

**Interreg
Danube Region**



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MYSTICAL DANUBE

Mapping and analysis of examples of good practices

MYSTICAL DANUBE

**GREEN AND MYSTICAL DANUBE
STORYTELLING ROUTE – Transnational
valorisation of natural and intangible cultural
heritage for socio-economic development of
rural areas in the Danube region**

Specific objective 1:

**Strategy for valorisation of natural and intangible cultural heritage
in rural, less visited areas**

Activity 1.2

**Mapping and analysis of examples of good practices in the Danube
and broader region on projects and activities that deal with
sustainable community tourism development**

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1. Guidelines

The next step in the implementation of the MYSTICAL DANUBE project is the **mapping and analysis of examples of good practices in the Danube and broader region on projects and activities that deal with sustainable community tourism development, with an emphasis on rural and less visited areas**. All project consortium, from PP2 to PP10 with all their associated strategic partners (ASP), will be involved in mapping and analysing of examples of good practices **in the area of their own NUTS2 region**, by researching previous and current projects and activities that deal (or have dealt) with the sustainable development of community-based tourism. Preference in the identification of good practices should be given to **activities and projects whose thematic goals are complementary to the MYSTICAL DANUBE project**, i.e. they should strive to valorise natural and intangible cultural heritage in rural and less visited areas, with special emphasis on sustainable community tourism development.

Please note that, if associated strategic partners (ASP) are from the same NUTS2 region as their responsible project partners (PP), they need to participate in gathering best practices with their PP. In cases where an ASP is from a different NUTS2 region than its responsible project partner, or from another country, they need to prepare this deliverable independently for their own area. **Regarding partners without NUTS classification, they are gathering best practices within their country.**

The achieved research results will be used as a basis and inspiration for drafting the Strategy for the valorisation of natural and intangible cultural heritage in rural and less visited areas of the Danube Region. Through this Strategy, the objectives, measures and activities for the implementation and realisation of project's goals will be defined. The objectives will be aimed at ensuring that the natural and intangible cultural heritage and its potentials are used more successfully and efficiently as a development resource through tourism services and products. It will be based on the principles of sustainable development in accordance with environmental protection measures and adaptation to climate change, as well as the circular economy.

The first step in mapping and analysing examples of good practice is the identification of relevant projects and activities that can serve as good practices (such as the HUMANITA and VIMOMA projects). When identifying, keep in mind the objectives of the MYSTICAL DANUBE project - to develop a coordinated joint transnational approach in the valorisation of natural and intangible cultural heritage as a tourism resource in rural and less visited areas, based on the concept of community-based tourism. **Find 7 examples of good practice** and list them in the provided table in the first chapter - *Mapping of Good Practices*. The minimum number of mapped examples should be 5, and the maximum 9. The optimal number per partner is 7 examples. **Each partner search for good practices within their NUTS2 region or within their country*¹**. If you cannot find enough practices, you can add practices from neighbouring NUTS2 within your country or optionally from neighbouring countries. Try to identify projects that contain these characteristics:

- thematic relevance to the objectives of MYSTICAL DANUBE project
- valorisation of natural heritage
- valorisation of cultural intangible heritage

¹ *Applicable only for PP5 and PP7

- engagement of the local community in the tourism development (community-based actions)
- application of circular management principles
- innovation in tourism
- adaptation to climate changes in tourism
- tourism in rural and less visited areas.

After the mapping and identification process, you can start the analytical process. The analytical process includes the **desk research method**, which can be supplemented with **interviews, meetings or other methods**. Examples of good practice can be found on various online sources. We invite you to use [the DANUrB platform](#), as well as [the keep.eu](#) project database. Databases of projects financed from INTERREG, LIFE and HORIZON programs can also be useful, as well as websites of public bodies that have been involved in various projects. Desk research can also include analysis of local media and web portals, which is useful for smaller community projects and actions. Information can also be identified through NGOs and various publications and reports. The flexibility of the method depends on the partners themselves and the availability of data within their NUTS2 regions or within their country*. As mentioned, the desk research method can be supplemented with interviews, meetings and similar methods. In addition to the project and activity partners themselves, relevant stakeholders can be: decision-makers, sector agencies, non-governmental organizations, small and medium-sized enterprises, local community at the local, regional and national level, etc.

Please pay attention to the accuracy of information, precision and systematicity, because the results of all analyses of good practice examples will be processed and presented in a unified document of good practices of sustainable community tourism development in the Danube region, which will contain the collected data of all project partners and ASPs.

Additional useful information and instructions are:

- Carefully fill in all required information for each good practice example. Information should be relevant, concrete and concisely described.
- If some category (question) is not applicable to your example, indicate it with 'n/a' (not applicable)
- In the Section III, provide quantitative and qualitative data if available, to demonstrate the concrete benefits of good practice. If there are no such data, feel free to indicate descriptive results.
- Focus on good practices that align with the objectives of sustainable tourism, heritage preservation and local community engagement.
- The maximum number of words or characters is given as an instruction that should be respected, but if necessary, the number of words can be increased to a lesser extent.

The document with the results must be submitted in **word format (open format)**.

2. Mapping of good practices

The first step in the research is the mapping of good practice examples in accordance with the instructions from the previous chapter. Complete the table with the examples that you will analyse in the next chapter.

No.	Name of good practice
#1	Establishment of Mojan Hostel at the Location of a Former Military Base
#2	Protection of Transhumance as Intangible Cultural Heritage
#3	Development of Rural Tourism Offer Linking Agriculture and Tourism
#4	Hiking and Biking Initiative by the Ministry of Tourism
#5	KATUN Project – Valorizing Montenegrin Katuns through Sustainable Development of Agriculture and Tourism
#6	Preserving Cultural Landscape of Albania and Montenegro
#7	Local Cuisine as Tourism Offer of Cross-Border Region
...	<i>(add more lines if needed)</i>

3. Analysis of good practices

3.1. Good practice #1

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Establishment of Mojan Hostel at the location of a former military base
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	n/a
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Village Japan, Andrijevica, Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country*² where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	2016–2018
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, Mojan Hostel is operational and serves as a key point for eco-tourism in the region, and has been handed over to Park of Nature Komovi in Andrijevica to manage.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Municipality of Andrijevica, Park of nature Komovi, Andrijevica
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	CBC Programme Montenegro-Kosovo, co-funded by the EU
Section II - Description of the good practice example	
Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i>	The establishment of Mojan Hostel showcases an innovative approach to repurposing abandoned military infrastructure into a functional, eco-friendly accommodation facility. Located in the remote village of Japan, Andrijevica, the project revitalized an underutilized area by converting a former military base into a hub for eco-tourism. The project was implemented as part of the Cross-Border Cooperation (CBC) Programme between Montenegro and

