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MYSTICAL DANUBE

Action Plan for the “Komovi” Nature Park (Podgorica)

Partner Information

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Transnational valorisation of natural and intangible cultural heritage for the socio-economic development of rural areas in the Danube Region

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1. Introduction

1.1. Context and Purpose of the Action Plan

The Action Plan for the “Komovi” Nature Park was developed within the “MYSTICAL DANUBE” project, under the Interreg Danube Region Programme, aimed at the valorisation of natural and intangible cultural heritage and the development of sustainable tourism adapted to local communities in rural and less-visited areas of the Danube Region. The Plan covers the part of the “Komovi” Nature Park located within the territory of the Capital City of Podgorica (hereinafter: NP “Komovi”).

As a project pilot area in Montenegro, NP “Komovi” is an area of exceptional natural value, characterised by a mountainous landscape with glacial lakes, rich biodiversity, the traditional way of life of the Kuči tribe and katun pastoralism, which have shaped the history and identity of the area. The combination of nature, culture and seasonal architecture gives Komovi a high potential for sustainable tourism development, supported by active rural communities and rich intangible heritage.

Despite this potential, NP “Komovi” faces challenges such as insufficient infrastructure, depopulation, limited visibility and weak coordination among stakeholders, highlighting the need for integrated planning that connects ecological, cultural and economic development.

In the previous project period, several analyses were conducted, including Territorial, rTAT and SWOT analyses, alongside mapping of good practices, stakeholder workshops and consultations with the local community. These processes provided a clear overview of the current situation, development potentials and key challenges for sustainable tourism.

Purpose of the Action Plan

The Action Plan (hereinafter: AP) aims to provide a clear, operational and realistic framework for improving sustainable tourism in NP “Komovi”, in the part of the Park within the territory of the Capital City of Podgorica, for the period 2025–2030. It is based on a multisectoral approach that integrates nature protection, the valorisation of cultural heritage and local economic development.

Through the implementation of planned activities, the Plan aims to strengthen the role of the local community, establish effective coordination and management, enhance the tourism offer and destination visibility, and generate socio-economic benefits for the local population, while preparing NP “Komovi” for integration into the transnational “Mystical Danube” route.

The Action Plan serves as a strategic tool for balanced development, preserving the values of Komovi while creating improved tourism experiences and benefits for the local community.

1.2. Overview of the Involvement of Key Stakeholders

Stakeholder	Type / Category	Interest	Influence	Role in Tourism Development
Agency for the Management of Protected Areas of Podgorica	Protected area management institution	Very high	Very high	Management of the protected area of NP “Komovi” within the territory of the Capital City of Podgorica; implementation of nature protection policies; coordination of stakeholders; monitoring and visitor management.
Capital City of Podgorica – Secretariat for Spatial Planning and Sustainable Development	Local self-government	High	High	Strategic valorization of NP “Komovi”; improvement of infrastructure and services; policy development; project support; sectoral coordination.
Tourist Organisation of Podgorica (TOP)	Public organisation	Very high	Medium-high	Promotion and branding of the destination; digital visibility.
Council for NP “Komovi”	Advisory body	Very high	Very high	More efficient management; strengthening cooperation with the local community; education; promotion of natural and cultural values of NP “Komovi”.
Local Community of Ubli and local associations	Local community	Very high	Medium	Use and conservation of the area; preservation of tradition; active interest and participation in the creation of the tourism offer.
Rural households within NP “Komovi” (Podgorica)	Private sector – tourism	High	Medium	Provision of accommodation; authentic gastronomy offers; organization of recreational activities; creation of authentic experiences.
Accommodation and hospitality providers	Private sector – tourism	Very high	Medium	Development of accommodation and hospitality services; improvement of service quality.

