

Presented By  
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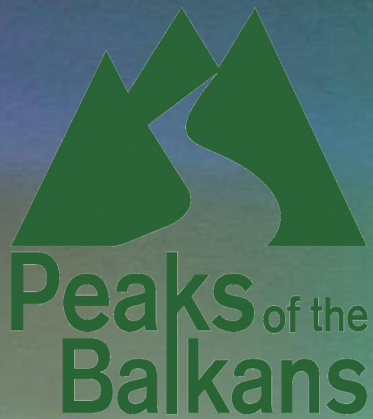
# Peaks of the Balkans

## Columbia V11 Foro De Turismo De Naturaleza

Transborder Hiking through Albania,  
Kosovo and Montenegro

**June 2013**

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# Tourism for Tomorrow

AWARDS 2013





# Winner for outstanding Destination Stewardship



*“Peace works better than conflict and one of the best manifestations is travel and tourism.”*

President Bill Clinton

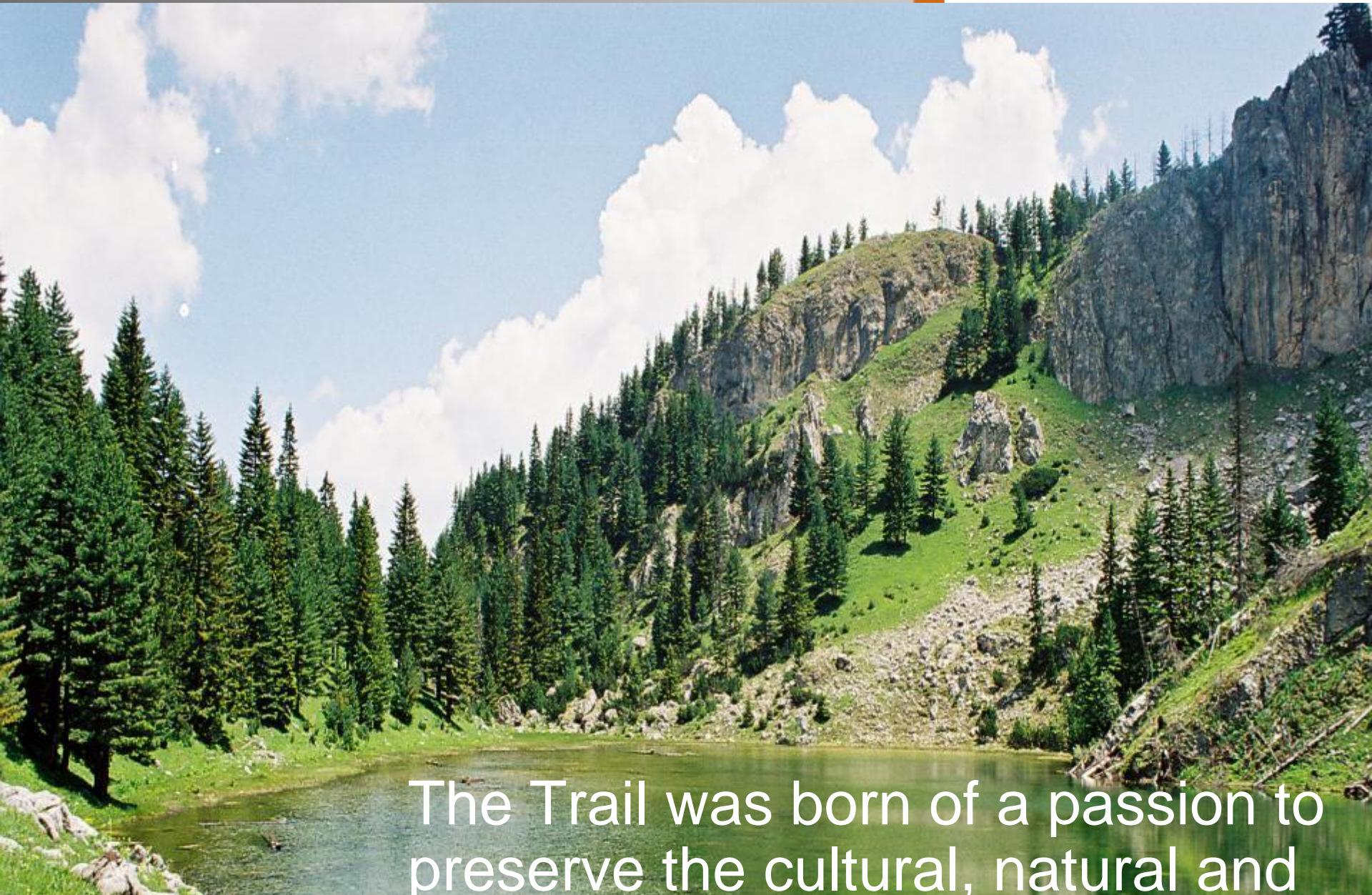
The Peaks of the Balkans project  
is all about forging peace  
and interdependence.....



