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Qeveria - Vlada - Government

Ministria e Industrisë, Ndërmarrësisë dhe Tregtisë

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

PROGRESS REPORT 2024

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

Prishtina, March 2024

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1 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, Labor 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

MFA - Ministry of Foreign Affairs and Diaspora

SDGs - Sustainable Development Goals

PPSE - Promoting Private Sector Employment

GoK - Government of Kosovo

KTS - Kosovo Tourism Strategy

NDS - National Development Strategy

UNDP- United Nations Development Programme

WFTGA - World Federation of Tourist Guide Associations

OPM - Office of the Prime Minister

2 EXECUTIVE SUMMARY

The Ministry of Industry, Entrepreneurship and Trade (MIET) has drafted the Kosovo Tourism Strategy 2024-2026 and its Action Plan for the period 2024-2026, which was approved on 10 July 2024 by the Government of the Republic of Kosovo (GRK). The Strategy was 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 expresses the importance that the Government of Kosovo attaches to the tourism sector in achieving the number of tourists and the impact on the economy of Kosovo. The vision of the Tourism Strategy is “By 2030, Kosovo will become a sustainable and competitive tourist destination 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 its Action Plan 2024-2026. Therefore, the Ministry has drafted the Annual Report 2024 on Implementation Progress of the Kosovo Tourism Strategy 2024-2030 and its Action Plan for the period 2024-2026, which is in accordance with the requirements of Regulation (GRK) No. 17/2024 on Rules of Procedure of the Government of the Republic of Kosovo.

In the Annual Report 2024 on Implementation Progress of the Kosovo Tourism Strategy 2024-2030 and its Action Plan for the period 2024-2026, detailed activities for the implementation of the objectives foreseen in the Action Plan for the period 2024 are presented.

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

The progress report aims to highlight the degree of implementation of the projects presented in the Action Plan 2024-2026 of the Kosovo Tourism Strategy 2024-2030 for 2024, as well as to highlight challenges and propose recommendations for decision-making by the relevant authorities.

The progress report includes all projects and activities that started before or during 2024 and that continue in the coming years, as well as projects and activities that start and end in 2024. Therefore, this report reflects the progress achieved only for the reporting period for 2024 according to the plans set out in the Action Plan 2024-2026 and does not present the results or challenges for the sector as a whole. Some of the activities are expected to be achieved in the coming years and are therefore not presented in this document.

The strategic objectives are:

- Objective 1: Increase promotional activities and improve the information flow
- Objective 2: Create and advance 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 to increase the number of staff in the labor market and improve services
- Objective 5: Advance the tourism regulatory framework and policy

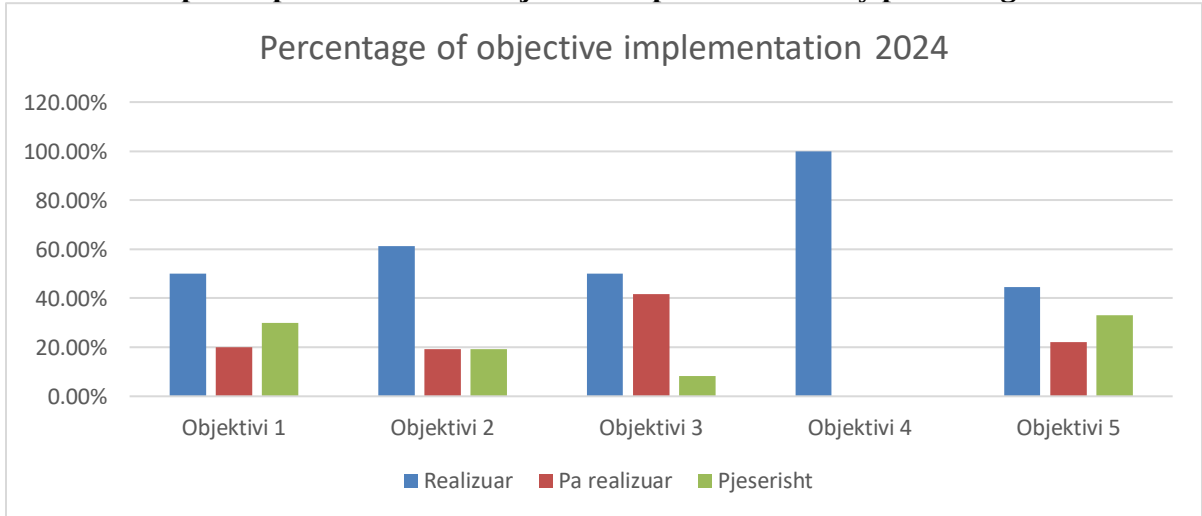
The implementation of objectives for 2024 was 61.14%, while 20.64% of the activities were not implemented and around 18.13% of the activities were partially implemented or are in process.

The following section presents the implementation of objectives in 2024 in tabular and graphical form.

Table 1: Percentage of implementation, non-implementation and partial implementation of objectives for 2024

Year 2024	Implemented	Not implemented	Partially implemented
Objective 1	50.00%	20.00%	30.00%
Objective 2	61.29%	19.35%	19.35%
Objective 3	50.00%	41.66%	8.33%
Objective 4	100.00%	0.00%	0.00%
Objective 5	44.44%	22.22%	33.00%
TOTAL	61.14%	20.64%	18.13%

Chart 1: Graphical presentation of objective implementation by percentage 2024



3. PROGRESS IN IMPLEMENTATION OF THE OBJECTIVES OF STRATEGIC DOCUMENTS

This Progress Report presents the implementation rate of activities and projects planned for 2024.

For the preparation of this report, an inter-institutional Coordination Group (CG) was established, where MIET prepared the matrix, and it was sent to all members of the group to report on the implementations, challenges and problems in the implementation of the projects planned for 2024. After receiving inputs from the members of the Coordination Group (CG) and the Secretariat of the Department of Tourism, the matrix was further processed and finalized.

Based on the data completed by the responsible institutions in the submitted matrix, the narrative part of this report has been prepared. It describes the progress of each strategic objective, specifying specific objectives, describing implementation, the reasons for delays in some activities/projects, as well as the challenges for some projects that have not been fully implemented.

The following description is based on the structure of the Action Plan for the period 2024-2026, for the year 2024, which includes this year's activities and projects.

4. PROGRESS TOWARDS THE OBJECTIVE

Strategic Objective 1: Increase promotional activities and improve information flow

Regarding this strategic objective, based on indicator 1, during 2024 there was an increase in the number of international tourists (entries at border crossing points) of about 23%, reaching 6,906,281 international entries from 5,607,324 in the baseline year.

