



The Republic of Kosovo

Republic of Kosovo - Republic of Kosovo

*Government - Vlada - Government
Ministry of Industry, Enterprise and Trade*

*Ministry of Industry, Entrepreneurship and Trade - Ministry of Industry,
Entrepreneurship and Trade*

Action Plan 2024-2026 of the Tourism Strategy

No.	Strategic and specific objectives, indicators and actions	Baseline value 2021	Interim target 2026		Final year goal 2030		Outcome		
I.	Strategic Objective: 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% (8,410,986)				
	Indicator 2: Number of overnight stays in accommodation units	567.419	700,000		900,000				
I.1	Specific Objective: Promotion of the touristic image of Kosovo in the international arena								
	Indicator 1: Number of tourism promotion activities of Kosovo in the international arena	2	5		10				
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
I.1.1	Internalization of Kosovo as a tourist destination	2024 Q2	10,000	50,000	50,000	Kosovo budget, Donors	MIET	Kosovo tourism brand (logo, slogan and general identity) developed	PSO 2022-2024 PRE 2022 -2024
I.1.2	Placing Kosovo on international tourism promotion platforms	2025 Q4	30,000	30,000	30,000	Kosovo budget, Donors	MIET/ KIESA/ PPSE	Kosovo presented at least on two international platforms	
I.1.3	Researching markets with potential to generate visitors	2024 Q3	10,000	20,000	20,000	Kosovo budget	MIET	Report on potential visitor markets completed	
I.1.4	Development of promotional materials for tourism in Kosovo	2025 Q4	5,000	5,000	5,000	Kosovo budget	MIET/KIESA	Promotional materials (including media spots) for Kosovo tourism produced	PRE 2022 - 2024

I.1.5	Promotion of Kosovo through foreign 'bloggers' and 'vloggers'	2025 Q4	5,000	15,000	15,000	Kosovo budget	MIET/ KIESA/ Italian Embassy	Sponsoring at least 1 'blogger' or 'vlogger' per year	
I.1.6	Organization of "famtrips" and "presstrips"	2024 Q4	20,000	20,000	20,000	Kosovo's budget, Donors	MIET/KIESA/ PPSE	At least one "famtrip" or "presstrip" carried out per year	
I.1.7	Kosovo's participation in regional and international fairs	2025 Q4	50,000	100,000	100,000	Kosovo's budget, Donors	MIET/KIESA/ PPSE	Participation in at least 4 regional and international fairs	
I.1.8	Promotion of tourism within the embassies and diplomatic offices of Kosovo around the world	2026 Q4	-	30,000	30,000	Kosovo budget	MFA, MIET/KIESA	Realization of at least one activity per year for the promotion of Kosovo tourism by embassies or diplomatic offices of Kosovo	
I.1.9	Engagement of famous international figures originating from Kosovo to promote the country in the international arena	2026 Q2	-	200,000	200,000	Kosovo budget	MCYS, MIET/OPM	The engagement of at least two famous figures for the promotion of Kosovo as a tourist destination	
I.1.10	The inclusion of the "Via Dinarica-Kosovo" brand in the already existing tourist circuits at the regional and European level.	2025 Q4	5,000	32,400	-	Donors	AICS/ITALIAN EMBASSY	Via Dinarica Kosova brand registration; 2 blog tours, 1 EduTour; participation in	NATURKOSO VO (RTM)

								6 sectoral activities in Italy	
I.1.11	Conducting a campaign on the tourist brand "Via Dinarica - Kosova"	2025 Q4	9,000	18,000	-	Donors	AICS/ITALIAN EMBASSY	Creation of a brand and production of informative-promotional material; creation of a website and social media dedicated to the "Via Dinarica Kosovo" brand; brand promotion in traditional and online media	NATURKOSOVO (RTM)
I.1.12	Production and making of a documentary film on Via Dinarica Kosova	2025 Q4	-	15,000	-	Donors	AICS/ITALIAN EMBASSY	Publication and screening of a documentary film on Via Dinarica Kosova	NATURKOSOVO (RTM)
	Total budget for Specific Objective I.1:		2024	2025	2026	1,149,400			
	Of which capital:		-	-	-				
	Of which current:		144,000	535,400	470,000	1,149,400			
I.2	Specific Objective: Use of digital methods in providing information and improving the quality of tourist information								
	Indicator 1: Digitized tourist attractions	us	100 new ones		300 new ones				

