



TOURISM DEVELOPMENT AND PROMOTION

The Western Balkans region—Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, Serbia and North Macedonia—shares a common cultural heritage. It is a home to some of the most mesmerising monumental art and traces of Roman Empire. It is a crossroads of civilizations.

The Regional Cooperation Council (RCC), through an EU funded Tourism Development and Promotion Project, is now powering the region in awakening the common art and heritage and in developing new and joint cultural and adventure tourism offer to share with the world.

Regional Cooperation Council's
Tourism Development & Promotion Project Office

UNITIC Building B, 6th floor
Fra Anđela Zvizdovića 1, 71000 Sarajevo, BiH

Tel: +387 33 295 653 / Fax: +387 33 295 660
E-mail: rcc@rcc.int / Web: rcc.int/tourism

 Regional Cooperation Council - RCC

 [regionalcooperationcouncil](http://regionalcooperationcouncil.org)

 [regionalcooperationcouncil_rcc](https://www.instagram.com/regionalcooperationcouncil_rcc)

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**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.*

This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the Regional Cooperation Council and do not necessarily reflect the views of the European Union.



Regional Cooperation Council



This project is funded by the European Union.

Tourism Development and Promotion Project

AWAKENING ART AND HERITAGE

Western Balkans Cultural Routes

YOUR NEXT DESTINATION

Brand new itineraries for travellers to Western Balkans!

BALKAN MONUMENTAL TRAIL

An artistic route honouring heroic perseverance and creative brilliance.

This trail explores 40 most exquisite monuments of the region's post-World War II era.

Visually stunning, abstract, modernist, and sophisticated, these works of art are both unique and universal in their other-worldly designs.

Set in dramatic landscapes, the monuments tell the stories of epic WWII battles and the complex, heroic, and sometimes tragic history of this dynamic region, but keeping a keen eye towards a brighter future.

You'll experience the revolutionary, artistic visions and building techniques developed in the second half of the twentieth century.

This voyage is framed by the region's incredible landscapes: spectacular river canyons, impressive mountains, rolling hills, and untouched forests.

WESTERN BALKANS CROSSROADS OF CIVILISATIONS

Discover where the East meets the West defined by empires for millennia

For thousands of years the Western Balkans built its identity on a lavish cultural heritage developed by a myriad of civilisations, which attempted to conquer and rule this stunning corner of Europe.

These civilisations left their mark and mixed with the region's culture and traditions but the empires also influenced each other.

You'll witness Roman influence on Byzantine churches, Byzantine influences on Ottoman mosques, Ottoman influences on Austro-Hungarian architecture. And throughout the region, medieval Stećci tombstones blur religions and connect the epochs and landscapes. For the West, the Balkan was where the Orient began, and for the East it was a gateway to Europe.

You'll discover cultural riches awaiting to be found in the area's capitals, which were a meeting point of Greece, Rome, Ottoman, Venetian, Russian, and Austrian traditions.

New itineraries will help you determine which epoch is best for you!

THE ROMAN EMPERORS AND DANUBE WINE ROUTE'S ILLYRICUM TRIAL

A journey to experience archaeological sites and ancient vineyards

The Roman period marked one of the longest periods of cultural dominances over the Western Balkans.

Archaeological sites, scattered across the region, tell the tale of ancient warriors, military doctrines, strategy, and tactics. They also explain the rhythm of communal life, arts, crafts, learning, and the foundations of European development.

But even this powerful empire was not immune to the Balkans' influences. An entire peninsula, filled with even older traditions, cults, beliefs, cultures found their way into Roman religion.

The Roman Emperors and Danube Wine Route, which runs through Western Balkans, showcases the "northern frontier" of the empire will take you on a journey in which legends come back to life along original cobblestone roads, across aqueducts spanning expanses, and in glasses of wine with roots dating to the beginning of history.

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