



Republika e Kosovës

Republika Kosova - Republic of Kosovo

Qeveria - Vlada - Government

Ministria e Industrisë, Ndërmarrësisë dhe Tregtisë

*Ministarstvo Industrije, Preduzetništva i Trgovine - Ministry of Industry,
Entrepreneurship and Trade*

PROGRESS REPORT FOR THE PERIOD

JANUARY - JUNE 2025

ON THE IMPLEMENTATION OF THE KOSOVO TOURISM STRATEGY 2024-2030 AND THE ACTION PLAN 2024-2026

Prishtina, July 2025

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Abbreviations:

AICS - Italian Agency for Development Cooperation

KAS - Kosovo Agency of Statistics

GDP - Gross Domestic Product

DT - Department of Tourism

ERCA - European Ropes Course Association

FEG - European Federation of Tourist Guide Associations

GIZ - German Agency for International Cooperation

KIESA - Kosovo Investment and Enterprise Support Agency

MESTI - Ministry of Education, Science, Technology and Innovation

MAFRD - Ministry of Agriculture, Forestry and Rural Development;

MFLT - Ministry of Finance, Labour and Transfers

MIET - Ministry of Industry, Entrepreneurship and Trade

MCYS - Ministry of Culture, Youth and Sports

MESPI - Ministry of Environment, Spatial Planning and Infrastructure

MIA - Ministry of Internal Affairs

MFAD - Ministry of Foreign Affairs and Diaspora

SDG - Sustainable Development Goals

PPSE - Promoting Private Sector Employment

GK - Government of Kosovo

KTS - Kosovo Tourism Strategy

NDS - National Development Strategy

UNDP - United Nations Development Program

WFTGA - World Federation of Tourist Guide Associations

OPM - Office of the Prime Minister

I. EXECUTIVE SUMMARY

The Ministry of Industry, Entrepreneurship and Trade (MIET) has drafted the Kosovo Tourism Strategy 2024-2030 and the corresponding Action Plan for the period 2024-2026, which was approved by the Government of the Republic of Kosovo (GoRK) on 10 July 2024. The Strategy has been prepared by the Government of Kosovo (GoK) to provide a strategic framework for promoting the development of tourism in Kosovo. The drafting of this strategic document reflects the importance that the Government of Kosovo pays to the tourism sector in achieving growth in the number of visitors and its impact on the country's economy. The vision of the Tourism Strategy is: *“By 2030, Kosovo will become a sustainable tourist destination and a competitor in the Western Balkans”*.

The Ministry of Industry, Entrepreneurship and Trade (MIET) has a legal obligation to monitor the implementation of the Kosovo Tourism Strategy 2024-2030 and the Action Plan 2024-2026. Accordingly, the Ministry has prepared a six-month progress report for the first half of 2025 on the implementation of the Kosovo Tourism Strategy 2024-2030 and the Action Plan 2024-2026, in compliance with Government Regulation (GoRK) No. 17/2024 on the Rules of Procedure of the Government of the Republic of Kosovo.

The six-month progress report for 2025 on the implementation of the Kosovo Tourism Strategy 2024-2030 and the Action Plan for the period 2024-2026 presents detailed activities carried out to achieve the objectives set out in the Action Plan for the period January - June 2025.

The Action Plan 2024-2026 of the Kosovo Tourism Strategy (KTS) includes a list of five (5) strategic objectives, nineteen (19) specific objectives and one hundred and seventeen (117) activities planned to be implemented for the development of the tourism sector.

The purpose of the progress report is to present the degree of implementation of the projects outlined in the Action Plan 2024-2026 of the Kosovo Tourism Strategy 2024-2030 for the first half of 2025, as well as to identify challenges and propose recommendations for decision-making by the relevant authorities.

The progress report includes all projects and activities that commenced before or during 2025 and continue into the following years, as well as projects and activities that both commence and end within 2025. Thus, this report reflects the progress achieved only for the reporting period of the first half of 2025, according to the planning set out in the Action Plan 2024-2026 and does not present the overall results or challenges of the sector as a whole. Some activities are planned to be completed in the following year and are therefore not included in this document.

The strategic objectives include:

- Objective 1: Increase promotional activities and improve the information flow
- Objective 2: Create and upgrade quality and sustainable infrastructure for tourism development
- Objective 3: Expand the tourist offer according to sustainability standards and increase competitiveness
- Objective 4: Build human capacities for increasing the number of staff in the labour market and improving services
- Objective 5: Advance the regulatory framework and tourism policies

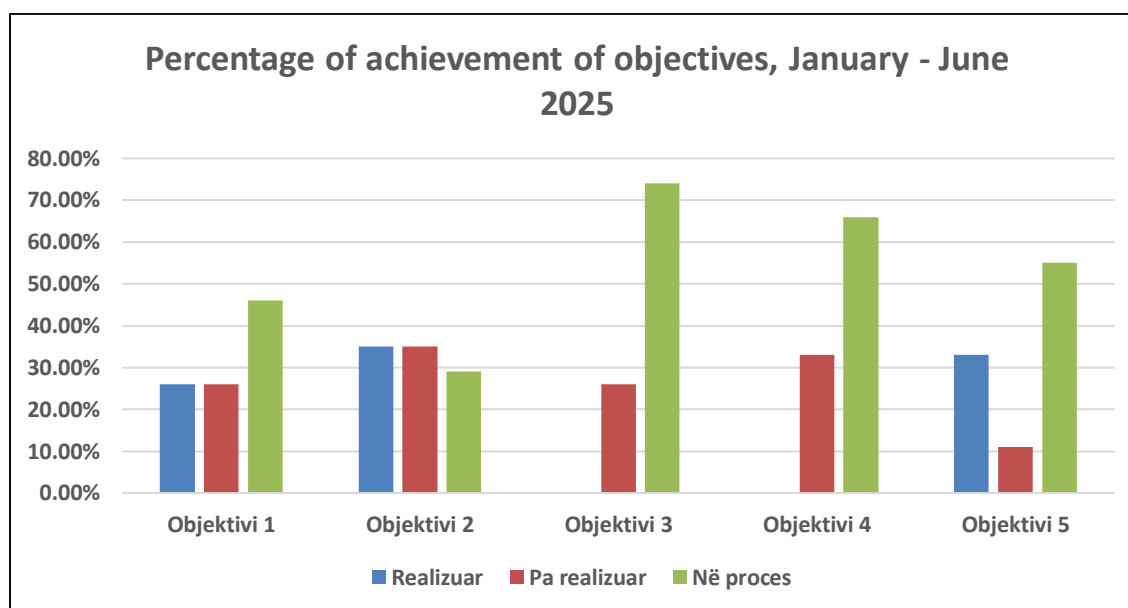
The achievement of objectives for the period January - June 2025 was 18.80%, while the objectives not achieved accounted for 26.20%, and activities that were partially completed or ongoing were recorded at approximately 54.00%. Activities for which no reports were submitted by the respective institutions are not included in this analysis, as no information exists regarding their implementation or non-implementation.

The achievements of the objectives for the period January - June 2025 are presented below in tabular and graphical form.

Table 1: Percentage of achievement, non-achievement, partial achievement or in progress of objectives for the first 6 months, January - June 2025

	Achieved	Not achieved	Ongoing
Objective 1	26.00%	26.00%	46.00%
Objective 2	35.00%	35.00%	29.00%
Objective 3	0.00%	26.00%	74.00%
Objective 4	0.00%	33.00%	66.00%
Objective 5	33.00%	11.00%	55.00%
Total	18.80%	26.20%	54.00%

Chart 1: Graphical presentation of the percentage achievement of objectives, January - June 2025



II. PROGRESS IN THE IMPLEMENTATION OF THE OBJECTIVES OF THE STRATEGIC DOCUMENTS

This progress report presents the degree of implementation of activities and projects planned for the period January-June 2025.

For the compilation of this report, an inter-institutional Coordinating Group (CG) was established, where MIET prepared the matrix and shared it to all group members to report on achievements, challenges, and issues in implementing the planned projects for the period January-June 2025. After receiving input from the relevant institutions, the implementation report was drafted.

Based on the data completed by the responsible institutions in the submitted matrix, the narrative part of this report was prepared.