No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
I.2.1	Providing training to tourism stakeholders on use of international digital platforms in the function of their services	2025 Q3	-	20,000	20,000	Kosovo budget	MIET, Donors	Two trainings for tourism actors to use international digital platforms	
I.2.2	Organizing workshops for updating data on the country's heritage in open online platforms (e.g. Wikipedia)	2026 Q4	30,000	30,000	30,000	Kosovo budget	MIET, MCYS	One workshop per year for updating the country's heritage data on open online platforms	
I.2.3	Creation of QR Code system for the main tourist attractions	2026 Q3	-	15,000	30,000	Kosovo budget	MIET, MCYS	RQ Code ("QR Code") for attractions created	
I.2.4	Placement of tourist attractions on digital maps (google maps, maps.me and similar)	2025 Q4	3,000	5,000	-	PPSE donors	MIET	Main tourist attractions located on google maps and maps.me	
II.2.5	Search engine optimization for sites of interest in tourism promotion	2026 Q4	12,000	12,000	12,000	Donors	MIET, Donors	Number of visits	
II.2.6	Creation of a list of contacts with international media stakeholders	2025 Q2	300	500	500	Kosovo budget	MIET/KIESA	List of contacts with international media actors	
I.2.7	Preparation of the summary information bulletin to share on a regular basis with international media stakeholders	2026 Q4	-	200	200	Kosovo budget	MIET/KIESA	summary bulletin produced every six months	

I.2.8	Preparation and formalization of basic narratives about Kosovo and its main attractions	2026 Q4	-	30,000	30,000	Kosovo budget	MIET, MCYS, Institute of History, Institute for Nature Protection, Academy	Basic narratives about Kosovo and its main attractions finalized	
I.2.9	Placement of information boards in monuments of cultural and natural heritage with content and integrated QR code	2026 Q4	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	
I.2.10	Provision of a training on digital marketing for service providers related to rural and mountain tourism	2025 Q4	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	NATURKOSO VO (RTM)
I.2.11	Mapping of the naturalistic paths of Via Dinarica Kosova and the processing of a digital system of the paths	2026 Q4	28,000	24,500	10,500	Donors	AICS/ITALIAN EMBASSY	The creation of the digital cadastre of the paths of Via Dinarica Kosova	NATURKOSO VO (RTM)
	Total budget for Specific Objective I.2:		2024	2025	2026				718,700
	Of which capital:		120,000	120,000	120,000				360,000
	Of which current:		78,300	142,200	138,200				358,700
I.3	Specific Objective: Raising cooperation between tourism actors								

	Indicator 1: Number of cooperation activities with the main actors	4	15			25			
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
I.3.1	Creation of cooperative links between local tourism associations and those of the Diaspora for the promotion of Kosovo as a tourist destination	2025 Q3	20,000	20,000	20,000	's budget	MIET/KIESA	Organizing a forum for creating cooperative links between local tourism and Diaspora associations	
I.3.2	Reorganization and functionalization of the Kosovo Tourism Council	2026 Q4	1,000	5,000	5,000	Kosovo budget	MIET	Kosovo Tourism Council operationalized, at least 2 meetings per year held	
I.3.3	Organization of B2B meetings between local and international tour operators offering Balkan tours	2025 Q4	25,000	25,000	25,000	Kosovo budget	MIET/KIESA	One B2B per year realized	
I.3.4	Organization of awareness-raising tables for the advantages of cooperation between accommodations and tour operators	2026 Q4	2,000	2,000	2,000	Kosovo budget	MIET	From one table per year	
	Total budget for Specific Objective I.3:		2024	2025	2026	152,000			
	Of which capital:		-	-	-	-			

	Of which current:	48,000	52,000	52,000					152,000
II.	Strategic Objective: Create and upgrade quality and sustainable infrastructure for tourism development								
	Indicator 1: Physical infrastructure improved in at least six mountain tourism destinations	0	3	6					
	Indicator 2:								
II.1	Specific Objective: Revitalization of existing tourist centers								
	Indicator 1: Advanced tourist centers	0	At least 1 revitalized tourist center	At least 3 revitalized tourist centers					
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
II.1.1	Drafting of at least three feasibility studies	2025	-	100,000	50,000	Donors	MIET	Feasibility study completed	
II.1.2	Investments according to the feasibility study	2026	us	50,000,000	50,000,000		MIET, AKP	Revitalized ski resorts	
	Total budget for Specific Objective II.1:		2024	2025	2026				100,150,000
	Of which capital:		-	50,000,000	50,000,000				100,000,000
	Of which current:		-	100,000	50,000				150,000
II.2	Specific Objective: Attracting investors for the opening of new winter tourism (skiing) centers								
	Indicator 1: Number of investment attraction promotion activities	0	2	6					
No.		Deadline	Budget					Output	Reference

