

EU/CoE Support for the Promotion of Cultural Diversity in Kosovo* (PCDK)

Local Development Pilot Project - Pejë/Peć Region

Cultural Heritage Tourism Development

Feasibility Study Report**

May 2011



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* 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.

This document was produced within the framework of the Joint Project "EU/CoE Support to the Promotion of Cultural Diversity in Kosovo". The content does not necessarily represent the official position of the European Union and/or the Council of Europe.



The images included are intended to link the modern forward-looking centre of Pejë/Peć with the rich cultural and natural heritage of the region as epitomised by Visoki Dečani Monastery, Hadum Mosque and Healing Thermal water spring (Baja).

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Introduction

The PCDK Project is an EU/CoE Action in Support of the Promotion of Cultural Diversity in Kosovo.

This specific project under Activity 4 – Local Development Pilot Project in the Pejë/Peć region is intended to identify the appropriate strategy to advance the objectives of the PCDK project in the context of developing a sustainable cultural tourism component within an overall tourism strategy for the region.

It is a 5 phase project and the feasibility study is the output from phase 2.

The detailed brief provided was as follows:

- To analyse the results from the data collected resulting from a preliminary survey
- To facilitate the first stages of regional economic development activities: diagnosis, methodology and feasibility study as required by the PCDK team.
- To become familiar with all regional initiatives, as well as laws and sub-laws in Kosovo, in order to provide assistance to the project team.
- To work in close co-operation with the local and international expert and PCDK staff, and keep them regularly informed of progress made and problems encountered in the implementation of activities
- To design a feasibility study and provide recommendations for the next stage of the Regional strategy on tourism development in the Pejë/Peć Region

This feasibility study report completes the work schedule for Phases 1 & 2.

"How will we know it's us without our past?" - John Steinbeck, The Grapes of Wrath,

"Salvaging the physical shell of past cultures and civilisations, though commendable, may prove meaningless if it is not supported by parallel efforts to encourage a living culture that can creatively relate to the physical heritage."

Stefano Bianca (Aga Khan Trust) - Preserving the Built Heritage, J. Mark Schuster, John De Monchaux, Charles A. Reilly the 2nd (Eds.).

"The problem of what we're doing lies in deciding what's the benefit of history and what's the burden ... The future should grow from the past, not obliterate it. The evidence of history, whether it's archive or architecture, is rare and worth preserving. It's relevant, it's useful. Here it also happens to be beautiful. It's not a bad measure of a man – what he leaves behind."

Robert Roemer as quoted by William Least Heat-Moon in The Blue Highway.

Section 1

Executive Summary

The feasibility study was conducted in a systematic structured document-controlled manner based on available data (Appendix A) and greatly assisted by the active participation and support of the project task force.

The UBO consulting report produced on their phase 1 survey by was reviewed and analysed. In reviewing the survey outputs it was agreed that there is a significant data-base deficit that will need to be addressed. A provisional profile of the region and the six municipalities was prepared as an initial step in this process. (Appendix D).

It should be noted that the data deficit will have to be addressed during phase 3 – strategy. The SWOT analysis of the data collected (Section 4) in the Phase 1 UBO consulting survey revealed widespread weaknesses in a potential cultural heritage tourism development scenario.

But it also reinforced the expectation that the key ingredients by way of a diverse cultural heritage resource, a basic infrastructure and an existing fledgling tourism sector existed in the region to enable a cultural tourism development to be realised provided that the weaknesses identified could be addressed. There are a small number of premier visitor attractions in the area which will attract a certain level of tourism regardless of any wider initiatives – the PCDK project offers the opportunity to bring the economic benefits of tourism to a wider population and in the process realise its deeper objectives.

The legislative framework was examined (Appendix B) and discussed. It would appear that whilst the legislation indicates good intentions there is a way to go before it is fully effective ‘on the ground’. Consideration was given to different tourism sectors and implementation measures (Appendix C)

A number of scenarios were identified and examined to decide how best to develop an appropriate strategy to realise the objectives of the PCDK project in relation to a balanced approach to cultural diversity, heritage and tourism.

The scenario selected will involve the PCDK team playing a key leading role in addressing the cultural heritage weaknesses and an equally key facilitating role in the development of a tourism product for the region where cultural heritage will play a key economic role that is sustainably balanced with its equally important social cohesion role.

The recommendations provide for the full utilisation of the consultative/participative framework that the PCDK team has already developed in the region and elsewhere in Kosovo to develop a cultural tourism strategy that should deliver on the project objectives. A ‘focus’ recommendation is incorporated which is centred around the production of parallel Heritage and Cultural Tourism Plans as these would appear to integrate well with the diverse PCDK/LDPP initiatives already in progress in Kosovo and critically provide an ‘indicator’ product that should become a process and a cultural and economic driver for the region into the future.

Section 2

Background

The people in Kosovo live in a land with a rich and complex history and an equally rich and complex natural and cultural landscape. Kosovo has experienced recent painful conflict when a shared cultural heritage was fragmented and buildings that provided a visual and experiential narrative of their long history unfortunately became symbolic targets for acts of anger and pain.

The depth of such losses often passes unseen in the midst of the more immediate personal loss during conflict. But the heritage of people and place anchors the secure continuity of present and future populations against the storms of life with an appreciation of the creative potential of the human race.

Over the past ten years many key heritage buildings have been restored, the PCDK project is operating at an even deeper level as it endeavours to rebuild communities, buildings and landscapes in an integrated culturally reinforcing exercise.

Project Goals

The modus operandi for the project has been dynamic and flexible responding to the circumstances as they developed and the knowledge and experience gained. The initial focus on cultural heritage sites has broadened into a more holistic understanding of cultural heritage and society.

Overall Objective (CRIS No 2009/219-555)

“To ensure the long-term sustainability of Cultural Heritage sites in Kosovo”

Project Purpose (CRIS No 2009/219-555)

“This specific project aims at increasing the activities with regard to the process of the rehabilitation of cultural heritage with all relevant institutions, using cultural heritage as a tool for reconciliation and dialogue between communities, and to start developing the economic potential of this particular sector.”

The preceding objective and project purpose for the PCDK project reflects its step by step progressive approach to cultural heritage from sites and/or buildings buildings and the restoration and/or presentation of same to a fully holistic and dynamic engagement with culture and heritage embracing intangible as well as tangible cultural heritage together with landscape heritage and a less site-specific natural heritage including biodiversity.

The key objectives of the PCDK Project as distilled from the current position are as follows:

- The promotion of cultural diversity as a mechanism to reconcile and integrate diverse communities

- The promotion of cultural heritage as a dynamic social and economic resource
- The development of a sustainable socially-integrated cultural tourism sector.

The PCDK Pejë/Peć project is being implemented in 5 phases.

To date the survey implemented by UBO Consulting was the main output from the phase 1 – Diagnosis of the project.

The actions called for under phase 1 – Diagnosis are as follows

- Collecting and analysing data on heritage in the area
- Assessment of the Infrastructure
- Stakeholder Identification

Phase 1 – Diagnosis was almost complete and has been completed in conjunction with Phase 2 – Feasibility Study.

The actions called for under phase 2 – Feasibility Study are as follows:

- Summarising the results of the diagnostic phase
- Recommendation for the Regional Tourism Strategy
- Preliminary Action Plan
- Supervision of the Feasibility Study
- Confirmation/Adoption of the Feasibility Study

The feasibility study has been broadly conducted and concluded within that framework.

Methodology

The methodology for the study was as follows:

- Examination of documentation provided (see Appendix)
- Analysis of the phase 1 – Diagnosis of the project survey implemented by UBO Consulting titled ‘Survey on the Possibilities of Cultural Tourism Development in Pejë/Pec Region’.
- Preparation of the feasibility study on a programmed, sequential consultation, document control basis (12 sub documents)

- Study visit to the Pejë/Pec Region and meeting with the expert body, the consultative body, the co-ordination body and the regional steering group.
- Consensus agreement on strategy recommendation
- Additional research
- Preparation and submission of completed feasibility study

Section 3

Context – Existing Situation

Analysis of the Results from the Preliminary Phase 1 Survey Data collection

Introduction

The survey does not appear to have set out to specifically to collect data, rather it was conducted more in the style of a qualitative and quantitative marketing survey on the cultural heritage tourism resource and attitudes to same, but in the process it has succeeded in collecting data on each of the above specified subject categories.

The data has been extracted and incorporated into the preliminary regional and municipal profiles (Appendix D).

The survey has also collected market survey data that will inform the assessment of infrastructure and the identification of stakeholders in the feasibility study.