There has also been progress in achieving indicator 2 of this objective, namely an increase in the number of stays in accommodation units to 1,511,667, compared to 567,419 in the baseline year, i.e. marking an increase of 166%.

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

During 2024, activities were implemented to promote tourism in the international arena, exceeding the planned number of activities according to indicator 1, from 2 promotional activities to 5.

Regarding the fulfillment of the specific objective, activities related to the presentation of Kosovo on the international platform have been conducted on four platforms. There was also progress in organizing "famtrips" and "presstrips" where we had participants from Germany, Italy, and Turkey.

Regarding Kosovo's participation in regional and international fairs, the range of these promotional activities has been expanded, and promotional materials have been developed.

The "Via Dinarica-Kosovo" brand has been developed in the already existing tourist circuits at the regional and European level, and there were activities to promote the "Via Dinarica - Kosovo" brand.

Specific objective 2: Use digital methods in the provision of tourism information and improve the quality of tourist information

The indicator foreseen for this objective is not measurable for this period, because it is expected to be achieved in other periods and many activities are in progress.

The digital mapping of the Via Dinarica Kosovo has been completed, and an application for iPhone and Android will soon be available. Other activities are in progress.

Specific Objective 3: Increase cooperation between tourism sectors

There has been progress in this objective according to indicator 1, where the planned number of cooperation activities with key stakeholders has been achieved.

In relation to this objective, progress has been made in organizing B2B meetings between local and international tour operators offering Balkan tours. There has also been progress in ongoing activities.

The main challenges that have been observed during the implementation of this strategic objective for 2024 are:

Due to the lack of institutional capacities, it has not been possible to analyze markets with potential for generating visitors.

Digital marketing of tourism services in providing tourism information and improving the quality of tourism information remains challenging.

Inter-institutional coordination in the field of tourism remains challenging in the absence of the Tourism Council.

The brand development process has also been challenging because applicants have not provided project ideas that meet the criteria. Therefore, it is recommended that the budget for this purpose be increased.

Promotional materials (including media spots) for Kosovo tourism have not been developed.

No promotional activities have been implemented through foreign 'bloggers' and 'vloggers'.

The data on Google Maps and Maps.me for major tourist attractions has not been updated and their range has not been expanded.

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

According to indicator 1 of this strategic objective, there has been progress in improving physical infrastructure in two mountain tourist destinations.

Specific Objective 1: Revitalize existing tourist centers

Indicator 1 of this objective is not expected to be achieved in this reporting period.

Regarding this objective, although there were no activities planned for 2024, a feasibility study for a tourist center has been conducted.

Specific Objective 2: Attract investors to open new winter tourism (skiing) centers

No progress has been recorded in this reporting period.

No investor attraction activities were organized for this reporting period due to lack of capacity and prioritization.

Specific Objective 3: Increase accommodation capacities and improve their infrastructure

According to indicator 1 of this objective, the number of accommodation structures has reached 530, up from 500 or about 6%.

According to indicator 2, there was an increase in the number of accommodation beds from 11,000 to 19,285 or 75%.

Under this objective, there has been a major contribution from several municipalities and donor organizations, which have influenced the identification of accommodation capacities and the improvement of infrastructure in expanding capacities.

Specific Objective 4: Improve tourist access

According to indicator 1, the infrastructure of about 70 km of roads has been completed, but this indicator has not yet been reached in this period.

Based on indicator 2, during 2024, more than 80 km of hiking trails have been developed in Kosovo municipalities.

While according to indicator 3, about 112 km of cycling paths have been developed in various

municipalities of Kosovo.

Regarding the road infrastructure for access to tourist areas, it can be concluded that there has been stagnation, but there has been progress in the development of hiking and cycling trails and existing ones have been improved.

Regarding investments in cable car infrastructure, there has been little progress, with only a feasibility study for the Prizren Castle cable car being conducted. While there has been no progress in the development of cable transport, with no feasibility studies for their development being conducted in this planned period due to lack of budget.

Specific Objective 5: Establish infrastructure for environmental protection

In the first year of the action plan, there were mainly awareness-raising activities aimed at maintaining a clean environment in tourist areas. While more remains to be done in building infrastructure.

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

During 2024, there has been significant progress in achieving this objective with almost all activities implemented. Among the most important activities are 22 climbing routes, the development of Via Ferrata has been completed and about 160 km of hiking trails within national parks have been marked. This has enabled the development of alpine and adventure tourism, where there has been a contribution mainly from municipalities and donors.

Specific Objective 7: Sustainable management of tourist attractions

Infrastructure investments have been made in several locations from cultural heritage to their restoration and development to return them to tourism service. In this planned period, the foreseen activities have been fully implemented, however, many activities remain for future periods to achieve the indicators foreseen in this objective.

Specific Objective 8: Improve security infrastructure in tourist destinations

There has been progress in creating the legal infrastructure for the development of active and adventure tourism activities and human capacity has been developed for the inspection of tourism products. Many of these products have been certified according to ERCA standards. 3 mountain rescue stations have been established in Peja, Deçan and Junik and have been supplied with the necessary equipment for mountain rescue operations. Equipment sets are available to trained rescuers. These measures can impact the safety of tourists as well as the reduction of injuries in mountain destinations as defined in indicator 1 of this objective.

The main challenges that have been observed during the implementation of this strategic objective for 2024 are:

The lack of infrastructure investment for access to tourist areas still remains challenging.

Museums are not categorized in the absence of the relevant law.

Although training has been organized mainly by donors, there is still a need for training of operators in the rural and mountain tourism sector in digital marketing.

There is insufficient cooperation with relevant authorities to regulate physical infrastructure (electricity, water supply, etc.) in existing tourist destinations and in others that are identified in the meantime. Therefore, there is a lack of investment in physical infrastructure in tourist destinations.

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

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

Although the activity to support craft businesses was not planned for 2024, we have progress in this regard where some municipalities and MIET have supported craft 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 the promotion of culinary arts, capacity-building activities, and direct support for the promotion of traditional food products. Support for businesses for the development of rural tourism by the Ministry of Rural Development (MAFRD) has begun the implementation of a project that has been in place for several years, but in 2024 the call for support was not implemented.

Based on indicator 1, about 68 tourism businesses and a considerable number from donor organizations have benefited from various support schemes at the central level and municipalities.