The narrative section describes the progress of each strategic objective, with concrete details for the specific objectives. Achievements, reasons for delays in certain activities/projects and challenges for projects that were not fully implemented are also presented.

The following description is based on the structure of the Action Plan for the period 2024-2026, for January-June 2025, including the activities and projects planned for this year.

III. PROGRESS AGAINST OBJECTIVES

Strategic Objective 1: Increase promotional activities and improve information flow

Regarding this strategic objective, based on indicator 1, during the period January-June 2025, data on border crossings have not yet been published by KAS.

Progress has also been made in achieving indicator 2 of this objective, specifically an increase in the number of overnight stays in accommodation units to 677,894, which represents an 11.20% increase compared to the same period of the previous year.

Specific Objective 1: Promote the touristic image of Kosovo in the international arena

During the period January-June 2025, activities were carried out to promote tourism on the international stage, exceeding the planned number of activities according to indicator 1. Five activities were planned for the entire year, while three activities were already implemented in the first half of the year.

Regarding the achievement of the specific objective, activities were carried out to present Kosovo on international platforms, with presentations on three different platforms. Progress was also made in organizing “famtrips”.

Regarding Kosovo’s participation in regional and international fairs, the range of promotional activities was expanded, and promotional materials were developed.

The “Via Dinarica-Kosovo” brand was promoted in the already established tourist regions at the regional and European level, including activities to promote both the “Via Dinarica-Kosovo” brand and the trail.

Specific Objective 2: Use of digital methods in providing information and improving the quality of tourist information

Regarding the target of 100 attractions, the report indicates that it is currently being achieved. The installation of cultural heritage information boards is underway.

Digital mapping of Via Dinarica-Kosovo has been developed and is available, including the website and a mobile application. Other activities are still in progress.

Specific Objective 3: Enhance cooperation among the tourism stakeholders

Progress has been made on this objective according to indicator 1, the planned number of

cooperation activities with key stakeholders has been achieved.

Regarding this objective, progress has been recorded in organizing B2B meetings between local and international tour operators, with the ITB Berlin fair being a notable activity. Progress has also been made in activities currently in process, including the tourism stakeholder conference held in Prishtina in June.

A promotional video has been developed to promote winter tourism and winter sports.

The implementation of promotional activities through bloggers and vloggers is still in progress.

The main challenges observed during the implementation of this strategic objective for the reporting period are as follows:

Due to the lack of institutional capacity, potential visitor markets could not be analyzed.

Strengthening the digital marketing of tourism services and improving the provision and quality of tourism information remains challenging.

Inter-institutional coordination in the tourism sector is still difficult due to the absence of a Tourism Council.

No progress was made in brand development.

Promotion in the media was insufficient.

Data on Google Maps and Maps.me for major tourist attractions are in the process of being updated.

Strategic Objective 2: Create and upgrade quality and sustainable infrastructure for tourism development

According to indicator 1 of this strategic objective, progress has been made in improving the physical infrastructure at two mountain tourism destinations.

Strategic Objective 1: Revitalize the existing tourist centers

There has been no progress for this reporting period.

Specific Objective 2: Attract investors for the opening of new winter tourism (skiing) centers

No progress was recorded during this reporting period.

No activities were organized to attract investors during this period due to a lack of capacity and prioritization.

Specific Objective 3: Increase accommodation capacities and improve their infrastructure

According to indicator 1 of this objective, for the six-month period January-June 2025, the number

of accommodation facilities has increased, with 46 new businesses registered with KBRA.

Regarding indicator 2, data for this period are not available, as they are not published for the six-month period but are reported on an annual basis.

Within this objective, contributions have mainly come from several municipalities that have identified accommodation facilities and improved infrastructure to expand capacity.

Specific Objective 4: Improve tourist access

According to indicator 1, infrastructure completion cannot be reported for this period, as many activities are still in progress.

Based on indicator 2, during 2024, more than 237 km and 120 meters of hiking trails were developed across municipalities in Kosovo.

According to indicator 3, approximately 126 km of cycling trails were developed in various municipalities in Kosovo.

Regarding the development of hiking and cycling trails, progress has been made, and existing trails have been improved during this six-month period.

Concerning investments in cable car infrastructure, no progress has been made in the development of cable transport, and no reporting on progress was available.

Specific Objective 5: Build the infrastructure for environmental protection

There was no progress reported for the reporting period.

Specific Objective 6: Identify and develop trails for adventure tourism and alpine skiing

During the reporting period, progress was noted in particular regarding the identification and opening of hiking trails. It is worth highlighting that, in terms of the indicators for this objective, they had already been achieved in the previous year.

Specific Objective 7: Sustainable management of tourist attractions

No progress reported on this objective.

Specific Objective 8: Improve security infrastructure in tourist destinations

There has been limited progress, particularly it is worth mentioning the construction of rescue zones in the municipalities of Peja, Junik, and Deçan, as well as the trainings conducted.

Strategic Objective 3: Expand the tourist offer according to sustainability standards and increase competitiveness

Specific Objective 1: Promote the development of commercial products according to global trends

MIET and MCYS are in the process of supporting artisanal businesses through grant schemes or other subsidies.

Specific Objective 2: Improve the culinary offer in areas suitable for rural tourism

Regarding this objective, there has been progress in promoting culinary heritage, implementing capacity-building activities, and providing direct support for the promotion of traditional food products.

The support for businesses in developing rural tourism by MAFRD has initiated the implementation of a multi-year project; however, the call for support has not yet been launched.

According to indicator 2, the number of activities promoting traditional foods during the reporting period was three, specifically three fairs held in various municipalities.

Specific Objective 3: Develop and promote dark tourism

There has been significant progress in achieving this objective.

The MIET has established an inter-ministerial working group for the identification of strategic attractions for dark tourism, and the group has held its first meeting to list such types of attractions.

Specific Objective 4: Promotion of nightlife and the inclusion of festivals in the tourist offer

For this objective, activities have been carried out to support various festivals aimed at enriching the tourism offer. These festivals are internationally recognized and have attracted foreign visitors to participate. During the reporting period, support was in process for festivals such as Dokufest, Sunny Hill and Etnofest.

The main challenges identified during the implementation of this strategic objective for the reporting period are as follows:

Lack of subsidies in the field of tourism;

Establishment of cooperative links between local tourism associations and those of the diaspora for the promotion of Kosovo as a tourist destination;

The cultural calendar has not been published.

Strategic Objective 4: Build human capacities for increasing the number of staff in the labour market and improving services

Specific Objective 1: Advance the formal education system in the area of tourism

Regarding this specific objective, progress has been made. A study is in progress to identify labour market needs in the tourism sector.

A remaining challenge is the revision of educational curricula for vocational training in this sector.

Specific Objective 2: Design education and vocational training programs dedicated to the tourism sector

No information has been received from the relevant institutions regarding progress in achieving this objective.

The main challenges observed during the implementation of this strategic objective for the reporting period are:

Development of professional staff ready for the labour market according to the sector's requirements;

Harmonization of curricula with the needs of the labor market.

Strategic Objective 5: Advance the regulatory framework and tourism policies

Specific Objective 1: Improve the legal framework and tourism policies with a focus on sustainability

Regarding this objective, the drafting of the Administrative Instruction on accommodations and Tourist Guides is underway.

During this reporting period, the process of reaching cooperation agreements with Turkey and Qatar has been initiated.

Specific Objective 2: Create a standardized infrastructure for the collection and presentation of data in the area of tourism

For this objective, progress has been made in identifying the necessary indicators for tourism statistics in alignment with Eurostat.

The main challenges observed during the implementation of this strategic objective for the reporting period are:

Although progress has been made in establishing the legal framework, many regulations have still not been adopted.

While there has been progress in improving statistics, accurately measuring the impact of tourism on the national economy remains a challenge.

IV. RISKS AND STEPS TO ADDRESS THEM

During the monitoring of the implementation of the Kosovo Tourism Strategy (KTS) for the period January-June 2025, several risks were encountered related to institutional capacity, financial capacity, regulatory environment, partnership and engagement of other institutions, as well as other external factors that emerged during the implementation of activities, and that affect the implementation of the strategic document.