Local guides and tour operators	Professional stakeholders	High	Medium	Creation and guiding of tours; sale of new thematic products; heritage interpretation.
NGOs and development organizations	Civil and development sector	High	High	Implementation of nature protection and cultural heritage projects; education; facilitation of participatory processes.
Local schools and educational institutions	Educational institution	Medium	Low	Education of youth; participation in “Young Rangers” programs; strengthening awareness of heritage.

1.3. Vision and Strategic Objectives

Vision

During stakeholder workshops on tourism development, the vision of NP “Komovi” was defined as a destination of preserved nature and living traditions, where tourism develops in harmony with the local community, respects cultural identity, supports local livelihoods and enhances visitor experience.

The vision reflects the project’s core values of sustainability, authenticity, inclusiveness and balanced development, and provides a long-term framework for aligning tourism initiatives in Komovi with the objectives of the “Mystical Danube” project and the EU Strategy for the Danube Region.

Defined Strategic Objectives

Proposed Objective	Explanation
Objective 1: Protect and interpret the natural and cultural heritage of Komovi	This objective directly supports the vision by focusing on the preservation and active interpretation of the most valuable assets of this region – pristine nature, traditional knowledge, and transhumant cultural landscapes. It is aligned with the findings of the Territorial Analysis, which highlighted the ecological value of Komovi, biodiversity, and unique cultural expressions such as katuns and seasonal migrations. Good practices, such as the KATUN project and cross-border initiatives in the field of architecture, have demonstrated the relevance and potential of preserving traditional forms through tourism. Stakeholders strongly supported this objective during the workshop, proposing thematic trails, interpretative materials, and seasonal events as key activities. The protection and presentation of heritage will not only strengthen the identity of Komovi but also provide authentic experiences for visitors.

<p>Objective 2: Empower the local community for sustainable and inclusive tourism development</p>	<p>This objective reflects the spirit of community-based development that underpins the adopted vision. It addresses one of the key challenges identified in the SWOT and rTAT analyses – low capacities of rural households despite their high motivation. The Territorial Analysis highlights depopulation and weak service infrastructure as long-term risks, while workshop consultations confirmed strong interest of the local population in participating in tourism. The objective promotes training, mentoring and inclusive participation, especially of women and youth, which was also emphasized in Good Practices (e.g., “Invisible Women of Montenegro”, Gastro Route). By developing local skills and networks, the Komovi area can ensure that the benefits of tourism remain within the community and that local residents are key actors in shaping tourism.</p>
<p>Objective 3: Establish a coordinated, integrated and environmentally responsible tourism offer</p>	<p>Komovi lacks a unified tourism structure, as confirmed by the Territorial Analysis and stakeholder input. This objective aims to develop coordination mechanisms (e.g., working groups, regular meetings), integrate offers into routes, and ensure compliance with sustainability principles. It responds to the call of the EU Strategy for the Danube Region for regional integration and green development, and reflects workshop feedback on the need for joint branding, improved coordination and environmental stewardship. This objective is also linked to the principles of the circular economy – supporting local production, waste reduction and the encouragement of eco-innovations (e.g., composting, renewable energy sources). It builds on good practices such as the Hiking & Biking initiative and digital tools of CZIP to improve visibility and connectivity.</p>

2. Geographic Scope and Location Description

2.1. Delimitation of the Implementation Area

The Komovi mountain massif is among the highest and most significant massifs of the Dinaric Mountain range. It is a triple high-mountain massif of a semi-circular, horseshoe shape, with peaks reaching up to 2,490 m above sea level, extending across the administrative territories of Andrijevica, Kolašin and the Capital City of Podgorica.

NP “Komovi” covers parts of all three municipalities. Andrijevica and Podgorica adopted protection acts in 2015 and established management structures, while

Kolašin adopted a protection act in 2019 but has not yet established a management authority, highlighting the need for improved inter-municipal coordination.