	Action:		2024	2025	2026	Source of funding	Leading and support institutions		
II.2.1	Organization of forums in Kosovo and other potential countries for attracting investors	2026	30,000	30,000	30,000	Kosovo budget	MIET/KIESA		
II.2.2	Treatment and development of the tourist center Borea			10,000	10,000	Kosovo budget	MIET, KIESA, Peja Municipality		
	Total budget for Specific Objective II.2:		2024	2025	2026	110,000			
	Of which capital:		-	-	-				
-	Of which current:		30,000	40,000	40,000	110,000			
11 II.3	Specific Objective: Increasing accommodation capacities and improving their infrastructure								
	Indicator 1: Number of accommodation units	500	600		800				
	Indicator 2: Number of beds for accommodation	11,000	+ 10%		+ 50%				
	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
No.			2024	2025	2026				
II.3.1	Identification of mountain accommodation structures that have the potential to be converted into hostels	2025 Q3	€3,000	€3,000	€3,000	Kosovo budget	Municipalities	Identifying the potential of mountain accommodation structures that can be transformed into hostels	

II.3.2	Providing support accommodation structures in mountainous areas for building the necessary infrastructure to provide accommodation services in accordance with environmentally friendly standards	2025 Q3	-	1,500,000	2,000,000	Kosovo budget, Donors	municipalities	Creation of at least 100 new hostels equipped with minimum service standards	
II.3.3	Rehabilitation of state-owned mountain houses and provision of accompanying infrastructure	2025 Q2	-	100,000	200,000	Donors	Peja municipality	At least 4 restored mountain houses	
II.3.4 _	Identification of traditional houses and towers to serve as accommodation structures	2026 Q4	5,000	5,000	5,000	Kosovo budget	MCYS, Association of Municipalities	Traditional houses identified	
II.3.5	Infrastructure support for the re-destination of traditional houses and towers to serve as accommodation structures	2026 Q3	200,000	200,000	200,000	Kosovo's budget and Donors	MCYS, MIET	At least 6 traditional houses converted into B&B	
II.3.6	Establishing cooperation with relevant authorities for the regulation of physical infrastructure (electricity, water supply, etc.) in existing tourist destinations and in others that are identified in the meantime.	2024 Q3	1,400	500	500	Kosovo budget	MIET, MESPI, Municipalities, Associations	Meetings with the relevant authorities for the regulation of the physical infrastructure held. Needs addressed	PSO 2022 - 2024
II.3.7	Definition and study of priority areas for tourism development, including Novoberda, Bjeshke and Shala e Bajgora and others similar sites	2025 Q4	30,000	100,000	100,000	Kosovo budget	MIET, MESPI, Municipalities,	At least four feasibility studies for priority areas for tourism development	

II.3.8	Planning and implementation of a subsidy program for the improvement of tourist services along Via Dinarica Kosova	2025 Q4	133,068	213,888	-	Donors	AICS/ITALIAN EMBASSY	30 companies and associations operating in tourist services along the Kosovar route of the Via Dinarica have been subsidized	NATURKOSOV (RTM)
II.3.9	Building of guesthouses at Maja e Lubotenit and in the Tourist Zone Shtraze	us	-	200,000	200,000	Us	Kaçanik municipality		
II.3.10	Building of mountain inns	us	-	200,000	200,000	Us	Kamenica municipality		
	Total budget for Specific Objective II.3:		2024	2025	2026				5,803,356
	Of which capital:		200,000	700,000	800,000				1,700,000
	Of which current:		172,468	1,822,388	2,108,500				4,103,356
II.4	Specific Objective: Improving tourist access								
	Indicator 1: At least 200 km of roads complete with infrastructure	us		100		200			
	Indicator 2: At least 500 km of hiking trails developed	us		100		500			
	Indicator 3: At least 700 km of cycle paths developed	us		300		700			