² *Applicable only for PP5 and PP7

	<p>Kosovo, promoting sustainable tourism and fostering regional cooperation.</p> <p>The hostel serves as a gateway for tourists exploring the Komovi mountains and the broader Bjelasica, Komovi, and Prokletije region. It provides affordable lodging while offering visitors a chance to engage with local traditions and natural heritage. The initiative not only enhanced tourism infrastructure but also created economic opportunities for the local community through employment, training, and business partnerships.</p> <p>The project stands out due to its focus on sustainability, cultural integration, and the revitalization of a neglected area, by using abandoned infrastructure. Objectives included fostering regional economic development, promoting eco-tourism, and leveraging cultural heritage for tourism. These goals were achieved through careful planning, collaboration with stakeholders, and the strategic use of EU funding.</p>
<p>Summary of the main objectives of the project / action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i></p>	<ol style="list-style-type: none"> 1. Rehabilitate unused infrastructure for sustainable tourism. 2. Promote eco-tourism and attract visitors to remote areas. 3. Generate local employment opportunities.
<p>Key activities that have been implemented <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i></p>	<ul style="list-style-type: none"> • Renovation of military building, transforming it into guest accommodations. • Equipping the building with needed furnishing, local decorations and outdoor sports equipment. • Development of marketing materials highlighting the hostel's connection to Komovi's natural and cultural heritage.
<p>Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i></p>	<p>Municipality of Andrijevisa (lead), local contractors for construction, and tour operators for tourism promotion. Collaboration also involved community members providing traditional meals and cultural insights for visitors.</p>
<p>Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i></p>	<p>One of the primary challenges was securing sufficient funding for renovations, as the location's remote nature increased logistical costs. This was mitigated through efficient resource allocation and leveraging EU financial support. Additionally, promoting the destination to a broader audience required sustained marketing efforts, which were addressed through partnerships with regional tourism agencies. Public management is not as efficient as private management. Hydro plants have been built on the local river two years after the building was put in use, thus damaging its appeal as hostel based in pristine nature.</p>
<p>Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i></p>	<p>The project exemplifies how neglected infrastructure can be sustainably revitalized to support tourism, benefit local communities, and preserve cultural heritage. Its success lies in its adaptability and alignment with the principles of sustainable tourism development.</p>
Section III - The significance of the good practice example	
<p>Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i></p>	<p>The Mojan Hostel has become a cornerstone of eco-tourism in the Andrijevisa region, driving increased tourist arrivals and boosting local economic activity. The project has provided stable employment opportunities for several locals and indirectly supported nearby businesses, such as local food suppliers and guides. The sustainable use of an abandoned military facility also highlights the project's environmental benefits by minimizing the need for new construction.</p>
<p>Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i></p>	<ul style="list-style-type: none"> • Increased the region's capacity to host eco-tourists, enhancing its appeal as a destination. • Created five permanent jobs and several seasonal roles, directly supporting local families. • Developed partnerships with at least three regional tour operators to include the hostel in their offerings.
<p>Long-term effects of the good practice</p>	<p>The project has laid the foundation for long-term sustainable tourism in the</p>

<i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i>	region. By attracting visitors year-round, it has stabilized the local economy and provided an ongoing incentive to preserve the natural and cultural heritage of Komovi. The reuse of existing structures has set a precedent for environmentally conscious development in Montenegro.
Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	The hostel is strategically located to highlight the beauty of the Komovi mountains, encouraging visitors to explore nearby hiking trails, wildlife, and unspoiled landscapes. It serves as a base for outdoor tours, visits to park of nature mountain peaks nearby.
Integration of intangible cultural heritage <i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	Local traditions, typical products, traditional cuisine, and folklore, are integrated into the visitor experience. These elements not only enhance the tourist offering but also help preserve intangible cultural heritage by providing local communities with economic incentives to sustain these practices. Park of nature, that manages this facility, organizes Dani srijemose event where these traditions are showcased.
Integration of less visited tangible cultural heritage <i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	The transformation of the military base into a hostel is a prime example of valorizing less visited tangible cultural heritage. The structure itself now serves as a reminder of the area's history while offering a new purpose that aligns with contemporary tourism needs.
Engagement of the local community <i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i>	The project actively involved the local community in several ways. Local contractors were employed during the renovation of the military base, providing temporary jobs and supporting the local economy. Once operational, the hostel hired local staff for management, housekeeping, and guiding services. Additionally, local farmers and artisans supply food and crafts to the hostel, creating a direct economic link between the hostel and the community.
Compliance with the principle of circular management (circular economy) <i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i>	The transformation of a disused military base into a functional hostel is a prime example of circular management. By reusing existing infrastructure, the project minimized the need for new construction materials, reducing its environmental footprint. Decorations in the hostel are made of used materials, local crafts, mainly made of wood and wool.
Section IV. Lessons Learned	
Transferability Potential <i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i>	This good practice can be easily adapted across Montenegro and in wider area as well, particularly in areas with underutilized or abandoned infrastructure. It provides a framework for combining environmental sustainability with cultural and economic development. The active involvement of local communities ensures long-term success and relevance.
Innovation Potential <i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i>	The conversion of a military facility into an eco-tourism hub demonstrates an innovative use of resources. It integrates modern solutions while respecting the historical and cultural context of the structure. This approach offers a scalable model for similar initiatives in rural and less visited areas.
Recommendations for future projects <i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i>	These initiatives should be done as public-private partnership. Public management of a hostel is not always good solution, as public institutions lack capacities to manage facilities that are meant to bring incomes, keep clients satisfied, and adjust to market needs and requirements.
Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region <i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i>	Include specific measures to incentivize the reuse of underutilized structures in rural areas. Develop capacity-building programs for local stakeholders to enhance their involvement in tourism services. Promote the integration of local traditions and eco-tourism principles to create a unique and sustainable tourism offering.
Section V - Additional information	
Links to additional resources <i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i>	Official website: https://www.facebook.com/p/Hostel-Mojan-100063640390009/?locale=sr_RS

Contact for additional information <i>(Optional, if available.)</i>	Municipality of Andrijevisa, info@andrijevisa.me
Other <i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i>	This project highlights how existing resources can be effectively utilized to promote sustainable tourism, preserve cultural heritage, and foster community development.



3.2. Good practice #2

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Protection of Transhumance as Intangible Cultural Heritage
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Throughout Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country³ where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	2016–2022 (ongoing activities)
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, the protection of transhumance continues through cultural tourism initiatives, educational programs, and restoration of katun settlements.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Regional Development Agency for Bjelasica, Komovi, and Prokletije (RDA BKP)
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	Various EU-funded programs, including CBC and local government co-financing
Section II - Description of the good practice example	
<p>Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i></p>	<p>The Protection of Transhumance as Intangible Cultural Heritage initiative is a multifaceted effort aimed at preserving the traditional practices of transhumance while integrating them into sustainable tourism. Transhumance, a centuries-old tradition of seasonal livestock movement, has shaped the cultural and economic identity of rural Montenegro. Recognizing its historical importance and vulnerability, the Regional Development Agency for Bjelasica, Komovi, and Prokletije (RDA BKP) implemented a series of projects to valorize this heritage.</p> <p>These efforts included comprehensive research into traditional village and katun (shepherd settlement) architecture. This research cataloged unique architectural styles and construction techniques, focusing on sustainable methods used by herders to adapt to the harsh mountain environment. RDA BKP worked with local families to assist them in starting up tourism activities in traditional set-up.</p> <p>Another key element was the promotion of mountain gastronomy. Visitors are</p>