In the course of monitoring the implementation of the Kosovo Tourism Strategy, the Ministry of Industry, Entrepreneurship and Trade (MIET), specifically the Inter-Institutional Working Group and the Tourism Department, has coordinated the process of drafting the Progress Report on the planned activities.

This monitoring has been conducted in cooperation with the responsible institutions, where risks have been identified that will be addressed in the coming years through concrete measures. MIET will maintain cooperation and coordination with the relevant institutions and the key enterprises in the energy sector to address all persistent risks.

It is particularly worth noting the absence of an executive agency specifically mandated to implement tourism policies, as well as the lack of a dedicated development fund for tourism development.

The identification of delays in the implementation of certain planned projects directs us to take the necessary steps, specifically to eliminate the barriers that hinder the development of the tourism sector.

Main challenges and shortcomings:

The tourism sector in Kosovo has faced numerous challenges, primarily related to the lack of institutional capacity and the absence of effective inter-institutional coordination. This has hindered the analysis of markets with potential to attract visitors, limiting the ability to develop marketing and promotional activities. Digital marketing of tourism services remains a particular challenge, as tourism information is insufficient and its quality needs improvement.

The absence of a Tourism Council, which would enable better coordination among responsible institutions, is a significant gap. Brand development has stalled due to the lack of quality projects and sufficient funding. Additionally, promotional materials for Kosovo's tourism have not been adequately developed.

Tourist access infrastructure is inadequate, and investments in this area remain insufficient. There is also a lack of sufficient cooperation with relevant authorities to regulate physical infrastructure, such as electricity and water supply, in existing and potential tourist destinations. This has led to a lack of investment in the necessary infrastructure for tourism development.

Subsidies in the tourism sector are lacking, and cooperative links between local tourism associations and those in the diaspora for promoting Kosovo as a tourist destination are insufficient.

Promotional activities are inadequate, particularly the presence in domestic and international media.

Although some progress has been made in establishing a legal framework, many necessary regulations have still not been adopted. While statistics have improved, accurately measuring tourism's impact on the economy remains a challenge.

These issues require strong engagement from authorities and relevant stakeholders to create a more favourable environment for tourism development in Kosovo.

Conclusions and recommendations for next steps

During the monitoring of the Progress Report, it can be observed that appropriate actions are being undertaken for many activities during the period January-June 2025.

One of the reasons for the delays in implementing activities is the lack of sufficient institutional capacity for tourism development and promotion, the lack of financial resources, and the absence of inter-institutional cooperation.

Recommendations:

For the next steps, based on the conclusions and findings from institutional reporting on the implementation of activities and measures within the strategic objectives, the following are recommended:

- Improve cooperation between central and local levels;
- Cooperate with relevant NGOs for tourism promotion;
- Strengthen institutional capacities, particularly for tourism development and promotion;
- Proper budget planning in line with project planning;
- Prioritize tourism promotion, especially digital marketing and promotion;
- Engage renowned Kosovar personalities with global recognition;
- Increase promotional activities, particularly in international media;
- Establish and operationalize the Tourism Council, as it is vital for inter-institutional coordination and sector prioritization;

- Update data on national and international digital platforms;
- Prepare a schedule for international tourism-related events;
- Coordinate activities with security institutions, including local security forums;
- Increase the budget for infrastructure projects, improving access to tourist destinations;
- Define the status of existing tourist centers and invest in these centers;
- Complete the legal infrastructure, especially concerning museums;
- Organize training for operators in the tourism sector in specific areas;
- Develop schemes and supporting businesses operating in the tourism sector;
- Organize events with a special focus on tourism-related investments;
- Improve further the tourism statistics framework and data collection:
 - Include statistics for Airbnb;
 - Explore possibilities for formalizing accommodation for tourism purposes.

V. ANNEX - PROGRESS REPORT MATRIX FOR THE PERIOD JANUARY - JUNE 2025

This annex reflects the format of the Action Plan with activities that were planned only for the reporting period January-June 2025.

No.	Action	Baseline 2021	Interim target 2026	Final year target 2030				Result		
Strategic Objective 1: Increase promotional activities and improve information flow										
	Indicator 1: Increase in the number of international tourists (entry at border crossing points)	5 ,607, 324	30% (7,289,521 ,2)	50% (8,410,98 6)						
	Indicator 2: The number of overnight stays in the accommodation unit	567,419	700.000	900.000						
Specific Objective 1: Promote the touristic image of Kosovo in the international arena										
	Indicator 1: The number of Kosovo tourism promotion activities in the international arena	2	5	10						
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress	

1.1.1	Kosovo branding as a tourist destination	10,000.00	50,000.00	50,000.00	Kosovo budget	MIET	Kosovo tourism brand (logo, slogan and general identity) developed	Ongoing	The Tourism Department has prepared the terms of reference for the publication of the public announcement for the design of the state symbol for Kosovo's tourism branding. Additionally, an informational video on the application procedures and citizen guidance for applying has been prepared, but it has not yet been announced.
1.1.2	Place Kosovo on international tourism promotion platforms	30.000	30.000	30.000	Kosovo Budget, Donors	MIET/ KIESA/ PPSE	Kosovo presented at least on two international platforms	Ongoing	This activity is currently in the development process in cooperation with relevant stakeholders and donors.
1.1.3	Research markets with the potential to generate visitors	10.000	20.000	20.000	Kosovo budget	MIET	Report on potential visitor markets completed	Not achieved	No action has been taken due to lack of human capacities.
1.1.4	Develop promotional materials for tourism in Kosovo	5.000	5.000	5.000	Kosovo budget	MIET/KIESA	Promotional materials (including media spots) for Kosovo tourism produced	Ongoing	Production of the winter tourism promotional video in collaboration with KIESA and PPSE Tourist maps - Prishtina
1.1.5	Promote Kosovo through foreign 'bloggers' and 'vloggers'	5.000	15.000	15.000	Kosovo budget,	MIET/KIESA/Italian Embassy?	Sponsoring at least 1 'logger' or 'vlogger' per year	Ongoing	Bloggers promote the tourist destinations of the Municipality of Prishtina.
1.1.6	Organize "famtrips" and "presstrips"	20.000	20.000	20.000	Kosovo Budget, Donors	MIET/ KIESA/ PPSE	At least one "famtrip" or "presstrip"		

							carried out annually		
1.1.7	Kosovo's participation in regional and international fairs	50.000	100.000	100.000	Kosovo Budget, Donors	MIET/ KIESA/ PPSE	Participation in at least 4 regional and international fairs	Completed	Promotion of Kosovo's tourism at the ITB BERLIN 2025 International Tourism Fair, Berlin/Germany. 2. International Tourism Fair in cooperation with KIESA/Kosovo Tourism Union. 3. Tourism and Sports Fair in cooperation with KIESA/CEO
1.1.8	Promote tourism within the embassies and diplomatic offices of Kosovo around the world	-	30.000	30.000	Kosovo budget	MFA, MIET/KIESA	Conducting at least one annual activity for the promotion of tourism in Kosovo by Kosovo embassies or diplomatic offices	Ongoing	Embassies promote the most important tourism spots in the Municipality of Prishtina.
1.1.9	Engage international celebrities originating from Kosovo to promote the country in the international arena	-	200.000	200.000	Kosovo budget	MCYS, MIET/OPM	Engaging at least two celebrities to promote Kosovo as a tourist destination	Not achieved	
1.1.10	Include the "Via Dinarica-Kosovo" brand in the already existing tourist arena at the regional and European level.	5.000	32.400	-	Donors	AICS/Italian Embassy	Via Dinarica Kosova brand registration; 2 blog tours, 1 EduTour; participation in 6 sectoral activities in Italy	Completed	- Via Dinarica Kosovo brand (trademark) registered

									- 1 Edutour on Via Dinarica Kosovo implemented - 2 Blogtours on Via Dinarica Kosovo implemented - Participation in 6 promotional events/fairs at the EU level
1.1.11	Conduct a campaign on the brand, focused on the “Via Dinarica - Kosova” tourist brand	9.000	18.000	-	Donors	AICS/Italian Embassy	Creating a brand and production of informative-promotional material; designing a website and social media dedicated to the “Via Dinarica Kosovo” brand; brand promotion in traditional and online media	Achieved	- 1 Via Dinarica Kosovo guidebook - 1 Via Dinarica Kosovo website - 1 Via Dinarica Kosovo map - Other informational and promotional materials on Via Dinarica Kosovo