No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
II.4.1	Rehabilitation of the existing road Peja - Kuqishte	2026 Q4	200,000	2,000,000	2,000,000	Kosovo budget	MESPI	The rehabilitation of the existing Peja - Kuqishte road has been completed	Appropriations Law 2022
II.4.2	Improvement and expansion of the road infrastructure from Zhur to the ski center in Brod.	2026 Q4	1,591,836	1,000,000	1,000,000	Kosovo budget	MESPI	Zhur - Brod road rehabilitated, the project is in progress	Appropriations Law 2022
II.4.3	Repair of the regional road Prizren - Prevalle	2026 Q4	2,000,000	3,000,000	3,000,000	Kosovo budget	MESPI	The road Prizren - Prevalle repaired, the project is in progress	Appropriations Law 2022
II.4.4	Conducting feasibility studies for mountain tourist destinations that are suitable for the development of cable transport (rope transport)	2026 Q4	30,000	100,000	100,000	Donors	MIET, MESPI	At least 4 identified destinations. At least 4 feasibility studies developed.	
II.4.5	Construction of two cable cars for access to tourist areas		-	40,000,000	20,000,000	PfP	MIET, MESPI	At least two networks built, in two different destinations	
II.4.6	Construction of the cable car in Prizren (access to Prizren Castle)	2026 Q4	200,000	300,000	2,500,000	Kosovo budget	MESPI, MIET, Municipality of Prizren	Cable car built	
II.4.7	Improvement of hiking trails in tourist areas	2025	20,000	100,000	100,000	Kosovo budget	Municipalities	Developed hiking trails	

II.4.8	Improvement of cycling paths in urban and inter-urban areas	2025	60,000	200,000	200,000	Kosovo budget	Municipalities	Developed cycling paths	
II.4.9	Fixing the Zipline in the village of Pleshina	us	-	500,000	500,000	Kosovo budget	Ferizaj municipality		
II.4.10	Rehabilitation of the existing road to Maja e Lubotenit	us	-	-	500,000	Kosovo budget	Kaçanik municipality	4 km of rehabilitated roads	
II.4.11	Adjusting the road infrastructure to the village of Kerblić, that would take us to the waterfalls of this village	us	-	200,000	200,000	Kosovo budget	Kaçanik municipality		
II.4.12	Regulation of the pedestrian path adjustment and road infrastructure at Kulla e Hasanit historical monument	us	-	100,000	100,000	Kosovo budget	Kaçanik municipality		
II.4.13	Regulation of the cycle path along the Lepenc River, where the two municipalities of Kaçanik and Hani i Elezit would join	us	-	-	500,000	Kosovo budget	Kaçanik municipality		
II.4.14	Marking of hiking trails and their digitization	us	-	-	30,000	Kosovo budget	Kamenica municipality		
II.4.15	Investing in recreation and picnic areas	us	-	80,000	50,000	Kosovo budget	Kamenica municipality		
	Total budget for Specific Objective II.4:		2024	2025	2026	82,461,836			
	Of which capital:		4,071,836	47,480,000	30,680,000	82,231,836			

	Of which current:		30,000	100,000	100,000	230,000			
II.5	Specific Objective: Building the infrastructure for environmental protection								
	Indicator 1: Level of visitor satisfaction	Us	30% improved		50% improved				
	Indicator 2:								
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
II.5.1	Cooperation with municipalities to ensure that protected areas are part of municipal waste management plans	2026 Q2	-	500	500	Kosovo budget	MESPI, MIET, Municipalities	Main protected areas included in municipal plans for waste management	
II.5.2	Organizing a campaign to raise awareness about keeping the environment clean	2025 Q2	-	5,000	2,000	Kosovo budget	MIET, MESPI	Publication of the promotional video in the Kosovo media	
II.5.3	Voluntary promotion of waste collection on environmental holidays to raise public awareness	2026 Q4	3,000	10,000	10,000	Kosovo budget	MESPI	Media spots for three environmental holidays calling for voluntary waste collection	
II.5.4	Categorization of existing museums through the development of the legal basis	2025 Q3	10,000	10,000	10,000	Kosovo budget	MCYS, Municipalities	Categorized museums	PSO 2022 - 2025
II.5.5	Audit of museums and towers to examine the possibility of adaptation to modern energy efficiency standards	2025 Q3	-	200,000	-	Kosovo budget, EU	MCYS	Museums with efficient energy standards	

