

**Interreg
Danube Region**



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MYSTICAL DANUBE

Getting People Involved into Tourism Management -

Communication and Involvement Plan
for the Komovi Nature Park

April 2025

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1. Introduction

The **MYSTICAL DANUBE** project is an initiative aimed at improving the socio-economic and cultural development of regions along the Danube River. Through the project, answers will be provided to several challenges and needs of the Danube region, related to the valorisation of natural and intangible cultural heritage as a tourism asset, as well as contributions to regional economic development and social inclusion. The main goal of the project is to develop a coordinated joint transnational approach in the valorisation of natural and intangible cultural heritage as a tourism asset in rural and less visited areas in the Danube region.

The **Communication and Inclusion Plan** aims to ensure the effective implementation of the Mystical Danube project within the Komovi Nature Park, with a focus on the valorisation of natural and intangible cultural heritage for the socio-economic development of rural areas in the Park, as part of the Danube project region.

The plan should achieve better local participation, promote sustainable tourism in the Komovi Nature Park, and strengthen regional cooperation through the exchange of knowledge and best practices.

The main goal of the plan is to ensure the maximum impact of the Mystical Danube project during its duration in Montenegro and to achieve the sustainability of the project's results after its completion.

2. Background

2.1. Description of the Site

2.1.1. Location

The territory of **Protected Area of the Komovi Nature Park** extends across the administrative borders of three municipalities – Andrijevica, Kolašin, and the capital city of Podgorica. The capital city of Podgorica and the Municipality of Andrijevica adopted protection acts for Komovi in 2015 and have established a management body. The Municipality of Kolašin adopted the protection act for Komovi in 2019 and has not yet established a management body.

The main focus of the project is on the valorization of the Bukumirsko Lake location, which is part of the protected area.

2.1.2. Geography

Mount Komovi is one of the highest, most dynamic, and most interesting mountains of the Dinaric Alps. The Komovi can be defined as a triple high mountain massif with a semi-circular shape, in the form of a horseshoe, with an elevation reaching up to 2490 meters. The special value and attractiveness of this mountain area are enhanced by two lakes – Bukumirsko and Rikavačko – which have always been the subject of legends and stories in these regions due to their uniqueness at such a high altitude.

2.1.3. Society

The population of this area is concentrated in 16 villages, with around 1,500 inhabitants. As in many other rural areas of Montenegro, there is a noticeable trend of depopulation and deagrarization here as well. Another interesting aspect of Komovi is the fact that this area has historically been used for seasonal nomadic settlements of shepherds. There used to be about 150 such settlements, known as "katuni," where shepherds would bring their livestock for grazing during the summer months. Despite the decrease in the number of shepherds, this ancient

tradition has shaped much of the cultural heritage and cultural landscape of this area.

2.1.4. Economy

The target area of the Komovi Nature Park is a rural, mountainous, and remote region with relatively poor infrastructure. There are no urban zones in this area; it consists of villages and numerous transhumant settlements, indicating that agriculture is the main source of income for the local population.

The employment rate is extremely low, only 17%, which is a common issue in most rural areas of Montenegro. The agricultural structure mainly consists of small family farms that are neither specialized nor market-oriented. The production is diversified, focusing on meeting the family's needs. The main product is cheese, which is made using various recipes in different regions. The most famous cheese from this area is "kučki cheese," characteristic of the Podgorica side of the mountain.

2.1.5. History

The socio-cultural environment of the Komovi Nature Park and its surrounding municipalities has deep historical roots shaped over centuries through the interaction between nature and human communities. Traditional practices such as pastoralism, forestry, and small-scale agriculture have defined the local culture for generations, while the rugged Komovi have served both as a barrier and a refuge for these communities. These practices not only ensured the survival of the local population but also shaped a unique cultural identity, inextricably linked to the natural landscape.

2.2. Tourism Development and Nature Protection

The Montenegrin economy predominantly relies on services, with tourism being its key sector.

2.2.1. Development of Tourism at the Site

In the last decade, tourism in the Komovi area has been gaining increasing importance, with a large number of tourists visiting the high mountain regions. This has led to the opening of new tourist facilities, the growth of rural tourism, and the development of "katun" tourism (tourism in traditional seasonal settlements). This trend continues as more nature enthusiasts seek destinations off the main tourist routes, offering active vacations, outdoor adventures, and connections with local culture.