³ *Applicable only for PP5 and PP7

	<p>introduced to the culinary traditions of transhumant communities, including cheeses, cured meats, and dishes made from foraged and wild herbs. Culinary classes are organized to enhance visitor engagement while providing herders with a new avenue for showcasing their skills and generating income.</p> <p>Additionally, thematic trails were established to connect multiple katuns, offering hikers and eco-tourists an immersive journey through the region's cultural and natural landscapes. These trails are equipped with interpretive signage and digital guides, providing insights into the history and significance of transhumance while encouraging sustainable exploration of the area. Solar systems were handed over to farmers to improve their living conditions, as well as conditions to provide tourism services.</p> <p>To further support herders in diversifying their income sources, the project emphasized collaboration and capacity building. Training programs were organized to help herders and their families transition into rural tourism service providers. Topics covered included hospitality, guiding, service provision, enabling herders to share their cultural heritage with visitors. This capacity building ensured that herders became active participants in the tourism value chain while preserving their traditional roles.</p> <p>A key innovation was brought by the implementation of pilot activities in off-grid transhumant settlements. These activities aimed to improve the living conditions of herders while preserving the environmental and cultural integrity of their practices. Solar-powered water heating systems, and bio toilets were introduced in selected katuns as pilot innovations. These interventions showcased how sustainable technologies could be integrated into traditional lifestyles without disrupting their essence.</p> <p>By integrating traditional architecture, mountain gastronomy, infrastructure development, thematic trails, and community capacity building, the project not only safeguarded transhumance as an intangible cultural heritage but also elevated it into a unique and marketable tourism product. Visitors now experience an authentic connection to the region's cultural heritage while contributing to its preservation and economic sustainability.</p>
<p>Summary of the main objectives of the project / action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i></p>	<ol style="list-style-type: none"> 1. Safeguard transhumance practices as part of Montenegro's intangible cultural heritage. 2. Promote katun settlements as unique tourism attractions. 3. Support herders to innovate and apply modern technologies that are energy efficient and green.
<p>Key activities that have been implemented <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i></p>	<ol style="list-style-type: none"> 1. Development of Thematic Trails and Katun Roads: Established a network of thematic trails connecting multiple katuns and transhumance routes. Trails were equipped with interpretive signage and digital maps. 2. Promotion of Mountain Gastronomy: Introduced visitors to traditional transhumant culinary practices through workshops, tastings, and farm-to-table experiences. Highlighted local specialties, including cheeses, pies, and foraged herbs, as key elements of the region's cultural identity and tourism appeal. 3. Collaboration and Capacity Building with Herders: Organized training programs for herders and their families to support their transition into rural tourism service providers. Topics included hospitality, storytelling, and guiding, enabling them to actively engage with tourists and share their heritage.

	<p>4. Implementation of Pilot Innovations in Off-Grid Katuns: Deployed solar-powered energy systems, rainwater collection units, and composting toilets in selected katuns to enhance living conditions while preserving environmental and cultural integrity.</p>
<p>Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i></p>	<p>The projects involved local herders, municipalities, tourism operators, NGOs, and cultural heritage experts. Local herders were integral in providing knowledge and ensuring authenticity. Municipalities and NGOs offered administrative support and funding, while tour operators marketed the katun experiences to broader audiences.</p>
<p>Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i></p>	<p>One significant challenge was the declining number of herders practicing transhumance due to urbanization and changing economic conditions. This was addressed through targeted activities with young people and women in katuns and training programs that emphasized the economic benefits of tourism. Another obstacle was the degradation of some katun sites, which requires substantial restoration efforts.</p>
<p>Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i></p>	<p>This initiative successfully merges cultural heritage preservation with tourism, creating a replicable model that respects and revitalizes traditional practices while generating economic benefits.</p>
<p>Section III - The significance of the good practice example</p>	
<p>Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i></p>	<p>The Protection of Transhumance initiative has laid a solid foundation for preserving this intangible cultural heritage while integrating it into tourism. Several katun huts have been restored, serving as accommodations and cultural touchpoints for visitors. However, the number of fully operational katuns remains limited, with ongoing efforts to expand their integration into tourism networks.</p> <p>Thematic trails have enhanced access to remote areas, benefiting both herders and tourists. These developments encourage exploration of less visited regions and support herders by reducing isolation. Pilot innovations in off-grid katuns, such as solar water heating systems and bio toilets, have proven effective but are currently limited in scale.</p> <p>Community engagement has been a key success, with herders participating in workshops on hospitality rural tourism. Some herders have started offering rural tourism services, but further training and support are needed to scale these efforts. Mountain gastronomy has been showcased through small-scale events, highlighting its potential as a unique tourism product.</p> <p>While the initiative has increased awareness and laid groundwork for future activities, sustained investment and broader community participation will be essential to fully realize its potential.</p>
<p>Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i></p>	<p>These initiatives have been pioneer activities in integrating transhumance into tourism offer. Katun Roads, network of thematic trails linking transhumant settlement received major award as sustainable tourism model at international tourism fair FITUR. Due to all this, momentum has been gained to initiate national protection of intangible cultural heritage and international recognition through GIAHS.</p>
<p>Long-term effects of the good practice <i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i></p>	<p>By creating economic incentives for herders, this initiative ensures the continuity of transhumance practices for future generations. The restored katuns have become hubs for eco-tourism, benefiting the local economy and enhancing the region's reputation as a cultural tourism destination. Some of the young people have been motivated to return to katuns due to tourism.</p>
<p>Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>Transhumance inherently promotes sustainable land use, as herders rely on rotational grazing. Tourists visiting the katuns are introduced to pristine mountain landscapes, fostering appreciation and conservation of the region's natural beauty.</p>
<p>Integration of intangible cultural heritage <i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes,</i></p>	<p>Transhumance is one of the most important practices in rural Montenegro, and key cultural heritage in mountainous regions. Putting it at center of tourism</p>

<i>describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	offer helps in raising awareness on its importance. Ongoing activities on international recognition will also support these priorities.
Integration of less visited tangible cultural heritage <i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	Remote katun settlements, previously underutilized, are now focal points for tourism, attracting visitors to areas outside mainstream tourism circuits.
Engagement of the local community <i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i>	Local herders were involved at every stage, from planning to implementation. They contributed their expertise on traditional practices, guided visitors, and provided authentic experiences. This active engagement ensured the project's cultural authenticity and long-term sustainability. They are also currently involved in protection activities and international recognition.
Compliance with the principle of circular management (circular economy) <i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i>	Transhumant settlements as off-grid location have history and tradition of circular economy.
Section IV. Lessons Learned	
Transferability Potential <i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i>	This practice can be adapted to other regions with rich pastoral traditions. The focus on integrating cultural heritage with sustainable tourism ensures its relevance across diverse contexts. By establishing themed trails and utilizing storytelling, similar projects can attract global interest in intangible cultural heritage.
Innovation Potential <i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i>	The integration of traditional practices into modern tourism frameworks is innovative, offering visitors a unique, immersive experience. Digital tools such as interactive maps could further enhance accessibility and engagement.
Recommendations for future projects <i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i>	Enhance the digital presence of katun trails and transhumance stories to attract a global audience. Provide ongoing support to herders through subsidies and training programs to ensure sustainability.
Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region <i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i>	Include provisions for preserving intangible cultural heritage through active tourism engagement. Promote transhumance as a model for sustainable land use and cultural preservation in rural areas.
Section V - Additional information	
Links to additional resources <i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i>	www.bjelasica-komovi.me www.katunroads.me
Contact for additional information <i>(Optional, if available.)</i>	RDA BKP, info@bjelasica-komovi.co.me
Other <i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i>	