II.5.6	Awareness activities for children and young people about the biodiversity and natural heritage of "Via Dinarica Kosova"	2025 Q4	2,500	2,500	-	Donors	AICS/ITALIAN EMBASSY	15 presentations in schools; about 750 participants	NATURKOSOV (RTM)
	Total budget for Specific Objective II.5:		2024	2025	2026				266,000
	Of which capital:		-	200,000	-				200,000
	Of which current:		15,500	28,000	22,500				66,000
II.6	Specific Objective: Identification and development of 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:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
II.6.1	Identification of existing paths and their standardization for walking and other similar activities (in Peja, Deçan and Junik)	2026 Q2	-	10,000	10,000	MIET, Municipalities, RCC, Italian Embassy	MIET, Equestrian and Mountaineering Federation	At least 3 standardized paths	
II.6.2	Development of 100 km of local tourist trails in Rugova Mountains	2025 Q3	20,000	50,000	50,000	Peja Municipality	Peja Municipality, Mountaineering	The trails will be at the local and regional level	

							ring Organizatio ns		
II.6.3	Development of the cycling path from Peja to the tourist area of Radac to the Drini Waterfall	2025 Q3	150,000	150,000	-	Peja Municipa lity	Peja municipality	The path will enable the connection of the two tourist areas of Peja and Radac	
II.6.4	The path of natural beauties (Shkugez, VKASa e Currilove, Cave of Kusari)	2024 Q4	90,000	-	-	Gjakova municipa lity	Gjakova municipality	The path will enable the connection of the protected Shkugeza Park and the Kusari Caves	
II.6.5	Construction of the dam on the river Drin - Camping and lift	2024 Q4	420,000	-	-	Gjakova municipa lity	Gjakova municipality	Creation of recreational spaces (Camping, football, basketball, tennis field)	
II.6.6	Development of Via Ferrata and promotion of the Rugova Gorge as a destination for Via Ferrata	2025 Q3	-	50,000	-	Peja Municipa lity	Peja municipality	This trail will affect the rise of adventure tourism attraction	
II.6.7	Development of 50 new rock climbing routes in Rugova Gorge and its promotion as a rock climbing destination	2024 Q3	14,000	-	-	Municipa lity of Peja	Peja Municipality , Mountaineer ing Organizatio ns	These trails will influence the rise of adventure tourism attraction	

II.6.8	Creation of a network of cycling paths in the Dukagjini region	2026 Q2	25,000	50,000	50,000	Peja Municipality, Italian Embassy, PPSE	municipalities	The development of the regional tourist offer in the Dukagjini Plain (Peja, Decan, June, Klina, Istog, I bled)	
II.6.9	Marking of slopes in alpine skiing centers according to the level of difficulty	2025 Q1	-	1,200	-	Kosovo budget	MIET, Ski Federation	Track markings in Brezovica and Brod	
II.6.10	Improvement of the natural paths of the Kosovar stretch of Via Dinarica, support and promotion of integrated thematic routes that enhance its territorial features.	2025 Q4	71,900	4,500	-	donors	AICS/ITALIAN EMBASSY	Rehabilitation and recovery of existing paths; Availability of new cartography; Placement of signs and posters; Creation of 3 new thematic itineraries able to improve the territorial features of the Kosovar section of the Via Dinarica	NATURKOS OVO (RTM)

	Total budget for Specific Objective II.6:		2024	2025	2026	1,216,600			
	Of which capital:		790,900	304,500	100,000	1,195,400			
	Of which current:		-	11,200	10,000	21,200			
II.7	Specific Objective: Sustainable management of tourist attractions								
	Indicator 1: Cultural heritage tourism attractions complete with tourism product elements to be offered for sale	us	At least 10 attractions		At least 30 attractions				
	Indicator 2: Number of tourist attractions listed in municipalities	15	25		38				
No.	Action:	Deadline	budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
II.7.1	Drafting of the plan for the creation of standardized spaces for relevant economic operators in cultural heritage monuments (including tourist guide, souvenir shops, etc.)	2026 Q3	-	-	20,000	Kosovo's budget, Donors	MCYS, Donors	Creation of specialized shops for the sale of souvenirs	
II.7.2	Establishment of the digital ticketing system in the museums of Kosovo	2025 Q4	-	8,500	-	Kosovo budget, UNDP	MCYS	software developed and launched across museums	
II.7.3	Restoration of the Model Street in Prishtina	2025 Q2	380,000	-	-	Kosovo budget	Municipality of Prishtina	Restored street along with shops	
II.7.4	Restoration of the Clock Tower in Prishtina	2025 Q2	70,000	-	-	Kosovo's budget, Donors	Municipality of Prishtina, UNDP	Restoration completed at the Clock Tower	