2.2.2. Current State of Tourism

The Komovi Nature Park has great potential for the development of sustainable tourism, but urgent measures are needed to improve infrastructure, promotion, and the protection of the area. Inadequate transportation connectivity, poor signage, and environmental issues hinder tourism development. Additionally, unplanned construction undermines the visual identity of the area.

Tourism development potentials include: attractive mountainous nature and proximity to the transportation hub in Podgorica, well-developed tourist infrastructure – active tourist organizations in all three cities (Podgorica, Andrijevica, and Kolašin) that collaborate excellently with the National Tourism Organization of Montenegro (NTOCG) and the Ministry of Tourism. Given the tourism development in this area, establishing a coordination body consisting of local, national, and private stakeholders is crucial for success. In addition to better cooperation between institutions, it is also necessary to connect the local population with the tourism sector.

Currently, the Komovi Nature Park's tourist product lacks a clear development vision and brand. As a result, promotion is fragmented and ineffective, and the park lacks recognition in the tourism market.

2.2.3. Current Situation of Nature Protection

The current situation of nature protection in Komovi Nature Park requires measures in the area of legal regulation, enforcement of laws, and increased monitoring. Urbanization and illegal construction seriously threaten the cultural landscape, which calls for urgent intervention. The need for education and raising awareness is key for long-term protection. Ecotourism can be a powerful tool for the development of Komovi and should be implemented based on strict sustainability principles.

2.2.4. Current Situation of Cultural Heritage Preservation

The wealth of traditional forms of livelihood and life (along with the associated material, architectural heritage, and intangible heritage - transhumance, myths and legends, traditional crafts, knowledge, and skills) is threatened by several factors: inadequate changes and disappearance, depopulation of the area, and lack of systemic protection. The local community must play an active role in the protection of cultural heritage – they are not only objects of preservation but key participants in this process. Without a clear legal framework, institutional coordination, and support for the local community, the cultural heritage of the area is in a state of threat.

2.2.5. Tourism and Sustainability

The main tourist products and activities of the Komovi Nature Park include: nature as the primary tourist product, mountaineering, trekking, hiking, biking, local gastronomy, and the panoramic route "Krug oko Korita." The main attractions of the Park now include: ascents to the peaks of Komovi, Bukumirsko and Rikavačko lakes, and the Grlo Sokolovo viewpoint.

The greatest potential for the development of tourist products lies in the traditional way of life in mountain katuns and rural tourism. Therefore, the strategic development of various forms of ecotourism should focus on authentic experiences that will ensure the preservation of cultural and natural heritage.

In the future development of the area, it is necessary to define a clear brand and a unique vision for the tourist product of the Komovi area.

Tourist products such as hiking, cycling, e-cycling, gastronomic tourism, and cultural tourism need to have targeted markets. Additionally, there is a market need for creating itineraries and package deals, as information about the offerings is currently scattered and hard to access.

2.2.6. Digitalization

Digitalization and a stronger online presence are key to attracting international tourists. Through digital means, it is possible to promote cultural heritage, which is necessary to attract the attention of younger generations and the international public. A digital strategy must be a priority in the development of both the Komovi region and other parts of Montenegro that offer nature-based tourism products – through a centralized active tourism platform for Montenegro, SEO optimization, cooperation with influencers, and the creation of digital guides.

2.3. The Project

Trough the **Mistical Danube project** the pilot project area is **Komovi Nature Park**, and the expected results of the project are:

- Among ten selected project territorial units, the area of the Komovi Nature Park will receive strategies for the valorisation of natural and intangible cultural heritage;
- In order to develop new tourism services and products through the project, training will be conducted, and the local community in less visited areas will increase the number of joint activities;
- Development of the application "Mistical Stories of the Danube Green Route" will feature thematic stories and information about available tourism services and products in the NP Komovi area;
- Promotion of the pilot location in Komovi Nature Park, located near Bukumirsko Lake.

3. Situation Analysis

3.1. Development of the Plan

The methodology for developing the communication plan included data collection through desktop research, internal project team meetings within the Agency for the Management of Protected Areas of Podgorica, and during three workshops held with the stakeholders of the Komovi Nature Park as part of the Mystical Danube project. The reports from the workshops are separate project documents.