The survey was conducted and reported under the following headings:

- Institutes for Protection of Monuments
- Comparative Municipal Results from Six Cultural Heritage Destinations
- Cultural Heritage Destinations Profile – Results from Local Representatives In the municipalities of Pejë/Peć, Klinë/Klina, Deçan/Deçane, Istog/Istok, Junik/Junik & Gjakovë/Dakovica
- Owners of Cultural Heritage
- Local Tourists & Visitors
- Local Residents
- Local Travel Agencies
- Perceptions of Tourists/Visitors from Other Regions
- Perceptions of Tourism Agencies from Other Regions

Analysis of the Survey Data reveals the following:

The most comprehensive systematic survey results appear to be those provided by local representatives under the heading ‘Comparative Municipal Results from Six Cultural Heritage Destinations’. Their conclusions also appear to be generally corroborated by the other surveys.

There appears to be some disparity between the views expressed in some of the surveys notably in relation to accessibility.

The following are the key overall points extracted from the survey data:

Cultural Heritage Resource

There is a substantial tangible diverse cultural heritage resource in the region, primarily identified as consisting of buildings and sites that are archaeological, historical, spiritual, religious, tombs, living houses, museums, kullas, watermills, bridges and bazaars.

A cultural heritage resource of 119 buildings and sites in the region has been identified, assessed and collated. Ownership is relevant - public (42), private (49), Religious community (26).

The number of sites that have undergone or are undergoing restoration/rehabilitation is low (IPM Gjakovë/Dakovica (8), IPM Pejë/Peć (8).

There appears to be restoration/rehabilitation work being undertaken by outside agencies/NGOs but this is not entirely clear from the documentation.

There appears to be some doubt regarding the status of some of the listed sites – some may no longer exist as described. It is unclear whether this observation applies to the lists included in the annexes of the survey or other lists.

The cultural heritage resource in the region is not generally referred to in terms of local, regional, national, European regional, Europe-wide or international importance so it is difficult to evaluate its significance.

The motivation for visitors is generally regarded as high in Pejë/Peć and somewhat less so elsewhere in the region.

Whilst there are brief references in the survey report to intangible cultural heritage such as religious practices, crafts, music and dance, the survey does not indicate the existence of a corresponding intangible cultural heritage in the region.

Compatibility with neighbouring regions is noted as variable.

Cultural Landscape Resource

The survey data does not refer specifically to cultural landscape resource in the region but the general references to topography and the extent of the cultural landscape resource in the region would suggest that there is cultural landscape resource in the region.

Natural Heritage Resource

There is a tangible cultural heritage resource in the region, primarily identified as consisting of buildings and sites.

The natural heritage resource of 11 sites has been identified, assessed and collated. Ownership is less relevant - public (11), private (2).

Natural Landscape Resource

The natural heritage sites identified appear to include some exceptional natural landscapes – this would suggest that there is a more widespread natural landscape resource in the region.

Awareness-raising measures

Awareness-raising measures on the significance of natural & cultural heritage in the region are being undertaken, but apparently are not always adequate.

Existing Cultural Tourism

The cultural heritage resource in the region is already attracting visitors and cultural tourism is an economic activity in the region if at a relatively low level.

The natural heritage of the region appears to be the greater attraction for visitors with sight-seeing/architecture & nature/environment rated well ahead of cultural/artistic diversity.

In regional terms there appears to be a tourism destination imbalance, with the most visited sites being located in or near the town of Pejë/Peć.

Religious sites or monuments appear to attract the highest numbers of tourists.

Tourists/Visitors to the region are predominantly from Kosovo or its Diaspora with a low level of international tourism (14%).

77% of tourists/visitors to the region rated the ‘tourism offer’ in the region as outstanding or above average.

Physical Infrastructure

Overall it is suggested that the general infrastructure is not adequate.

Concerns are noted though not consistently about key infrastructure provision by way of electricity and water.

The road infrastructure appears to be adequate except in the more remote areas of the region.

Transport services infrastructure appears adequate if possibly expensive.

Administrative Infrastructure

The direct engagement of the administrative infrastructure with cultural heritage and cultural tourism appears to be somewhat fragmented and under-resourced

There is a suggestion that the level of overall strategic planning is not adequate.

There are also suggestions that the level of development planning and development control is not adequate with references to insensitive new building design and the need for master plans and regulatory plans.

Funding & Budgets

The absence of and/or need for adequate funding and budgetary provision were recurring themes.

Cultural Heritage Tourism Infrastructure

The existing cultural tourism sector in the region appears to be poorly resourced and to have a very weak cultural tourism infrastructure.

The lack and/or poor quality of appropriate signage and information were highlighted again and again in the surveys.

Paths were also criticised.

There is apparently a limited evaluation mechanism in place.

There is only one tourism information centre (Pejë/Peć) in the region..

There appears to be inadequate media promotion of the cultural tourism assets of the region – visitors are primarily influenced by family/friends etc

Effectively the marketing of cultural heritage tourism in the region appears to be almost non-existent, other than some specific initiatives such as the Rugova Experience.

Hospitality Infrastructure

The existing hospitality sector appears to be meeting the needs and expectations of the current tourist market and appears to be well received.

Community Engagement with Cultural

Heritage in the Region

Private owners generally are not engaged with the cultural tourism sector and have an expectation of funding being provided by the authorities to assist them with the preservation of cultural heritage and engaging in cultural tourism.

The private owners expressed a low level of interest in co-operation.

The perceived benefits of cultural tourism as expressed by private and other sectors are mainly identified in economic, infrastructural and general social terms.

There is a general suggestion that local communities are not as engaged with their cultural heritage as might be desirable.

The survey of local residents would however suggest a more positive interpretation is possible with many residents being aware in a very informed way.

The perceived benefits of cultural tourism as expressed by local residents are identified more in terms of traditions and culture than economic, infrastructural and general social terms.

There appear to be active local community groups or NGOs in most regions

Stakeholders in the Region

The survey appears to have successfully engaged with the majority of the key stakeholders in the region.

The Survey and Cultural Diversity in the Region

The issue of cultural diversity is alluded to indirectly in the survey in the context of the population analysis and the references to the different religions in the region.

The key weaknesses identified in the survey itself are as follows:

Lack of appropriate cultural heritage signage and information

Poor level of local citizen engagement with the local cultural heritage resource and the related tourism sector

Inadequate cultural heritage awareness-raising measures

Apparent low level of funding and/or interest from the relevant authorities

Inadequate infrastructure – it is not always clear whether this refers to the general physical and administrative infrastructure, to cultural heritage infrastructure, to the general tourism infrastructure or to the cultural heritage infrastructure.

Actions suggested in the survey data to improve the existing situation

Master plans & regulatory plans at the regional municipal level

Enforce applicable legal instruments

Provide additional investment/funding and address apparent constraints in the financial sector

Prioritise tourism component in municipal development plans

Promote tourism in the region through marketing etc

Improve standards in all sections of the tourism industry

Examine ways to provide value for money for visitors/tourists

Provide additional accommodation capacity

Define protected areas

Provide rehabilitation programmes and projects

Implement improved conservation/management of archaeological sites, architectural monuments and ensembles as a matter of urgency

Implement a cultural heritage and environmental awareness-raising programme with the local communities

Additional data

The Legislative Context

Introduction

A list of Laws in Kosovo that relate directly or indirectly to the PCDK project is included in the appendices. The list is still under review and there may be further laws to be included. They suggest a relatively comprehensive legal framework for the PCDK project.

The actual application of the laws requires validation as does the relationship between these laws and the legislative provision at municipality level and the extent and relevance of local regulations has yet to be established.

From discussions with the stakeholders and the evidence on the ground there would appear to be a disconnection between the intent of the legislation in place and the practicality on the ground with particular reference to spatial planning and environmental standards.

In particular there is little evidence of a structured planning and development process either by way of evidence of development plans or planning control. If this is the case it is difficult to envisage a long-term future for a successful tourism industry.

Section 4

Analysis of the Results from the Preliminary Survey Data collection & Mission verification subjected to SWOT analysis

Introduction

The following are the key overall points extracted from the survey data (Doc 003/B) and augmented with observations prompted by the Mission to Kosovo in March 2011 all subjected to a SWOT analysis.

The SWOT analysis has been conducted within the framework of the agreed key objectives of the PCDK Project which are as follows:

- The promotion of cultural diversity as a mechanism to reconcile and integrate diverse communities
- The promotion of cultural heritage as a dynamic social and economic resource
- The development of a sustainable socially-integrated cultural tourism sector.

Strengths and Weaknesses:

Cultural Heritage Resource

Strengths

There is a substantial tangible diverse cultural heritage resource in the region, primarily identified as consisting of buildings and sites that are archaeological, historical, spiritual, religious, tombs, living houses, museums, kullas, watermills, bridges and bazaars.

A cultural heritage resource of 119 buildings and sites in the region has been identified, assessed and collated. Ownership is relevant - public (42), private (49), Religious community (26).

Weaknesses

The number of sites that have undergone or are undergoing restoration/rehabilitation is low (IPM Gjakovë/Dakovica (8), IPM Pejë/Peć (8).

There appears to be restoration/rehabilitation work being undertaken by outside agencies/NGOs but this is not entirely clear from the documentation.

