



# GJAKOVË/ĐAKOVICA

EU/ COE JOINT PROJECT –

Support to the Promotion of Cultural Diversity  
 Local Economic Development component  
 Pilot Actions



JP - EU/CoE Support to the Promotion of Cultural Diversity (PCDK)

Funded  
by the European Union



Implemented  
by the Council of Europe

# BACKGROUND

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The Local Economic Development (LED) component of the European Union / Council of Europe Joint Action Support to the Promotion of Cultural Diversity in Kosovo\* (PCDK) has been inspired by and closely associated with the Local Development Pilot Project (LDPP) of the Council of Europe's Regional Programme for Cultural and Natural Heritage in South East Europe.

While the Regional Programme has a wider scope in the sphere of economic development, PCDK / LED focuses specifically on one aspect of the regional programme: heritage tourism. In this capacity, PCDK / LED aims to create conditions to facilitate social cohesion and economic development through utilising the potential of cultural and natural heritage for the region of Kosovo West.

Working with the six municipalities of Kosovo West (Pejë/Peć, Gjakovë/Đakovica, Klinë/Klina, Deçan/Deçane, Junik/Junik and Istog/Istok), the PCDK project highlights the importance of heritage protection, maintenance and management

with an integrated approach in the process of local economic development. This pilot project sets a feasible structure, methodology and examples of how, if managed effectively, heritage could be an asset of great benefit to local communities as part of a dynamic social and economic development process.

In preparation for the Regional Heritage Plan, the PCDK project acknowledges all heritage sites and assets in the region, based on the information provided by local and central authorities and institutions. These actions, however, have focused on attractions and features that are currently accessible and presentable to the general public and visitors for the purpose of heritage tourism.

This booklet has been prepared for stakeholders in the municipality of Gjakovë/Đakovica to accompany the Regional Heritage Plan and its recommendations. It encourages the active involvement of local communities and stakeholders in the implementation of priority actions in the municipality, in coordination with the five other municipalities in the region, as well as with central authorities.

\*This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

*Hadumi Mosque*



*Kosbi's tower*



*Ethnological museum*

## OBJECTIVES

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Local Economic Development activities and pilot actions focused on the:

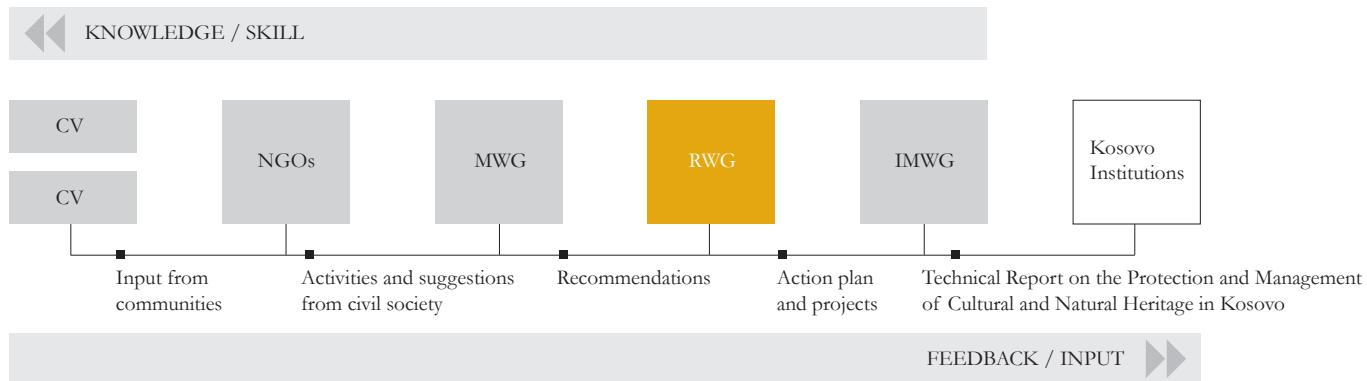
- Assessment of the capacity of natural and cultural heritage of the region;
- Creation of a strategic planning instrument for heritage protection and revitalisation;
- Development of effective partnerships between different stakeholders and encouragement of public/private initiatives on heritage;
- Establishment of a community-based Regional Coordination Office for Heritage Management.