3.3. Good practice #3

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Development of Rural Tourism Offer Linking Agriculture and Tourism
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Nationwide, Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country*⁴ where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	2015–ongoing
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, rural tourism services continue to operate, promoted via the ruralholiday.me platform and supported by the Turizam na Selu association.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Turizam na Selu Association
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	National government funds, private investments, and donor support from small-scale regional initiatives
Section II - Description of the good practice example	
<p>Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i></p>	<p>The development of rural tourism in Montenegro has focused on linking traditional agricultural practices with tourism to diversify rural incomes and preserve cultural heritage. Led by the Turizam na Selu (Rural Tourism) Association, the initiative aimed to support rural households in transforming their agricultural activities into tourism services. The ruralholiday.me platform was established as a central hub to connect rural households with tourists seeking authentic experiences.</p> <p>Activities included mapping rural households offering tourism services, providing them with visibility through the web portal, and organizing promotional campaigns. Households were encouraged to showcase traditional practices, such as organic farming, cheese-making, and honey production, as part of their tourism offerings.</p> <p>While some success has been achieved, the initiative is still evolving. Many households have yet to fully adopt tourism as a complementary activity. Challenges such as limited digital literacy among rural communities and a lack of robust infrastructure have slowed progress. The tendency of government to overregulate this sector and introduce legislation that is too complex for these</p>

⁴ *Applicable only for PP5 and PP7

	small, rural family businesses is hampering the growth. However, the platform and association remain active, promoting rural tourism and providing resources for interested households.
Summary of the main objectives of the project / action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i>	<ol style="list-style-type: none"> 1. Diversify rural incomes by integrating agriculture with tourism. 2. Preserve and promote traditional agricultural practices and local heritage. 3. Provide a centralized platform for rural households to reach a broader tourist audience.
Key activities that have been implemented <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i>	<ul style="list-style-type: none"> • Creation of the ruralholiday.me portal to list rural households and their offerings. • Organization of training sessions for households on hospitality and digital marketing. • Promotion of rural tourism at national and regional events, emphasizing authenticity and cultural value. • Inclusion of local food production (e.g., cheese, honey) as a core tourism attraction.
Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i>	The Turizam na Selu Association, rural households, local tourism organizations, and government entities collaborated to develop and promote rural tourism. Several NGOs have also supported rural tourism through EU funded projects.
Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i>	Key challenges included limited awareness among rural households about the benefits of tourism, insufficient infrastructure in remote areas, and the digital divide affecting rural communities. The initiative addressed some of these through training and promotional efforts but continues to face obstacles in scaling up the model nationwide.
Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i>	The initiative showcases how rural communities can diversify their incomes and sustain traditional practices by integrating agriculture with tourism. It highlights the importance of digital platforms in promoting rural tourism and connecting remote households with visitors.
Section III - The significance of the good practice example	
Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i>	The initiative has helped dozens of rural households gain visibility and attract visitors. While the impact is still limited compared to its potential, the ruralholiday.me platform has become a recognized resource for promoting rural tourism in Montenegro. The association has supported rural households in identifying tourism opportunities and enhancing their offerings, though the scale of adoption remains modest.
Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i>	<ul style="list-style-type: none"> • Listing of over 80 rural households on the ruralholiday.me platform. • Organization of several training sessions for rural households on hospitality and marketing. • Increased awareness of rural tourism as a diversification strategy for agriculture. • Support to those interested in starting with agritourism • Support in proper interior arrangements in the household, ensuring proper presentation of cultural heritage and traditions
Long-term effects of the good practice <i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i>	The project has laid a foundation for rural tourism development in Montenegro, providing a model that can be expanded with continued investment and support. The preservation of traditional agricultural practices as part of the tourism offer ensures that rural heritage remains alive.
Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	Rural households often promote their scenic surroundings, such as farms and mountain landscapes, as part of their tourism offering, encouraging visitors to explore Montenegro's natural beauty.
Integration of intangible cultural heritage	Activities such as traditional cheese-making, cooking, and agricultural activities

<i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	are integrated into visitor experiences, preserving and sharing local culture. The Turizam na Selu Association has also supported its members in showcasing cultural heritage through the interior decoration of their houses. This included encouraging the use of traditional furniture, textiles, and locally crafted artefacts to create authentic and culturally rich environments for guests. By incorporating these elements, rural households offer visitors a deeper connection to the region's traditions, enhancing the overall experience and fostering appreciation for Montenegro's rural heritage.
Integration of less visited tangible cultural heritage <i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	Most of the rural tourism households are located in rural areas that are outside of major tourism hotspots, in less visited regions, which supports development of tourism in zones that have otherwise been outside of tourism maps.
Engagement of the local community <i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i>	Local households are central to this initiative, directly benefiting from tourism through added income and increased visibility. Training sessions and platform listings have encouraged community participation, though more consistent engagement is needed to expand the model.
Compliance with the principle of circular management (circular economy) <i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i>	The initiative promotes sustainable practices by emphasizing the use of local resources, such as homegrown produce, in tourism offerings. It also reduces reliance on external inputs by encouraging the reuse of existing infrastructure, such as farmhouses, for guest accommodations.
Section IV. Lessons Learned	
Transferability Potential <i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i>	This model can be adapted to other rural regions with traditional agricultural practices. The use of a centralized digital platform to connect rural households with tourists is particularly replicable.
Innovation Potential <i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i>	While the concept of rural tourism is not new, its application in Montenegro, with a focus on linking agriculture and tourism, demonstrates innovation in using traditional practices as unique selling points.
Recommendations for future projects <i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i>	Increase digital literacy training for rural households to enhance their ability to promote themselves online. Strengthen infrastructure in remote areas to support visitor access.
Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region <i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i>	Develop regional tourism networks to connect rural households with tour operators. Provide targeted grants or subsidies to encourage infrastructure upgrades and service diversification to local farmers. Engage farmers in capacity building activities related to sustainable tourism development.
Section V - Additional information	
Links to additional resources <i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i>	www.ruralholiday.me
Contact for additional information <i>(Optional, if available.)</i>	Turizam na Selu Association, info@ruralholiday.me
Other <i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i>	This initiative highlights the potential for rural tourism to sustain traditional practices and diversify rural economies, offering a replicable model for other regions.