According to indicator 2, the number of activities promoting traditional foods included 3 fairs held in the municipalities.

Specific Objective 3: Develop and promote dark tourism

Regarding this objective, there has been little progress in capacity building, with some training provided to promote dark tourism.

Specific Objective 4: Promote nightlife and include festivals in the tourist offer

For this objective, activities have been carried out to support various festivals with the aim of enriching the tourist offer. These festivals are internationally known and have brought foreign visitors to participate.

The main challenges that have been observed during the implementation of this strategic objective for 2024 are:

Lack of subsidies in the field of tourism;

Establishment of collaborative links between local tourism associations and those of the diaspora to promote Kosovo as a tourist destination;

The cultural calendar has not been published;

Strategic Objective 4: Build human capacities to increase the number of staff in the labor market and improve services

According to indicator 1 of this strategic objective, the number of employees in the tourism sector has increased from 21,862 to 31,664 or about 45%.

Specific Objective 1: no activities planned for 2024.

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

Regarding this objective, MESTI has trained teachers and instructors involved in the field of tourism, and 6 trainers have also been trained by FEG in the field of guides.

The main challenges that have been observed during the implementation of this strategic objective for 2024 are:

Development of professional cadres ready for the labor market according to the demands of the tourism sector;

Harmonization of curricula with the needs of the labor market.

Strategic Objective 5: Advance the tourism regulatory framework and policy

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

Regarding this objective, there has been progress in relation to the drafting of the legal infrastructure, where several areas have been regulated, some for the first time in Kosovo, while regarding the activity to create facilities for the arrival of visitors, there has been no facilitation of the visa regime.

Based on indicator 1, during 2024, draft AIs foreseen by the Tourism Law were prepared and 4 of them were approved.

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

Concerning this objective, there has been progress in identifying the necessary indicators for tourism statistics in line with Eurostat.

Under indicator 2, tender procedures have been completed and the software for the tourism registry has been developed.

The main challenges that have been observed during the implementation of this strategic objective for 2024 are:

Although there has been progress in creating the legal infrastructure, many regulations have not yet been adopted;

Although there has been progress in improving statistics, accurately measuring the impact of tourism on the country's economy remains a challenge.

5. RISKS AND STEPS TO ADDRESS THEM

While monitoring the implementation of the Kosovo Tourism Strategy (KTS) for the period 2024, we have encountered several risks related to institutional capacity, financial capacity, regulatory environment, partnership and engagement of other institutions, as well as other external factors that have emerged during the implementation of activities, and that affect the implementation of the strategic document.

In the framework of monitoring the implementation of the Kosovo Tourism Strategy, the Ministry of Industry, Enterprise and Trade (MIET), namely the Department of Tourism, has coordinated the process of drafting the Progress Report on the envisaged activities. This monitoring was carried out in cooperation with the responsible institutions, where risks were identified that will be addressed in the coming years with concrete measures. MIET will continue cooperation and coordination with relevant institutions and key enterprises in the tourism sector in addressing all risks that they continue to face.

The identification of delays in the implementation of several planned projects leads us to take the necessary, concrete steps to eliminate the barriers that hinder the development of the tourism sector.

Main challenges and shortcomings:

The tourism sector in Kosovo has faced many challenges, mainly related to the lack of institutional capacity and effective inter-institutional coordination. This has hindered the analysis of markets with potential for attracting visitors, hindering the possibility of developing marketing and promotional activities, especially digital marketing of tourism services remains a challenge, as tourism information is insufficient and its quality needs to be improved.

The lack of a Tourism Council, which would enable better coordination between responsible institutions, is another challenge. Branding has stalled due to the lack of quality projects and sufficient funds. Also, not enough promotional materials have been developed for Kosovo tourism.

Another problem is the updating of data on tourist attractions on platforms such as Google Maps and Maps.me, which have not yet been expanded or improved. Moreover, the infrastructure for accessing tourist areas is inadequate, and investments in this area remain insufficient. There is also a lack of sufficient cooperation with the relevant authorities to regulate physical infrastructure, such as electricity and water supply, in existing and potential future tourist destinations. This has caused a lack of investment in the infrastructure necessary for tourism development.

Despite donor-sponsored training, there is still a need for additional training for tourism operators. In addition, subsidies in the tourism sector are lacking, and the establishment of collaborative links between local and diaspora tourism associations to promote Kosovo as a tourist destination has stalled.

Although there has been some progress in creating a legal infrastructure, many necessary regulations have yet to be adopted. Meanwhile, through improved statistics, measuring the impact of tourism on the economy remains a challenge.

These problems require a strong commitment from the authorities and relevant parties to create a more favorable environment for the development of tourism in Kosovo.

Conclusions and recommendations for next steps

During the monitoring of the Progress Report, it can be concluded that satisfactory progress has been made, namely in 2024 the objectives were implemented to an extent of about sixty-one percent (61%), while the rest could not be implemented or were only partially implemented.

One of the reasons for the obstacles to the implementation of activities is the lack of sufficient institutional capacities for the development and promotion of tourism, financial resources, and inter-institutional coordination.

Recommendations:

The next steps, based on the conclusions and findings from the institutions' reporting on the implementation of activities and measures within the framework of the strategic objectives, are:

- Better cooperation between the central and local levels;
- Cooperation with relevant NGOs for tourism promotion;

- Building institutional capacities, in particular for the development and promotion of tourism;
- Proper budget planning in relation to project planning;
- Prioritization of tourism promotion, especially digital promotion and marketing;
- The Tourism Council should be established and functionalized because it is vital for inter-institutional coordination and prioritization of the sector;
- Update data on national and international digital platforms;
- Preparation of a calendar of international events organized for tourism;
- Coordination of activities with security institutions, including local security forums.
- Increase of the budget for infrastructure projects for access to tourist destinations;
- Definition of the status of existing tourist centers and investment in these centers;
- Completion of the legal infrastructure, especially for museums;
- Organization training for operators in the tourism sector in specific fields;
- Development of schemes and support of businesses operating in the field of tourism;
- Organization of events with a special focus on investments in the field of tourism;
- Further improvement of the tourism statistics framework, statistics collection:
 - Add statistics for Airbnb;
 - Look into the possibilities of formalizing accommodation for tourism purposes.

6. ANNEX - PROGRESS REPORT MATRIX FOR 2024

This annex reflects the format of the action plan with activities that were planned only for 2024.

