

Practical Examples of Regional Tourism Routes & Cooperation

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Regional Routes

First meeting of Partners in 2006

Product development and market access in 2007

First regional group & individual trips in 2007 & 2008 with Exodus, Explore, Mountain Travel Sobek, Regent Holidays, SNP....

- 14 day Culture and Nature trip (Albania & Macedonia)
- 11 day Cultural heritage trip (Croatia, Montenegro & BiH)
- 10 day trekking trip (Croatia, Montenegro & BiH)
- 8 day trekking trip (Croatia, Montenegro & BiH)
- 5 day trekking trip (Albania & Greece) etc.....



Challenges with Regional Routes

- Pricing
- Guide standards & recruitment
- Administrative barriers
- Border regulations
- Partner communication
- Image of the various destinations



IFC/WHL BALKAN HOTEL MARKET ACCESS PROGRAM

- Web based reservation & payment portal
- Local connection
- Access to regional & global markets
- SME support
- Knowledge sharing
- Caring for destination



WHL REGIONAL COOPERATION EXAMPLES

- Client sharing
- Technical knowledge sharing
- Development of Balkan Portal (ex-Yu + AL)
- Capacity building of MSMEs



VIA DINARICA

Enhancing the way of life in the communities around the Central Dinaric Alps using sustainable tourism development as a tool.



VIA DINARICA



OUR AIMS

- Tourism development and promotion which will aim at
 - Fostering entrepreneurship
 - Creating jobs
 - Increasing income
 - Stimulating investment
 - Improving quality of life



Specific Objectives

- To identify potential and existing tourism resources along the Via Dinarica
- To raise awareness of sustainable tourism practices and opportunities
- Propose and design interregional strategies for sustainable tourism development activities along the Via Dinarica



Specific Objectives

- Create a system of hiking and biking trails linking various mountain communities
- Improving and developing tourism services
- Create economically & environmentally sustainable tourism products that can be marketed internationally



Specific Objectives

- Open development platform for stakeholders from the regions to discuss local issues of development
- Making sure that sustainable tourism and integrated rural development are represented in local development plans
- Develop communication platform using social media
- Education and training



THANK YOU!

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VIA DINARICA

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