3.1. Good practice #4

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Hiking and Biking Initiative by the Ministry of Tourism
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Nationwide, Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country⁵ where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	2007–2015
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, the main hiking and biking trails established during this initiative remain in use, although further development has slowed.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Ministry of Tourism of Montenegro as lead, with local municipalities, mountaineering and biking associations, and NGOs as supporters
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	National budget, Austrian Development Agency and EU support
Section II - Description of the good practice example	
Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i>	<p>The Hiking and Biking Initiative, led by the Ministry of Tourism from 2007 to 2015, played a transformative role in developing Montenegro's outdoor tourism offer. It was a pioneering effort to establish Montenegro as a destination for active tourism, focusing on creating an interconnected network of trails and routes for hikers and bikers.</p> <p>During the initiative, the Ministry coordinated a working group that included representatives from mountaineering and biking associations, tourism organizations and most active NGOs in this field. This group collaborated to identify key routes, develop signage, and map trails. As a result, several flagship hiking trails, including routes in national parks, and the first top biking trails were established.</p> <p>The initiative also involved the creation of legal framework and regulations in outdoor tourism, promotional materials, such as trail maps and brochures, and supported training programs for guides. These efforts significantly boosted the visibility and accessibility of Montenegro's outdoor tourism offer. However, with the disbandment of the working group, the momentum of coordinated outdoor development has slowed, leaving a gap in leadership for ongoing and</p>

⁵ *Applicable only for PP5 and PP7

	future projects.
Summary of the main objectives of the project / action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i>	<ul style="list-style-type: none"> Establish a nationwide network of hiking and biking trails. Promote Montenegro as an active tourism destination. Encourage sustainable tourism development in rural areas. Build local capacity for outdoor tourism services.
Key activities that have been implemented <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i>	<ul style="list-style-type: none"> Mapping, marking, and promoting key hiking and biking trails. Developing and distributing trail maps and brochures. Organizing training programs for local guides and tourism operators. Creating partnerships between municipalities, associations, and NGOs to support trail development.
Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i>	The Ministry of Tourism served as the lead organization, supported tourism organisations, mountaineering and biking associations, and NGOs. Local communities also contributed by hosting hikers and bikers, offering food and lodging, and participating in guide training programs.
Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i>	The primary challenge was the disbandment of the working group with changes in government leadership, leaving outdoor tourism development without a coordinated approach. Additionally, limited funding for trail maintenance and promotion has hindered the continued growth of this sector.
Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i>	The initiative established a foundational network of hiking and biking trails that remain in use today, significantly boosting Montenegro's reputation as an outdoor tourism destination. It also demonstrated the importance of collaboration among stakeholders and the potential for rural development through active tourism.
Section III - The significance of the good practice example	
Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i>	<ul style="list-style-type: none"> Establishment of a nationwide trail network, including key hiking routes and top biking trails. Creation of trail maps and promotional materials that remain in use today. Increased international recognition of Montenegro as a destination for hiking and biking tourism.
Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i>	<ul style="list-style-type: none"> Marking and promotion of flagship hiking routes, including trails in Durmitor and Prokletije. Development of top biking trails, appealing to both amateur and professional cyclists. Training programs that built local capacity for guiding and trail maintenance.
Long-term effects of the good practice <i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i>	While the working group no longer exists, the trails established during this initiative form the backbone of Montenegro's outdoor tourism infrastructure. The initiative highlighted the potential of active tourism to drive rural development and economic growth.
Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	Trails showcase Montenegro's stunning natural landscapes, including mountains, rivers, and forests, encouraging sustainable exploration.
Integration of intangible cultural heritage <i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	The initiative incorporated cultural elements into the trails, such as traditional stops at local villages and opportunities to experience local gastronomy.
Integration of less visited tangible cultural heritage <i>(Does the example of good practice include the integration of less</i>	The Hiking and Biking Initiative integrated less visited tangible cultural heritage into tourism development by designing trails that passed through historically and culturally significant sites often overlooked by mainstream

<p>visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</p>	<p>tourism. For example, several routes included stops at traditional rural villages, ancient stone bridges, and old water mills. These sites were valorized by featuring them in trail maps and promotional materials, encouraging hikers and bikers to explore them as part of their outdoor adventure.</p> <p>The initiative also highlighted the importance of preserving these heritage sites. Efforts included the installation of interpretive signage to educate visitors about their history and significance, as well as partnerships with local communities to ensure that the sites were maintained. By incorporating these lesser-known heritage elements, the initiative fostered a deeper connection between outdoor tourism and cultural preservation, ensuring that these sites were not only visited but also respected and protected.</p>
<p>Engagement of the local community (Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</p>	<p>The initiative actively involved local communities in tourism development. Local clubs were trained to provide guiding services, and other community members encouraged to provide accommodations, and food for hikers and bikers. Rural households along the trails benefited economically by hosting visitors, while local producers supplied traditional food products.</p>
<p>Compliance with the principle of circular management (circular economy) (Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</p>	<p>The initiative adhered to circular management principles by utilizing existing trails and infrastructure, reducing the need for new construction. Local sourcing of services and products, such as food and lodging, further supported circular economy practices by shortening supply chains and promoting sustainable resource use.</p>
Section IV. Lessons Learned	
<p>Transferability Potential (Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</p>	<p>The model of establishing a working group to coordinate outdoor tourism development can be adapted to other regions seeking to develop a cohesive and collaborative approach.</p>
<p>Innovation Potential (Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</p>	<p>The integration of hiking and biking into a single initiative and the involvement of multiple stakeholders showcased an innovative approach to outdoor tourism development.</p>
<p>Recommendations for future projects (What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</p>	<p>Re-establish a similar working group or coordinating body to guide outdoor tourism development. Ensure continuous investment in trail maintenance and promotion.</p>
<p>Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region (Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</p>	<p>Focus on creating a sustainable governance model for outdoor tourism development. Strengthen partnerships between municipalities, associations, and national authorities to ensure consistent progress. This increases also the pool of funding for outdoor offer, while providing coordinated and strategic approach to development of trails network.</p>
Section V - Additional information	
<p>Links to additional resources (You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</p>	<p>https://www.gov.me/en/mt</p>
<p>Contact for additional information (Optional, if available.)</p>	<p>Ministry of Tourism and Sustainable Development, kabinet@mt.gov.me</p>
<p>Other (If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</p>	<p>This initiative demonstrates the importance of a coordinated approach to outdoor tourism development and highlights the need for sustained leadership to ensure long-term success.</p>

3.2. Good practice #5

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Valorizing Montenegrin Katuns through Sustainable Development of Agriculture and Tourism (KATUN Project)
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	KATUN
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Kučič Mountains, Durmitor Region, Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country⁶ where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	April 2015 – March 2017
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, the knowledge base, GIS database, and findings are used for ongoing preservation and tourism initiatives.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Biotechnical Faculty of the University of Montenegro, with Historical Institute of Montenegro, Faculty of Tourism and Hotel Management as supporters
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	National research funds, EU-funded programs, and international research grants
Section II - Description of the good practice example	
Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i>	<p>The KATUN Project aimed to safeguard Montenegro's unique katun heritage while promoting sustainable agriculture and tourism in mountainous areas. Katuns, traditional summer settlements for livestock herding, represent a vital aspect of the country's cultural and agricultural identity. The project focused on creating a comprehensive knowledge base for katuns through research, documentation, and mapping while exploring innovative ways to integrate traditional agricultural practices with tourism.</p> <p>A Geographic Information System (GIS) database was developed to catalog the katuns in two target regions: the Kučić Mountains and Durmitor. This database included GPS mapping, detailed inventories of katun conditions, origins, and cultural characteristics, and multimedia documentation. The project also facilitated entrepreneurship and innovation in agro-tourism, encouraging farmers to offer unique tourism experiences while preserving traditional practices, but this part of the project has had weaker impact compared to the research part which has been done comprehensively and in detail.</p>
Summary of the main objectives of the project	<ul style="list-style-type: none"> • Preserve and document katun heritage and architecture.