Annual implementation reporting according to the 2024-2026 Action Plan of activities for 2024

No.	Action	Baseline value 2021	Interim target 2026	End year target 2030		Result		
Strategic Objective I: Increase promotional activities and improve information flow								
	Indicator 1: Increase the number of internation al tourists (entries at border crossing points)	5,607,324	30% (7,289,521. 2)	50% (8,410,986)				
	Indicator 2: Number of stays in accommod ation units	567,419	700,000	900,000				
Specific Objective 1: Promote the tourist image of Kosovo in the international arena								

	Indicator 1: Number of tourism promotion activities for Kosovo in the international arena	2	5	10					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
1.1.1	Branding Kosovo as a tourist destination	10,000.00	50,000.00	50,000.00	Kosovo Budget	MIET	Kosovo tourism brand (logo, slogan and overall identity) developed	Partially implemented	During 2024, the Department of Tourism drafted the terms of reference for the publication of the public announcement for the design of the state symbol for the branding of Kosovo's tourism. An informative video was also prepared on the application procedures and informing citizens to apply but were not announced.

1.1.2	Positioning Kosovo on international tourism promotion platforms	30,000	30,000	30,000	Kosovo Budget, Donors	MIET/ KIESA/ PPSE	Kosovo presented on at least two international platforms	Implemented	Since MIET has cooperation agreements with the following organizations/associations, Kosovo is on several international platforms. PPSE - Promotional articles published in 'The Guardian', 'Backline', 'Sueddeutsche Zeitung' UTK With the support of the MFA, Kosovo has been promoted through UTK in the newspaper Focus City On Today and Daily Observer GUIDEKS - being an associate member of FEG or (European Federation of Tourist Guide Associations). https://www.feg-touristguides.com , Kosovo is promoted on the platform and social networks of this organization https://www.fegtouristguides.com/guides.php Also, Kosovo is promoted as a tourist destination through GUIDEKS and in WFTGA (World Federation of Tourist Guide Associations). https://wftga.org/members/full-members/#!/biz/id/6426d5748b0db911f33acb72https://www.facebook.com/share/p/1C8tSr4B4s/?mibextid=qi2Omg
1.1.3	Researching markets with visitor generation potential	10,000	20,000	20,000	Kosovo Budget	MIET	Report on potential visitor markets completed	Implemented	No action was taken during 2024.
1.1.4	Development of 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	Partially/in progress	Video for the promotion of winter tourism in Gjeravice (freeride, snowshoeing and ski touring), produced by KIESA & PPSE

1.1.5	Promoting Kosovo through foreign 'bloggers' and 'vloggers'	5,000	15,000	15,000	Kosovo Budget,	MIET/ KIESA/Italian Embassy	Sponsoring at least 1 'blogger' or 'vlogger' per year	Not implemented	Due to lack of capacity, this activity has not yet been possible.
1.1.6	Organizing "famtrips" and "presstrips"	20,000	20,000	20,000	Kosovo Budget, Donors	MIET/KIESA/PPSE	At least one "famtrip" or "presstrip" carried out per year	Implemented	A Fam Trip with German-speaking Tour Operators and media was carried out in 2024. Promotional articles were published in 'The Guardian', 'Backline', 'Sueddeutsche Zeitung'. A Fam Trip was also carried out with the participation of about 12 tourism businesses from Turkey with the support of the Office of the Prime Minister and implemented through UTK. A Turkish media outlet participated in that Fam Trip.
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 fairs at regional and international level	Implemented	Kosovo was promoted at: - the ITB fair in Berlin, where 6 tour operators participated, organized by KIESA - the Travel News Market fair in Stockholm, Sweden, where 5 tour operators participated, organized by KIESA and PPSE (FEGO project, Swisscontact); - the Global Albanian Gastronomy Festival 2024 fair, Berlin, Germany, where several Kosovar companies/municipalities participated, organized by KIESA - the Emit fair in Istanbul, where 12 tourism businesses participated with support from PPSE, organized by UTK - the Expocity fair, Albania, with the participation of 8 businesses with support from PPSE, organized by UTK The International Tourism Fair Kosovo 2024, Prishtina, where 300 businesses from the field of tourism from 14 countries participated, organized by UTK

1.1.10	Inclusion of the “Via Dinarica-Kosovo” brand in existing tourist circuits at the regional and European level.	5,000	32,400	-	Donors	AICS/Italian Embassy	Registration of the Via Dinarica Kosova brand; 2 blog trips, 1 EduTour; participation in 6 sectoral activities in Italy	Implemented	The Via Dinarica Kosova brand has been registered with API as a protected trademark by the NaturKosovo project and in collaboration with MIET/Department of Tourism and the relevant municipalities.
1.1.11	Implementation of a branding campaign, focused on the tourist brand "Via Dinarica - Kosovo"	9,000	18,000	-	Donors	AICS/Italian Embassy	Creation of a brand and production of informational-promotional material; creation of a website and social media dedicated to the “Via Dinarica Kosovo” brand; promotion of the brand in traditional and online media	Implemented	The Via Dinarica Kosovo brand has been created and promoted on social media, and the Via Dinarica Kosovo website has been developed through NaturKosovo and in collaboration with MIET/Department of Tourism and the respective municipalities.

Specific Objective 2: Use of digital methods in providing tourism information and improve the quality of tourism information

	Indicator 1: Digitalized tourist attractions	0	100 new	300 new					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
1.2.2	Organizing workshops to update data on the country's heritage on open online platforms (e.g. Wikipedia)	30,000	30,000	30,000	Kosovo Budget	MIET, MCYS	An annual workshop to update data on the country's heritage on open online platforms	Not implemented	No workshops have been held.
1.2.4	Placing tourist attractions on digital maps (google maps, maps.me and similar)	3,000	5,000	-	PPSE donors	MIET	Main tourist attractions located on google maps and maps.me	Partially implemented	The main tourist attractions are located on google maps and maps.me. This activity was carried out by PPSE. This activity continues to include other attractions.
1.2.5	Search engine optimization for sites of interest in promoting tourism.	12,000	12,000	12,000	Donors	MIET, Donors	Number of visits	Not implemented	No action was taken during 2024.