There appears to be some doubt regarding the status of some of the listed sites – some may no longer exist as described. It is unclear whether this observation applies to the lists included in the annexes of the survey or other lists.

The cultural heritage resource in the region is not generally referred to in terms of local, regional, national, European regional, Europe-wide or international importance so it is difficult to evaluate its significance.

The motivation for visitors is generally regarded as high in Pejë/Peć and somewhat less so elsewhere in the region.

Whilst there are brief references to intangible cultural heritage such as religious practices, crafts, music and dance the survey does not indicate the existence of a corresponding intangible cultural heritage in the region.

During the course of the March mission information on intangible cultural heritage emerged in discussions and visits to museums and bazaars that demonstrated the existence of a rich intangible cultural heritage in the region but this does not appear to have been systematically recorded and collated. There was also disturbing evidence that the intangible cultural heritage of the region is at risk of being lost.

Compatibility with neighbouring regions (in the Balkans) is variable.

Cultural Landscape Resource

Weakness

The survey data does not refer specifically to cultural landscape resource in the region but the general references to topography and the extent of the cultural landscape resource in the region would suggest that there is cultural landscape resource in the region – this was borne out by the March mission, but again this does not appear to have been systematically assessed, recorded and collated..

Natural Heritage Resource

Strengths

There is a natural heritage resource in the region, primarily identified as consisting of mountains, rivers, lakes, gorges, waterfalls, caves and hot water springs.

The premier natural heritage resource of 11 sites has been identified, assessed and collated.

Here ownership is less relevant - public (11), private (2).

Weakness

It is suspected that many other natural heritage sites have not been identified, assessed and collated.

Following the March mission a biodiversity document has been sourced – ‘Kosovo Biodiversity Assessment’ May 2003 – prepared on behalf of USAID/Kosovo. A brief review indicates that this is a useful if very general document. A more detailed and scientific document is required. Curiously the document suggests that the ‘Accursed Mountain’ region was being considered in 2003 for designation as a national park.

Natural Landscape Resource

Strength

The natural heritage sites identified appear to include some exceptional natural landscapes

Weakness

It is suspected that there is a more widespread natural landscape resource in the region – this was borne out by the March mission, but again this resource does not appear to have been systematically assessed, recorded and collated...

Awareness-raising measures

Weakness

Awareness-raising measures on the significance of natural & cultural heritage in the region are being undertaken, but apparently are not always adequate.

Existing Cultural Tourism

Strengths

The cultural heritage resource in the region is already attracting visitors and cultural tourism as an economic activity in the region if at a relatively low level.

The natural heritage of the region appears to be the greater attraction for visitors with sight-seeing/architecture & nature/environment rated well ahead of cultural/artistic diversity.

77% of tourists/visitors to the region rated the ‘tourism offer’ in the region as outstanding or above average.

Weaknesses

In regional terms there appears to be a tourism destination imbalance, with the most visited sites being located in or near the town of Pejë/Peć.

Religious sites or monuments appear to attract the highest numbers of tourists.

Tourists/Visitors to the region are predominantly from Kosovo or its Diaspora with a low level of international tourism (14%).

Physical Infrastructure

Weaknesses

Overall it is suggested that the general infrastructure is not adequate.

Concerns are noted though not consistently about key infrastructure provision by way of electricity and water.

The road infrastructure appears to be adequate except in the more remote areas of the region.

Transport services infrastructure appears adequate if possibly expensive.

The survey did not highlight the issue of waste and litter, yet the study visit revealed this to be a major problem in Kosovo and the Pejë/Peć region.

Administrative Infrastructure

Strengths

The existence and implementation of the Regional Development Strategy 2010-2013 is a strength of considerable potential in the region providing opportunities for co-operation and parallel integration.

Weaknesses

The direct engagement of the administrative infrastructure with cultural heritage and cultural tourism appears to be somewhat fragmented and under-resourced

There is a suggestion that the level of overall strategic planning is not adequate.

There are also suggestions that the level of development planning and development control is not adequate with references to insensitive new building design and the need for master plans and regulatory plans.

In the course of the March mission waste management was identified as a problem throughout the region. It is striking that this did not feature in the survey data – it may be the case that there is as general acceptance of the current highly unsatisfactory situation. It was however encouraging to note that a campaign is currently under way in Pejë/Peć to address this problem.

Funding & Budgets

Weakness

The absence of and/or need for adequate funding and budgetary provision were recurring themes.

Cultural Heritage Tourism Infrastructure

Strengths

There are limited examples of marketing of cultural heritage tourism in the region such as the Rugova Experience and commercial initiatives by tourism enterprises. Their experience and knowledge are strengths that can be built upon.

Weaknesses

The existing cultural tourism sector in the region appears to be poorly resourced and to have a very weak cultural tourism infrastructure.

The lack and/or poor quality of appropriate signage and information were highlighted again and again in the surveys.

The lack of and/or poor condition of access paths

There is no evidence of an evaluation mechanism being in place.

There is only one tourism information centre (Pejë/Peć) in the region.

There appears to be inadequate media promotion of the cultural tourism assets of the region – visitors are primarily influenced by family/friends etc

Effectively the co-ordinated marketing of cultural heritage tourism in the region appears to be almost non-existent.

Hospitality Infrastructure

Strength

The existing hospitality sector appears to be meeting the needs and expectations of the current tourist market and appears to be well received.

Weakness

The existing hospitality sector may not be well positioned to meet the demands of growing tourism market especially international tourism.

Community Engagement with Cultural Heritage in the Region

Weakness

Private owners generally are not engaged with the cultural tourism sector and have an expectation of funding being provided by the authorities to assist them with the preservation of cultural heritage and engaging in cultural tourism.

The private owners expressed a low level of interest in co-operation.

The perceived benefits of cultural tourism as expressed by private owners and other sectors are mainly identified in economic, infrastructural and general social terms.

There is a general suggestion that local communities are not as engaged with their cultural heritage as might be desirable.

Strengths

The survey of local residents would however suggest a more positive interpretation is possible with many residents being aware in a very informed way.

The perceived benefits of cultural tourism as expressed by local residents are identified more in terms of traditions and culture than economic, infrastructural and general social terms.

There appear to be active local community groups or NGOs in most regions

Stakeholders in the Region

Strength

The survey appears to have successfully engaged a majority of the key stakeholders in the region.

Weakness

There appears to be a lack of appreciation amongst the stakeholders of the benefits of cooperation and collaboration

The Survey and Cultural Diversity in the Region

Weakness

The issue of cultural diversity is alluded to indirectly in the survey in the context of the population analysis and the references to the different religions in the region.

The key Weaknesses identified in the survey are as follows:

Lack of appropriate cultural heritage signage and information

Poor level of local citizen engagement with the local cultural heritage resource and the related tourism sector

Inadequate cultural heritage awareness-raising measures

Apparent low level of funding and/or interest from the relevant authorities

Inadequate infrastructure – it is not always clear whether this refers to the general physical and administrative infrastructure, to cultural heritage infrastructure, to the general tourism infrastructure or to the cultural heritage infrastructure.

Actions suggested in the survey data to improve the existing situation

Preparation, adoption & enforcement of master plans & regulatory plans at the regional municipal level

Enforce applicable legal instruments

Provide additional investment/funding and address apparent constraints in the financial sector

Prioritise tourism component in municipal development plans

Promote tourism in the region through marketing etc

Improve standards in all sections of the tourism industry

Examine ways to provide value for money for visitors/tourists

Provide additional accommodation capacity

Define protected areas

Provide rehabilitation programmes and projects

Implement improved conservation/management of archaeological sites, architectural monuments and ensembles as a matter of urgency

Implement a cultural heritage and environmental awareness-raising programme with the local communities

Opportunities:

It was considered unnecessary to list the opportunities as the strengths and weaknesses noted demonstrate that a potent opportunity exists to realise the objectives of the project in the Pejë/Peć region.

Each weakness is a potential opportunity

Threats:

The strengths and weaknesses noted also pointedly demonstrate the threat that exists for the objectives of the project unless a reasonable degree of success is achieved in addressing the many weaknesses.

Failure will impact on cultural heritage but more seriously it will impact on the quality of life of present and future generations in the region.

Perhaps a hidden threat lies in underestimating the scale of the challenge. There are weaknesses across the entire fabric of society in Kosovo. The weaknesses are not endemic but they are founded in a complex resource starvation scenario involving a mix of scarcity of funding, training, experience and skills both professional and management.

The project must be sustainably constructed on a sound foundation and must always protect and reinforce that foundation as it moves forward even at the expense of slower progress than some might expect.

In fact expectations raised and improvements delivered must be carefully matched throughout the process.

A partially successful project could well do more long term damage to the objectives of the project than no project at all.