II.7.5	Revitalization of Janjeva by transforming it into a tourist center	2025 Q4	1,000,000	1,000,000	-	Kosovo's budget, Donors	MCYS European Union	Interventions in 8 houses in Janjeve offering tourist services	
II.7.6	Development and promotion of tourism in Janjeva	2026 Q4	-	-	500,000	Kosovo budget	MCYS	Janjeva center promoted	
II.7.7	Listing of Kosovo's tourist attractions and data updating	2026 Q4	2,000	2,000	2,000	Kosovo budget	MIET	Lists published and updated on the MIET website	
II.7.8	Reconstruction of the Jezerc Village Castle	N/A	-	150,000	100,000	Kosovo budget	MA of Ferizaj	N/A	
II.7.9	Fixing the bed of the Nerodime river and the walking path around the river	N/A	-	100,000	100,000	Kosovo budget	Ferizaj municipality	N/A	
II.7.10	Construction of the all-day Green Market in Kamenica	N/A	-	300,000	-	N/A	Kamenica municipality		
	Total budget for Specific Objective II.7:		2024	2025	2026	3,734,500			
	Of which capital:		1,450,000	1,558,500	700,000	3,708,500			
	Of which current:		2,000	2,000	22,000	26,000			
II.8	Specific Objective: Improving the safety infrastructure in tourist destinations								
	Indicator 1: Reduction of the number of injuries	N/A	50% off		reduce 100%				
			Budget			Source of funding	Leading and support institutions	Output	Reference
No.	Action:	Deadline	2024	2025	2026				
II.8.1	Assessment of risks in tourist destinations in order to take	2025 Q3	2,000	13,000	13,000	Kosovo budget	MIET, Horse Federation	Report with findings and	

	preventive/risk reduction, preparedness and coping/response measures						(licensed guides)	recommendations completed. (Engaging a team of professionals)	
II.8.2	Campaign for informing stakeholders of the provision of security services in case of various incidents or accidents	2026 Q4	-	2,500	2,500	Kosovo budget	MIET, MIA	At least one informative activity per year (they are organized depending on the seasons)	
II.8.3	Coordination of stakeholders for tourist security	2026 Q3	-	500	500	Kosovo budget	MIET, MIA, Associations, Tourist Information Offices	At least one coordination and cooperation table organized per year	
II.8.4	Regulation of cable car transport through the new transport law	2025 Q1	-	4,500	-	Kosovo budget	MESPI	The transport law with provisions regulating the transport by cable car	
II.8.5	Establishing a safe and reliable mountain rescue system	2025 Q4	98,000	83,000	-	donors	AICS/ITALIAN EMBASSY	Availability of alpine rescue equipment and vehicles; Training of government personnel and responsible municipal bodies and for bodies of volunteers	NATURKOSOV (RTM)
II.8.6	Creation of the market surveillance unit for the field of tourism (3 inspectors)	2025	-	29,106	29,178	Kosovo budget	MIET	The unit for market surveillance in the field of	

								tourism has been operationalized	
II.8.7	Regulation on tourist equipment	2026	5,000	-	-	Kosovo budget	MIET	Approved regulation	
II.8.8	Licensing of inspection bodies for tourist equipment	2026	-	10,000	10,000	Kosovo budget	MIET	Licensed Equipment	
	Total budget for Specific Objective II.8:		2024	2025	2026	302,784			
	Of which capital:		98,000	83,000	-	181,000			
	Of which current:		7,000	59,606	55,178	121,784			
III	Strategic Objective: Expand the tourist offer according to sustainability standards and increase competitiveness								
	Indicator 1: Increased number of travel organizers with offers for Kosovo (incoming tour operators)	28	40		60				
III.1	Specific Objective: Promoting the development of commercial products according to global trends								
	Indicator 1: Number of new tourism products	N/A	10		20				
	Indicator 2:								
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
III.1.1	Business support for the development of innovative tourism products	2026 Q3	500,000	500,000	500,000	Kosovo budget, Donors	MIET	30 innovative products developed and promoted	

III.1.2	Organizing meetings with farmers to promote to them the development of tourism products that enable visitors to participate in the harvest of agricultural crops	2025 Q3	0	3,000	3,000	Kosovo budget	MIET, association	At least two tables held between the actors	
III.1.3	Providing a stimulus package for the revival and sustainability of craft activities in historic cities	2026 Q4	-	200,000	200,000	Kosovo budget, Municipa lities	MCYS, MIET, Municipali ti es	At least 30 craft operators supported	
III.1.4	Promotion of dental tourism through incentives that create cooperation between tour operators and dentists	2026 Q3	-	20,000	20,000	Kosovo budget	MIET, Associations	Organized seminars between tour operators and dentists	
III.1.5	Supporting certification with relevant international standards			500,000	500,000	Kosovo budget	MIET	At least 80 certified operators	
	Total budget for Specific Objective III.1:		2024	2025	2026	2,946,000			
	Of which capital:		-	-	-	-			
	Of which current:		500,000	1,223,000	1,223,000	2,946,000			
III.2	Specific Objective: Improving 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:	Deadline	Budget					Output	Reference