1.2.6	Creating a list of contacts with international media actors	300	500	500	Kosovo Budget	MIET/KIES A	List of contacts with international media actors	Implemented	List of contacts with international media actors completed
1.2.9	Placing information boards in cultural and natural heritage monuments with content and integrated QR code	120,000	120,000	120,000	Kosovo Budget	MIET, MCYS, MESPI, Institute of History, Institute for Nature Protection	At least 60 attractions equipped with information boards	Partially implemented	So far, MESPI has marked and placed about 200 information boards on the natural heritage values of Kosovo. The boards placed on the natural heritage values lack (do not have integrated) a QR code. There has been no progress from the MCYS, since the announced tender failed due to the fact that the project needed revision, while the company that drafted the project has not responded and we have delays in the procedures.
1.2.10	Conducting 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	Partially implemented	The training was implemented by the NaturKosovo project in the municipalities of Peja, Deçan and Junik, where several tour operators were trained.
1.2.11	Mapping of the naturalistic trails of Via Dinarica Kosovo and development of a digital trail	28,000	24,500	10,500	Donors	AICS/Italian Embassy	Creation of a digital cadastre of the Via Dinarica Kosovo trails	Implemented	The mapping of the Via Dinarica Kosovo has been finalized. An application for iPhone and Android will soon be available.

	system								
Specific Objective 3: Increase cooperation between tourism sectors									
	Indicator 1: Number of cooperation activities with key stakeholders	4	15	25					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
1.3.1	Creating collaborative links between local tourism associations and those of the Diaspora to promote Kosovo as a tourist destination	20,000	20,000	20,000	Kosovo Budget	MIET/KIES A	Organizing a forum for creating collaborative links between local tourism associations and the Diaspora	Partially implemented	This activity was partially implemented through participation in international fairs.
1.3.2	Reorganization and functionalization of the Kosovo Tourism	1,000	5,000	5,000	Kosovo Budget	MIET	Kosovo Tourism Council operational , at least 2 meetings	Not implemented	The AI on the composition, duties and responsibilities of the Tourism Council has been finalized but has not yet been approved. For this reason, the Kosovo Tourism Council has not been operationalized.

	Council						held per year		
1.3.3	Organizing B2B meetings between local and international tour operators offering Balkan tours	25,000	25,000	25,000	Kosovo Budget	MIET/KIESA	One B2B per year implemented	Implemented	Tour operators (Balkan Destination, Super Explorers and Outdoor Kosovo) were supported to participate in the B2B forum "New Deal Europe" held in London in April 2024 (with the support of PPSE-Swisscontact UTK). Also, with the support of KIESA, B2B meetings were held in the framework of international fairs.
1.3.4	Organizing awareness-raising roundtables on the advantages of cooperation between accommodations and tour operators	2,000	2,000	2,000	Kosovo Budget	MIET	From one table per year	Implemented	The Department of Tourism has organized two roundtables per year with stakeholders from the accommodation sector and tour operators for this activity.
Strategic Objective II: Create and advance quality and sustainable infrastructure for tourism development									
	Indicator 1: Physical infrastructure improved in at least six mountain tourist	0	3	6					

	destination								
Specific Objective 1: Revitalize existing tourist centers									
	Indicator 1: Advanced tourist centers	0	At least 1 revitalized tourist center	At least 3 revitalized tourist centers					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.1. 1	Drafting at least three Feasibility Studies	-	100,000	50,000	Donors	MIET	Feasibility Study completed		
Specific Objective 2: Attract investors to open new winter tourism (skiing) centers									
	Indicator 1: Number of promotion activities to attract investment	0	2	6					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.2. 1	Organizing fora in Kosovo and other	30,000	30,000	30,000	Kosovo Budget	MIET/KIES A	Fora held	Not implemented	There has been no progress on this activity.

	potential countries to attract investors								
Specific Objective 3: Increase accommodation capacities and improve their infrastructure									
	Indicator 1: Number of accommodation units	500	600	800					
	Indicator 2: Number of accommodation beds	11,000	+ 10 %	+ 50%					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.3.1	Identification of mountain accommodation structures that have the potential to be converted into hostels	€3,000	€3,000	€3,000	Kosovo Budget	Municipalities	Identification of potential mountain accommodation structures that could be converted into hostels	Partially implemented	Municipality of Peja - During 2024, various structures have been identified as potential for hostels; Municipality of Prishtina - has subsidized the Etnofest complex in the village of Kukaj, Municipality of Kaçanik - has identified mountain accommodation structures that have the potential to be converted into guesthouses.
II.3.4	Identification of traditional houses and towers to serve as accommodation	5,000	5,000	5,000	Kosovo Budget	MCYS, Association of Municipalities	Traditional houses identified	Implemented	13 houses have been identified in Janjevo, and 1 in Hoca e Madhe, while in the other municipalities there are no identified houses.

	ation structures								
II.3.5	Infrastructural support for the repurposing 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 adapted into B&Bs	Implemented	In Janjevo, 9 houses and one in Hoca e Madhe have been restored by MCYS and EU funds and have been adapted for accommodation. MCYS, with capital investments, restores traditional houses and towers every year.
II.3.6	Establishing cooperation with relevant authorities for the regulation of physical infrastructure (electricity, water supply, etc.) in existing tourist destinations and others that are identified in the meantime.	1,400	500	500	Kosovo Budget	MIET, MESPI, Municipalities, Associations	Meetings with relevant authorities for the regulation of physical infrastructure held. Needs addressed	Partially implemented	Municipality of Gjakova - Regular meetings between different stakeholders, regarding the coordination of activities for the development of specific projects in tourism. Municipality of Prishtina - within the framework of the Model Road project, has regulated the electricity and water supply infrastructure by replacing it with new equipment. Municipality of Prizren - has invested in infrastructure in the village of Nashec, Leskovec Municipality of Ferizaj - in cooperation with MESPI have invested in the regulation of road infrastructure in Jezerc, the challenge remains the weak electricity network. Municipality of Kaçanik - has invested in public lighting in Strazhe with 10,041.40, while the water supply part in Ivaje is divided into three phases: 140,387.14 reservoir 245,784.49 pipe 340,587.51 extension.