⁶ *Applicable only for PP5 and PP7

<p>/ action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i></p>	<ul style="list-style-type: none"> • Promote sustainable agricultural practices and agro-tourism. • Foster entrepreneurship in mountainous regions. • Ensure cultural heritage protection while integrating it into tourism and agriculture.
<p>Key activities that have been implemented <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i></p>	<ol style="list-style-type: none"> 1. Comprehensive mapping and GPS positioning of katuns in the Kuci Mountains and Durmitor regions. 2. Creation of a GIS database for future planning and promotion. 3. Multidisciplinary research into the history, architecture, and current use of katuns. 4. Capacity-building workshops for farmers to support tourism development.
<p>Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i></p>	<p>The Biotechnical Faculty led the project, with key contributions from the Historical Institute of Montenegro, Faculty of Tourism and Hotel Management, local farmers, and international research partners.</p>
<p>Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i></p>	<p>Limited awareness among local farmers about the potential of tourism required intensive capacity-building efforts. Additionally, some katuns were very remote, and it was challenging reaching them. Tourism component of the project has been lagging behind with limited field activities.</p>
<p>Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i></p>	<p>The project successfully combined scientific research, heritage preservation, and economic development to valorize katuns. Its multidisciplinary approach and creation of actionable resources, such as the GIS database, make it a replicable model for integrating traditional practices with modern tourism. Significant data was obtained through this project, that has never before been collected and it still serves as important reference for any katun activities. Since the project has ended, there was no updating of this information.</p>
<p>Section III - The significance of the good practice example</p>	
<p>Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i></p>	<ul style="list-style-type: none"> • Mapping and documentation of over 100 katuns in the Kuci Mountains and Durmitor regions. • Creation of a GIS database for ongoing planning and preservation. • Increased awareness of katuns' cultural and tourism potential among farmers and stakeholders.
<p>Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i></p>	<ul style="list-style-type: none"> • Establishment of a comprehensive knowledge base on katun architecture, history, and current use. • Collection of GIS data that has never been available before. • Collaboration with international experts to adopt best practices in sustainable mountain development.
<p>Long-term effects of the good practice <i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i></p>	<p>The project has ensured the continued relevance of katuns by integrating them into tourism and agriculture. The GIS database provides a foundation for future initiatives, while the awareness raising and capacity-building efforts have provided grounds for local farmers to engage in tourism activities.</p>
<p>Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>Katuns are closely linked to mountain ecosystems, promoting sustainable grazing practices and biodiversity conservation.</p>
<p>Integration of intangible cultural heritage <i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>The project documented oral histories, traditions, and local knowledge associated with transhumance and katun life, preserving them for future generations.</p>
<p>Integration of less visited tangible cultural heritage <i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>The KATUN Project integrated less visited tangible cultural heritage by documenting and mapping remote katun settlements in the Kuci Mountains and Durmitor region. These seasonal highland structures, often overlooked in mainstream tourism, were catalogued for their architectural and cultural value. Some katuns were included in thematic trails to promote their visitation and appreciation. However, the integration of these sites into active tourism remains limited, and their protection depends on ongoing efforts for</p>

	maintenance and awareness-building among local communities.
Engagement of the local community <i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i>	Local farmers were actively involved in mapping and data collection activities. Their participation ensured authenticity and increased community buy-in for the project's outcomes.
Compliance with the principle of circular management (circular economy) <i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i>	Katuns present micro examples of old style circular economy, and having them in the focus of this project was very important for promotion of circular economy.
Section IV. Lessons Learned	
Transferability Potential <i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i>	The methodology used in the KATUN Project can be applied to similar cultural and agricultural heritage sites across the Danube region. The GIS database serves as a replicable tool for cataloguing and planning preservation efforts
Innovation Potential <i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i>	The project's combination of GIS technology with traditional knowledge and practices represents a novel approach to heritage preservation and tourism integration
Recommendations for future projects <i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i>	Expand the use of GIS databases to include more regions and heritage sites. Provide additional support to farmers to further develop tourism offerings. Also, updating the information from Kuci zone is important to understand the trends of transhumance in more recent years.
Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region <i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i>	Integrate the findings from the KATUN Project into Komovi strategy, and transfer the model to areas that have not been originally covered by the research.
Section V - Additional information	
Links to additional resources <i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i>	https://www.btf.ac.me/
Contact for additional information <i>(Optional, if available.)</i>	Biotechnical Faculty, btf@ac.me
Other <i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i>	The KATUN Project serves as a prime example of how scientific research and community engagement can be combined to preserve cultural heritage while fostering sustainable economic development.

3.3. Good practice #6

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Preserving Cultural Landscape of Albania and Montenegro
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Polimlje, Montenegro
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country*7 where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro, Albania
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro, Albania
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	06/04/2018 – 06/04/2020
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, the cultural route, adapted traditional buildings, and promotional materials continue to serve as resources for tourism and cultural preservation.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Polimski Museum, with partners Regional Development Agency (Montenegro), EuroPartners Development (Albania), Regional Council of Shkoder (Albania)
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	EU – IPA CBC Montenegro-Albania (Project value: €404,582; Donor Contribution: €345,600)
Section II - Description of the good practice example	
Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i>	<p>The project aimed to enhance the competitiveness of the tourism sector in the cross-border area by economically valorising cultural and natural heritage, with a specific focus on preserving traditional architecture. The initiative addressed the integration of traditional elements into modern architecture, preservation of rural buildings, and the promotion of cultural landscapes as unique tourism assets.</p> <p>Key activities included conducting a study on traditional architectural types, developing modern designs based on traditional styles, and organizing a workshops to train rural households active in tourism in how best to incorporate traditional elements in their interior design. The project adapted six traditional buildings (e.g., water mills and water wells), set up ethno-rooms in two villages, and established a cultural route to showcase heritage sites. Public awareness was raised through exhibitions, articles in magazines, and promotional materials.</p>
Summary of the main objectives of the project / action / practice	<ul style="list-style-type: none"> Enhance tourism competitiveness by valorising cultural and natural heritage.