3.1.1. Stakeholders of Komovi Nature Park

Based on the Territorial Analysis, the project team formed a final list consisting of representatives from the public, business sector, and NGOs, involved in the following areas:

- Environmental protection
- Cultural heritage protection
- Tourism
- Komovi Nature Park area.

The stakeholder list is made up of:

- Institutions, organizations, and agencies at the national level;
- Institutions, organizations, and agencies at the local level from the municipalities of Podgorica, Andrijevica, and Kolašin;
- Micro, small, and medium-sized enterprises (SMEs) from the project area and those linked to the project area;
- Business associations whose members are linked to Komovi;
- Academic community;
- Organizations from the non-governmental sector.

National level

- | | | | |
|---|---|---|-----------|
| 1 | Ministry of Tourism | https://www.gov.me/mt | Podgorica |
| 2 | National Tourist Organization of Montenegro | https://www.montenegro.travel | Podgorica |

3	Chamber of Commerce / Tourism and Hospitality Association	https://komora.me/pkcg/ /udruzenje-turizma-i- ugostiteljstva	Podgorica
4	Ministry of Ecology, Sustainable Development, and the Northern Development	https://www.gov.me/en/ mers	Podgorica
5	Nature Protection Agency EPA	https://epa.org.me/	Podgorica
6	JU National Parks of Montenegro	https://nparkovi.me/	Podgorica
7	Ministry of Culture and Media	https://www.gov.me/mk u	Cetinje
8	Cultural Heritage Protection Authority	https://www.gov.me/uz kd	Cetinje

Local level

9	Podgorica City Hall - Secretariat for Culture	https://podgorica.me/se kretarijat-za-kulturu/	Podgorica
10	Podgorica City Hall - Secretariat for Spatial Planning and Sustainable Development	https://sekretarijat-za- ppor.podgorica.me/	Podgorica
11	Museums and Galleries of Podgorica	https://pgmuzeji.me/	Podgorica

- | | | | |
|-----------|--|---|-------------|
| 12 | Andrijevića Municipality - Komovi Nature Park | https://opstinaandrijevic.a.me/park-priode-komovi/ | Andrijevića |
| 13 | Agency for the Management of Protected Areas Podgorica | https://www.auzp.me/komovi/ | Podgorica |
| 14 | Podgorica Tourist Organization | https://www.toandrijevic.a.me/ | Andrijevića |
| 15 | Andrijevića Tourist Organization | https://kolasin.me/en/ | Kolasin |
| 16 | Kolašin Tourist Organization | https://podgorica.travel/ | Podgorica |

Education sector

- | | | | |
|-----------|-------------------------------|---|-----------|
| 17 | Historical Institute | https://www.ucg.ac.me/i | Podgorica |
| 18 | Gymnasium 'Slobodan Škerović' | https://www.gimnazijapg.me/ | Podgorica |
| 19 | Biotechnical Faculty | https://www.ucg.ac.me/btf | Podgorica |

SMEs

- | | | | |
|-----------|-------------------------------------|---|-------------------|
| 20 | Katun Mokra | https://www.facebook.com/katunmokra/?locale=rs | Mokra, Podgorica |
| 21 | Rajković Winery | https://vinarijarajkovic.com/ | Ubli, Podgorica |
| 22 | Fishpond | https://www.instagram.com/restoran_na_ribnjaku/?hl=en | Veruša, Podgorica |
| 23 | Tour operator Montenegro Adventures | https://montenegro-adventures.com/ | Podgorica |
| 24 | Nikena Tour Operator | https://www.montenegro-eco.com/our-promises | Podgorica |

25	Nomad & Outdoor Montenegro	https://nomad-outdoor.me/	Podgorica
26	Zvezdana dolina	https://www.zvezdanadolina.me/	Andrijevica
27	Montenegro 4x4 Adventures	https://www.montenegro4x4adventures.com/	Podgorica
28	Tourist Agency Explorer	https://explorer.co.me/en/	Kolasin
NGOs			
29	RRA Bjelasica, Komovi and Prokletije	https://www.bjelasica-komovi.me/	Berane
30	United Rural Households of Montenegro	www.ruralholiday.me	Berane
31	Association of Producers of Kučki Cheese		Podgorica
32	Green Home	https://www.greenhome.co.me	Podgorica
33	Parks of Dinarides	https://parksdinarides.org/	Podgorica
34	Mountaineering Club Gorica	https://pkgorica.me/	Podgorica