									- Accessible Via Dinarica Kosovo profiles on FB and IG - First Via Dinarica Kosovo festival held - Promotion of Via Dinarica Kosovo in local and regional media
1.1.12	Producing and shooting a documentary film on Via Dinarica Kosova	0	15,000.00	0	Donors	AICS/Italian Embassy	Producing and staging a documentary film on Via Dinarica Kosova	Completed	- Documentary film available - Premiere at the Via Dinarica Kosovo Festival - Further presentations planned for the period September–November 2025
Specific Objective 2: Use of digital methods in providing tourism information and improving the quality of tourist information									
	Indicator 1: Digitized tourist attractions	0	100 new	300 new					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress

1.2.1	Provide training on tourism stakeholders to use international digital platforms in light of their services	-	20.000	20.000	Kosovo budget	MIET, donors	Two trainings on tourism stakeholders to use international digital platforms	Not achieved	No donors have been found yet.
1.2.2	Organize workshops for updating data on the country's heritage in open online platforms (e.g. Wikipedia)	30.000	30.000	30.000	Kosovo budget	MIET, MCYS	One workshop annually for updating the country's heritage data on open online platforms	Ongoing	MCYS "Regional Partnership for Sustainable Development"
1.2.3	Establish the QR Code system for the key tourist attractions	-	15.000	30.000	Kosovo budget	MIET, MCYS	RQ Code for attractions generated	Ongoing	QR Code is now available on tourist panels in the Municipality of Prishtina
1.2.4	Place tourist attractions on digital maps (Google Maps, Maps.me and similar)	3.000	5.000	-	PPSE donors?	MIET	Key tourist attractions located on Google Maps and maps.me	Ongoing	The Municipality of Prishtina, in cooperation with Cactus, has installed 46 tourist panels (screens) where citizens and tourists are informed about cultural events and other activities within the Municipality of Prishtina.
1.2.5	Search optimization engine for sites of interest for tourism promotion.	12.000	12.000	12.000	Donors	MIET, donors	Number of visits	Not achieved	No donors have been found yet.
1.2.6	Generate a list of contacts with international media stakeholders	300	500	500	Kosovo budget	MIET/KIES A	List of contacts with international media stakeholders	Not achieved	Not yet implemented

1.2. 7	Prepare the summary information bulletin to share on a regular basis with international media stakeholders	-	200	200	Kosovo budget	MIET/KIES A	Summary tourism bulletin produced biannually	Not achieved	Not yet implemented
1.2. 8	Prepare and formalize basic narratives about Kosovo and its main attractions	-	30.000	30.000	Kosovo budget	MIET, MCYS, Institute of History, Nature Protection Institute, Academy	Basic narratives about Kosovo and its main attractions finalized	Ongoing	An inter-institutional Working Group has been established for the development of dark tourism, and narratives for this type of tourism are being prepared. This initiative comes from MIET, Tourism Department
1.2. 9	Place information boards on cultural and natural heritage monuments and with content and an integrated QR Code	120.000	120.000	120.000	Kosovo budget	MIET, MCYS, MESPI, Institute of History, Nature Protect	At least 60 attractions supplied with information boards	Ongoing	The Environmental Protection Agency is in the process of installing information boards for 68 natural heritage sites – Natural Monuments and Protected Landscapes. MESPI - The boards installed at these sites do not contain an integrated QR code. Along the creation of the 11 km trail, directional signs, information boards, wooden prohibition signs, wooden benches, designated fire locations, trail leveling and erosion control measures, as well as digitalization of coordinates have been implemented. MESPI - The Environmental Protection Agency is in the process of installing information boards for 68 natural heritage sites – Natural Monuments and Protected Landscapes. The boards installed at these sites do not contain an integrated QR code. 10 tourist panels have been operationalized and are located at

									the following sites: near Solaborate, the Prishtina Entrance Roundabout, Termokos, Street B, near the Madrasa, Llap Mosque, near IP Petrol, Garibaldi, the crossroads on Street B and the American Hospital.
1.2.10	Conduct a training on digital marketing for service providers related to rural and mountain tourism	5.000	5.000	5.000	Kosovo Budget, Donors	AICS/Italian Embassy	40 operators in the rural and mountain tourism sector have been trained in digital marketing	Completed	- Training activities already implemented during the previous year by the NATURKOSOVO Project
1.2.11	Mapping the Via Dinarica Kosova naturalistic trails and processing of a digital trail system	28.000	24.500	10.500	Donors	AICS/Italian Embassy	Create a digital cadastre of the Via Dinarica Kosova trails	Completed	- Activity completed by the first quarter of 2025- Via Dinarica Kosovo application is available
Specific Objective 3: Enhance cooperation among the tourism stakeholders									
	Indicator 1: The number of cooperation activities with the key stakeholders	4	15	25					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
1.3.1	Establish cooperation links between local tourism associations and those of the diaspora for the promotion of Kosovo as a tourist destination	20.000	20.000	20.000	Kosovo budget	MIET/KIES A	Organize a forum for establishing cooperation links between local tourism and diaspora	Ongoing	KIESA cooperates with local tourism associations, particularly with the Kosovo Tourism Union. One of the activities supported by KIESA is the International Tourism Fair organized by the Kosovo Tourism Union.

							associations		
1.3. 2	Reorganize and operationalize the Kosovo Tourism Council	1.000	5.000	5.000	Kosovo budget	MIET	Kosovo Tourism Council operationalized, at least 2 meetings held annually	Not achieved	The Administrative Instruction on the composition, duties and responsibilities of the Tourism Council has been finalized but has not yet been approved. For this reason, the Tourism Council of Kosovo has not been operationalized.
1.3. 3	Organize B2B meetings between local and international tour operators offering Balkan tours	25.000	25.000	25.000	Kosovo budget	MIET/KIES A	One B2B per conducted annually	Completed	Organizing B2B meetings through the International Tourism Fair in April 2025
1.3. 4	Organize awareness-raising roundtables for the advantages of cooperation between accommodations and tour operators	2.000	2.000	2.000	Kosovo budget	MIET	One roundtable annually	Ongoing	A roundtable will be held at the end of the year.
Strategic Objective 2: Establish and advance a quality and sustainable infrastructure for tourism development									
	Indicator 1: Improved physical infrastructure in at least six mountain tourism destinations	0	3	6					
Strategic Objective 1: Revitalize the existing tourist centers									

	Indicator 1: Advanced tourist centers	0	At least 1 revitalize d tourist center	At least 3 revitaliz ed tourist centers					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.1. 1	Draft at least three feasibility studies	-	100.000	50.000	Donors	MIET	Feasibility study completed	Not achieved	Due to a lack of budget, this activity could not be carried out.
2.1. 2	Investments by feasibility study	N/A	50,000,000	50,000,000		MIET, AKP	Revitalized ski resorts	Not achieved	Due to the lack of studies, this activity has not yet been developed.
Specific Objective 2: Attract investors for the opening of new winter tourism (skiing) centers									
	Indicator 1: Number of promotion activities for attracting investments	0	2	6					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.2. 1	Organize forums in Kosovo and other potential countries for attracting investors	30.000	30.000	30.000	Kosovo budget	MIET/KIES A		Not achieved	Up to this period, there has been no development.
2.2. 2	Treat and develop the Borea tourist center		10.000	10.000	Kosovo budget	CSW, Municipality of Peja		Not achieved	Up to this period, there has been no development.

Specific Objective 3: Increase accommodation capacities and improve their infrastructure									
	Indicator 1: Number of accommodation units	500	600	800					
	Indicator 2: Number of beds for accommodation	11,000	+ 10 %	+ 50 %					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.3.1	Identify mountainous accommodation structures having the potential to be converted into hostels	€ 3.000	€ 3.000	€ 3.000	Kosovo budget	Municipalities	Identifying the potential of mountainous accommodation structures that can be transformed into hostels	Completed	Municipality of Kamenica - Three unused municipal facilities have been identified - schools with potential for conversion into mountain guesthouses for tourism development. Municipality of Prizren - Not implemented due to lack of budget funds. Municipality of Skenderaj - Two families have been identified for opening guesthouses; they have received training and have made their homes available to tourists. The houses of Naser Ahmeti in Radisheva and Bedri Behrami in Kotorr. These guesthouses are ready to host visitors and offer an authentic mountain tourism experience, co-funded by the Municipality of Skenderaj and UNDP.