Historical and Cultural Significance

Komovi is a historical area of the Vasojevići and Kuči tribes, whose identity is deeply connected to the mountain massif. The area is rich in historical monuments, stories, legends, customs and traditional costumes. Particularly significant is the tradition of katuns – seasonal pastoral settlements that represent a unique form of life organisation and testify to a centuries-old way of living.

The presence of gusle, folk songs, customs and traditional crafts is still recognisable today, although less represented due to depopulation of rural areas.

Natural Significance

NP “Komovi” is known for its exceptional biodiversity, geomorphological values and landscapes of high authenticity. Within the Park area there are the glacial lakes Bukumirsko and Rikavačko, extensive forests of beech, fir and spruce, as well as several endemic and relict species, including the Komovi violet.

The Park is part of the EMERALD Network and is classified under IUCN Category V, which confirms its international importance and high value for nature conservation. These characteristics make Komovi one of the most perspective areas for the development of ecotourism, educational tourism and nature protection-oriented programmes.

Current State of Tourism

Although NP “Komovi” has exceptional potential for the development of sustainable tourism, its tourism infrastructure remains underdeveloped, promotion insufficiently coordinated, and accessibility limited due to weak transport connectivity.

Despite this, recent years have seen a growing interest in:

- mountain and hiking tourism;
- adventure tourism;
- rural and ethno-tourism;
- eco-tourism and nature observation.

At the same time, the number of ethno-villages, rural households and small tourism initiatives is increasing, which provides a basis for further development of the offer, particularly through improved coordination, branding and investment in infrastructure.

2.2. Description of the NP “Komovi” Area within the Territory of the Capital City of Podgorica

The territory of NP “Komovi” belonging to the Capital City of Podgorica represents the area of interest covered by this AP. The focus is on improving sustainable tourism, strengthening local communities and protecting natural and cultural values within the Podgorica part of the Park.

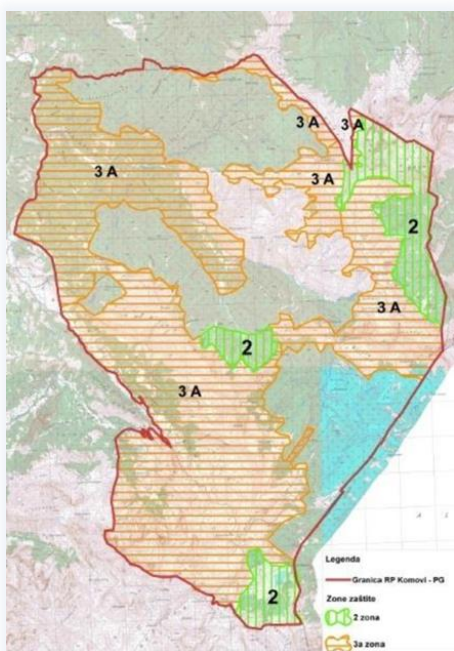


Illustration 1 - Territory of the NP “Komovi” Belonging to the Capital City; Source: Management Plan for the NP “Komovi” within the Territory of the Capital City, p. 14, AUZP, 2021

Zoning of the “Komovi” Nature Park within the Territory of the Capital City

This part of NP “Komovi” covers an area of 13,208 ha, with boundaries defined by the Decision on Proclamation and shown on the map. The Park is divided into protection zones in line with nature and landscape conservation objectives.

Within the territory of the Capital City, there are no strict protection zones (Zone I). Zone II, covering 9.1% of the area, includes the southern slopes of Komovi, Mount Maglič and the area around Rikavačko Lake, and is subject to an active protection regime permitting only scientific research, monitoring, habitat revitalisation and traditional livestock farming. Most of the area falls within Zone III, which is divided into two sub-zones. Zone IIIa (54.6%) includes mountain pastures and river valleys, allowing katun use, grazing, mowing, collection of forest products and low-impact ecotourism, with landscape-adapted construction. Zone IIIb (36.3%) comprises forest areas focused on ecosystem preservation and sustainable forest management.