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# Opening minds and borders



The Trail was born of a passion to preserve the cultural, natural and



# Peaks of the Balkans



Transborder hiking trail  
through the mountain  
regions of Albania  
Kosovo  
Montenegro







# Result chain approach



# Setting the vision, objectives for the project





# Models for new tourism



Sustainable tourism and enlightened destination stewardship

Local people's participation in development and the benefits of tourism

Visitors being able to connect with local people, culture, communities

Long-term ecosystem management

# The guiding principles for Destination Stewardship





# The work: Border access



Formalising a green border crossing with the local border police for easy access





# The work: Trail making





# The Trail: Key Facts



**10 stages** (to walk in 10-13 days) in three countries

The stages to walk in **6 to 9 hours**

Length: **192 km**

Elevation

min: **670 meters**, max: **2,290 meters**

Level of difficulty ranges from **easy** to **moderate** (requires good physical condition and mountain equipment)

Challenging hiking trail

## Theth, Albania – Valbonë, Albania

Trail distance: 13.9 kilometers

Elevation min: 745 meters max: 1,759 meters

Cumulative height uphill: 1,068 meters downhill: 792 meters

Difficulty level: ♦ Moderate

Time: 7 hours

Markings: — white/red/white



# The Trail: Marking



white/red  
d/white

red/white/  
red



red  
circle/white  
fills



Peaks of the  
Balkans





# The Trail: Marking

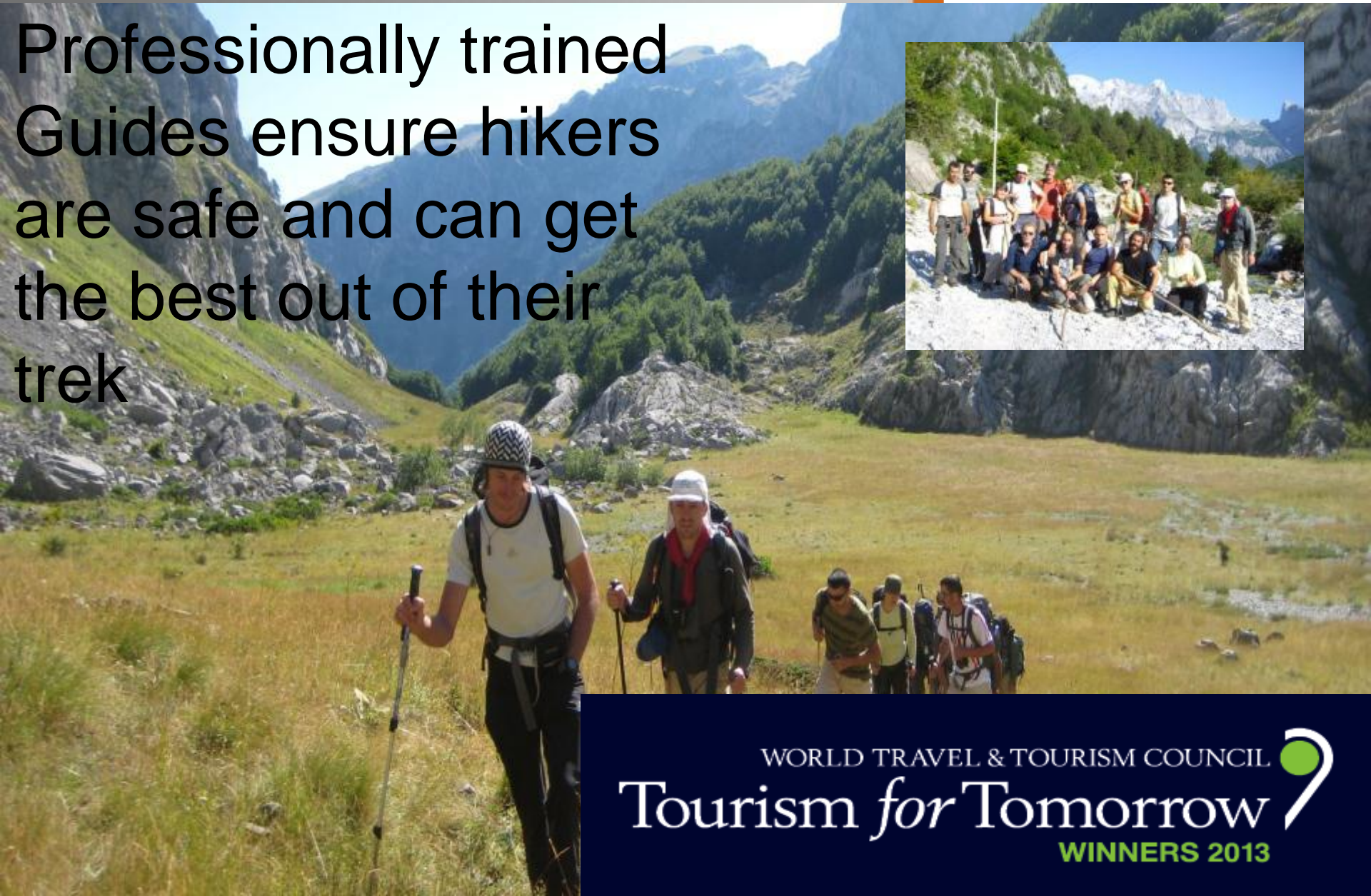




# Guide training



Professionally trained  
Guides ensure hikers  
are safe and can get  
the best out of their  
trek



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# The work: Health and Safety



Health and Safety is a philosophical and practical approach

Peaks of the Balkans - Thethi  
15-19/06/2011