									Municipality of Prishtina - in the area around Badovc Lake. The Municipality of Deçan has identified several guesthouses that meet the basic accommodation standards, most of which already provide the necessary conditions for accommodating tourists.
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2.3.2	Provide support for accommodation structures in mountainous areas in the creation of the necessary infrastructure for the provision of accommodation services in accordance with standards that are environmentally friendly	-	1,500,000	2,000,000	Kosovo Budget, Donors	Municipalities	Creation of at least 100 new hostels supplied with minimum service standards	Ongoing	Municipality of Kamenica - Local infrastructure is available at these locations; however, the renovation of the facilities and their conversion into mountain guesthouses is still in progress. A budget of €50,000 has been spent. Municipality of Prizren - Not implemented due to lack of budget funds. Municipality of Peja - Some initiatives have been realized, where support has been provided to improve conditions for establishing accommodation businesses - in progress. Municipality of Skenderaj - Construction of walking trails in Çiçavica, Radisheva, Tushila, Kuçica - completed. Construction of Syrigane Road - Syrigana Mountain - in progress. Construction of Kozhica - Qyqavica Road - in progress. Municipality of Deçan - Overall, the Directorate for Economy and Development has supported several economic operators who have taken initiatives to build or open guesthouses in the Deçan Mountains, always in accordance with environmentally friendly standards. This process started in March and is still ongoing.
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2.3.3	Rehabilitate the state-owned mountainous houses and provide accompanying infrastructure	-	100.000	200.000	Donors	Municipality of Peja	At least 4 restored mountainous houses	Ongoing	The Gjeravica Museum and Mountain House are in process.
2.3.4	Identification of traditional houses and castles to serve as accommodation structures;	5.000	5.000	5.000	Kosovo budget	MCYS, Association of Municipalities	Traditional houses identified		
2.3.5	Infrastructure support for the re-destination of traditional houses and towers to serve as accommodation structures	200.000	200.000	200.000	Kosovo budget and donors	MCYS, MIET	At least 6 traditional houses converted into B&B		
2.3.6	Establish cooperation with relevant authorities for the regulation of physical infrastructure (electricity, water supply, etc.) in existing tourist destinations and in other areas that are identified in the meantime.	1.400	500	500	Kosovo budget	MIET, MESPI, Municipalities, Associations	Meetings with the relevant authorities regarding regulation of the physical infrastructure. Needs addressed	Ongoing	Workshop meetings and identification of infrastructure problems
2.3.7	Definition and study of priority areas for tourism development, including Novobërda, Shala e Bajgores Mountains and others similar	30.000	100.000	100.000	Kosovo budget	MIET, MESPI, Municipalities	At least four feasibility studies for priority areas for tourism development	Ongoing	The Administrative Instruction for defining priority areas for tourism development has not yet entered into force.

2.3.8	Planning and implementation of a subsidy program for the improvement of tourist services along Via Dinarica Kosova	133.068	213.888	-	Donors	AICS/Italian Embassy	30 companies and associations operating in tourist services along the Kosovo Via Dinarica trail have been subsidized	Completed	- No. 31 micro-businesses funded by the NaturKosovo Foundation Fund - EUR 353,537.14 have already been paid to beneficiaries out of EUR 360,000
2.3.9	Establish guesthouses at Maja e Lubotenit and in the Tourist Zone in Shtraze	-	200.000	200.000	N/A	Municipality of Kaçanik			
2.3.10	Establish mountainous guesthouses	-	200.000	200.000	N/A	Municipality of Kamenica		Ongoing	Municipality of Kamenica - After identifying facilities for conversion into mountain guesthouses.

Specific Objective 4: Improve tourist access

	Indicator 1: At least 200 km of roads with infrastructure completed	N/A	100	200					
	Indicator 2: at least 500 km of hiking trails developed	N/A	100	500					
	Indicator 3: at least 700 km of cycling trails developed	N/A	300	700					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress

2.4.1	Rehabilitate the existing road Peja - Kuqishte	200.000	2,000,000	2,000,000	Kosovo budget	MESPI	Rehabilitation of the existing road Peja - Kuqishte completed		
2.4.2	Improve and expand the road infrastructure from Zhur to the ski center in Brod.	1,591,836	1,000,000	1,000,000	Kosovo budget	MESPI	Zhur - Brod road rehabilitated, the project is in progress		
2.4.3	Repair of the Prizren-Prevalla regional road	2,000,000	3,000,000	3,000,000	Kosovo budget	MESPI	Prizren - Prevalla road rehabilitated, the project is in progress		
2.4.4	Develop feasibility studies for mountainous tourist destinations that are suitable for the development of cable transport (rope transport)	30.000	100.000	100.000	Donors	MIET, MESPI	At least 4 identified destinations	Not achieved	No action was taken during this period.
2.4.5	Construct two cable/rope cableways for access to tourist areas	0	40,000,000	20,000,000	PPP	MIET, MESPI	At least two lines built, in three different destinations	Not achieved	No action was taken during this period.
2.4.6	Construct a cableway in Prizren (access to Prizren Castle)	200.000	300.000	2,500,000	Kosovo budget	MESPI, MIET, Municipality of Prizren	Cableway constructed		

2.4.7	Improve hiking trails in tourist areas	20.000	100.000	100.000	Kosovo budget	Municipalities	Hiking trails developed	Completed	Municipality of Kamenica - Six walking trails have been marked, with €20,000 spent on this activity for 50 km of trails. Municipality of Gjiilan - Steps have been taken to improve access to several tourist areas by upgrading paths and entry segments in mountainous areas such as Karadak and around Përlepnica Lake. However, the project for improving walking trails has not been fully developed as an integrated program with signs, rest points and clear standards for mountain hiking - in process. Municipality of Peja - Work has been done on 30 km of trails, and the Via Dinarica trail of 120 km across three municipalities has been developed - completed. Municipality of Skenderaj - Walking trails have been developed in Çiçavica, Radisheva, Tushila, Kuçica - completed. Municipality of Deçan - Trails include: Youth Center Trail – Bjeshka e Madhe, 6 km, Bjeshka e Strelcit to Qafa e Milishevcit, 6 km, Gjesë Trail, 10 km, Bjeshka e Milishevcit – Tre Kufini, 15 km. Climbing trails: Bjeshka e Baballoqit, 2 lines ×40 m and Kërrshata e Qelisë, 1 line ×50 m and 1 line ×30 m
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2.4.8	Improve cycling paths in urban and inter-urban areas	60.000	200.000	200.000	Kosovo budget	Municipalities	Cycling trails developed	Completed	Municipality of Prizren - A mountain biking trail – Downhill – has been established. Municipality of Peja - 98 km of cycling trails have been developed, including the Heritage Trail in the city and three other trails, T1, T2, and T3, with a total length of 98 km. Note: These trails pass through villages and along local roads with low traffic. Thus, they are not separated from the road - completed. Implemented Municipality of Skënderaj - Cycling trails in Prekaz, Qirez - implemented The Municipality of Prishtina has improved cycling trails in the Toukbashqe and Gërmia parks. Municipality of Deçan- 1. Lumbardh Trail (Deçan – Lumbardh) 4 km2. Stone Trail (Deçan – Dranoc) – 5 km3. Lake Trail (Deçan – Dukagjini Lake) – 7 km4. Butterfly Trail (Deçan – Maznik) – 12 km
2.4.9	Fixing a Zipline in the village of Pleshina	-	500.000	500.000	Kosovo budget	Municipality of Ferizaj			
2.4.10	Rehabilitate the existing road to Maja e Luboteni	-	-	500.000	Kosovo budget	Municipality of Kaçanik	4 km of roads rehabilitated	Not achieved	Support has been requested from the central level, but it has not been approved.