3. Target Groups and Beneficiaries

Brief Description of Target Groups, Beneficiaries and Visitors

The target groups and beneficiaries of the NP “Komovi” include various actors who directly or indirectly influence tourism development, nature conservation and the valorisation of cultural heritage. They form the basis for planning, management and implementation of sustainable development measures.

Local Community

The local population of rural and katun areas – including livestock breeders, owners of rural households, traditional producers and guardians of intangible heritage – represents the most important group for the development of

sustainable tourism. They possess deeply rooted local knowledge, the practice of katun pastoralism, customs and narratives that constitute the authenticity of Komovi. Their active involvement is crucial for creating a tourism offer that respects the identity of the area and generates economic benefits for the community.

Tourism Service Providers

This group includes registered and unregistered households, tourist guides, mountaineering clubs, hospitality providers, organisers of outdoor activities and other small entrepreneurs. Their professional development, service standardisation, safety and interpretation of the area directly affect the quality of the tourism offer of NP “Komovi”. They are the main carriers of future products such as thematic trails, storytelling tours, gastronomy offers and ecotourism programmes.

Institutions and Organisations

This group consists of the management authority of NP “Komovi”, the Capital City of Podgorica, the Tourist Organisation of Podgorica, state institutions, educational institutions and non-governmental organisations. Their role is multifaceted: planning and implementation of development policies, nature protection, education, promotion, visitor management and coordination among stakeholders. These institutions create the conditions for sustainable development and provide institutional support to local initiatives.

Visitors

Visitors to NP “Komovi” include a wide range of profiles: hikers, cyclists, nature lovers, campers, excursionists, researchers, organised groups, families and students. They are characterised by an interest in open spaces, authentic cultural experiences and activities with low environmental impact. Demand for active, ecological, educational and storytelling tours is particularly increasing, which represents significant development potential.

Conclusion

The identified target groups have different needs, roles and levels of responsibility, but they share a common interest: the sustainable use of space, the preservation of natural and cultural values, and the creation of a high-quality and recognisable tourism offer for NP “Komovi”. Their mutual cooperation represents the foundation for the successful implementation of this Action Plan.

4.SWOT Analysis

General Overview of Current Challenges and Summary of the SWOT Analysis

NP “Komovi” has exceptional natural and cultural resources but faces structural, organisational and developmental challenges that limit its sustainable tourism potential. Key issues include underdeveloped infrastructure, weak transport accessibility during the tourism season, an inadequate road network, lack of tourism-adapted public transport and limited accommodation capacity, all of which reduce destination competitiveness and visitor experience.

In addition, the absence of a clear strategic framework, insufficient intersectoral cooperation and limited management capacities have resulted in fragmented tourism development, low destination visibility, weak promotion and poor coordination among stakeholders. Limited resources within the protection system have also led to pressures on natural resources, including illegal dumping and construction. The area is further affected by depopulation and deagrarisation, causing the loss of traditional knowledge and reducing the local workforce available for tourism, despite strong community interest. Environmental and climate-related risks such as erosion, fires and ecosystem degradation are present, while increasing interest in nature-based tourism may cause overcrowding and conflicts with conservation goals if not properly managed.

Overall, these combined infrastructural, institutional, demographic and environmental challenges require a coordinated, sustainable and long-term approach in the forthcoming period.

5. Priorities and SMART Objectives

5.1. Prioritisation of Key Areas Based on the SWOT Analysis – Strengths

SWOT Element	Type	Level of Influence	Strategic Priority
Spectacular landscapes, 20+ peaks over 2,000 m	Strength	High	Key resource for ecotourism development
High biodiversity, endemic species	Strength	High	Basis for the development of conservation (eco) tourism
Accommodation in rural households	Strength	Medium	Improve and certify
Old katuns and traditional villages	Strength	High	Thematic routes and interpretation
Intangible heritage (legends, customs)	Strength	High	Basis for narrative-based cultural tourism experiences
Cultural and historical heritage	Strength	Medium/High	Basis for the creation of thematic routes