3.2. Current Situation of Communication and Involvement

Communication between the stakeholders of Komovi Nature Park was analysed during one of the workshops held. Based on the graphical representation (see

CIP_Annex 1) and discussion, an overview of the communication status between stakeholders was obtained:

- Tourism, the main sector for sustainable development, has connected many stakeholders within itself. The connection within the tourism sector between institutions at the national and local levels, along with business sector representatives, is continuous but also requires more intense information exchange and collaboration.
- The tourism sector has satisfactory communication with the environmental protection sector, but communication with the cultural sector is underdeveloped.
- The environmental protection sector, an important link for sustainable development, has good communication with the tourism sector thanks to the implementation of developed legislation, but weaker communication with the cultural sector.
- Communication and involvement of the cultural heritage protection sector with the environmental protection and tourism sectors is unsatisfactory, considering the importance of this sector in the sustainable development of tourism.
- One-way or two-way communication based on digital forms (websites, social media, email communication) is well-established, widespread, continuous, and provides good opportunities for communication.

3.2.1. Communication with the local community

The survey among the stakeholders of Komovi Nature Park regarding communication with the local community showed that the most common forms of communication with the local community at all organizational levels are:

- Participatory approach – involving the local population in the planning and implementation of the project through public discussions, focus groups, and meetings with key stakeholders.
- Fieldwork and surveys– collecting feedback from the population through direct interviews, questionnaires, and focus groups.
- Field visits and community tours – decision-makers visit the field and directly talk to local residents about issues and needs.

- Local informational events and festivals – organizing public events where the local population is introduced to projects and policies through informal formats.
- Monitoring and evaluation with citizen involvement – periodic assessments of the effects of implemented policies through collaboration with the local population.
- Public discussions and consultations – organizing open debates, round tables, and forums where the local population can directly express their opinions about policies and proposed solutions.
- Regular reports and public statements
- Publishing official project status updates

3.3. Stakeholders' View on Tourism Development

- Long-term tourism development planning is needed, independent of political changes.
- The current marketing strategy is not coherent – there is fragmentation in the promotion of the region.
- A clear brand and a unified vision for tourism development in the Komovi Nature Park need to be defined.
- Coordination between local, national, and private actors is essential for success.
- Komovi Nature Park lacks adequate promotion and market recognition.
- Better cooperation between the private and public sectors is crucial for destination development.
- Stronger collaboration between institutions, the local community, and the tourism sector is key to the success of ecotourism in Komovi.
- Komovi Nature Park has strong potential for sustainable tourism development, but urgent actions are needed to improve infrastructure, promotion, and environmental protection.
- Inadequate transportation links, poor signage, and environmental issues hinder tourism development.
- Unplanned construction disrupts the visual identity of the area and must be better regulated.

- A digital strategy must be a priority – a centralized active tourism platform at the national level, SEO optimization, cooperation with influencers, and development of digital guides.
- Digitization and a stronger online presence are key to attracting international tourists.

3.4. Stakeholders' View on Nature Protection

- The current state of nature protection in Komovi Nature Park requires improvements in legal regulations, stronger control, and law enforcement.
- Urbanization and illegal construction seriously endanger ecosystems – urgent intervention is needed.
- Education and awareness raising are key to long-term protection – both visitors and local residents need to be informed.
- Ecotourism can be a strong tool for the development of Komovi – it should be implemented based on sustainability principles.

3.5. Stakeholders' View on Cultural Heritage Protection

- Traditional ways of life and livelihoods, along with the associated tangible (architectural heritage) and intangible cultural heritage (seasonal mountain settlements, myths and legends, traditional crafts, knowledge and skills, etc.), are at risk due to inadequate changes and disappearance, caused by depopulation and the lack of systemic protection.
- The preservation of cultural heritage is endangered without a clear legal framework, institutional coordination, and support for the local community.
- Traditional crafts, rural settlements, and authentic cultural practices are at risk of disappearing due to depopulation.
- The local community must play an active role in protecting cultural heritage – they are not merely objects of preservation but key participants in the process.
- Digitalization and promotion of cultural heritage through modern technologies are essential for attracting the attention of younger generations and the international public.