# METHODOLOGY

The Heritage Plan is a dynamic process providing a strategic context for community actions with existing resources to ensure the greatest benefits to the local communities in the region. It aims to facilitate joint actions in the identification of priorities for the distribution of available funds for the conservation and promotion of heritage, in coordination with the central government, the municipalities and other interested parties.

To ensure active engagement of stakeholders, the PCDK project adopted the following methodology and workflow where there is continuous feedback and input from communities into policy-making, while regular knowledge and skill transfer is encouraged at the community level.



# MUNICIPALITY OF GJAKOVË/ ĐAKOVICA



Gjakovë/Đakovica municipality is located in the south-western part of Kosovo, and has a population of approximately 150,000 inhabitants. It consists of the main town, with about 90,000 residents, and 84 villages with around 60,000 people. Besides the majority of Kosovo Albanians, the Roma, Ashkali and Egyptian community represent the biggest minority group in the municipality, numbering around 8,600 persons.

The old town of Gjakovë/Đakovica was one of the most developed trade centres during the rule of the Ottoman Empire in the Balkans. A testimony to this period is the Grand Bazaar located in the centre of the old town, containing many preserved and restored shops and residential buildings. The Bazaar developed around the Hadum Mosque, built in 1594-95 as a donation by Hadum Sylejman Efendia (known as Hadum Aga); he simultaneously donated funds for other public facilities in the town, including some of the first shops in the old marketplace.

A huge variety of crafts were developed in this Bazaar, including metalwork, leatherwork, woodwork and carpentry, textile production, tinsmiths, saddlers, and so on. One of these which still exists today – and is recognised as a potential “brand” for Gjakovë/Đakovica – is cradle-making. The significance of this craft demonstrates the artistic imagination of the craftsman in the representation of traditional beliefs relating to the protection of newborn children.

Several old bridges lead to the Grand Bazaar. The most characteristic are the Tailor’s Bridge (18th century) and the Tanner’s Bridge (17th century), both lying across the Erenik River, and Taliqi’s bridge, built in 1816 on the Krena/Krena River.

The natural heritage of Gjakovë/Đakovica municipality, such as the Park of Shkugëza/Škugez, Radoniqi/Radonići Lake and the Drini i Bardhë/Beli Drim (White Drini) Canyon, is recognized by the local population as being highly attractive for visitors and for outdoor activities and sport tourism development.



*Clock tower*

## INVOLVEMENT OF GJAKOVË/ ĐAKOVICA MUNICIPALITY IN LED ACTIVITIES

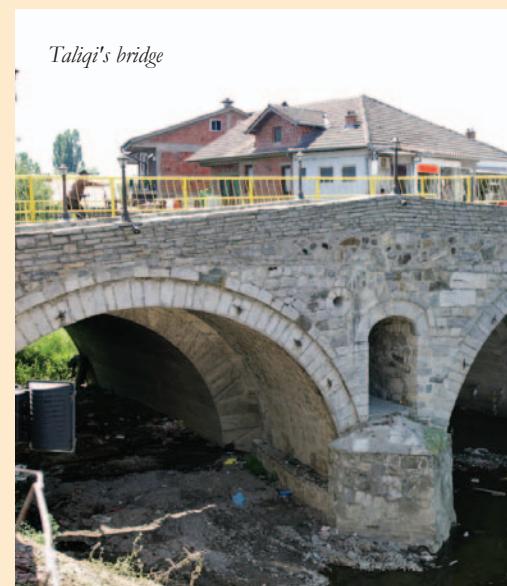
In the context of the PCDK project, a number of actions were carried out with active involvement of local stakeholders of Gjakovë/Đakovica municipality.