Favorable geographical position	Strength	Medium	Opportunities for inclusion of products in wider routes
Legislative support for nature protection	Strength	Medium	Enables management stability
Potential for international financing through EU IPA and other funds	Strength	Medium	Long-term development financing

5.2. Prioritisation of Key Areas Based on the SWOT Analysis – Weaknesses

SWOT Element	Type	Level of Influence	Strategic Priority
Underdeveloped infrastructure	Weakness	High	Priority intervention required. In 2025, road infrastructure partially improved.
Lack of coordination among stakeholders	Weakness	High	Establishment of a coordination body to harmonize policy implementation across the entire territory of NP “Komovi”.
Lack of financial resources	Weakness	High	Need for diversification of funding sources.
Depopulation of rural areas	Weakness	High	Activation of the community through tourism and increased demand for agricultural products.
Inefficient control (waste, illegal construction)	Weakness	High	Improved supervision and monitoring as a long-term objective.
Weak branding and destination visibility	Weakness	Medium/High	Enhance promotion through coordinated efforts of key stakeholders.
Insufficient tourism offers	Weakness	Medium	Development of new products.
Inadequate protection of tangible heritage	Weakness	Medium	Need for restoration of authentic structures and their inclusion in the tourism offer.
Insufficient education of the population	Weakness	Medium	Education programs from primary to secondary school; specialized training programs for adults, women and vulnerable groups.
Insufficient promotion and strategic framework	Weakness	Medium	Preparation of a marketing strategy (guidelines).

5.3. Defining Clear and Measurable Objectives

Objective 1. Protect and Interpret the Natural and Cultural Heritage of Komovi

SMART Objective	List of Actions	Possible Scope of Implement.	Description	Relevance	Potential Impact
1.1 Equip the "Komovi" Nature Park with visitor infrastructure	1.1.1 Installation of storage facilities, ticket booths and info huts; 1.1.2 Installation of benches, resting areas, threshing floors (gumna), and informational boards at Bukumirsko and Rikavačko lakes and viewpoints; 1.1.3 Equipping the resting area at Bukumirsko Lake with a sanitary facility and a barbecue zone;	Local / NP "Komovi" – Podgorica	Procurement and installation of basic visitor infrastructure at key locations within the Nature Park, with the aim of improving visitor stay conditions and visitor management.	Contributes to the improvement of the quality of the visitor experience, better information and safety of visitors, as well as the establishment of control and guidance of movement in sensitive zones of the Park.	Increased level of visitor satisfaction, better protection of the area through controlled use, reduction of negative impacts on nature, and strengthening of the Park's management capacities.
1.2. Maintenance, improvement of existing, and development of hiking, climbing and thematic trails and interpretative infrastructure	1.2.1. Development and improvement of hiking and climbing trails; 1.2.2. Marking and equipping of 3 thematic trails; 1.2.3. Installation of information boards, QR codes and offline guides; 1.2.4. Preparation of a manual for interpretative guiding;	Regional / NP "Komovi" – Podgorica	Maintenance and improvement of existing and new hiking and climbing trails, as well as the development and marking of thematic trails, installation of informational and digital interpretative infrastructure, and training of guides for the	Enhances the visitor experience and makes key heritage values more visible and understandable.	Increased attractiveness of the Park, better visitor dispersion, and strengthening of the educational function of tourism.