- Ecotourism and cultural tourism should be developed together to contribute to the preservation of nature and the cultural identity of the region.

3.6. Experiences and Needs of the Stakeholders regarding Communication and Involvement

Collaboration between sectors is key for the development of sustainable tourism, the preservation of cultural heritage, and the protection of natural resources. To enhance collaboration between each sector (tourism, culture, and environmental protection) with the local community, it is recommended that the project utilize various tools that have proven effective in communication with the local community and achieving participation:

- Collaboration with local entrepreneurs: Strengthen the link between travel agencies, hospitality establishments, and providers of rural households through joint promotional activities and packages. Include local communities in the development of new tourist attractions and services.
- Workshops and training: Organize educational workshops for the local community to raise awareness of sustainable tourism, ecotourism, and ways in which local communities can benefit from tourism. Training on tourist services, tour guiding, hospitality, and promotion of local products.
- Education on the importance of environmental protection: Organize educational workshops and lectures to raise awareness about the importance of preserving natural resources, recycling, sustainability, waste management, and protecting plant and animal species.
- Education and training on the preservation of cultural heritage: Workshops that will introduce local communities to techniques for preserving cultural monuments and traditions, as well as the rules for protecting cultural goods.
- Cultural events and festivals: Organizing cultural events, festivals, and exhibitions creates an opportunity for the local community to actively participate in promoting its cultural heritage.
- Tourist Information Center: Encourage communication through municipal information centers and local managers of protected areas.

By using the tools mentioned above, better collaboration, improved communication between stakeholders and the local community, and greater involvement of the local community in decision-making processes related to sustainable tourism development, cultural heritage protection, and environmental protection can be achieved

4. The Communication and Involvement Plan

4.1. Goals

4.1.1. Core messages

Proposed Key Slogans for the Mystical Danube Project for Komovi Nature Park:

"Komovi in the Light of Tourism that Respects Nature" – This phrase clearly communicates the idea of preserving natural and cultural resources while simultaneously developing tourism that benefits the local community.

"Tradition that Gives Wings" – Highlighting the role of the local community, especially marginalized groups, in creating tourism products and services. Promoting the socio-economic benefits of inclusive tourism, which addresses regional unemployment and promotes fair tourism development.

4.1.2. Communication Channels and Methods

Workshops

The project includes the organization of several workshops and training sessions to ensure wide participation and to gather feedback, insights, and recommendations.

Fieldwork

For project activities directed at the local community, fieldwork methods will be used, including surveys through direct interviews, questionnaires, and focus groups.

Events

During the project, thematic events will be organized for the local community with the goal of raising awareness about the value of natural and cultural heritage for tourism in Komovi Nature Park.

Social Media and Project Website

Using project websites and social media platforms (Facebook, Instagram, LinkedIn) to engage stakeholders and the broader public. These platforms will feature updated key news and results achieved throughout the project duration.

Guidelines and recommendations for communication via social media can be found in the overarching documents of the Mystical Danube project.

Media Coverage

Throughout the project, regular activities and periodic media briefings will be organized or media will be informed via press releases, TV and radio appearances, and press conferences.

4.1.3. Target audiences

Stakeholders of the project

The goal of communication with this target group is to involve them in project activities and continuously inform them about the progress of the project and achieved results.

Local community of Komovi Nature Park

Residents, farmers, entrepreneurs, local authorities, and communities. The goal of communication with this group is to inform them about the project and raise awareness of the benefits of sustainable development in the Park.

Youth, unemployed, vulnerable groups in the Komovi region

The goal of communication with this group, which is also the primary beneficiary of project activities, is active and feedback communication aimed at achieving the highest quality and most widespread participation in project activities (as stated in point 3).

Tourism entities of Komovi

Owners of tourism capacities, restaurants, tour guides, and other business entities in tourism from the Park region and those interested in tourism in Komovi Nature Park. The goal of communication with this group, which is also the primary beneficiary of project activities, is active and feedback communication aimed at achieving the highest quality and most widespread participation in project activities, promoting tourist products from the strategic plan, and involving them in efforts to strengthen capacities.

Project partners

Goal of communication: Exchange of experiences, information about project activities, and potential collaboration on future projects.

Broader public of the municipalities of Podgorica, Andrijevica, and Kolašin, as well as Montenegro

The goal of communication with this group is to inform them about the activities and results of the project, which aim to bring economic benefits to the local community of Komovi and, by extension, the broader territorial context.