- Research on cultural and natural heritage assets and their heritage tourism capabilities were undertaken through surveys, interviews and semi structured meetings with stakeholders, with the participation of:
  - UBO Research Company
  - NGO Arteza
  - Community volunteers
  - Regional Centre for Cultural Heritage in Gjakovë/Đakovica
  - Municipality of Gjakovë/Đakovica
- Training on Cultural Heritage Management
- Pilot actions were implemented simultaneously in six municipalities of Kosovo West. These pilot actions consisted of three components which played a crucial role for the community's engagement in the preparation of the Regional Heritage Plan.



Activity	Local Stakeholders
<b>A. IDENTIFICATION OF NATURAL AND CULTURAL HERITAGE ASSETS</b>	
<b>I. Data collection of selected natural and cultural heritage assets</b>	
<i>Data collection of immovable cultural heritage assets</i>	
<ul style="list-style-type: none"> <li>• Tekke of Sheik Emin (17th century)</li> <li>• Clock Tower (1912, renovated in 2009)</li> <li>• Hadum Mosque (1594-95)</li> <li>• Haraqija Inn (19th century)</li> <li>• Ethnographic Museum (1810)</li> <li>• Koshi Tower (1870)</li> <li>• Tanner's Bridge (17th century)</li> <li>• Tailor's Bridge (18th century)</li> <li>• Taliqi's Bridge (1816)</li> </ul>	<ul style="list-style-type: none"> <li>- Regional Centre for Cultural Heritage in Gjakovë/Đakovica</li> <li>- NGO Arteza</li> <li>- PCDK project team.</li> </ul>
<i>Data collection of intangible cultural heritage assets</i>	
Cradle-maker artisan	- NGO Arteza
<i>Data-Collection of natural heritage assets</i>	
<ul style="list-style-type: none"> <li>• Drini i Bardhë/Beli Drim (White Drini) Canyon</li> <li>• Radoniqi/Radonić Lake</li> <li>• Shkugëza/Škugeza Park</li> </ul>	<ul style="list-style-type: none"> <li>- NGO Arteza</li> <li>- Valmira Gashi (MESP)</li> </ul>
<b>II. Promotional material</b>	
<ul style="list-style-type: none"> <li>• Design of Heritage Map of Gjakovë/Đakovica</li> <li>• Design and production of information panels for each of the selected natural and cultural assets</li> </ul>	<ul style="list-style-type: none"> <li>- NGO Arteza</li> <li>- Municipality of Gjakovë/Đakovica</li> </ul>
<b>B. INTANGIBLE HERITAGE PRACTICE</b>	
<b>I. Identification</b>	
<ul style="list-style-type: none"> <li>• Cradle-maker</li> <li>• “Sofra Gjakovare” traditional city music</li> </ul>	- NGO Arteza
<b>II. Training</b>	
<ul style="list-style-type: none"> <li>• Training on traditional cradle making with 5 students</li> </ul>	By Mr. Ruzhdi Qarri, cradle-maker
<ul style="list-style-type: none"> <li>• Training on pipe making with 5 students</li> </ul>	By Mr. Sefedin Koburja, pipe maker
<b>III. Organisation of event on intangible cultural heritage</b>	
<ul style="list-style-type: none"> <li>• Organization of the Traditional City Music “Sofra Gjakovare” (8th July 2011), held in the Jupa Market in Gjakovë/Đakovica</li> <li>• “Sofra Gjakovare” - documentary film</li> </ul>	- NGO Arteza
<b>C. JOINT REGIONAL EVENTS ON CULTURAL TOURISM</b>	
<ul style="list-style-type: none"> <li>• Participation in the Regional Autumn Festival held in Gjakova/Đakovica (25th November 2011) and in Pejë/Peć (26th November 2011). Gjakovë/Đakovica municipality was represented by artisans, local food producers and traditional music performers.</li> </ul>	<ul style="list-style-type: none"> <li>- NGO Arteza Gjakovë/Đakovica</li> <li>- Artisans, producers and performers of Pejë/Peć and Gjakovë/Đakovica</li> <li>- PCDK project team.</li> </ul>
<ul style="list-style-type: none"> <li>• “Artisan Days”, held in Gjakovë/Đakovica (29th November – 10th December 2010). 12 artisans from Pejë/Peć region gathered in the Grand Bazaar in Gjakovë/Đakovica to practise and demonstrate their skills over 12 days.</li> </ul>	<ul style="list-style-type: none"> <li>- NGO Arteza</li> <li>- Artisans from Kosovo West region</li> <li>- PCDK project team.</li> </ul>