II.3.7	Definition and study of priority areas for tourism development, including Novobërdë, Bjeshkët Shala e Bajgora and similar ones	30,000	100,000	100,000	Kosovo Budget	MIET, MESPI, Municipalities,	At least four feasibility studies for priority areas for tourism development	Partially/ In process	The relevant Administrative Instruction has been finalized, but has not yet entered into force.
II.3.8	Planning and implementation of a subsidy program for the improvement of tourist services along the Via Dinarica Kosovo	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	Implemented	This is the NKEF = NaturKosovo Endowment Fund. The action continued and all 31 candidates managed to finalize their activities.
Specific Objective 4: Improve tourist access									
	Indicator 1: At least 200 km of roads completed with infrastructure	us	100	200					

	Indicator 2: at least 500 km of developed hiking trails	us	100	500					
	Indicator 3: at least 700 km of developed cycling paths	us	300	700					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.4. 1	Rehabilitati on of the existing Peja – Kuqishte road	200,000	2,000,000	2,000,000	Kosovo Budget	MESPI	Rehabilitati on of the existing Peja – Kuqishte road completed	Not implemen ted	Regarding the rehabilitation of the Peja-Kuqishte National Road, last year MESPI initiated procurement procedures for the emergency rehabilitation of road landslides, at the beginning of this year a contract was signed with the economic operator, but taking into account the terrain and the creation of climatic conditions, the economic operator will begin works on the rehabilitation of landslides. Taking into account the damage to the road, last year MESPI initiated procurement procedures for the drafting of the main project for the rehabilitation of the Peja-Kuqishte road for the entire road axis. The project is still in the procurement procedure.
II.4. 2	Improveme nt and expansion of road infrastructu re from Zhur to the	1,591,836	1,000,000	1,000,000	Kosovo Budget	MESPI	Zhur - Brod road rehabilitate d, the project is under implement	Implemen ted	The Zhur-Brod road has been rehabilitated, the project will be completed in 2024, and the signaling project in this segment is currently being completed.

	Brod ski center.						ation		
II.4.3	Repair of the regional road Prizren-Prevalle	2,000,000	3,000,000	3,000,000	Kosovo Budget	MESPI	Prizren - Prevalle road repaired, project is underway	Implemented	The Prizren-Prevalle Road Rehabilitation Project has been completed in 2024
II.4.4	Development of feasibility studies for mountain 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 destinations identified	Not implemented	No action was taken during 2024.
II.4.6	Construction of the Cable Car in Prizren (access to the Prizren Castle)	200,000	300,000	2,500,000	Kosovo Budget	MESPI, MIET, Municipality of Prizren	Cable car built (within 3 years)	Partially implemented	With the support of PPSE, a feasibility study has been carried out. Investments are expected to occur in a later phase.

II.4. 7	Improving hiking trails in tourist areas	20,000	100,000	100,000	Kosovo Budget	municipalities	Developed hiking trails	Implemented	Municipality of Gjakova - the hiking trails in the tourist area of the Shguze Protected Park have been improved; Municipality of Peja - We have carried out the maintenance of the trails Municipality of Prishtina - Several hiking trails have been arranged in the Gërmia Park and in Taukbahçe. Municipality of Ferizaj - 56 km of hiking trails have been constructed in the tourist areas: Jezerc, Pleshine, Nerodime and Burrnik. Municipality of Kaçanik - 90% of the sidewalk infrastructure has been constructed, and the construction of stairs for climbing the Guri i Shpuar is underway. Municipality of Kamenica - Three hiking trails have been completed. MESPI - During 2023-2025, the following activities were carried out in the Sharri NP: Regulation of three nature trails: • In the Brezovica Ski Center area, 9 km long, according to a special project funded by MESPI, • Prevalle - the source of the Lumbardhi stream, Bistra peak - Prevalle - 11 km; Prevalle tourist area in a length of 4 km, donation from the Swedish Embassy. • installation of information signs or signs: Directional signs, signs for walking in nature 15 pieces, cartographic information signs (maps, coordinates, photos, path, etc.) 6 pieces, wooden prohibition signs (with description, e.g. strictly prohibited for motorcycles, etc.) resistant to climatic conditions 15 pieces, wooden seats 12 pieces, arrangement of fire locations, 3 paths with x 2 places each, • Adjustment of walking paths (erosion, flattening, expansion, placement of trees, placement of wooden hulls, wooden bridges, etc.) according to the terrain.
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									The outer border of the territory of the Sharri National Park has been marked;
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II.4.8	Improving cycling paths in urban and interurban areas	60,000	200,000	200,000	Kosovo Budget	Municipalities	Developed cycling paths	Implemented	Municipality of Gjakova - With the rehabilitation of several urban roads, the improvement of cycling paths with a length of 6.5 km has also been made. Municipality of Peja - Nearly 100 km of paths have been implemented. Municipality of Prishtina - Several projects have been developed on urban roads in some roads. Municipality of Ferizaj - Cycling paths have been implemented in these areas: Str. Ahmet Kaqiku, Bajram and Gursel Sylejmani, Ibrahim Rugova, Brahim Ademaj. Municipality of Kacanik - Nearly 1.4 km have been completed in the tourist area of Strazhe and 670 meters in urban areas. Municipality of Kamenica - From the Berivojce neighborhood to the city, a 1.2 km long bicycle path has been built and 500 meters in the city center and to Lugu i Verdhë as a mountainous area the path is 2 km long.
Specific Objective 5: Establish environmental protection infrastructure									
	Indicator 1: Visitor satisfaction level	NA	30% improved	50% improved					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.5.3	Voluntary promotion of waste collection on environmental	3,000	10,000	10,000	Kosovo Budget	MESPI	Media spots for three environmental holidays calling for	Partially/in progress	For Earth, Water and Environment Day, activities have been organized around cleaning various riverbank areas and other public spaces.

	holidays to raise public awareness						voluntary waste collection		
II.5.4	Categorization of existing museums through the development of the legal basis	10,000	10,000	10,000	Kosovo Budget	MCYS, Municipalities	Categorized museums	Not implemented	There is no progress because the Law on Museums is missing.
II.5.6	Awareness activities for children and youth on biodiversity and natural heritage of "Via Dinarica Kosovo"	2,500	2,500	-	Donors	AICS/Italian Embassy	15 presentations in schools; around 750 participants	Implemented	It was implemented in schools of the 3 municipalities included in the NaturKosovo project. Awareness sessions were implemented in several schools and the focus was on the Flora and Fauna of the Via Dinarica Kosovo.
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	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.6. 2	Developme nt of 100 km of local tourist trails in the Rugova mountains	20,000	50,000	50,000	Municipalit y of Peja	Municipality of Peja, Mountaineer ing Organization s	The paths will be at the local and regional level.	Implemen ted	Nearly 100km of trails have been completed.
II.6. 3	Developme nt of the cycling trail from Peja to the tourist area of Radac at the Drini Waterfall"	150,000	150,000	-	Municipalit y of Peja	Municipality of Peja	The trail will connect the two tourist areas of Peja and Radac.	Implemen ted	It is in the final stage.
II.6. 4	Natural beauty trail (Shkugez, Currila Waterfall, Kusari Cave)	90,000	-	-	Municipalit y of Gjakova	Municipality of Gjakova	The trail will connect the Shguzeja Protected Park and the Kusari Caves.	Implemen ted	finished
II.6. 5	Constructio n of the dam on the Drin River, camping and	420,000	-	-	Municipalit y of Gjakova	Municipality of Gjakova	Creation of recreational spaces (camping, football, basketball,	Implemen ted	All project activities such as: camping, sports fields, hiking trails and other recreational spaces have been completed, except for the dam on the Drin River, due to the lack of permission from the Ministry.