Where expectations are not realised, apathy and disinterest becomes even more deeply embedded in the community making it much more difficult for similar projects in the future. In the case of the PCDK project frustration at failure may be directed at the cultural heritage resource.

To make haste slowly and secure all progress incrementally is the best way to avert such inherent threats.

Section 5

Optional Strategy Scenarios

Introduction

The analysis of the survey data and the profile of the region and the six municipalities indicated that it would be feasible to develop a cultural tourism strategy for the region that would have the potential to deliver on the wider PCDK cultural diversity objectives.

The following overview is based on the last paragraph of section 2 Methodology Approach of the UBO consulting report is also indicative of the potential whilst highlighting the constraints that are clearly evident on the SWOT analysis.

The public and local authority awareness and understanding of tourism and the value of cultural heritage in the region is rather limited (with the exception of the local representatives and the IPMs). There is little evidence of an organised strategic approach to tourism development cultural or otherwise or of a co-ordinated management structure and there is a tourism information vacuum in the region. There is however a general appreciation of the cultural tourism potential of the region and a willingness to engage actively with initiatives to realise that potential.

The current situation in Kosovo and in the Pejë/Peć region in particular would appear to provide a short but very unique ‘window of opportunity’ to manage and shape the development of tourism generally and cultural tourism in particular in the region in a manner that provides the maximum benefits to the local population, not alone in basic economic terms but in a deeper cultural context that places the rich cultural diversity and heritage of the region at the heart of the community.

Four optional scenarios were identified to provide a framework for a feasibility assessment exercise on the most appropriate Cultural Heritage Tourism Strategy to pursue in the Pejë/Peć region to realise the objectives of the PCDK project.

Option 1 represents a minimal level of engagement with the cultural heritage and cultural tourism processes in the region over and above the PCDK exercise of evaluation and assessment carried out to date and extending into early 2012.

Each of the following three options represents an incremental increase in the potential level of engagement/investment required and influence exerted.

There may be more optional scenarios that should be considered and I would welcome suggestions in this regard. There will almost certainly be refinements to the scenarios described.

In assessing the four options it is necessary to decide which option is most likely to deliver on the key objectives of the PCDK Project which are reiterated as follows:

- The promotion of cultural diversity as a mechanism to reconcile and integrate diverse ethnic communities
- The promotion of cultural heritage as a dynamic social and economic resource
- The development of a sustainable socially-integrated cultural tourism sector.

In arriving at a decision on which strategy is feasible account will have to be taken of the capacity of the Pejë/Peć region to refine the strategy and to realise it ‘on the ground’.

Option 1 The ‘Do Nothing’ Scenario

The ‘Do Nothing’ scenario would simply involve standing back and allow the existing situation to evolve. It is still a strategy, but is largely passive or ‘hands-off’ in nature.

On the basis of the Phase 1 survey and assuming no other major initiative is undertaken the likely ‘worst case’* outcome could be described as follow:

Tourism in the region might be expected to develop in a relatively uncoordinated manner largely led by the commercial imperatives, possibly disconnected from the local community.

The benefits of such tourism may not necessarily be realised by the local population.

The cultural tourism element of the overall tourism offer of the region could be ‘dwarfed’ over time by other tourism elements.

The more geographically peripheral cultural heritage attractions may fail to achieve economic viability and fall into disrepair.

There may be some cultural diversity benefits but these will arise as a result of accident rather than design.

Whilst listed sites may be preserved and protected the general cultural heritage resource may be damaged in such a scenario.

Conflict or tension may develop between commercial interests and the officials responsible for the care of the cultural heritage.

The natural heritage may also be incrementally and permanently damaged as a result of local unplanned and/or excessive tourism use pressures.

The growth in tourism could outstrip the capacity of the local infrastructure again giving rise to tensions between the tourism sector and the local population.

There could be local citizen alienation from the cultural tourism destinations and ultimately damage to the tourism product itself.

*I would stress that whilst the ‘worst scenario’ described is a potential scenario, the extent of the undesirable developments are likely to be mitigated in varying degrees by improvements in central and local governance and pragmatic initiatives driven by the private sector. However on the basis of the information available there is a strong expectation of undesirable development delays, resource waste, loss of overall cultural heritage integrity and a missed opportunity to address cultural diversity issues and preserve and integrate all cultural heritage into the living culture of today.

Option 2 The ‘Independent Sectors’ Scenario

The ‘Independent Sectors’ scenario would involve the Cultural Heritage Tourism sector developing largely independent of the general tourism sector. The strategy would focus on cultural tangible/ intangible & natural heritage issues including site preservation, restoration, signage, heritage information and site security issues and would primarily involve the cultural heritage authorities operating independently.

In this scenario many of the potential negative impacts described for Option 1 might still arise but at a reduced level of severity. The cultural heritage resource itself is likely to be protected and a moderately successful cultural tourism sector developed and progressively expanded.

Option 3 The ‘Integrated Sectors’ Scenario

The ‘Integrated Sectors’ Scenario would involve the Cultural Heritage Tourism sector development being integrated with the development of the general tourism sector. The strategy would not alone focus on cultural tangible/ intangible & natural heritage issues including site preservation, restoration, signage, heritage information and site security issues but would involve the cultural heritage authorities operating in partnership and co-operation with all the other tourism and community stakeholders and players.

This scenario has the potential to deliver on the three objectives of the PCDK project but may experience difficulties in fully realising the desired reconciliation and integration of diverse ethnic communities and in maintaining the integrity and pre-eminence of dynamic cultural heritage over time. This expectation relates to the power of the commercial momentum which tends to be less responsive to communal sensitivities.

Option 4 The ‘Heritage-led Tourism Sector’ Scenario

In the ‘Heritage-led Tourism Sector’ Scenario the Cultural Heritage sector would lead the integrated development of the tourism in the region.

The strategy would include cultural tangible/ intangible & natural heritage issues including site preservation, restoration, signage, heritage information and site security issues and would involve the cultural heritage authorities operating in partnership and co-operation with all the other tourism and community stakeholders and players.

But cultural heritage would be central to the whole process.

This scenario is the one most likely to deliver to the maximum extent on the three objectives of the PC DK project but it will require strong, sustained leadership from the cultural heritage sector.

It probably also will require the highest level of public resources, financial and otherwise.

It may represent a high risk strategy as the perception of cultural heritage and its role in society could be damaged if the process collapsed.

Section 6

Preferred Cultural Tourism Strategy Option

The Feasibility Study was been conducted within the framework of the agreed key objectives of the PCDK Project which are again reiterated as follows:

- The promotion of cultural diversity as a mechanism to reconcile and integrate diverse ethnic communities
- The promotion of cultural heritage as a dynamic social and economic resource
- The development of a sustainable socially-integrated cultural tourism sector.

These objectives which were adopted by the PCDK team were distilled from the wording on the first page of the document CRIS No. 2009/219-555 - UPDATED DESCRIPTION OF ACTION. They were also informed by the organisational chart that features on page 6 of the UBO document 'Survey on the Possibilities of Cultural Tourism Development in Pejë/Pec Region'.

A systematic structured approach was adopted for the feasibility study including a data analysis exercise which was then subjected to a SWOT analysis; this approach facilitated the examination of optional strategy scenarios to be undertaken. Account was taken of the resources of the PCDK team and structures already in place.

The outcome of this exercise was the adoption by the PCDK team of Option 3 as follows:

Option 3 The 'Integrated Sectors' Scenario

The 'Integrated Sectors' Scenario will involve Cultural Heritage Tourism sector development being integrated with the development of the general tourism sector. The strategy will not alone focus on cultural tangible/ intangible & natural heritage issues including site preservation, restoration, signage, heritage information and site security issues but will involve the cultural heritage authorities operating in partnership and co-operation with all the other tourism and community stakeholders and players.

This scenario has the potential to deliver on the three objectives of the PCDK project but may experience difficulties in fully realising the desired reconciliation and integration of diverse ethnic communities and in maintaining the integrity and pre-eminence of dynamic cultural heritage over time. This expectation relates to the power of the commercial momentum which tends to be less responsive to communal sensitivities.

The SWOT analysis identified a significant and in some cases profound level of weakness at all levels in the cultural heritage and infrastructure status quo in the region with regard to achieving the objectives of the project. The capacity of the

PCDK project to address the weaknesses is variable due to issues of authority, ownership, human and fiscal resources and a range of constraints at community, municipal and state level.

However it should be noted that the PCDK project has already established a cross community-based infrastructure that is developing a valuable resource of bottom-up, top-down and vertically and horizontally integrated project capacity.

This should enable the result envisaged under Option 3 to be realised.

Section 7

Feasibility Study Recommendations

Introduction

The recommendations for the implementation of the Option 3 Strategy are now described in the context of the project objectives, resources, authority and constraints.

The recommendations are intended to lead into Phase 3 - the Regional Strategy phase of the PCDK project with some revision and refinement with the intention of delivering a Draft Regional Strategy for Cultural Diversity and Cultural Heritage Tourism (integrated with a strategy that embraces general tourism development in the region).