2.4.11	Improvement of the road infrastructure leading to the village of Kërbliq, which would provide access to the waterfalls of this village.	-	200.000	200.000	Kosovo budget	Municipality of Kaçanik		Ongoing	The works are ongoing at the central level.
2.4.12	Regulating the pedestrian trail and regulating the road infrastructure at Kulla e Hasanit, a historical monument	-	100.000	100.000	Kosovo budget	Municipality of Kaçanik		Completed	The road infrastructure works at Hasan's Tower, a historical monument, have been completed, as well as the first phase of the pedestrian trail, with a total value of €327,172. Municipality of Kaçanik – Road rehabilitation Bob-Hasan's Tower, Kaçanik. The road has been asphalted along a length of 2,998.23 meters. Implementation cost: base contract €327,172.01 and annex contract €31,901.00.
2.4.13	Regulating the cycle path along the Lepenc River, where the two municipalities of Kaçanik and Hani i Elezit would join	-	-	500.000	Kosovo budget	Municipality of Kaçanik		Not achieved	Support has been requested from the central level, but it has not been approved.

2.4.14	Mark the hiking trails and their digitalization	-	-	30.000	Kosovo budget	Municipality of Kamenica		Completed	3 new hiking trails have been marked 1. “Astrit Dehari” Trail 2. “Nuhi Berisha” Trail, 3. “Kranidell” Trail A total budget of €4,000 has been spent. Municipality of Skenderaj - The marking of the hiking trail in Kuqica and Tushila has been suspended due to a lack of funds (as a result of enforcement proceedings related to the collective agreement between the education sector and the government). Approximately 30 km of hiking trails have been marked, covering Tushila, Kuqica and Radisheva , a project that has already been completed. Further investments will continue in these areas.
2.4.15	Invest in recreation and picnic areas	-	80.000	50.000	Kosovo budget	Municipality of Kamenica		Completed	Invest in recreation and picnic areas - 1. Lugu i Verdhe – Several recreational areas, including paintball and children's playgrounds 2. Playground in Kopernica 3. Playground in Karaqeva e Poshtme 4. Playground in Karaqeva e Eperme A total budget of €42,703 has been spent. Municipality of Skenderaj – Renovation of the children’s park, which includes recreational areas and a playground near the courthouse, as well as the construction of anti-vandal playgrounds in neighbourhoods I, II, and III – in process.
Specific Objective 5: Build the infrastructure for environmental protection									

	Indicator 1: The level of satisfaction of visitors	N/A	30% improved	50% improved					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.5.1	Cooperate with municipalities to ensure that protected areas are part of municipal waste management plans	-	500	500	Kosovo budget	MIET, MESPI, Municipalities	Main protected areas included in the municipal waste management plans	Ongoing	Municipality of Prishtina - Germia Park Municipality of Deçan maintains ongoing cooperation with the relevant Ministries to ensure protected areas are considered in municipal waste management plans.
2.5.2	Organize a campaign to raise awareness in keeping the environment clean	-	5.000	2.000	Kosovo budget,	MIET, MESPI	Publication of the promotional video in the Kosovo media	Ongoing	The video is ready for publication.
2.5.3	Voluntarily promote the waste collection on environmental holidays to raise public awareness	3.000	10.000	10.000	Kosovo budget	MESPI	Media spots for three environmental holidays calling for voluntary waste collection		

2.5.4	Categorize existing museums through the development of a legal basis	10.000	10.000	10.000	Kosovo budget	MCYS, Municipalities	Museums categorized	Not achieved	There is no legal procedure for categorizing museums.
2.5.5	Audit the museums and towers to examine the possibility of their adaptation to modern energy-efficient standards	-	200.000	-	Kosovo Budget, EU	MCYS	Museums with efficient energy standards		
2.5.6	Awareness activities for children and young people on the biodiversity and natural heritage of “Via Dinarica Kosova”	2.500	2.500	-	Donors	AICS/Italian Embassy	15 presentations in schools; about 750 participants	Completed	- Presentations in schools have been made - No. 587 beneficiaries involved in physical activities + No. 40,866 beneficiaries included online - Book no. 1 "Magic Dinaric Trail" has been published.
Specific Objective 6: Identify and develop trails for adventure tourism and alpine skiing									

	Indicator 1: Creation of at least 5 new trails and interconnection of at least 3 trails with existing trails	0	3	5					
	Indicator 2: Marking of at least 100 km of hiking trails	0	50	100					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.6.1	Identify existing trails and their standardization for walking and other similar activities (in Peja, Deçan and Junik)	-	10.000	10.000	MIET, Municipalities, RCC, Italian Embassy	MIET, Mountaineering and Alpine Federation,	At least 3 trails standardized	Ongoing	Municipality of Deçan – Construction of new trails has begun and is currently in progress. One of them has already been inaugurated and is passable. The trail starts from the Tourist Information Center and continues to other spectacular destinations in Bjeshka e Madhe, reaching Liqeni i Zemres; a new 10 km trail for both tourists and locals. Bjeshka e Strellcit to Qafa e Milishevcit – 6 km. Gjesë Trail – 10 km. Climbing trails: Bjeshka e Baballoqit, 2 lines ×40 m and Kërrshata e Qelisë, 1 line ×50 m and 1 line ×30 m
2.6.2	Develop 100 km of local tourist trails in the Rugova mountains	20.000	50.000	50.000	Municipality of Peja	Municipality of Peja, Mountaineering Organizations	The trails will be at the local and regional level	Completed	From the 3 projects developed by the Municipality of Peja at the regional and international level, over 100 km of hiking trails have been established.

2.6.3	Develop the cycling trail from Peja to the tourist area of Radac to Ujvara e Drinit	150.000	150.000	-	Municipality of Peja	Municipality of Peja	The trail will enable the connection of the two tourist areas of Peja and Radac	Completed	A pedestrian and cycling trail has been developed from the entrance at the Vitomerica roundabout to the entrance of Radac, where the White Drin Waterfall is located.
2.6.4	The trail of natural beauty (Shkugez, Vaska e Currilave, Cave of Kusari)	90.000	-	-	Municipality of Gjakova	Municipality of Gjakova	The trail will enable the connection of the Shkugeza Protected Park and the Cave of Kusari	Completed	The project was implemented in 2024 and included the Natural Beauties Trail (Shkugez, Vaska e Currilave, Kusari Cave).
2.6.5	Construction of the dam on the Drin River, the campsite and the elevator	420.000	-	-	Municipality of Gjakova	Municipality of Gjakova	Creation of recreational spaces (Camping, football, basketball, tennis pitches)	Completed	The project was completed in 2024, creating recreational areas (camping site, football, basketball and tennis courts).
2.6.6	The development of Via Ferrata and the promotion of the Rugova Gorge as a destination for Via Ferrata	-	50.000	-	Municipality of Peja	Municipality of Peja	This trail will have an impact on increased adventure tourism attraction	Completed	Via Ferrata Peja360 has been completed and is now being used by many visitors. It is also being promoted for the Rugova Mountains and Via Ferrata in general.
2.6.7	Develop 50 new rock climbing routes in the Rugova Gorge and promote it as a rock climbing destination,	14.000	-	-	Municipality of Peja	Municipality of Peja, Mountaineering Organizations	These trails will have an impact on increased adventure tourism attraction	Ongoing	20 climbing routes have been opened and promoted

2.6.8	Create a network of cycling trails in the Dukagjin region	25.000	50.000	50.000	Municipality of Peja, Italian Embassy, PPSE	Municipalities	Development of regional tourism offer in the Dukagjini Plain (Peja, Decan, Junik, Klina, Istog, Gjakova)	Ongoing	Municipality of Deçan - 1. Lumbardh Trail (Deçan – Lumbardh) 4 km 2. Stone Trail (Deçan – Dranoc) – 5 km 3. Lake Trail (Deçan – Dukagjini Lake) – 7 km 4. Butterfly Trail (Deçan – Maznik) – 12 km
2.6.9	Mark slopes in alpine skiing centers according to the level of difficulty	-	1.200	-	Kosovo budget	MIET, Ski Federation	Marking of slopes in Brezovica and Brod	Not achieved	No action was taken during this period.
2.6.10	Improve the natural trails of the Kosovar stretch of Via Dinarica, support and promote integrated thematic routes that enhance its territorial features.	71.900	4.500		Donors	AICS/Italian Embassy	Rehabilitation and recovery of existing trails; availability of new cartography; posting signs and posters; generation of 3 new thematic itineraries capable of improving the territorial features of the Kosovar section of the Via Dinarica	Completed	- Path no. 184 km of Via Dinarica made available - Trail no. 3 thematic areas made available at the municipal level (Junik, Peja, Deçan)
Specific Objective 7: Sustainable management of tourist attractions									