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# Global Sustainable Tourism Criteria

A photograph of a mountain trail. In the foreground, two hikers with backpacks are walking away from the camera on a dirt path. To their right is a large, flat, snow-covered area. In the background, there are steep, rocky mountainsides covered with dense evergreen forests under a clear blue sky.

Maximizing social and economic  
benefits for the local community  
Enhancing cultural heritage  
Reducing negative impacts on the  
environment

energy efficiency  
waste management  
water conservation  
conservation initiatives



# Global Sustainable Tourism Criteria



Destination stewardship helps to integrate the criteria across the project



# Global Sustainable Tourism Criteria



Adoption and implementation, monitoring and addressing positive and negative tourism impacts.





# Creating services



Involving local communities especially women: making accommodations, providing local food, offers for sale eg craft



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# Training local women



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# Hospitality, local entrepreneurs



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# Authentic Accommodation



traditional stone houses “Kulas”  
traditional mountain huts  
block houses  
small guest houses, pensions,  
B&Bs





# Celebrating local foods



Local *provenance* stimulates agriculture (in the production of homemade delights using cheese, meat, grains, and other locally grown products)



# Protecting the environment



Hikers are asked to take only pictures, leave only footprints, and take out all their rubbish.





# Setting up marketing



Telling real stories of  
natural provenance of  
place, people and  
responsible tourism



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# A competitive positioning



How do we communicate: ethically  
Shared approach with country by country  
delivery



