the next steps.

In conducting the assessment EXPEDITIO will apply participative approach and reach out to a wide range of relevant actors including central and local level institutions responsible for protection and maintenance of monuments in the WB6, local and national tourism organisations, associations of WWII veterans that attend to monuments, NGOs dealing with tourism and cultural heritage protection, and experts and organisations that have researched the topic in the past. All of these actors will be further informed of the findings of the assessment in order to inform their future decision making and actions in relation to monuments protection and cultural tourism route development.

Results and sustainability

The assessment will provide a unified database of information related to the WWII monuments, identify institutions responsible for their protection and maintenance, recommend roles and responsibilities for all relevant stakeholders, propose a concept for the regional cultural tourism route and outline itineraries. It will provide solid bases for continuation of systematic work on the development and launching of cultural tourism route based on the art and design of the WWII monuments.



CONTACTS

EXPEDITIO

Rakite IV Lamela I/pr, 85330 Kotor, Montenegro
+382 32 302 520

office@expeditio.org, www.expeditio.org

RCC Tourism Development and Promotion Project

tourism@rcc.int, www.rcc.int/tourism