4.1.4. Goals of involvement

Communication Goals at the Project Level

- Raising awareness about the natural and intangible cultural heritage of the Danube region, highlighting its potential as a tourism resource.
- Educating target groups about the wealth of intangible and natural heritage.
- Promoting social inclusion through communication on the importance of involving vulnerable groups in community and tourism development initiatives.
- Encouraging the exchange of knowledge through collaboration and sharing of experiences.

- Raising awareness about the need for tourism development and protection, preserving through the implementation of measures prescribed in planning documents.
- Raising awareness about the importance of tourism and entrepreneurship.
- Increasing competitiveness and innovation.

Communication Goals at the Broader Public Level

- Strengthening awareness of the need for an integrated approach to sustainable tourism development in Komovi Nature Park.
- Expanding knowledge of the value of heritage for tourism.
- Encouraging the introduction of new, innovative products/services.
- Promoting a new tourism product based on new trends in tourism.
- Enhancing the promotion of products/services by introducing new products/services in the Komovi region.
- Increasing the visibility of the Komovi region, promoting its offerings, natural and cultural values.

4.2. Activities

Target Group	Communication Goals	Channels / Tools
Project stakeholders from the public sector	<ul style="list-style-type: none"> • Ensure active participation in project activities • Networking among policymakers at different levels. • Integrating project strategies into future national policies and plans. 	Workshops Events Social media Project website
Stakeholders from sector agencies, NGOs, and educational institutions	<ul style="list-style-type: none"> • Participation in the project and providing expert advice • Educating target groups about the wealth of intangible and natural 	Workshops Events Social media Project website

Target Group

Communication Goals

Channels / Tools

heritage

Tourism entities related to Komovi
Organizations for business support

- Active participation in project activities
- Spreading project results
- Encouraging the introduction of new, innovative products/services
- Promoting new tourism products based on new trends in tourism
- Enhancing the promotion of products/services by introducing new products/services in the Komovi region
- Promoting the 'Mystical Danube' thematic route

Workshops
Events
Social media
Project website

Youth, unemployed, vulnerable groups from the Komovi region
Local community of Komovi Nature Park

- Active participation in the project
- Promoting social inclusion through communication on the importance of involving vulnerable groups in community and tourism development initiatives
- Raising awareness about the importance of tourism and entrepreneurship
- Encouraging the introduction of new, innovative products/service

Workshops
Events
Fieldwork surveys via direct interviews, questionnaires, and focus groups.
Field visits and community tours
Social media
Project website

Broader public in the municipalities of Podgorica,

- Strengthening awareness of the need for an integrated approach to

Events
Social media

Target Group	Communication Goals	Channels / Tools
Andrijevica, and Kolašin, as well as in Montenegro	<p>sustainable tourism development in Komovi Nature Park</p> <ul style="list-style-type: none"> Expanding knowledge about the value of heritage for tourism Promoting new tourism products based on new trends in tourism Enhancing the promotion of products/services by introducing new products/services in the Komovi region Increasing the visibility of the Komovi region, promoting its offerings, natural and cultural values 	Project website

4.3. Implementation Plan

Annex 2

Annex 2 contains the Gantt chart of the **CIP Implementation Plan** based on project activities, with the following details: targeted audiences; communication goals; output, input, outreach, and involvement level; monitoring and evaluation, timeline.

4.4. Evaluation and Monitoring

Participation monitoring: Tracking attendance at public events, workshops, and community meetings.

Social media analytics: Regular performance analysis of social media: monitoring engagement to assess interest and participation in the project (measuring likes,

comments, shares, and views, analyzing comments, classifying comments as positive, negative, or neutral, measuring the number of followers, reach, and impact of posts).

Surveys and feedback: Conducting surveys after workshops and collecting feedback from participants to evaluate the effectiveness of communication and adjust strategies based on needs.

Media coverage monitoring: Monitoring media coverage and public acceptance of the project through local newspapers and press releases.

4.5. Visual Identity and Branding

Ensure that all communication materials, both digital and physical, follow the adopted branding guidelines for the project. This includes using the official project logo, colors, and fonts for consistency and recognition across all platforms, in accordance with the guidelines provided in the overarching documents of the Mystical Danube project.