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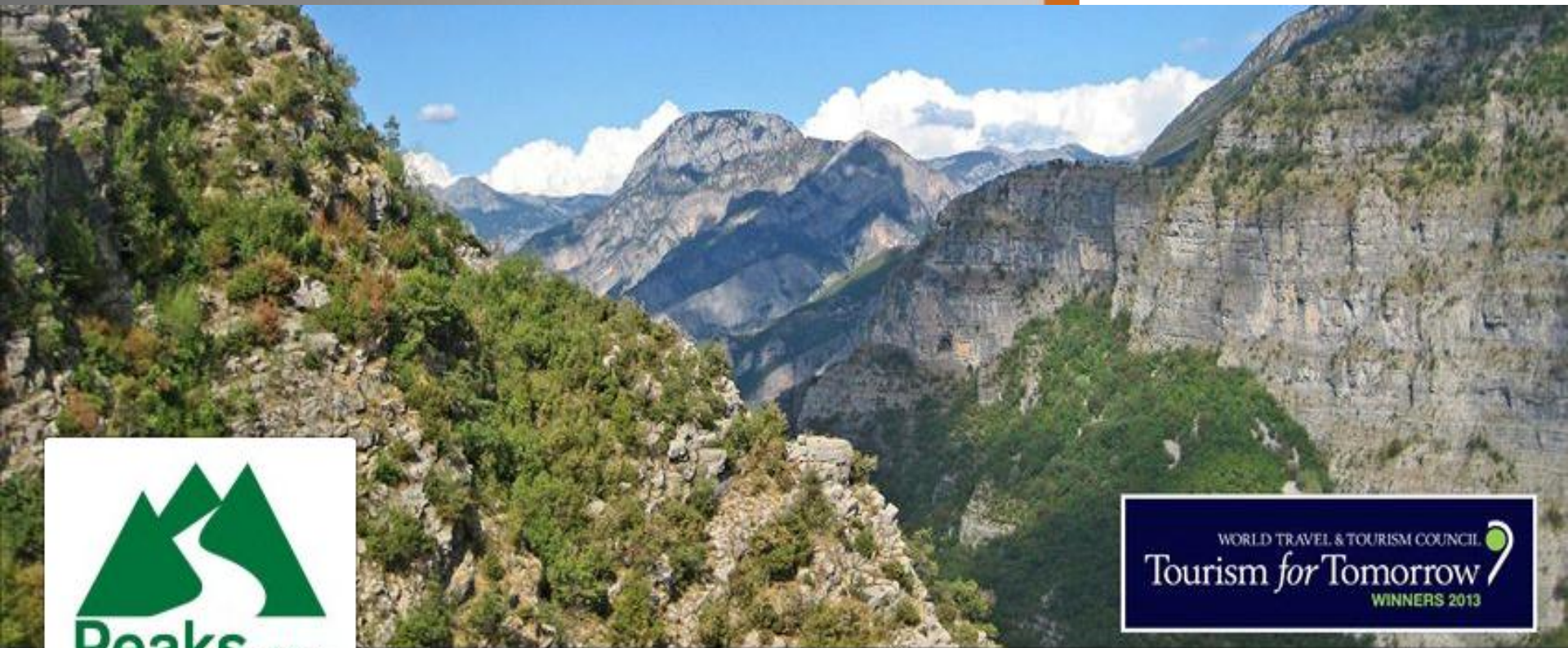


Partnerships with Agencies, Guides,  
referrals – all changing with online space





# Web, social media, connecting



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## Peaks of the Balkans

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Notes

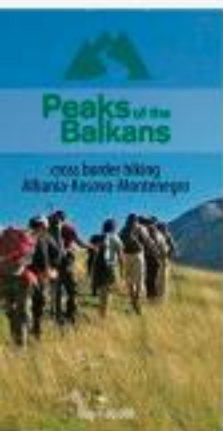
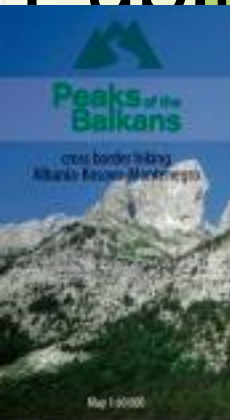




# Promotional materials



Peaks of the Balkans  
Maps prepared and  
distributed  
Public relations





# Small steps = Success



2012: 35 organized  
tours

Hikers from all  
around the world





# Trekking underway



Trail costs range but typically a 7-day package will be €350, 877,000 pesos, including food, accommodation







Preparing further funding applications for trail development and maintenance, infrastructural and service enhancements. for training, especially for rural women.







Governance for the project is a Steering Committee: a joint venture between the national and local tourism organisations of the three countries







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Thank you! See you on the Trail!  
Enis Ljuljanović and Susan Warren

### Kosovo

#### **Tourism Information Centre in Pejë , Kosovo**

Str. Mbretresha teuta no. 59

(Municipal building)

T +381 39 423 949

E kosovo@peaksofthebalkans.com

<http://www.visitkosovo.org>

(Ministry of Trade and Industry – Tourism  
Department)

### Montenegro

#### **Local Tourism Organisation in Plav, Montenegro**

Str. Racina b.b.

84325 Plav

T +382 51 252 888

E montenegro@peaksofthebalkans.com

<http://www.montenegro.travel/en>

(National Tourism Organisation of  
Montenegro)

### Albania

#### **Tourist Information Office in Shkodër, Albania**

Square Nene Tereza, Str. Teuta

(in the front hotel Rozafa)

T +355 22 24 39 95

E albania@peaksofthebalkans.com

<http://www.albaniantourism.com/>

(National Tourism Organisation of  
Albania)