

KOSOVO



Embassy of Italy
Pristina

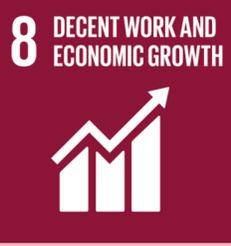
Environment - Sustainable tourism



NaturKosovo

Natural and cultural capital in Kosovo and sustainable tourism development of the Via Dinarica

The project aims at **promoting sustainable tourism development in Kosovo** by enhancing the region's cultural, historical, and natural resources. Main goal is to generate economic development, create job opportunities, and improve tourism governance supporting local institutions and the promotion of the Kosovo section of the Via Dinarica.



BUDGET

1.800.000,00 Euro

IMPLEMENTING PARTNER



OTHER PARTNERS

Club Alpino Italiano (CAI)
Corpo Nazionale Soccorso Alpino e Speleologico (CNSAS)
Associazione Italiana Turismo Responsabile (AITR)
Utalaya Foundation

DURATION

39 months

AREAS OF INTERVENTION

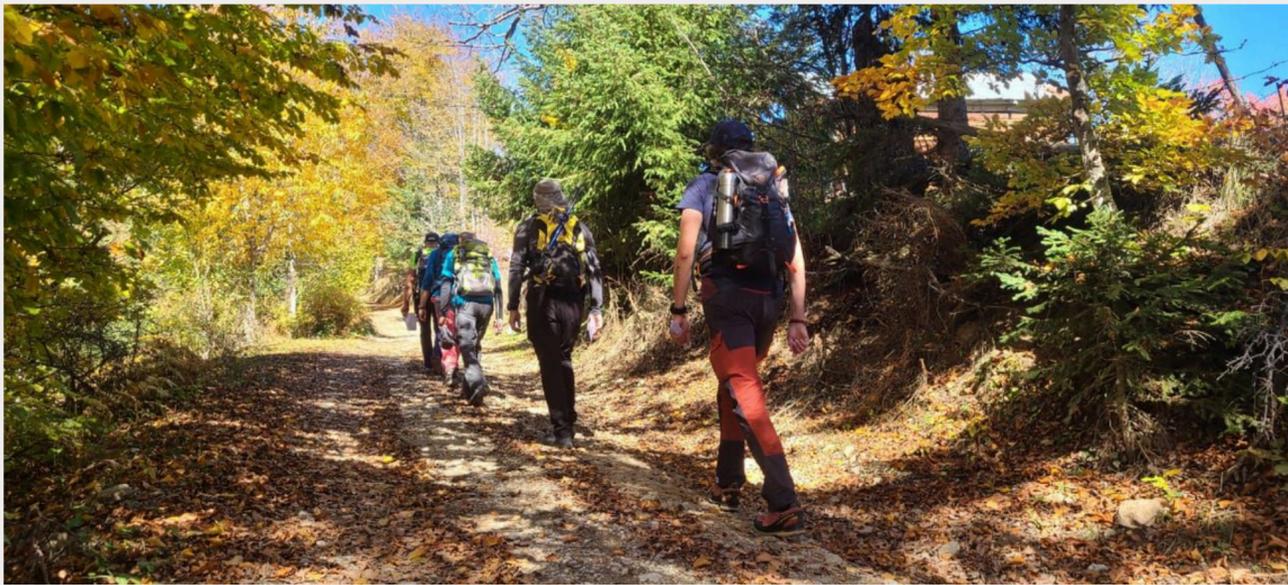
Peja Municipality
Deçan Municipality
Junik Municipality

CHANNEL

Bilateral to Civil Society Organizations

BENEFICIARIES

Small Business Owners
Public Institution Officials and Employees
Local communities



RESULT n. 1

Enhancement of nature and cultural trails, including mapping nature trails of the Kosovo section of the Via Dinarica (physical and GPS), developing standard signages, creating integrated thematic nature and cultural trails, and maintaining existing trails and cycle paths to increase safety and usability, in coordination with local institutions.

RESULT n. 2

Institutional strengthening for municipalities involved in territorial planning, mountain rescue operations, and tourism and environmental promotion, with opportunities for exchange with local and international stakeholders and experts aimed at strengthening technical and managerial capabilities of local stakeholders and institutions.

RESULT n. 3

Promotion of local entrepreneurship through the establishment of a fund to support micro and small businesses operating in tourism hospitality, mountain activities and sports, and catering along the Via Dinarica - with particular attention and rewards for female and youth entrepreneurship.

RESULT n. 4

Communication and branding of the "Via Dinarica Kosovo" tourism brand through its inclusion in existing regional tourism networks (web pages, smartphone apps) and the launch of a widespread brand campaign to inform locals and tourists about the tourism services and nature and cultural itineraries offered by the Kosovo Via Dinarica, as well as to raise awareness among younger generations about the importance of environmental protection and biodiversity conservation.



February 2024

Mountain rescue courses provided by the Italian National Alpine and Speleological Rescue Corps



September 2024

Italian Ambassador hands over the equipment donated by the mountain rescue project to the Kosovar beneficiaries, in the presence of the Minister of Industry, Entrepreneurship, and Trade of the Republic of Kosovo, Ms. Rozeta Hajdari

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NORTH MACEDONIA - SERBIA - MONTENEGRO



AGENZIA ITALIANA
PER LA COOPERAZIONE
ALLO SVILUPPO