	1.2.5. Training of guides for interpretative guiding.		interpretation of natural and cultural heritage.		
1.3. Preserve and valorise intangible heritage	1.3.1. Preparation of the publication: "Stories and Legends from Komovi and Žijovo"; 1.3.2. Organisation of the festival "Katun Days" (2 annual events); 1.3.3. Restoration of the glade in the Lakovića katun into an ethno house.	Regional / National	Documentation of stories and katun traditions, organisation of thematic events, and revitalisation of cultural spaces.	Contributes to the preservation of endangered intangible heritage and its accessibility to the community and visitors.	Strengthening of cultural identity and creation of authentic tourism experiences, including season extension.
1.4. Engage youth in nature protection and education	1.4.1. Establishment of the "Young Rangers" programme; 1.4.2. Organisation of field-based teaching in the Park.	Local	Development of programmes for working with youth through the "Young Rangers" initiative and field-based teaching in the Park.	Encourages environmental awareness and a sense of responsibility among young people.	Creation of a future local workforce and strengthening of links between educational institutions and the Park management authority.

Objective 2. Empower the local community for sustainable and inclusive tourism development

SMART Objective	List of Actions	Possible Scope of Implement.	Description	Relevance	Potential Impact
2.1 Training and mentoring for rural households	2.1.1 Organisation of training programmes; 2.1.2 Mentoring and preparation of business plans.	Regional	Implementation of training programmes and individual mentoring to strengthen the capacities of households for the development of tourism services.	Improves the quality of the offer and increases economic opportunities for the local population.	Greater sustainability of rural areas and retention of young people and women in rural communities.
2.2 Activation of women and youth in tourism development	2.2.1 Publication of a public call for the production of souvenirs and traditional construction; 2.2.2 Gastro promotion and workshops.	Regional	Support for the production of souvenirs, traditional construction and the development of gastronomic content through workshops and mentoring.	Creates opportunities for creative, economic and social engagement of women and youth.	Creation of new tourism products, increased community involvement and cultural revitalisation.
2.3 Networking and integration of the tourism offer	2.3.1 Promotional catalogue and database; 2.3.2 Gastro and craft route.	Nacional	Creation of a joint promotional catalogue and development of thematic routes linking households and local products.	Overcomes fragmentation of the offer and improves market visibility.	Higher levels of visitor satisfaction and improved access to regional and international markets.

Objective 3. Establish a coordinated, integrated and environmentally responsible tourism offer

SMART Objective	List of Actions	Possible Scope of Implement.	Description	Relevance	Potential Impact
3.1 Establishment of coordination and partnerships	3.1.1 Formation of a local working group (management authorities, municipalities, households, guides); 3.1.2 Regular meetings for planning and information exchange.	Nacional	Formation of working groups and organisation of regular meetings to strengthen cooperation among key stakeholders.	Addresses the lack of coordination that slows down sustainable development.	More efficient destination management and long-term sustainability of tourism.
3.2. Promotion of circular and environmentally friendly practices	3.2.1. Procurement of composters and training on waste management in tourism; 3.2.2. Promotion of the use of local raw materials and domestic products.	Regional	Introduction of composting, use of local raw materials, domestic and seasonal products in households, with the aim of waste reduction.	Reduces costs, improves the protection of natural resources and increases community resilience.	Lower environmental footprint and more sustainable tourism activities.
3.3. Digitalisation and promotion of the destination within the Marketing Plan of NP "Komovi"	3.3.1. Development of a website with an interactive map featuring offers and trails; 3.3.2. Online campaign for branding Komovi as a sustainable destination; 3.3.3. Establishment and promotion of the "Creative Route Guides" group; 3.3.4. Establishment and promotion of the "Podgorica + Mountains" package.	Regional	Development of a website, digital tools, promotional campaigns and partnership-based packages to strengthen the visibility of Komovi.	Essential for positioning Komovi as a unique destination on the digital market.	Increase in the number of visitors, better information availability and stronger recognition of the identity of NP "Komovi".

6. Action Plan Tables

Annex 1 - Excel table

7. Monitoring and Evaluation Framework

An effective monitoring and evaluation system is key to the successful implementation of the Action Plan, as it enables progress tracking, timely identification of challenges, and adjustment of activities to the needs of the local community, the Nature Park and the project objectives.