The weaknesses identified in Phase 2 embrace weaknesses that are specific to the realisation of the cultural heritage and cultural diversity objectives of the PCDK project together with weaknesses that are shared by all who might be involved in any way with the tourism sector in the region.

Overall Recommendation

The overall recommendation is that an exercise be undertaken to identify how best to address the weaknesses that were identified in the SWOT analysis. This exercise will involve separating the weaknesses into those that the PCDK project might address directly and those that we might address indirectly as well as those that are at the edge of their sphere of influence.

The strategy will involve linking the actions to address weaknesses to the stakeholder sectors and utilising the existing consultative/implementation infrastructure to turn the strategy into a reality.

Keynote Recommendation

At all times it will be necessary to identify how best to utilise the strategy implementation to address social cohesion and cultural diversity issues.

This priority gave rise to the keynote recommendation of this feasibility study which relates to the production of a basic 'Heritage Plan for the Pejë/Pec Region' by April 2012. Linked to this there would be an accompanying document 'A Cultural & Natural Heritage Tourism Plan for the Pejë/Pec Region'. The plans would incorporate an inbuilt dynamic review process to ensure further improvement and development.

The plans would be for the region but would have separate sections for each municipality.

The titles suggested here may be too academic and it may be preferable to at least have a vernacular sub-title such as 'People, Place and Landscape'. It would be

important to ensure that the level of community engagement with the process ensures that they will share a sense of ownership over these documents. Measures such as organising drawing and photographic competitions among the school children and including the winning entries in the printed documents should be considered.

Such a strategy has the potential to go to the heart of the PCDK objectives and deliver a product and a process that has the potential to continue to develop and mature in the years ahead.

The regional and municipal working groups will have a central role to play in producing the heritage plan, but the documents themselves will have to be produced by a core team (to be agreed).

The following is an outline of the structure envisaged for 'The Heritage Plan':

- Introduction
- Tangible Cultural Heritage
- Intangible Cultural Heritage
- Natural Heritage
- A Heritage Action Plan
- Appendices with lists of sites for each of the above

The 'Cultural & Natural Heritage Tourism Plan' is suggested as a separate document as combining the two might be detrimental for both. The reason for this position is that there will be data in the heritage plan that may not (initially at least) have a direct tourism dimension. The heritage plan will also have more detail than will be necessary for tourism.

'The Heritage Plan' will provide the framework to collect the data base of information that is currently lacking. 'The Heritage Tourism Plan' will translate appropriate elements of this data base into a tourism resource. But the advantage of this approach is that heritage is seen in the first instance as a community resource and only secondly as a commercial product.

The content of 'The Heritage Tourism Plan' will require more thought and time as it will involve a wide range of topics including:

- Guidelines for the preparation, presentation and management of cultural heritage sites as tourism destinations
- Categorisation of sites in terms of present and future suitability as tourism destinations

- Strategies to combine sites and intangible heritage into tourism attractions – such as cultural routes, festivals, walking trails and trails involving horse and carriage transport etc
- A Heritage Tourism Action Plan

Concluding Overview

These recommendations reflect the scenario selected and provides a framework to deliver on the objectives of the project in the process of which two valuable ‘products’ might be achieved with the potential to become vital communal processes.

Such products would provide a solid indicator of ‘success’ for the project and should encourage the participants to engage more enthusiastically as the documents take shape.

It is suggested that the PCDK/LDPP initiatives already in progress in Kosovo all appear to potentially dovetail neatly into these recommendations.

The on-going development of the technical work of the ministry and the IPM’s will provide a critical validation of the cultural heritage and ensure the credibility of the proposed heritage and cultural tourism plans.

The existing pilot actions should feed into the development of the two plans and additional pilot actions will emerge from the process.

It will be appreciated that the delivery of these two plans will require mutually co-operative engagement with all sectors in the region as well as central government agencies.

Appendices

Appendix A - References & Sources

Documents provided by the PCDK Team

Survey on the Possibilities of Cultural Tourism Development in Pejë Peç Region
- prepared by UBO Consulting (151 pages)

UPDATED DESCRIPTION OF ACTION - CRIS No. 2009/219-555

PCDK Project - Annual Progress Report – 15 October 2009 – 14 October 2010

Local Development Pilot Project (LDPP) – KOSOVO - Pejë Peç (37 pages)

‘West Kosovo – Working Together for a Better Future’
Regional Development Strategy 2010-2013 (84 pages)

Tourism Strategy Kosovo 2010-2020
Prepared by GTZ on behalf of Dept of Tourism, Ministry for Trade & Industry

Kosovo – Biodiversity Assessment
Prepared by ARD-BIOFOR IQC Consortium on behalf of USAID/Kosovo 2003

Project Fact Sheets

‘Diversifying Economic Activity in the Region West (DEAR West)’ (2 pages)

‘See You in Dukagini’ (2 pages)

‘Dukagiini & Rugova Valley Action Programme’ (2 pages)

Tourism Guides & Maps

Gjakova Guide 2010

Tourist Information Guide Pejë/Peç

‘Albanian Alps’ Map 1:100,000 – Dept of Tourism/GTZ

Questionnaires Texts

A1 - Information requested from responsible organization/institution for researching, protection and promotion of heritage and cultural events (4 pages)

A2 - For Tourists from Other Regions (7 pages)

B1 - Information requested from the local organizations/institutions/authorities of different field of interest (18 pages)

B2 - For Tourism Agencies / NGOs/Service Sector from Other Regions (9 pages)

C - Information requested from local citizens – individuals, NGOs (12 pages)

D - Information requested from tourists/visitors - international and domestic (7 pages)

F - For the Owners of Heritage in Pejë/Peć Region (8 pages)

Questionnaire for IPM Directors from Checklist A (2 Excel pages)

Book purchased in Cork Ireland Bookshop

The Bradt Travel Guide ‘Kosovo’ Edition 2 by Gail Warrander & Verena Knaus

Documents Sourced on the Worldwide Web

‘Projects of the Tourism Product in the Albanian Alps Tourism Region 2008’

Websites

<http://ks-gov.net> - Government of Kosovo official website

<http://visitkosovo.org> – Official? Website for tourism in Kosovo

Appendix B – List of Potentially Relevant Laws in Kosovo

Laws relating to Cultural & Natural Heritage

2004_29_Amendment to Law of Forests

2004_39_Memorial Complex - Adem Jashari

2004_44_Law on Crafts

2005_02-L12_Law on Theatre

2005_02-L18_Law on Nature Conservation

2005_02-L53_Law on Hunting

2006_02-L37_Law on the Use of Languages

2006_02-L88_Cultural Heritage Law

2007_02-L122_Law on Organic Farming

2008_03-L039_Law on Special Protective Zones

2008_03-L-056_Law on Song & Dance Ensembles

Laws relating to Planning & Environment

2003_14_Law on Spatial Planning

2004_24_Kosova Water Law

2009_03-L-015_Law on Environmental Strategic Assessment

2009_03-L-024_Law on EIA

2009_03-L-025_Law on Environmental Protection

2010-214-Law on EIA

2010-230-Law on SEA

Laws relating to Communities, Ownership Issues and Cultural Diversity

2003_13_amendment - Immovable Property Rights

2004_26_Law on Inheritance in Kosovo

2005_02-L24_Law for Adult Education & Training

2008_03-L047_Law on Rights of Communities etc

2009_03-L-134 - Law on Freedom of association in NGOs

2009_03-L-154_Law on Property & other Real Rights

Laws relating to Tourism

2008_03-L-027_Law on Accommodation Tax on Hotels etc

2010- 03/L-168-Law on Tourism & Touristic Services

Appendix C – Consideration of Different Tourism Sectors

Introduction

In preparing the feasibility study general consideration was given to the different tourism sectors elsewhere in Europe and cultural tourism in particular.

Typical Tourism Sectors

Tourism industries worldwide focus on a range of sectors – these include

Sun Worshipper Tourism- sand, sea & sun

Cultural Tourism

Activity Tourism – walking, angling, hunting, winter sports, water sports, cycling, mountain biking, Hill-climbing, rock-climbing, Mountaineering, hang-gliding, para-gliding, equestrian activities including pony-trekking etc

Sports Tourism including golf and sports tournaments etc

Conference/Convention Tourism

Health/Wellness Tourism

Kosovo would appear to have the natural and cultural assets to attract tourists interested in many of these sectors.

Some tourists will be very specific in the sector they target, but many are attracted by a destination that offers a combination of attractions and natural and cultural tourism are very versatile in maximising the tourism market.

Cultural Tourism

The culture of a people is basically how they live their lives at a particular point in time. Cultural heritage is the treasure-trove of architecture, landscape, art, craft, etc inherited from past generations – it shapes and defines present generations and tells a rich and enlightening story each community and people that can answer imponderable questions and heighten our sense of wonder at the achievements of people in the past.