			2024	2025	2026	Source of funding	Leading and support institutions		
III.2.1	Promotion of traditional and artisan food products	2025 Q4	50,000	50,000	50,000	Municipalities	Municipalities (Prizren)	At least one fair held per year	
III.2.2	Organizing seminars with chefs/restaurants to get first-time experience in commercializing traditional recipes	2026 Q1	10,000	20,000	20,000	Donors	Donors, Associations	At least 3 seminars held per year	
III.2.3	Organization of an annual fair for traditional foods that, among other things, offers opportunities to prepare together with visitors	2026 Q4	25,000	25,000	25,000	Municipalities	Municipalities (Prizren, Peja)	At least one fair held in two municipalities	
III.2.4	Supporting restaurants for certification in offering organically grown food menus	2026 Q2	-	200,000	200,000	Kosovo budget	Donors, Associations	At least 30 certified restaurants	
III.2.5	Support of business projects of the gastronomy sector by conditioning them on the purchase of local products	2026 Q4	300,000	500,000	500,000	Kosovo budget	MIET	At least 13 businesses supported	
III. 2.6	Business support for the development of rural tourism	2026 Q4	1,500,000	1,500,000	1,500,000	Kosovo budget	MAFRD	At least 105 projects supported	
	Total budget for Specific Objective III.2:		2024	2025	2026	6,475,000			
	Of which capital:		-	-	-	-			

	Of which current:		1,885,000	2,295,000	2,295,000				6,475,000
III.3	Specific Objective: Development and promotion of dark tourism								
	Indicator 1: Number of new dark tourism products included in the market	3		6		10			
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
III.3.1	Organization of specific trainings for tourist guides to be more informed about the concept of dark tourism and how to approach visitors	2026 Q1	5,000	5,000	5,000	Donors	MIET, Associations	The trainings held	
III.3.2	Identifying strategic attractions to include in dark tourism itineraries	2025 Q2	1,000	3,000	3,000	MIET	MIET, Associations	Draft list of Dark Tourism Attractions	
III.3.3	Restoration of attractions to serve dark tourism routes	2026 Q2	-	500,000	500,000	Kosovo budget	MCYS	At least 5 restored attractions	
	Total budget for Specific Objective III.3:		2024	2025	2026				1,022,000
	Of which capital:		-	500,000	500,000				1,000,000
	Of which current:								
			6,000	8,000	8,000				22,000
III.4	Specific Objective: Promotion of night life and inclusion of festivals in the tourist offer								
	Indicator 1: Number of nightlife events and festivals included in the tourist offer	0		15		25			

	Indicator 2:								
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
III.4.1	Providing financial assistance to small festivals to internationalize	2026 Q1	50,000	60,000	70,000	Kosovo budget	MCYS	Support of international cultural festivals	
III.4.2	Preparation of a calendar for cultural festivals and update it continuously	2026 Q1	10,000	12,000	12,000	Kosovo budget	MCYS	Cultural calendar published	
III.4.3	Sponsorship of internationalized local festivals to ensure sustainability	2026 Q1	100,000	150,000	200,000	Kosovo budget	MCYS	Support of international cultural festivals	
III.4.4	Expansion of the network of intercity lines and timetables up to 24 hours according to the demand and needs of visitors	2026 Q4	-	200,000	200,000	Kosovo budget	MESPI, MIET	At least one intercity line subsidized by MESPI	
	Total budget for Specific Objective III.4:		2024	2025	2026	1,064,000			
	Of which capital:		-	200,000	200,000	400,000			
	Of which current:		160,000	222,000	282,000	664,000			
IV.	Strategic Objective: Build human capacities for increasing the number of staff in the labor market and improve services								
	Indicator 1: Number of employees in the tourism sector	21862	26234 (20%)		30,606 (40%)				
	Indicator 2:								
IV.1	Specific Objective: Advancement of the formal education system in the field of tourism								