7.1. Method and Frequency of Progress Monitoring

Monitoring combines quantitative and qualitative methods to assess progress in achieving SMART objectives, focusing on objectives and indicators rather than individual actions. AUZP is responsible for annual monitoring and the final evaluation in 2030, with collected data compiled annually for reporting.

Monitoring of KPI indicators (quantitative monitoring)

- number of implemented activities (e.g. arranged trails, conducted trainings, established interpretative points);
- number of participants in programmes and mentoring activities;
- number of visitors or users of new tourism products and routes;
- scope of educational, promotional and digital content;
- progress in improving the protection of natural and cultural

Field monitoring and visual documentation

The Park management authority and partner organisations conduct regular site visits, photo-document the condition of trails and infrastructure, monitor visitor pressure, record potential pressures on ecosystems and check compliance with environmental standards.

Administrative and programme reporting

Competent institutions submit annual reports on implemented activities, budget utilisation, the level of indicator achievement and identified needs for plan adjustments.

Community involvement and participatory monitoring

During cooperation with the local community, feedback is collected on the quality of the tourism offer, service standards, effects on the local economy and residents' expectations. This process includes short questionnaires, focus groups and occasional joint field reviews.

Frequency of Monitoring and Evaluation

Annual evaluation: assessment of the achievement of SMART objectives and the effectiveness of implemented activities, with recommendations for the following period.

Final evaluation in 2030: assessment of the overall effects of the Plan, sustainability of results and the level of long-term benefits for the local community and NP “Komovi”.

7.2. Feedback Mechanisms for Continuous Improvement

Established feedback mechanisms enable timely adjustment of activities, improvement of offer quality and active stakeholder involvement in tourism development in NP “Komovi”. These include stakeholder forums and working groups for information exchange and corrective measures, visitor surveys for assessing perceptions and service quality, consultations with the local community, and regular internal reviews of activities, budgets and timelines to support efficient implementation.

Conclusion

Monitoring and evaluation represent key tools for ensuring that the Action Plan remains relevant, effective and sustainable. Through systematic monitoring, community involvement and continuous feedback, high-quality implementation and the long-term sustainability of tourism development in NP “Komovi” are ensured.

8. Communication and Engagement Strategy

Effective communication and active involvement of all relevant stakeholders are key to the successful implementation of the Action Plan. The objective is to ensure process transparency, timely information exchange and continuous cooperation between the Park management authority, the local community, institutions and tourism stakeholders.

8.1. Key Stakeholders and Communication Channels

Key stakeholders include the NP “Komovi” management authority, the Capital City of Podgorica, tourism and marketing bodies, the local community, rural households, tourism service providers and relevant institutions, as well as NGOs, schools, clubs and Park visitors. Communication relies on a mix of traditional and digital channels, including regular meetings and public events, social media analytics, surveys and feedback mechanisms, and media monitoring. To enhance transparency, key documents, reports and activity maps will be made available through the digital platforms of the Capital City and partner organisations.

8.2. Update and Reporting Plan

The Plan envisages consistent and timely reporting on the progress of the Action Plan, with mechanisms that enable the adjustment of activities to real needs on the ground.

Types of reports

Periodic technical reports on the implementation of planned activities, challenges and needs for adjustments.

Annual progress report – overview of key actions and achieved KPI indicators (number of participants, quality of the offer, progress in nature protection, marketing results).

Reports from coordination body meetings – summaries of conclusions, recommendations and decisions, with proposals for activity optimisation.

Final report in 2030 – assessment of overall performance, sustainability of results and contribution to the development of NP “Komovi” as a destination.

Information exchange process

Coordination body meetings serve as the main platform for reviewing progress, verifying data and jointly planning next steps.

Forums with the local community enable the collection of opinions, clarification of expectations and adjustment of communication and field activities.

Feedback from tourism stakeholders (guides, households, clubs) is used to guide new programmes, improve standards and identify opportunities for innovation.