	Indicator 1: Cultural heritage tourist attractions completed with tourist product elements to be offered for sale	N/A	At least 10 attractions	At least 30 attractions					
	Indicator 2: The number of tourist attractions listed in the municipalities	15	25	38					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
2.7.1	Draw up a plan for establishing standardized spaces for relevant economic operators in cultural heritage monuments (including tourist guides, souvenir shops, etc.)	-	-	20.000	Kosovo Budget, Donors	MCYS, donors	Establishing specialized stores for the sale of souvenirs		
2.7.2	Establish a ticketing digital system in the museums of Kosovo	-	8.500	-	Kosovo Budget, EU	MCYS	Software ticketing program developed and launched in museums	Not achieved	There is no law on museums.
2.7.3	Restore the “Model Street in Prishtina”	380.000	-	-	Kosovo budget	Municipality of Prishtina	The street was restored along with shops	Completed	
2.7.4	Restore the Clock Tower (Sahat Kulla) in Prishtina	70.000	-	-	Kosovo Budget, Donors	Municipality of Prishtina, UNDP	Restoration at the Clock Tower completed	Completed	

2.7.5	Revitalize Janjeva by transforming it into a tourist center	##### #	##### #	-	Kosovo Budget, Donors	MCYS, EU	Interventions in 8 houses in Janjeva providing tourist services	Not achieved	MCYS - There is a budget, but there have been no expenditures yet for this year.
2.7.6	Develop and experience tourism in Janjeva	-	-	500,000.00	Kosovo budget	MCYS	Janjeva center promoted		
2.7.7	List Kosovo's tourist attractions and data refresh	2.000	2.000	2.000	Kosovo budget	MIET	Lists published and updated on the MIET website	Ongoing	This activity is ongoing.
2.7.8	Reconstruction of the Jezerc Village Castle	-	150.000	100.000	Kosovo budget	MA Ferizaj	n/a	Not achieved	Ferizaj Municipality - It has not managed to find donors.
2.7.9	Regulate the Neredime riverbed and the walking trail around the river;	-	100.000	100.000	Kosovo budget	Municipality of Ferizaj	N/A	In progress	Ferizaj Municipality - It started in 2024 and is in the process of completion.
2.7.10	Construct the all-day green market in Kamenica	-	300.000	-	N/A	Municipality of Kamenica			
Specific Objective 8: Improve security infrastructure in tourist destinations									
	Indicator 1: Reducing the number of injuries	N/A	50% reduced	100% reduced					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress

2.8.1	Risk assessment in tourist destinations in order to take preventive measures/risk reduction, preparedness and coping/response.	2.000	13.000	13.000	Kosovo budget	MIET, Mountaineering Federation (licensed guides)	Report with findings and recommendations completed. (Engaging a team of professionals)	Not achieved	Due to a lack of capacity, this activity has not yet started.
2.8.2	A campaign to inform stakeholder for the provision of security services in case of various incidents or accidents	-	2.500	2.500	Kosovo budget	MIET, MIA	At least one informative activity annually (organized depending on the seasons)	Not achieved	Due to lack of capacity, this activity has not yet started.
2.8.3	Coordinate stakeholders for tourist security	-	500	500	Kosovo budget	MIET, MIA, Associations, Tourist Information Offices	At least one coordination and cooperation table organized annually	Not achieved	Due to a lack of capacity, this activity has not yet started.
2.8.4	Regulate cableway transport through the new law on transport	-	4.500	-	Kosovo budget	MESPI	The law on transport with provisions regulating cableway transportation		
2.8.5	Establish a safe and reliable mountainous rescue system	98.000	83.000	-	Donors	AICS/Italian Embassy	Availability of alpine rescue equipment and vehicles; training of government personnel, responsible municipal authorities and volunteer bodies	Completed	- 3 Mountain rescue stations established and equipped in Peja, Junik and Deçan - 28 mountain rescue operators trained

2.8.6	Establish a market surveillance unit for tourism (3 inspectors)	-	29.106	29.178	Kosovo budget	MIET	The market surveillance unit for tourism operationalized	Ongoing	The Central Market Surveillance Inspectorate has submitted the Draft Regulation on the Internal Organization and Systematization of jobs within the Central Market Surveillance Inspectorate. Among other provisions, this regulation provides the establishment of the Inspection Division, under which inspectors shall have the mandate, in accordance with the applicable legislation, to carry out supervision also in the field of tourism.
2.8.7	Regulation on tourist equipment	5.000	-	-	Kosovo budget	MIET	Regulation approved	Completed	This activity was completed in 2024.
2.8.8	License inspection bodies for tourist equipment	-	10.000	10.000	Kosovo budget	MIET	Equipment licensed	Ongoing	With the support of the PPSE project, around 15 operators providing adventure activity services have been trained and certified.
Strategic Objective 3: Expand the tourist offer according to sustainability standards and increase competitiveness									
	Indicator 1: Increasing the number of travel organizers with offers for Kosovo (incoming tour operators)	28	40	60					
Specific Objective 1: Promote the development of commercial products according to global trends									
	Indicator 1: Number of new tourism products	N/A	10	20					
No.	Action	2024	2025	2026	Funding	Leading	Output	Progress	Brief explanation of progress

					sources	and supporting institution		status	
3.1.1	Support businesses for the development of innovative tourism products	500.000	500.000	500.000	Kosovo budget, donors	MIET	30 innovative products developed and promoted	Ongoing	MINT has drafted the terms of reference for the public call for support for businesses to develop innovative products and the call for applications will be announced later in the year. Municipality of Prishtina – The Directorate of Culture supports and promotes tourism activities solely through subsidies.
3.1.2	Organize meetings with farmers to promote to them the development of tourism products that enable visitors to participate in harvesting the development of tourism products that enable agricultural crops	0	3.000	3.000	Kosovo budget,	MIET, Associations	At least two tables held between the stakeholders	Not achieved	No action was taken during this period.
3.1.3	Provide an incentive package for the revival and sustainability of craft activities in historic cities	-	200.000	200.000	Kosovo budget, Municipalities	MCYS, MIET, Municipalities	At least 30 craft operators supported	Ongoing	MCYS – Through public calls, NGOs, and individuals have been supported; however, the exact amount is not yet known, as the final lists have not been published. Projects with artisanal activities are supported by the Directorate of Culture of the Municipality of Prizren through subsidies.
3.1.4	Promote dental tourism through incentives, providing for cooperation between tour operators and dentists	-	20.000	20.000	Kosovo budget	MIET, Associations	Seminars organized between tour operators and dentists	Not achieved	No action was taken during this period.

3.1.5	Support certification with relevant international standards		500.000	500.000	Kosovo budget	MIET	At least 80 operators certified	Not achieved	No action was taken during this period.
Specific Objective 2: Improve the culinary offer in areas suitable for rural tourism									
	Indicator 1: Number of beneficiaries of support schemes	0	50	100					
	Indicator 2: Number of traditional food promotion activities	0	4	8					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
3.2.1	Promote traditional and artisan food products	50.000	50.000	50.000	Municipalities	Municipalities (Prizren)	At least one fair held annually	Ongoing	Municipality of Prizren - This fair is scheduled to be held in September, and the procedures have already started. Municipality of Skenderaj - Organization of a fair for local products, women entrepreneurs and other key stakeholders - implemented.

3.2.2	Organize seminars with chefs/restaurants to get first-time experiences in the commercialization of traditional recipes	10.000	20.000	20.000	Donors	Donors, Associations	At least 3 seminars held annually		
3.2.3	Organize an annual fair for traditional foods that, among other things, provides opportunities to cook together with visitors	25.000	25.000	25.000	Municipalities	Municipalities (Prizren, Peja)	At least one fair held in two municipalities	Ongoing	Municipality of Prizren - This fair is scheduled to be held in September, and the procedures have already begun. Municipality of Gjilan – During 2025, four traditional fairs have been organized with the aim of promoting traditional food and handicraft products, as well as economically empowering local producers. These fairs include: "Celebrate Traditionally" – held on 17 February, in honour of Kosovo's Independence - implemented. Municipality of Peja - The traditional fair in Peja has been implemented. Municipality of Deçan – The traditional EXPOS Deçani Fair and the Agricultural Products Fair have been organized.
3.2.4	Support restaurants for certification in offering organically grown food menus	0	200,000	200.000	Kosovo budget	Donors, Associations	At least 30 restaurants certified	Not achieved	No donors found.