Activity	Local stakeholders
<b>Education and Awareness Raising</b>	
Course design on Heritage and Diversity for elementary schools	Students, parents and teachers from the "Zekeria Rexha" elementary school in Gjakovë/Đakovica
Hajde tours - site visits	Students from the "Zekeria Rexha" elementary school in Gjakovë/Đakovica; Groups from minority communities; People with special needs.
Teacher Training on Heritage and Diversity	2 teachers from the "Zekeria Rexha" elementary school in Gjakovë/Đakovica
<b>Institutional Capacity Development</b>	
Design of guidelines for implementation of the Kosovo Cultural Heritage Law	Director of Regional Centre for Cultural Heritage in Gjakovë/ Đakovica
Study visits to “the former Yugoslav Republic of Macedonia, Albania, Montenegro, Belgium, Switzerland, Ireland, Turkey, Venice, Slovenia, Ireland	MWG representatives from Gjakovë/Đakovica; Director of Regional Centre for Cultural heritage in Gjakovë/ Đakovica; NGO Arteza.
“Connections: Regional conference on Intangible Cultural Heritage”, March 2012 Prishtinë/Priština	NGO Arteza



# RECOMMENDED PRIORITY ACTIONS FOR GJAKOVË/ ĐAKOVICA MUNICIPALITY WITHIN THE REGIONAL HERITAGE PLAN 2012-2015

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The following is a list of recommendations for actions in Gjakovë/  
Đakovica that are in line with the Regional Heritage Plan for Kosovo  
West 2012 – 2015, and with other municipalities in the region.

## **To raise awareness and promote appreciation of heritage in Kosovo West**

- Participate in regional annual festivals to raise awareness among the public and funds for activities, such as “Sofra Gjakovare” traditional city music
- Support school-based awareness raising activities in your municipality
- Continue the organisation of Sofra Gjakovare, with timely promotional materials
- Utilise the regional logo for branding
- Ensure regular waste collection and awareness-raising on a clean environment

## **To take necessary measures for the protection of heritage in Kosovo West**

- Research and identify unique practices of traditions, games and heritage in Gjakovë/Đakovica in order to document these according to guidelines
- Map all the built, moveable, intangible and natural heritage assets with relevant information and regularly update the central authorities
- List the buildings at risk in the municipality

## **To develop and encourage thorough assessment, integrated project design and planning with sound heritage management plan in Kosovo West**

- Identify necessary tourism service delivery standards and

provide training to local service providers

- Have a clear updated heritage tourism map of all assets that are ready for visitors
- Provide input to annual regional report on ‘State of the Heritage’ in Kosovo West
- Ensure proper signage for sites that are ready for tourism
- Test cultural products and marketing styles in the respective area of work in the region

## **To develop and coordinate appropriate management practices for the care of Heritage in Kosovo West**

- Organise capacity development for increased heritage management skills, including local guides
- Participate in regular meetings / forums to share developments and be informed about the regional programme
- Send locally produced brochures and promotional materials to the Regional Coordination Office

## **Develop locally appropriate and sustainable heritage tourism initiatives in Kosovo West**

- Identify a kulla structure in the municipality to participate in a Cultural Routes initiative
- Invest in one cultural product item based on local cultural heritage practices (traditional cradle and pipe making) and identify another product.
- Support Small and Medium Enterprise (SME) initiatives, including Bed & Breakfast
- Make Gjakovë/Đakovica a tourist destination for traditional handicraft practices and creative industries in the region in line with the revitalization of the Grand Bazaar.