Cultural Tourism is a sharing of that treasure trove in a mutually beneficial way that removes artificial barriers between the peoples of the world in the process.

Because it derives from all aspects of our lives cultural heritage falls into many diverse categories as indicated by the following non-exhaustive list:

Architecture

Archaeology

Art Galleries
Castles & other Historic Properties
Crafts
Cultural Landscapes
Dance
Film
Food & Drink
Languages
Gardens & Designed Landscapes
Genealogy
Industrial Heritage
Literary Heritage
Museums
Music
National Parks & Wildlife
National Monuments
Artists – their homes and work and subject matter
Religious/spiritual Heritage
Theatre
Traditional dress
Traditional Festivals
Traditional Food & Drink
Traditions generally
Trails and Routes – historic- pilgrimage and trade
Walled Towns & other fortifications

Tourism Activities/Events linked to Cultural Tourism

Cultural Courses
Heritage Town Designation
Trails and Routes – new - linked to common themes
Festivals – events revived from the past
Festivals – new events – theatre, opera, folk, rock etc
Painting holidays
Summer & other Seasonal ‘Schools’
Visitor Attractions

Natural Heritage Tourism

Natural Heritage at its most basic is the breathing life of the planet that sustains the very existence of the human race. It provides a living classroom where we can learn of and understand the complexities of the living layer on our planet. But our relationship with nature goes even further beyond such a fundamental dependence. We find consolation and relief in the natural landscape from the stresses and pressures of our increasingly urbanised lives.

Briefly natural heritage falls under a number of broad headings:

Ecology

Flora & Fauna

Geology

Islands

Mountains

Rivers

There is an ever-growing interest today in sustainable natural heritage tourism.

Appendix D – Preliminary Profile of the Pejë/Peć Region

Introduction

This is largely based on the data collected in the preliminary survey the following is a preliminary profile of the Pejë/Peć region and the six municipalities of Pejë/Peć, Klinë/Klina, Deçan/Deçane, Istog/Istok, Junik/Junik, and Gjakovë/Dakovica.

The data base was considered to be incomplete and additional data has been sourced elsewhere for the profile of the Pejë/Peć region.

All sections would appear to require further data.

Location of the Region

The region lies in the north-western corner of Kosovo and embraces the municipalities of Pejë/Peć, Klinë/Klina, Deçan/Deçane, Istog/Istok, Junik/Junik, and Gjakovë/Dakovica

- Appropriate mapping required

Population of the Region

The estimated population is 493,600 - predominantly of Albanian lineage (95% approximately) – minority groups include those of Bosniak lineage, Serb lineage, Roma lineage, Ashkali lineage, Egyptian lineage and others

- Accurate data required

Economy of the Region

The economy of the region is based on agriculture (in transition from communal management), industry (also in transition with many inactive plants), a fledgling tourism industry and an emerging small and medium enterprises business sector.

- Additional data required

Landscape of the Region

The region features a diverse natural and cultural landscape with the gently undulating Dukagjini plain sweeping from Gjakovë/Dakovica in the southwest across the eastern plains of Deçan/Deçane, Pejë/Peć, Klinë/Klina around to Istog/Istok in the northeast, featuring agricultural activities, many distinctive villages, rivers, waterfalls, lakes and irrigation systems. The plains rise through forested foothills into dramatic mountainous landscapes along the western and northern boundaries adjoining Albania and Montenegro respectively.

- Additional data required

Cultural Heritage (Tangible)

The IPM of Pejë/Peć lists a total of 81 cultural heritage sites in the municipalities of Pejë/Peć, Deçan/Dečane, Istog/Istok and Junik/Junik. The IPM of Gjakovë/Dakovica lists a total of 38 cultural and natural heritage sites in the municipalities of Klinë/Klina, and Gjakovë/Dakovica.

Note: there is some doubt as to whether all the sites are as intact as the lists suggest.

– Additional data required

Cultural Heritage (Intangible)

The survey makes very limited reference to intangible heritage. In the section on Pejë/Peć it is noted that citizens identify themselves by religious belief, but it presents as a largely secular society where religion is mainly evident at weddings, funerals and holy days.

– Additional data required

Natural Heritage

The IPM of Pejë/Peć lists a total of 7 natural heritage sites in the municipalities of Pejë/Peć and Junik/Junik. The IPM of Gjakovë/Dakovica lists a total of 4 natural heritage sites in the municipality of Gjakovë/Dakovica.

– Additional data required

Flora & Fauna

The following non-technical text taken from the visitkosovo.org web site applies to the whole of Kosovo is indicative of significant natural heritage tourism potential.

Climate changes, pedological and hydrological factors, have influenced the diversity of plant and animal world. In the transitional zone from field towards the hill, you face the community of acacia, then the white mulberry, black mulberry, black oak, plane-tree, Canadian poplar, Japanese plant, bay, American ash-tree, etc.

In the hill areas, the community of beech is widespread.

Within the generation of deciduous trees (900-1500m), the mixed communities with evergreen trees start first, while then begins the generation of evergreen trees: juniper (red fir), fir, black pine, white pine.

The chestnut community, as indicative of the impact of Mediterranean climate, continues by the edges of Bjeshket e Nemuna mountains through Strellci I Eperm to Peja (in Zatra).

At the altitude of around 1500m, starts the area of mountain pastures that rise up to 2200m altitude. At the pasture area, you can find blueberry, a plant which gives healthy fruits.

Hilly-mountain area is very rich with fauna. In the plains and hilly area where forests extend (such as Lipovica, Klecka, etc.) lives roe, boar, deer and rabbit. From birds in this plains-hilly area, you can find raven, magpie, rose-coloured starling, field sparrow, woodpecker, dove, turtledove, field grouse, quail, pheasant, etc. In the mountainous region, where forests extend, live the brown bear, mountain goat, boar, wolf, golden dormouse, white dormouse, fox, roe, big and small wildfowl, quail, squirrel etc. Bear can be more found in the mountainous area of the Albanian Alps, in Shar, Mokne, etc.

For hunting tourism, more suitable are the forests of Lipovica (Blinaja and Klecka), not far from Lipjan. As for the aquatic fauna, you can hunt: river trout, eel, catfish, carp, bleak, scrofula, gudgeon, etc

The 'Kosovo – Biodiversity Assessment' document prepared by ARD-BIOFOR IQC Consortium on behalf of USAID/Kosovo in 2003 provides a reasonably comprehensive and much more technical overview of the flora and fauna resource. It does however acknowledge the inadequacy of current records. It goes on to stress that the flora and fauna resource is under serious and imminent threat due to the lack of protection, lack of accurate records and the general inadequacies of the environmental infrastructure.

It is significant to note the 2003 reference to a proposed Bjeshket e Nemuna/Prokletije National Park in the PCDK Pejë/Peć project region. It is unclear as to whether this proposal has progressed but it certainly would be a valuable asset for an overall heritage tourism strategy.

Interesting reference is also made to two rare cattle breeds that are unique to Kosovo – these again would be valuable assets in the overall cultural heritage resource.

– Additional data required

Legislative Framework

The state government has enacted a comprehensive range of laws that relate directly or indirectly to the sphere of cultural and natural heritage, cultural diversity and tourism.

It is unclear from the survey as to whether the legislation is being rigorously and effectively applied at regional or municipal level.

There is a suggestion that planning legislation may not be as effective as might be desirable. It is noted that the external and internal architecture of newer hotels/motels/inns & Kullas is not always compatible with the historic architecture of area.

– Additional data required

Budgets

There are references (not quantified) to a central government budget for the management and protection of cultural and natural heritage in the region and references to a limited or nil budgets for any such activities at municipal level.

– Additional data required

Citizen engagement with Cultural & Natural Heritage

It would appear that there is a very low level of citizen engagement with cultural & natural heritage in the region.

Official Interest in Cultural & Natural Heritage of the Region

The IPMs in Pejë/Peć and Gjakovë/Dakovica are responsible and active at regional level.

Municipal directorates are responsible but apparently less active at local level.

Infrastructure

Public Services

The provision of electric power and water apparently can be subject to interruption.

Security, Health & Safety

– Additional data required

Transport Air – Pristina Airport is 70 km from Pejë/Peć and up to 100 km from other regional centres
Rail – there is a rail line linking Pejë/Peć and Prizren with Pristina with only Klina and Pejë/Peć served with stations*
Bus – all towns bar Klina have a bus station**
Road – a major road links Pejë/Peć with Pristina; there is a major and minor road network in the region; there are road links with Albania and Montenegro.

*The rail service is currently without an international connection – it is hoped that negotiations that are in progress will result in a resolution to this problem.