3.2.5	Support business projects of the gastronomy sector by conditioning them on the purchase of local products.	300.000	500.000	500.000	Kosovo budget	MIET	At least 13 businesses supported	Not achieved	No action was taken during this period.
3.2.6	Support businesses for the development of rural tourism	1,500,000	1,500,000	1,500,000	Kosovo budget	MAFRD	At least 105 projects supported	Ongoing	The planned investments under Measure 7 – Farm Diversification and Business Development, specifically Submeasure 7.2 – Development of Rural and Agri-Tourism for 2024 and 2025, have been delegated by the Ministry for implementation by GIZ, pursuant to Law No. 08/L-252 on the ratification of the agreement between MAFRD and German GIZ. The implementation process is currently ongoing; however, the procedures have not yet been completed, and measurable indicators for the number of projects are therefore not yet available.
Specific Objective 3: Develop and promote dark tourism									
	Indicator 1: Number of new dark tourism products entering the market	3	6	10					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress

3.3.1	Organize specific trainings for tourist guides to be more informed of the concept of dark tourism and how to approach visitors	5.000	5.000	5.000	Donors	MIET, Associations	Training sessions held	Not achieved	Trainings are planned to be organized during the remainder of this year as well as in the following year.
3.3.2	Identify strategic attractions to include in dark tourism itineraries	1.000	3.000	3.000	MIET	MIET, Associations	List of dark tourism attractions drafted	Ongoing	The MIET has established an inter-ministerial working group to identify strategic dark tourism attractions. The group held its first meeting to determine the criteria and modalities for listing these types of attractions.
3.3.3	Restore attractions to serve dark tourism routes		500.000	500.000	Kosovo budget	MCYS	At least 5 attractions restored	Ongoing	The drafting of implementation plans for the Adem Jashari Complex is in progress.
Specific Objective 4: Promotion of nightlife and the inclusion of festivals in the tourist offer									
	Indicator 1: Number of nightlife events and festivals included in the tourist offer	0	15	25					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
3.4.1	Provide financial assistance to small festivals to internationalize	50.000	60.000	70.000	Kosovo budget	MCYS	Support of international cultural festivals	Ongoing	Through public calls, NGOs have been supported, but the exact amount is not yet available. The Directorate of Culture – Municipality of Prishtina provides logistical support for various festivals.

3.4.2	Prepare a calendar for cultural festivals and update it continuously	10.000	12.000	12.000	Kosovo budget	MCYS	Cultural calendar published	Ongoing	NGOs and independent individuals are supported by the MCYS through public calls. Directorate of Culture – Municipality of Prishtina publishes a monthly Cultural Schedule, informing the public about cultural and artistic events taking place during the month.
3.4.3	Sponsor internationalized local festivals to ensure sustainability	100.000	150.000	200.000	Kosovo budget	MCYS	Support of international cultural festivals	Ongoing	They are sponsored through public funds and the Law on Sponsorship.
3.4.4	Expand the network of intercity lines and timetables up to 24 hours according to the demand and needs of visitors		200.000	200.000	Kosovo budget	MESPI, MIET	At least one intercity line subsidized by MESPI	Ongoing	The Municipality of Pristina has expanded the network of urban lines at a reasonable price for citizens travelling within the territory of the Municipality of Prishtina.
Strategic Objective 4: Raise human capacities for increasing the number of staff in the labour market and improving services									
	Indicator 1: The number of employees in the tourism sector	21862	26234 (20%)	30,606 (40 %)					
Specific Objective 1: Advance the formal education system in the area of tourism									
	Indicator 1: Curricula revised and harmonized with the needs of the labour market	N/A	Amended						
No.	Action	2024	2025	2026	Funding sources	Leading and	Output	Progress status	Brief explanation of progress

						supporting institution			
4.1.1	Draft an analysis to identify the needs of the labour market in tourism		10.000	10.000	Donors	MIET, MESTI	Report with findings completed	Ongoing	During this period, we have prepared the Terms of Reference and published the announcement through procurement procedures.
4.1.2	Harmonize curricula in secondary schools and higher education institutions that offer courses directly related to tourism and hospitality		30.000	50.000	Kosovo budget	MESTI, MIET	Revised curricula in the area of tourism		
Specific Objective 2: Design education and vocational training programs dedicated to the tourism sector									
	Indicator 1: Trained human resources	N/A	1.000	3.000					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
4.2.1	Accredit programs for short professional courses related to services in the tourism sector		50.000	50.000	Kosovo budget	MESTI, tourism associations, training providers	Three organizations with accredited tourism programs	Ongoing	
4.2.2	Hold systematic trainings in deficit tourism areas (training of trainers)	30.000	100.000	100.000	Kosovo budget	MIET, MESTI	Training of trainers	Not achieved	

Strategic Objective 5: Advance the regulatory framework and tourism policies									
	Indicator 1: The level of alignment of the regulatory and policy framework with the European Union	Partially aligned	Fully aligned						
Specific Objective 1: Improve the legal framework and tourism policies with a focus on sustainability									
	Indicator 1: Number of approved legal acts	1	10	5					
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
5.1.1	Draft the Administrative Instruction on the definition of procedures and criteria for tourist guides (Guides)	1.000			Kosovo budget	MIET	Administrative Instruction adopted	Ongoing	The Administrative Instruction on Tourist Guides is now in the drafting phase of the amendment to this AI.
5.1.2	Draft the Administrative Instructions on Travel Agencies	1.000			Kosovo budget	MIET	Administrative Instruction adopted	Completed	This activity was completed in 2024
5.1.3	Draft the Administrative Instructions on Business Register	1.000			Kosovo budget	MIET	Administrative Instruction adopted	Completed	This activity was completed in 2024
5.1.4	Draft the Administrative Instruction on the criteria to define a priority area for the development of tourism.	1.000			Kosovo budget	MIET	Administrative Instruction adopted	Ongoing	The Draft Administrative Instruction on the criteria to define a priority area for the development of tourism was drafted last year, but has not been

									approved.
5.1.5	Create facilities for the arrival of targeted visitors to Kosovo, including the visa regime	3.000	3.000	3.000	Kosovo budget	MIET, MFA	Meetings held with the Ministry of Foreign Affairs and the recommendations given by MIET	Ongoing	It will be implemented during the second 6-month period.
5.1.6	Initiate cooperation agreements in the field of tourism	10.000	30.000	30.000	Kosovo budget	MIET, MFA	An agreement concluded	Ongoing	Two cooperation agreements are currently in progress (Türkiye and Qatar)
Specific Objective 2: Create a standardized infrastructure for the collection and presentation of data in the area of tourism									
	Indicator 1: Statistics indicators measure tourism added and refreshed	10%	30%	60%					
	Indicator 2: Tourism register software developed	10%	100%						
No.	Action	2024	2025	2026	Funding sources	Leading and supporting institution	Output	Progress status	Brief explanation of progress
5.2.1	Define tourism indicators for alignment with Eurostat and UNWTO	6.300	3.000	3.000	Kosovo budget, donors (PPSE/Swisscontact)	KAS, MIET	Indicators identified	Completed	KAS has identified the necessary indicators for Tourism Statistics in accordance with the Eurostat Methodology,

5.2. 2	Create a standard statistical framework for assessing the impact of tourism on the economy	10.000	10.300		Kosovo budget, donors (PPSE/Swisscontact)	KAS, MIET	"Satellite accounts" concept defined	Not achieved	KAS has planned to implement Tourism Satellite Accounts under the support of IPA 2026 Projects,
5.2. 3	Organize study visits for staff training	4.300	20.000	20.000	Kosovo budget, donors (PPSE/Swisscontact)	KAS, MIET	At least one visit paid	Ongoing	KAS - During the first semester of 2025, KAS did not conduct any study visits for staff capacity building.