	elevator						tennis courts)		
II.6.7	Development of 50 new rock climbing routes in the Rugova Gorge and its promotion as a rock climbing destination,	14,000	-	-	Municipality of Peja	Municipality of Peja, Mountaineering Organizations	These trails will contribute to increasing the attraction of adventure tourism.	Partially implemented	22 climbing routes have been completed.
II.6.8	Creating a network of cycling trails in the Dukagjini region	25,000	50,000	50,000	Municipality of Peja, Italian Embassy, PPSE	Municipalities	Development of regional tourism offer in the Dukagjini Plain (Peja, Deçan, Juniku, Klina, Istog, Gjakova)	Not implemented	No action was taken during 2024.

II.6.10	Improving the natural trails of the Kosovo extension of the Via Dinarica, supporting and promoting 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; placement of signs and posters; creation of 3 new thematic itineraries able to enhance the territorial features of the Kosovo section of the Via Dinarica	Implemented	The maintenance of the Via Dinarica Kosovo trail has been implemented in all years of the project. The expenses incurred covered the employment of volunteers, logistics costs, transport costs and the costs of purchasing and maintaining the necessary equipment. The Via Dinarica Kosovo currently runs over 140 km in the west of the country.
Specific Objective 7: Sustainable management of tourist attractions									
	Indicator 1: Cultural heritage tourist attractions complete with elements of the tourist product to be offered for sale	NA	At least 10 attractions	At least 30 attractions					

	Indicator 2: Number of tourist attractions listed across municipalities	15	25	38					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.7. 3	Restoration of the “Model Street in Prishtina”	380,000	-	-	Kosovo Budget	Municipality of Prishtina	The restored street along with the shops	Implemen ted	In 2024 the restoration was successfully completed.
II.7. 4	Restoration of the Clock Tower in Prishtina	70,000	-	-	Kosovo Budget, Donors	Municipality of Prishtina, UNDP	Restoration completed at the Clock Tower	Implemen ted	In 2022, the restoration was completed, and we are monitoring the facility.
II.7. 5	Revitalizati on of Janjeva by transformin g it into a tourist center	1,000,000. 00	1,000,000.0 0	-	Kosovo Budget, Donors	MCYS, EU	Interventio ns in 8 houses in Janjevo offering tourist services	Implemen ted	During 2024, 9 houses were restored. The investment for 2024 by MCYS was = €575,380.00
II.7. 7	Listing of Kosovo's tourist attractions and updating data	2,000	2,000	2,000	Kosovo Budget	MIET	Lists published and updated on the MIET website	Implemen ted	Lists of tourist attractions from several municipalities in Kosovo have been published.
Specific Objective 8: Improve security infrastructure in tourist destinations									

	Indicator 1: Reduction in the number of injuries	us	Decreases by 50%	Decreases by 100%					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
II.8. 1	Assessing risks in tourist destinations with the aim of taking preventive measures/risk reduction, preparedness and response.	2,000	13,000	13,000	Kosovo Budget	MIET, Mountaineering Federation (licensed guides)	Report with findings and recommendations completed. (Engagement of a team of professionals)	Not implemented	Due to lack of capacity, this activity has not yet been possible.
II.8. 5	Creating a safe and reliable mountain rescue system	98,000	83,000	-	Donors	AICS/Italian Embassy	Availability of alpine rescue equipment and vehicles; training of personnel of the government and municipal bodies responsible and for volunteer corps	Implemented	Through the NaturKosovo project, 3 mountain rescue stations have been established in Kosovo in Peja, Deçan and Junik. The station has 3 sets of equipment necessary for mountain rescue operations. The sets are available to rescuers trained through the NaturKosovo project (who received the individual material last year 2024).

II.8.7	Regulation on tourist equipment	5,000	-	-	Kosovo Budget	MIET	Approved regulation	Implemented	The Administrative Instruction regulating this field has been drafted and approved.
Strategic Objective III: Expand the tourist offer according to sustainability standards and increase competitiveness									
	Indicator 1: Increase in the number of travel organizers with offers for Kosovo (incoming tour operators)	28	40	60					
Specific Objective 1: Promoting the development of commercial products according to global trends									
	Indicator 1: Number of new tourism products	NA	10	20					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
III.1.1	Supporting businesses to develop innovative tourism products	500,000	500,000	500,000	Kosovo Budget, Donors	MIET	30 innovative products developed and promoted	Not implemented	
Specific Objective 2: Improve the culinary offer in areas suitable for rural tourism									

	Indicator 1: Number of beneficiari es from support schemes	0	50	100					
	Indicator 2: Number of traditional food promotion activities	0	4	8					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
III.2. 1	Promotion of traditional and artisanal food products	50,000	50,000	50,000	Municipalit ies	Municipaliti es (Prizren)	At least one fair held per year	Implemen ted	Two fairs were held in the Municipality of Prizren to promote traditional foods
III.2. 2	Organizing seminars with chefs/resta urants to gain experience in commerca lizing traditional recipes	10,000	20,000	20,000	DONORS	Donors, Associations	At least 3 seminars held per year	Implemen ted	KCHT - two seminars and two roundtables were held, as well as various trainings related to culinary experiences.