** The bus service is apparently regular and punctual.

Accommodation: The following* are identified in the survey document - 39 hotels/motels 505 rooms, 1002 beds (4 hotel - 86 rooms - under construction); 2 Kulla B&B's; 38 B&B's; 38 Inns

*This would appear to be an incomplete list

Restaurants: The following* are identified in the survey document - 30 listed – 18 serve traditional dishes

*This would appear to be an incomplete list

Retail: The following* are identified in the survey document – old market area with traditional shops in Pejë/Peć, Deçan/Deçane and Gjakovë/Dakovica, artisan shops and/or handicraft/souvenir shops in all municipalities except Junik/Junik.

*This would appear to be an incomplete list

Stakeholders identified

Ministry for Culture, Youth and Sports
Ministry for Environment
Ministry for Education
Regional Centre for Cultural Heritage/Institute for protection of Cultural Monuments, Pejë/Peć (IPM)
Institute for protection of Cultural Monuments, Gjakovë/Dakovica (IPM)
Municipal Authorities of Pejë/Peć, Klinë/Klina, Deçan/Deçane, Istog/Istok, Junik/Junik, and Gjakovë/Dakovica
Directorate for Economic Development for Municipalities
Catholic Community
Islamic Community
Orthodox Community
Owners of Cultural Heritage
Owners of Hospitality Sector Properties/enterprises
Owners of Tourism Sector Properties/enterprises
Owners of shops & retail outlets
Local Builders, tradespersons and craft-persons
Transport sector representatives
National NGOs
The citizens of the six municipalities

International Organisations
International NGOs

– Additional data required

Actions identified in relation to encouraging Community 'Ownership' of Cultural & Natural Heritage

Training & Awareness-raising

Basic Training

Workshops

Formal Education at second and third level

Co-operation with other associations

Needs identified in relation to Community ‘Ownership’ of Cultural & Natural Heritage

Training & Awareness-raising

Basic Training

Workshops

Formal Education at second and third level

Greater Co-operation with other associations

Pejë/Peć

Data extracted from Pages 17-20 & Annex 4 Page 90

Pejë/Peć town lies at the foot of the Cursed Mountains (Bjeshket e Nemuna), on River Bistrica and entrance to Rugova Gorge. It is the main economic and cultural centre and one of the best known tourism areas in the north-western region of Kosovo

Settlements: Pejë/Peć town and 95 villages

Population of Municipality – 183,000 – predominantly of Albanian lineage (95%) – minority groups of Serb lineage, RAE lineage and others

The municipality is set in an attractive mountainous landscape that is rich in cultural & historical monuments including - 10 Mosques, 6 Serbian Orthodox Churches, 4 Catholic Churches and 4 Tekkes.

In Annex 4 the IPM Pejë/Peć identifies 45 sites in its detailed list of the most highly rated cultural sites.

Citizens identify themselves by religious belief, but it presents as a largely secular society where religion is mainly evident at weddings, funerals and holy days.

Major Cultural Institutions

Youth Theatre Jusuf Gërvalla

Ethnographic Museum

Regional Museum of History (occupied by KFOR)
Culture Centre (occupied by UNMIK)
Patriarchy (Complex of Orthodox Churches)
Hamam (Oriental public bathroom under reconstruction)
Kulla (typical Regional Dukagjini house)
Mullini/ Mill of Haxhi Zeka
Kulla e Sheremetit (typical traditional Regional Dukagjini house)
Ilyrian/Roman citadel (in ruins)

Old Market in town centre features shops of craftsmen – coppersmiths, goldsmiths, slipper makers, leather tanners, tailors etc

Bajrakli Mosque (15th C) – among the older examples of Islamic architecture

Local Institution Responsible for Tourism: Directorate for Economic Development (DED)

Most Important Heritage Sites Identified

*Rugova Gorge
**Ethnographic Museum
**Haxhi Zeka's Water Mill
**Haxhi Bej Turkish Bath
**Stone Bridge
*Radavci Cave
*Radavci Waterfall
**Orthodox Church Patriarcate
**Rugova Gorge Bridge

*Protected zone **Protected sites

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate for Economic Development (DED) & IPM Pejë/Peć.

Organisations mentioned by director of DED:

Rugova Experience – NGO
Era Group

Artistic/cultural events mentioned

Film Fest
Tour de Culture (regional event)
Rugova Games
Hareja Festival

Relevant Projects for community economic development mentioned:

Rural Tourism, Tourism Fair & Cultural Tourism

Local & Central Government interest in proposals/ideas – Active

Tourism- related Heritage Rehabilitation Projects in progress

Haxhi Zeka's Water Mill (Ministry/Municipality)

Kulla of Haxhi Zeka's – in Leshan (USAID)

Bajrakli Mosque (Intersos)

Haxhi Beu Hamamm (Intersos)

Tefteder Mosque (Intersos)

Orthodox Church Patriarchate (Intersos)

Heritage Strategies & Budgets

Ministry (MCYS) has strategy for management of cultural heritage objects/sites in Pejë/Peć region. There has been a municipal level strategy since 2006. No budget allocated; 9 personnel in cultural heritage sphere at municipal level.

Local Community Interest in Heritage

Considered to be interested in conservation process and aware of value as part of the tourism product

Hospitality Infrastructure

25 hotels/motels 412 rooms, 800 beds (50 room hotel under construction)

No Kulla B&B's

External architecture of newer hotels/motels/inns & Kullas is compatible with historic architecture of area but internally they are not so.

8 Restaurants listed – 7 serve traditional dishes as well as international

Retail – Artisan shops, old market area with traditional shops, handicraft/souvenir shops etc

Stakeholders identified

Ministry for Culture, Youth & Sport (MCYS)

Institute for protection of Cultural Monuments Pejë/Peć (IPM)

Directorate for Economic Development

Rugova Experience – NGO

Era Group

Klinë/Klina

Data extracted from Pages 21-23 & Annex 4.1 Page 93

Municipality lies on edge of Dukagjini plain & Drenica Region; Drini I Bardhë/Beli Drim River flows north to south across the Municipality. Rail-lines linking Pristina with Pejë/Peć and Prizren pass through Klinë/Klina

Settlements: 54 villages - incl Klinë/Klina

Population of Municipality – 55,000- predominantly of Albanian lineage – minority groups of Serb lineage, Roma lineage, Ashkali lineage and Egyptian lineage

Religions: 15/20% Albanian Roman Catholics (RC church now under construction; No mosque to date - nearest in Jashanicë/Jošanica village. There is a functioning Serbian Orthodox Church in Budisaic/Budisavci with 3 nuns protected by KFOR.

In Annex 4.1 the IPM Gjakovë/Dakovica identifies 5 sites in its detailed list of the most highly rated cultural sites.

Local Institution Responsible for Tourism: Youth Centre ‘Armdëria’

Most Important Heritage Sites Identified

Mirusha Waterfall
Jarina’s Pit
Dushi’s Cave

Protection Status – no protection

Infrastructure/Access etc
Considered to be poor

Organisational activities - mentioned but not specified

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate for Economic Development (DED) & IPM Gjakovë/Dakovica.

Heritage Strategies & Budgets

Ministry (MCYS) has strategy for management of cultural heritage objects/sites in Pejë/Peć region. There has been a municipal level strategy since 2006. No budget allocated; 9 personnel in cultural heritage sphere at municipal level.

Local Community Interest in Heritage

There are workshops/promotional activities but local community interest has apparently not been encouraged yet is considered to be interested in conservation process and aware of value of heritage as part of the tourism product. Co-operation with other bodies acknowledged as potentially valuable.

Infrastructure

Organisations - Youth Centre 'Ardmëria'

Accommodation: 4 hotels - No other information available!

External architecture & internal design of newer hotels/motels/inns are not compatible with historic/traditional architecture of area.

8 Restaurants listed – 1 serves traditional dishes

Retail – Artisan shops, no market area with traditional shops, no handicraft/souvenir shops etc

Deçan/Deçane

A mountainous area at the cross-roads of Gjakovë/Dakovica, Junik/Junik and Pejë/Peć; it border both Montenegro and Albania.

Settlements: Town of Deçan/Deçane and 36 villages,

Population of Municipality – 44,000 - predominantly of Albanian lineage– minority groups of Bosniak lineage, Egyptian lineage and Roma lineage

Highest Mountain (2656m) – Gjeravica, 6-8 months snow up to 3m deep, long ski runs, beautiful ski terrain

A winter holiday tourism opportunity

Traditional stone houses the best preserved in Kosovo

Shabanaj's Watermill – restored and houses workshop of women's association Jeta – producing and selling artisan handcrafts

Main Religious Buildings

Visoki Deçane Monastery – (1327-1335) on UNESCO World Heritage in danger List

Mosque of Coç in Deçan/Deçane

Mosque of Carra breg/Crnobreg

Mosque of Prelip/Prejlep

In Annex 4 the IPM Pejë/Peć identifies 20 sites in its detailed list of the most highly rated cultural sites.

Local Institution Responsible for Tourism: Directorate of Culture

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate for Culture & IPM Pejë/Peć.