⁷ *Applicable only for PP5 and PP7

<p><i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i></p>	<ul style="list-style-type: none"> • Preserve traditional architecture as a significant part of cultural heritage in the cross-border region. • Increase awareness and knowledge of cultural heritage among local communities and tourists.
<ul style="list-style-type: none"> • Key activities that have been implemented • <i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i> 	<ul style="list-style-type: none"> • Development of a study on traditional architecture types and recommendations for construction of new buildings incorporating traditional architectural elements or improvements to existing buildings. • Organization of a work camp focused on traditional interior design for rural households active in tourism. • Adaptation of six traditional buildings and establishment of ethno-rooms in two villages. • Development of a cultural route and promotional materials for tourism purposes. • Public awareness campaigns, including exhibitions, articles, and educational materials.
<p>Stakeholders involved in implementation <i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i></p>	<p>Polimski Museum (lead), Regional Development Agency (Montenegro), EuroPartners Development (Albania), and Regional Council of Shkoder (Albania). Local rural households, cultural heritage experts, and tourism operators were also actively engaged.</p>
<p>Implementation challenges and obstacles <i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i></p>	<p>Limited resources for building restorations and engaging communities in remote areas posed challenges. Awareness campaigns and practical workshops helped mitigate these issues.</p>
<p>Why is this activity presented as an example of good practice? <i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i></p>	<p>The project effectively combined cultural heritage preservation with tourism development. It serves as a replicable model for cross-border collaboration in integrating traditional architecture into sustainable tourism practices.</p>
<p>Section III - The significance of the good practice example</p>	
<p>Results of the project / action / practice <i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i></p>	<ul style="list-style-type: none"> • Completion of a study on traditional architecture types and guidelines for modern designs incorporating traditional elements. • Adaptation of six traditional buildings, including water mills and wells, for tourism purposes. • Establishment of ethno-rooms in two villages, enhancing their tourism appeal. • Development of a cultural route showcasing key heritage sites. • Organization of exhibitions and publication of articles to increase awareness of traditional architecture and its integration into modern practices.
<p>Key achievements <i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i></p>	<ul style="list-style-type: none"> • Increased tourism potential through the valorisation of cultural landscapes. • Engagement of rural households in preserving and promoting their heritage. • Creation of promotional materials and a cultural route to attract tourists.
<p>Long-term effects of the good practice <i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i></p>	<p>The project has contributed to the sustainable use of cultural heritage in the cross-border region, promoting rural development and increasing community involvement in tourism.</p>
<p>Integration of natural heritage <i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>The project highlighted the role of natural settings in complementing the cultural heritage, making them an essential part of the overall tourism experience.</p>
<p>Integration of intangible cultural heritage <i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes,</i></p>	<p>Workshops and exhibitions emphasized traditional crafts, interior design, and local knowledge, preserving intangible cultural elements alongside tangible</p>

<i>describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i>	structures.
<p>Integration of less visited tangible cultural heritage</p> <p><i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>The project integrated less visited tangible cultural heritage by adapting six traditional buildings, including water mills and wells, for tourism purposes. These structures, often overlooked in mainstream tourism, were restored and incorporated into the newly developed cultural route. This route connected rural villages and highlighted the historical and architectural significance of these sites, making them accessible to both tourists and local communities.</p> <p>The valorisation of these sites involved creating interpretive materials and promotional campaigns to educate visitors about their history and cultural importance. The adaptation of these buildings ensured their functionality, such as using water mills for demonstrations of traditional milling techniques and converting wells into heritage exhibits.</p>
<p>Engagement of the local community</p> <p><i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i></p>	<p>Rural households participated in workshops and the adaptation of traditional buildings, gaining skills to enhance their tourism offerings and preserve cultural heritage.</p>
<p>Compliance with the principle of circular management (circular economy)</p> <p><i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i></p>	<p>The project encouraged the reuse of existing buildings and materials, minimizing environmental impact and preserving historical authenticity.</p>
Section IV. Lessons Learned	
<p>Transferability Potential</p> <p><i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i></p>	<p>The methodology of integrating traditional architecture into modern tourism can be applied in other cross-border regions with rich cultural heritage. Collaboration among museums, development agencies, and local stakeholders is a transferable model.</p>
<p>Innovation Potential</p> <p><i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i></p>	<p>The combination of traditional and modern architectural elements in tourism offerings is an innovative way to valorize cultural landscapes.</p>
<p>Recommendations for future projects</p> <p><i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i></p>	<p>Expand the scope of building adaptations and include additional heritage sites. Enhance digital tools to promote cultural routes.</p>
<p>Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region</p> <p><i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i></p>	<p>Focus on integrating cultural landscapes into park of nature plans, ensuring their long-term preservation and use.</p>
Section V - Additional information	
<p>Links to additional resources</p> <p><i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i></p>	<p>https://bjelasica-komovi.me/en/preserving-cultural-landscape-of-albania-and-montenegro/</p>
<p>Contact for additional information</p> <p><i>(Optional, if available.)</i></p>	<p>Polimski Museum, polimskimuzej@gmail.com</p>
<p>Other</p> <p><i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i></p>	<p>This project highlights the potential of cross-border collaboration to preserve and promote cultural landscapes while fostering sustainable rural development.</p>



3.4. Good practice #7

Section I - Basic information	
Name of the project / action / practice <i>(Enter the full name.)</i>	Local Cuisine as Tourism Offer of Cross-Border Region
Acronym <i>(Enter if exists. If it does not exist, enter 'n/a'.)</i>	n/a
Location <i>(Enter the settlement, city, municipality, county and/or region where the example of good practice was implemented or is currently being implemented.)</i>	Mountainous Montenegro and Albania
NUTS2 <i>(Enter the designation, number and name of the NUTS2 region or country⁸ where the example of good practice was implemented or is currently being implemented, for example 'HR03 Adriatic Croatia'.)</i>	Montenegro, Albania
Country <i>(Enter the name of the country where the example of good practice was implemented or is currently being implemented.)</i>	Montenegro, Albania
Duration of project / action / practice <i>(Enter the starting month and year and the ending month and year. If it is still ongoing, mark with 'ongoing'. For example, '06/2020-12/2023' or '09/2019-ongoing'.)</i>	06/04/2018 – 06/04/2020
If the activity is completed, are the results of the project still being used or the practice is still in use? <i>(If no, enter 'No'. If yes, explain what and how it is still in use. Max. 100 words.)</i>	Yes, local gastronomy routes and promotional materials continue to be utilized, and traditional recipes remain part of the local tourism offer.
The main holder (lead partner) of the action / project / practice <i>(Enter the name of the lead partner or holder, e.g. organisation, institution or stakeholder who was/is responsible for the implementation.)</i>	Regional Development Agency (RDA), with partners National Tourism Organization (Montenegro), Eco-Partners for Sustainable Development (Albania), Puke Municipality (Albania)
Financial support <i>(Was the example of good practice implemented within the framework of a project financed by EU funds? If yes, enter which project and which financing programme. If not, enter the funding source.)</i>	EU – IPA CBC Montenegro-Albania (Project value: €439,189; Donor Contribution: €373,258)
Section II - Description of the good practice example	
Overview of the good practice <i>(Describe the example of good practice. What it includes, how it was implemented, why it stands out as an example of good practice, what were the objectives of the implementation, what was achieved, etc. Max. 600 words.)</i>	<p>The project aimed to enhance the competitiveness of the tourism sector in the cross-border region of Montenegro and Albania by integrating local gastronomy into the overall tourism offer. By preserving and promoting traditional culinary practices, the project highlighted local cuisine as a key cultural asset and driver of sustainable tourism.</p> <p>The initiative involved researching and standardizing traditional recipes, organizing capacity-building programs for restaurants and rural households, and developing thematic gastronomy routes. These routes connected tasting points, rural households, and local restaurants, providing visitors with authentic culinary experiences. Promotional efforts included a gastro fair in Montenegro, familiarization trips for journalists and bloggers, and the creation of promotional materials targeting domestic and international audiences.</p>
Summary of the main objectives of the project / action / practice <i>(What were/are the key objectives of the good practice? For example, development of tourism trails, education of local stakeholder, community actions/activities, etc. Max. 5 entries.)</i>	<ul style="list-style-type: none"> • Valorise local gastronomy as part of the cultural and natural heritage of the cross-border area. • Build local capacity to integrate traditional cuisine into tourism services.