III.2.3	Organizing an annual fair for traditional foods that, among other things, offers opportunities for preparation together with visitors	25,000	25,000	25,000	municipalities	Municipalities (Prizren, Peja)	At least one fair held in two municipalities	Implemented	The Municipality of Peja has organized 2 fairs during 2024. The Municipality of Prizren has held a handicrafts fair during May, featuring traditional products and foods.
III.2.5	Supporting business projects in the gastronomy sector by making them conditional on the purchase of local products.	300,000	500,000	500,000	Kosovo Budget	MIET	At least 13 businesses supported	Not implemented	No action was taken during 2024.
III.2.6	Supporting businesses for the development of rural tourism	1,500,000	1,500,000	1,500,000	Kosovo Budget	MAFRD	At least 105 projects supported	Not implemented	The planned investments for Measure 7 Farm diversification and business development, and specifically under Measure 7.2 Development of rural tourism and agro-tourism for 2024 and 2025, have been delegated by the Ministry to be implemented by GIZ in accordance with Law No. 08/L-252 on the ratification of the agreement between MAFRD and the German GIZ, are in the process of implementation but the procedures have not been completed, so they have not actually been implemented

									yet.
Specific Objective 3: Develop and promote dark tourism									
	Indicator 1: Number of new dark tourism products included in the market	3	6	10					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
III.3.1	Organizing specific training for tourist guides to be more informed about the concept of dark tourism and how to approach visitors	5,000	5,000	5,000	Donors	MIET, Associations	Trainings held	Implemented	The training on Dark Tourism was held by FEG for GKS members within the framework of the "RePAST" project funded by the European Union's Horizon 2020. The number of participants in this webinar (training) was 30.

III.3.2	Identifying strategic attractions to include in dark tourism itineraries	1,000	3,000	3,000	MIET	MIET, Associations	Drafted list of dark tourism attractions	Not implemented	No action was taken during 2024.
Specific Objective 4: Promote nightlife and include festivals in the tourist offer									
	Indicator 1: Number of nightlife events and festivals included in the tourism offer	0	15	25					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
III.4.1	Providing financial assistance to small festivals to internationalize	50,000	60,000	70,000	Kosovo Budget	MCYS	Supporting international cultural festivals	Implemented	Every year, through the public call "Mobility", MCYS subsidizes small festivals for participation around the world. From the 2024 budget, projects supported according to the published list are 213 projects in total: first category - 15 festivals (see below in point 3.4.3), 198 cultural organizations are beneficiaries of the second and third categories with cultural-artistic activities developed in the country and abroad which aim to be promoted internationally.
III.4.2	Prepare a calendar for cultural festivals	10,000	12,000	12,000	Kosovo Budget	MCYS	Cultural calendar published	Not implemented	We have festivals supported by MCYS, which are organized every year at a certain time, but we do not have a calendar.

	and continuously update it								
III.4.3	Sponsoring internationalized local festivals to ensure sustainability	100,000	150,000	200,000	Kosovo Budget	MCYS	Supporting international cultural festivals	Partially implemented	MCYS annually supports the festival "Ramë Lahaj and friends". The Municipality of Prishtina has supported the Etno Fest festival. Fifteen (15) local festivals supported by the Department of Culture for 2024 with a total amount of €1,027,000.00 (first category projects traditionally financed by MCYS are already in the three-year financial support plan 2024 - 2026), Etnofest and Dokufest (€120,000.00)
Strategic Objective IV: Build human capacities to increase the number of cadres in the labor market and improve services									
	Indicator 1: Number of employees in the tourism sector	21862	26234 (20%)	30,606 (40%)					
Specific Objective 2: Establish vocational education and training programs dedicated to the tourism sector									
	Indicator 1: Trained human resources	N/A	1,000	3,000					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress

IV.2.2	Conducting systematic training in deficit areas of tourism (training of trainers)	30,000	100,000	100,000	Kosovo Budget	MIET, MESTI	Training of trainers	Implemented	MESTI trains teachers and instructors involved in the field of tourism for the profiles offered in schools. Trainings are periodic at the beginning of each year or at the beginning of the program in schools. 6 people from Guideks have been trained by FEG as trainers in the field of guides.
Strategic Objective V: Advance the tourism regulatory framework and policy									
	Indicator 1 Level of approximation of the regulatory framework and policies with the European Union	Partially approximated	Fully approximated						
Specific Objective 1: Improve the tourism legal framework and policy with a focus on sustainability									
	Indicator 1: Number of legal acts adopted	1	10	5					
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
V.1.1	Drafting of the Administrative Instruction determinin	1,000			Kosovo Budget	MIET	Approved Administrative Instruction	Partially implemented	The AI was drafted and approved but has been supplemented and amended.

	g the procedures and criteria for tourist guides								
V.1.2	Drafting of Administrative Instruction for travel agencies	1,000			Kosovo Budget	MIET	Approved Administrative Instruction	partially	The AI has been drafted and approved but is not being implemented.
V.1.3	Drafting of the Administrative Instruction on tourism registry	1,000			Kosovo Budget	MIET	Approved Administrative Instruction	Implemented	The AI has been drafted and approved.
V.1.4	Drafting of an Administrative Instruction on the criteria for determining a priority area for tourism development.	1,000			Kosovo Budget	MIET	Approved Administrative Instruction	Partially implemented	The AI has been prepared as a draft and has passed the preliminary and public consultation procedures and is expected to be signed.
V.1.5	Creating 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 MFA and recommendations given by MIET	Implemented	During 2024, an agreement was reached to abolish visas for citizens of Bosnia and Herzegovina.

V.1. 6	Initiation of cooperation agreements in the field of tourism	10,000	30,000	30,000	Kosovo Budget	MIET, MFA	An agreement reached	Not implemented	No new agreements in the field of tourism have been initiated in 2024.
Specific Objective 2: Create a standardized infrastructure for collecting and presenting data in the field of tourism									
	Indicator 1: Added and updated tourism statistics indicators	10%	30%	60%					
	Indicator 2: Tourism registry software developed	10%	100%						
No.	Action	2024	2025	2026	Sources of financing	Leading and supporting institution	Output	Progress status	Brief explanation of progress
V.2. 1	Definition of tourism indicators in alignment with Eurostat and UNWTO	6,300	3,000	3,000	Kosovo Budget, Donors (PPSE/Swiss contact	ASK, MIET	Identified indicators	Implemented	KAS has identified the necessary indicators for Tourism Statistics in line with Eurostat Methodology,

V.2. 2	Creating a standard statistical framework for measuring the impact of tourism on the economy	10,000	10,300		Kosovo Budget, Donors (PPSE/Swisscontact)	KAS, MIET	The concept of "Satellite accounts" defined	Not implemented	KAS has planned to implement Tourism Satellite Accounts under the support of IPA 2026 Projects,
V.2. 3	Organizing study visits for staff training	4,300	20,000	20,000	Kosovo Budget, Donors (PPSE/Swisscontact)	KAS, MIET	At least one visit completed	Implemented	During 2024, a Study Visit on Tourism Statistics was carried out at the Statistical Institute in the Czech Republic, supported by SwissContact,