

tourism development
& promotion project

Legends of the Fortress

GRANT FACT SHEET

GOAL

Developing and promoting cultural route running through three economies based on storytelling as a key component of heritage interpretation, through videos, plays and food and crafts fairs.

Location

Albania, Bosnia and Herzegovina and Montenegro

Action value

EUR 53,995.15 (EU/RCC grant: EUR 48,500.00)

Category

Cultural tourism

Lead applicant

Danilovgrad Municipality

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. Danilovgrad Municipality is amongst the first twelve grant recipients.

DESCRIPTION OF THE ACTION

Current situation

Western Balkans economies are rich in cultural heritage. One segment of that heritage is fortresses. Although vast in numbers only a small number of fortresses have been valorised and included in the regional tourism offer. This is largely due to a lack of comprehensive information about the historic value of fortresses, plans for their management and maintenance, and finally operationalisation and promotion of fortresses as tourism destinations.

Actions to be performed through grant

The action to be performed through the grant will focus on creating preconditions and beginning to promote and valorise on cultural and historic values of fortresses in Danilovgrad (Montenegro), Lezhë (Albania) and Trebinje (Bosnia and Herzegovina). The ultimate goal is to develop a regional cultural tourism route which will bring those fortresses back to life.

To turn somewhat neglected fortresses into tourism attractions, the collaborators will apply a four-stage approach to tourism product development and promotion. Initial stage will focus on assessing historic and cultural values of fortresses present in three localities, identifying their commonalities and creating proposal for a thematic cultural route that would connect the localities and include other historically significant sites along the route (first baseline document).

This assessment will be complemented with a research and a set of recommendations on potential marketing and business models to be employed in the process of turning thus far inactive locations into active tourism sites, thus completing the work on the second stage (second baseline document).

In the third stage, the grant will be used to develop a common promotional brochure (third baseline document) providing interesting historical data and facts and featuring sites addressed through the assessment of historic and cultural values of fortresses including Ottoman Military Base Spuž overlooking Danilovgrad; several fortresses surrounding Trebinje: Brankovića Kula, Old Town Klobuk, Old town Mičevac and Strač Fortress; as well as medieval Lezhë Fortress.

To promote the sites (fourth stage), grant collaborators will develop a promotional video in formats suitable for use at the events and on social media, as well as theatre plays

and performances conveying the stories of fortress (one per each economy). Both types of products will apply storytelling as the key component of the heritage interpretation. Promotion of the sites will be kicked off through outreach and media event to be held at the three fortresses to include projection of the video, theatre performance and a fair of local food and crafts. Promotion will be sustained through engagement with the media and launching of social media channels including Facebook and Instagram profiles and a YouTube channel.

Results and sustainability

The three baseline documents developed through the action will be distributed to relevant stakeholders including local and national authorities, small businesses, tour operators and entrepreneurs for their further use.

In addition, the grant will be used to purchase equipment necessary for the organisation of promotional events. At the end of the grant implementation, the collaborators will sign a Memorandum of Understanding committing them to jointly use the equipment in the organisation of future promotional events at the fortresses over the next three years.



CONTACTS

Danilovgrad Municipality

Trg 9. decembar, 81410 Danilovgrad, Montenegro

+382 69 557 189

sodanilovgrad@t-com.me,
www.danilovgrad.me

RCC Tourism Development and Promotion Project

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