⁸ *Applicable only for PP5 and PP7

	<ul style="list-style-type: none"> • Develop and promote thematic gastronomy routes.
<p>Key activities that have been implemented</p> <p><i>(Enter short notes on the activities carried out. For example, 'established educational tracks', or 'held 10 capacity building seminars for tourism service providers, etc. depending on the characteristics of good practice. Max. 5 entries.)</i></p>	<ul style="list-style-type: none"> • Research and standardization of traditional recipes. • Capacity-building programs for restaurants, hotels, and rural households. • Development of tasting points and packaging/labelling for local products. • Creation of a gastronomy route connecting key culinary sites. • Organization of a gastro fair and familiarization trips for journalists and bloggers, along with development of promotional materials
<p>Stakeholders involved in implementation</p> <p><i>(Indicate which stakeholders were involved in the implementation and how they contributed to the implementation. Max. 200 words.)</i></p>	<p>The Regional Development Agency (RDA) led the project, working closely with the National Tourism Organization of Montenegro, Eco-Partners for Sustainable Development (Albania), Puke Municipality (Albania), local restaurants, rural households, and tourism operators.</p>
<p>Implementation challenges and obstacles</p> <p><i>(Were there any obstacles and challenges in the implementation and how were they solved? Any difficulties encountered and how they were overcome? Max. 200 words.)</i></p>	<p>A lack of standardization for traditional recipes posed challenges, as did the need to train rural households and restaurants in meeting tourism standards. Promotional efforts required significant coordination across borders to ensure cohesion.</p>
<p>Why is this activity presented as an example of good practice?</p> <p><i>(Describe why it was chosen, what are the values that can be integrated into other projects, etc. Max. 200 words.)</i></p>	<p>The project effectively combined cultural preservation with economic development by integrating local gastronomy into the tourism offer. It demonstrated how traditional culinary practices could be adapted to meet modern tourism demands while maintaining authenticity.</p>
Section III - The significance of the good practice example	
<p>Results of the project / action / practice</p> <p><i>(Describe the results of good practice and its importance for sustainable development. Max. 200 words.)</i></p>	<ul style="list-style-type: none"> • Standardization of a collection of traditional recipes for use by restaurants and rural households. • Establishment of tasting points at rural households, offering visitors direct access to local culinary traditions. • Creation of a gastronomy route, including labelled and packaged local products. • Successful organization of a gastro fair in Montenegro and familiarization trips, increasing visibility for local cuisine.
<p>Key achievements</p> <p><i>(What are the main achievements of the good practice, how did it manifest itself in the area and within the local community? Include quantitative and qualitative measures if possible. For example, 'increased tourist arrivals by 10%', 'reduced damage to natural heritage by unregulated activities', etc. Max. 5 entries)</i></p>	<ul style="list-style-type: none"> • Integration of local gastronomy into the tourism offer, benefiting rural households and small-scale producers. • Creation of promotional materials and events to raise awareness of cross-border culinary heritage. • Enhanced skills and knowledge among participating stakeholders through capacity-building programs.
<p>Long-term effects of the good practice</p> <p><i>(How will the results of the practice contribute to the long-term sustainable development of tourism in the local community and the sustainable development of the area? What social, economic and environmental benefits are visible? Max. 200 words)</i></p>	<p>The project has ensured that local cuisine remains a central component of tourism in the region, offering economic opportunities for rural communities and small producers.</p>
<p>Integration of natural heritage</p> <p><i>(Does the example of good practice include the integration of natural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>The project emphasized the connection between local cuisine and the natural environment, promoting organic and locally sourced ingredients.</p>
<p>Integration of intangible cultural heritage</p> <p><i>(Does the example of good practice include the integration of intangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>Traditional recipes and culinary practices were preserved and showcased as part of the region's cultural heritage.</p>
<p>Integration of less visited tangible cultural heritage</p> <p><i>(Does the example of good practice include the integration of less visited tangible cultural heritage into tourism development? If yes, describe how it is included, how it is valorised and how it is protected. Max. 200 words.)</i></p>	<p>Local cuisine was not incorporated in tourism offer of local restaurants and hotels. This project developed a cookbook Gorska trpeza, which presented traditional dishes and obtained major international award, thus raising awareness locally and internationally on local gastronomy.</p>
<p>Engagement of the local community</p>	<p>Rural households, restaurants, and local producers were actively involved in</p>

<i>(Does the example of good practice include the involvement of the local community in the development of tourism (with a focus on tourism services and products)? If so, describe how it is involved and how the practice affects the local community. Max. 100 words.)</i>	the project, benefiting from capacity-building programs and direct economic opportunities. Their participation ensured that local traditions were authentically represented and sustainably integrated into the tourism sector.
Compliance with the principle of circular management (circular economy) <i>(Does the example of good practice include a form of integrating the principles of circular management, whether waste, space, resources or other. Max. 100 words.)</i>	The project supported the use of locally sourced ingredients and sustainable packaging solutions for local products, minimizing environmental impact and reducing waste.
Section IV. Lessons Learned	
Transferability Potential <i>(Can this good practice be adapted and implemented in Danube region? Describe how. Max. 200 words.)</i>	The methodology for integrating local cuisine into tourism services is highly transferable. Other regions with rich culinary traditions can adopt similar approaches, emphasizing capacity building, thematic routes, and promotional activities.
Innovation Potential <i>(Have innovative approaches been applied to preserve natural and intangible cultural heritage, and can this innovation be adapted and used in the context of the Danube region? If yes, describe. If no, enter 'n/a'. Max. 100 words.)</i>	The project's integration of traditional recipes into a modern tourism framework demonstrates innovation, particularly in connecting gastronomy with broader cultural and natural heritage themes.
Recommendations for future projects <i>(What recommendations would you give for the implementation of similar projects, which results from the analysis of this good practice? Max. 100 words.)</i>	Expand the gastronomy route to include more regions and involve additional rural households and producers. Leverage digital tools to promote the route and reach wider audiences.
Recommendations for the Strategy of valorisation of natural and intangible cultural heritage in the rural and less visited areas of the Danube Region <i>(Write specific proposals of objectives, measures and activities that you think should be included in the Strategy, and which you designed by researching the example of good practice. Max. 300 words.)</i>	Focus on the sustainable use of local ingredients and ongoing training programs to maintain high standards in the gastronomy offer. Promote cross-border collaboration to further enrich the culinary experience.
Section V - Additional information	
Links to additional resources <i>(You can send the official link of the project or links where the activity is described (website, YouTube, etc.). Optional, if available.)</i>	www.montegastro.me
Contact for additional information <i>(Optional, if available.)</i>	info@bjelasica-komovi.co.me
Other <i>(If you want to share additional information about the example of good practice or planned Strategy, feel free to enter here. Optional.)</i>	This project highlights the economic and cultural potential of local cuisine as a central element of sustainable tourism development, creating lasting benefits for rural communities and fostering cross-border collaboration.