	Indicator 1: Curricula revised and harmonized with the needs of the labor market	N/A	Changed			-			
	Indicator 2:								
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
IV.1.1	Drafting an analysis to identify the needs of the labor market in tourism	2025 Q4	-	10,000	10,000	Donors	MIET, MESTI	Report with findings completed	
IV.1.2	Harmonization of curricula in secondary schools and higher education institutions that offer courses directly related to tourism and hospitality	202 6	-	30,000	50,000	Kosovo budget	MESTI, MIET	Revised curricula for tourism	
	Total budget for Specific Objective IV.1:		2024	2025	2026	100,000			
	Of which capital:		-	-	-	-			
	Of which current:		-	40,000	60,000	100,000			
IV.2	Specific Objective: Development of vocational education and training programs dedicated to the tourism sector								
	Indicator 1: Trained human resources	N/A	1,000			3,000			
	Indicator 2:								
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				

IV.2.1	Accreditation of programs for short vocational courses related to services in the tourism sector	2025 Q2	-	50,000	50,000	Kosovo budget	MESTI, tourism associations, training providers	Three organizations with accredited tourism programs	
IV.2.2	Holding systematic trainings in deficit areas of tourism (training of trainers)	2025 Q4	30,000	100,000	100,000	Kosovo budget	MIET, MESTI	Training of trainers	
	Total budget for Specific Objective IV.2:		2024	2025	2026	330,000			
	Of which capital:		-	-	-	-			
	Of which current:		30,000	150,000	150,000	330,000			
V	Strategic Objective: Improve the regulatory framework and tourism policies								
	Indicator 1: Level of alignment of the regulatory and policy framework with the European Union	Partially aligned	Fully aligned						
V.1	Specific Objective: Improving the legal framework and tourism policies with a focus on sustainability								
	Indicator 1: Number of approved legal acts	1	10		5				
No.	Action:	Deadline	Budget			Source of funding	Leading and support institutions	Output	Reference
			2024	2025	2026				
V.1.1	Drafting of the Administrative Instruction to define procedures and criteria for tourist guides	2024 Q4	1,000	-	-	Kosovo budget	MIET	Administrative Instruction approved	PSO 2022-2024, PRE 2022-2024

V.1.2	Drafting of Administrative Instructions for travel agencies	2024 Q4	1,000	-	-	Kosovo budget	MIET	Administrative Instruction approved	PSO 2022-2024, PRE 2022-2024
V.1.3	Drafting of the Administrative Instruction on the tourism register	2025 Q4	-	500	-	Kosovo budget	MIET	Administrative Instruction approved	PSO 2022-2024, PRE 2022-2024
V.1.4	Drafting of the Administrative Instruction on the criteria to define a priority area for the development of tourism	2025 Q2	-	1,000	-	Kosovo budget	MIET	Administrative Instruction approved	PSO 2022-2024, PRE 2022-2024
V.1.5	Creation of facilities for the arrival of targeted visitors to Kosovo, including the visa regime	2026 Q3	3,000	3,000	3,000	Kosovo budget	MIET, MFA	The meetings held with the Ministry of Foreign Affairs and the recommendations given by MIET	
V.1.6	Initiation of cooperation agreements in the field of tourism	2025 Q2	10,000	30,000	30,000	Kosovo budget	MIET, MFA	A deal reached	
	Total budget for Specific Objective V.1:		2024	2025	2026	82,500			
	Of which capital:		-	-	-	-			
	Of which current:		15,000	34,500	33,000	82,500			
V.2	Specific Objective: Creation of a standardized infrastructure for data collection and presentation 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:	Deadline	Budget					Output	Reference

			2024	2025	2026	Source of funding	Leading and support institutions		
V.2.1	Definition of indicators for tourism in alignment with Eurostat and UNWTO	2025 Q1	6,300	3,000	3,000	Kosovo budget, Donors (PPSE/Swisscontact)	KAS, MIET	Identified indicators	
V.2.2	Establishment of the standard statistical framework for measuring the impact of tourism on the economy	2025 Q3	10,000	10,300	-	Kosovo budget, Donors (PPSE/Swisscontact)	KAS, MIET	"Satellite accounts" concept defined	
V.2.3	Organization of study visits for staff training	2024 Q4	4,300	20,000	20,000	Kosovo Budget, Donors (PPSE/Swisscontact)	KAS, MIET	At least one visit made	
	Total budget for Specific Objective V.2:		2024	2025	2026	76,900			
	Of which capital:		-	-	-	-			
	Of which current:		20,600	33,300	23,000	76,900			