# INVOLVED PARTNERS AND STAKEHOLDERS

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## **Main partners**

Ministry of Culture, Youth and Sports

Municipality of Gjakovë/Đakovica

NGOs: Arteza and Besimi për Transformim Rural

## **Regional Working Group members**

Avdyl Hoxha, Director of the Regional Centre for Cultural Heritage - Pejë/Peć

• Osman Gojani Director of the Regional Centre for Cultural Heritage - Gjakovë/Đakovica • Shpresa Gjonbalaj, Director of Cultural Department - Pejë/Peć municipality • Engjëll Berisha, Director of the Library - Gjakovë/Đakovica municipality • Musa Kaliqani, Head of Economic Department - Istog/Istok municipality • Hajdin Morina

Education officer - Klinë/Klina municipality

• Nimon Tofaj, Vice Mayor of Junik/Junik municipality • Shkëlzen Shehu, Urbanism Department - Deçan/Deçane municipality • Kujtim Rrahmani, NGO Arteza - Gjakovë/Đakovica • Shasimete Selimaj, NGO 7 Shtatori - Pejë/Peć • Rexhep Maksutaj NGO Agimi - Deçan/Deçane

## **Municipal Working Group members (Gjakovë/Đakovica)**

Osman Gojani, Director of the Regional Centre for Cultural Heritage in Gjakovë/Đakovica • Xhemile Boshnjaku, Education Department - Gjakovë/Đakovica municipality • Engjel Berisha, Cultural Department - Gjakovë/Đakovica

municipality • Masar Rizvanolli, Intellectual Association Jakova - Gjakovë/Đakovica

• Ali Haraqija, Craftsman - Gjakovë/Đakovica • Kujtim Rahmani, NGO Arteza - Gjakovë/Đakovica • Florinda Rudi, NGO Besimi për transformim rural - Gjakovë/Đakovica • Shkelqim Jupa, Local Business representative - Gjakovë/Đakovica • Mahmut Lila, Doctor - Gjakovë/Đakovica • Elida Bejtullahu, Urbanism Department - Gjakovë/Đakovica • Alban Meka, Painter - Gjakovë/Đakovica • Shkelzen Saraqini, Archaeologist, Ethnographic Museum of Gjakovë/Đakovica • Ali Shehu, Tourism sector representative, Gjakovë/Đakovica

### **Volunteers**

Ardiana Rrahmani NGO Arteza

### **Experts, representatives of institutions/ authorities, and private companies involved:**

Terry O'Regan, Council of Europe expert  
- Ireland • Liam Scott, Heritage Council  
of Ireland • Bob Charmburry, freelance  
consultant on Economic Development •  
Zekë Çeku, freelance consultant on Tourism

development • Burbuqe Deva, representative  
of the Ministry of Culture, Youth and  
Sports • Valmira Gashi, expert from the  
Ministry of Environment and Spatial  
Planning • Arsim Mulhaxha, representative  
from Regional Cultural Heritage Centre  
- Pejë/Peć • Vergina Dyla, representative  
from Regional Cultural Heritage Centre -  
Gjakovë/ Đakovica • Jeton Aliu, Ministry of  
Trade and Industry: Tourism Department •  
UBO Consulting Company

## CONTACTS:

For further details and  
cooperation opportunities  
please contact:

PHM Office Coordinators:

Blerta Harxhi-Begolli,  
blerta.harxhi@p hm-west.org

Nermin Kastrati,  
nermin.kastrati@p hm-west.org

Tel: +381 (0)39. 421. 651  
Mbretëresha Teutë St. No 85,  
30000 Pejë/Peć

PCDK Project  
Council of Europe Office  
in Pristina  
Bedri Pejani St. No.3  
10000 Pristina  
Tel: +381 (0)38. 243.751

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