Most Important Heritage Sites Noted

- *Deçan/Deçane Monastery
- *Kulla of Mazrekaj
- *Kulla of Osdautaj
- *Kulla of Kukleç
- *Kulla of Mushkolaj

Protection Status – *Protected sites

Deçan/Deçane Monastery
Dranoc Kulla
Shabana Family Watermill

Infrastructure/Access etc

Generally considered to be average

Organisational activities - mentioned but not specified

Heritage Strategies & Budgets

No information on central government strategy or budget for management of cultural heritage objects/sites in region. There is no budget at municipal level.

Local Community Interest in Heritage

There are basic heritage training initiatives with workshops and educational input at second/third level. Co-operation with other bodies acknowledged as potentially valuable. The local community interest has been encouraged and is considered to be interested in the conservation process and aware of the value of heritage as part of the tourism product.

Infrastructure

Organisations - women's association Jeta

4 hotels – 25 rooms – 50 beds

6 private lodging inns – 12 rooms

6 B&B's – 12 rooms

B&B in one Kulla – 12 beds

3 Restaurants listed – 2 serving traditional dishes

Retail – in Deçan/Deçane - Artisan shops, old market areas with traditional shops, plus handicraft/souvenir shops offering local products etc

Istog/Istok

Municipality lies along northern stretches of the Dukagjini plain separated from Montenegro by mountain range (up to 2000m)

Settlements: Town of Istog/Istok and 51 villages,

Population of Municipality – 56,000 predominantly of Albanian lineage – minority groups of Bosniak lineage, Egyptian lineage, Roma lineage and 800 of Serb lineage in 3 + mixed villages.

High Tourism potential based on noted natural and cultural heritage.

Natural resources – mountains, springs (Drini Bardhë, Vrella, etc), Istog/Istok (kayaking), healing thermal waters (Baja)

Cultural heritage – water mills, mosques, old Islam schools (mejtep), orthodox churches, a stone bridge, Ottoman architecture and archaeological sites

9 mosques - most burnt down, some rebuilt, Serbian Orthodox Monastery in town of Istog/Istok, small orthodox chapels in town and most villages (9)

In Annex 4 the IPM Pejë/Peć identifies 9 sites in Istog/Istok in its detailed list of the most highly rated cultural sites.

Local Institution Responsible for Tourism: Office for Environmental Protection

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate & IPM Pejë/Peć.

Most Important Heritage Sites Noted

Kulla of Hali

*Thermal Spring – Banje

Spring Source – Vrella

Arched Bridge – Zaliq

“Lisi I Quetes – Trubuhoc”

Water Mill Caralluka

*Shushica Mosque

*Gorioci Monastery

Stucenica Citadel

*legally protected

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Local NGO ‘Liria’

Projects/Activities

Arched Bridge – Zaliq – restoration

Gorioci Monastery – renovation

Kulla in Llukavc – restoration

Spring Source – Vrella – fence repair

Inventory of Cultural heritage – in preparation

Act for the Protection of Natural Monuments

Labelling and Signage of Monuments

Infrastructure/Access etc

Generally considered to be good.

Organisational activities - mentioned but not specified

Heritage Strategies & Budgets

No information on central government strategy or budget for management of cultural heritage objects/sites in region. There is no budget at municipal level. The municipal assembly has a Development and Urbanisation plan that is addressing the evaluation of cultural/natural heritage in the context of tourism.

Local Community Interest in Heritage

There are basic heritage training initiatives with workshops/promotional activities. Co-operation with other bodies such as Local NGO ‘Liria’ was acknowledged as potentially valuable. The local community interest is not encouraged but it is considered to be interested in the conservation process and aware of the value of heritage as part of the tourism product.

Infrastructure

Organisations - Local NGO ‘Liria’

Hotels/motels available year-round – no detail

No B&B available in Kullas

8 Restaurants listed – 7 serving traditional dishes

Retail – no artisan shops or old market areas with traditional shops; there are handicraft/souvenir shops offering local products etc

Junik/Junik

Municipality located in far western part of Kosovo between Deçan/Deçane and Gjakovë/Dakovica municipalities.

Dissolved as a municipality in 1962, reinstated as a municipality in October 2008 with two cadastral zones

Settlements: Town of Junik/Junik and 2 villages – heavily destroyed in 1999 & now mostly uninhabited

Population of Municipality – 9,600 all of Albanian lineage – prior to 1999 was more multiethnic with some 700 of Serb lineage

High Tourism potential

Natural resources – mountains (highest peak in Kosovo– Gjeravica (2656m)

Cultural heritage – two twin kullas form gateway to town; Krasniqi family's kulla recently restored and rented to tourists

In Annex 4 the IPM Pejë/Peć identifies 9 sites in Istog/Istok in its detailed list of the most highly rated cultural sites.

Local Institution Responsible for Tourism: Directorate of Culture

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate & IPM Pejë/Peć.

Most Important Heritage Sites Noted

- *Kullas
- *Mountains
- *Gjeravica Mountain Peak
- *Erenik River
- *Moronica

*legally protected site or zone

Projects/Activities

Development Plan

Kullas

Infrastructure/Access etc

Generally considered to be average.

Organisational activities - mentioned but not specified

Heritage Strategies & Budgets

No information on central government strategy or budget for management of cultural heritage objects/sites in region. Reference made to a budget at municipal level for a specific project. The directorate has no plans for evaluating cultural/natural heritage as part of the tourism product.

Local Community Interest in Heritage

There are basic heritage training initiatives with workshops/promotional activities and second level education. Co-operation with other bodies was acknowledged as potentially valuable. Specific reference made to co-operation with Women's association 'Rrënja' and Italian NGO 'Intersos'. The local community interest is encouraged and is considered to be interested in the conservation process and aware of the value of heritage as part of the tourism product.

Infrastructure

Organisations – Women's association 'Rrënja'
- Italian NGO 'Intersos'

3 Hotels – 16 rooms & 32 beds

32 private lodging inns

32 B&B units available

1 B&B available in a Kulla

3 Restaurants listed – 1 serving traditional dishes

Retail – no artisan shops or old market areas with traditional shops; no handicraft/souvenir shops and no local products etc

Gjakovë/Dakovica

Municipality located in south-western part of Kosovo

Connected via 4 major regional roads to Pejë/Peć, Prizren, Prishtinë/Prištine and the Albanian border crossing Qafë Morinë/Čaf Morina

Settlements: City/Town - Gjakovë/Dakovica and 84 villages

Population of Municipality – 150,000 – 90,000 in town & 60,000 in villages predominantly of Albanian lineage – minority groups include those of Bosniak lineage, Egyptian lineage, Roma lineage and Ashkali lineage

Natural resources – no reference

Cultural heritage – tradition of craftsmanship – two bridges named after two of the most successful – Tabakët dhe Terziajt: Hadumi Mosque 16th century is the oldest in the city; city has long history of trade links with Malësi (Northern Albanian Highlands) – crafts in exchange for salt, suger, cloths etc; Old market with small wooden shops restored after 1999 destruction and successfully revived.

In Annex 4.1 the IPM Gjakovë/Dakovica identifies 37 sites in Gjakovë/Dakovica in its detailed list of the most highly rated cultural sites.

Local Institution Responsible for Tourism: Directorate of Economic Development

Institutions Responsible for Management of Cultural & Natural Heritage: Directorate & IPM Gjakovë/Dakovica.

Most Important Heritage Sites

Cabrati Site

Shkukëza Site

Drini River Gorge

*Old Market

Koshare

*Toliqi Bridge

*Terzi Bridge

*Tabaku Bridge

Hanet (Inns)

*Clock Tower

*Legally protected

Projects/Activities

Toliqi Bridge

Tabaku Bridge

Clock Tower (Shkukëza)

Tabhane Inn

Cleaning of Shkukëza Park Site

Cleaning of Cabrati Site

Freedom Park

Bridges of Toliqi, Terzi Bridge & Tabaku

Bridges

Clock Tower, Qarshia e Madh

Tabhane Inn

Old Islam school (Mejtep) of Ruzhdi

Halili mosque

Infrastructure/Access etc

Generally considered to be average to good.

Organisational activities - mentioned but not specified

Heritage Strategies & Budgets

No information on central government or municipal government strategy or budget for management of cultural heritage objects/sites in region. Reference made to a budget at municipal level for a specific project.

Local Community Interest in Heritage

The capacity building initiatives in the municipality focus on second/third level education. Co-operation with other bodies was acknowledged as potentially valuable. The local community interest is encouraged and it is considered to be interested in the conservation process and aware of the value of heritage as part of the tourism product.

Infrastructure

Organisations – none mentioned

3 Hotels – 52 rooms & 120 beds

4 Hotels under construction – total of 36 rooms

No information on B&B units available

No B&B available in Kullas

No Restaurants listed

Retail – there are artisan shops, old market areas with traditional shops and handicraft/souvenir shops selling local products etc