

Transferring project for
Emblematic **M**editerranean **M**ountains
as **C**oastal destinations of excellence
(**EMbleMatiC PLUS**)

Project Ref:Project Ref:8139 | 10MED21_3.1_M3_009

D3.3.1. PP3 Local implementation action plan for a future eco-itinerary

Deliverable D3.3.1

Activity 3. Transferring process

A3.3 Finalizing receivers local implementation action plan for future eco- itinerary relying on transfer guide methodology



Executive summary

For the third and final stage of the transferring process, each receiver has been asked to use the insights and personalised recommendations from the previously written D.3.2.1. PP3 transferability diagnostic relying on transfer guide, to elaborate and write an individualised local implementation action plan for the creation of a future eco-itinerary (as a physical route) beyond the duration of this current project. This should ultimately provide PP3 with a roadmap to create a new and alternative tourism product offer for its visitors.

The resulting tourist product to be promoted as an Ecojourney, is expected to align with the EMM network values, approach and previous experience, according to the EMM Transfer Guide from the EMbleMatiC project.

LP1, PP1 and PP2 as givers and coaching team provided each receiver with a commonly defined template to be used.

The aim of this document is to have an action plan for the receiver territory at short, mid and long term with concrete, realistic and practical information about each action in order to make each of them achievable by the end of the period foreseen or in the future.

Moreover, this document is the evidence of the last output foreseen for the A3 transferring activity, which is PP3's Local Implementation Action Plan

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Previous document:

D3.2.1.PP3 Transferability diagnostic

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1 Contextual introduction

1.1 A transferring project: *EMbleMatiC PLUS*

EMbleMatiC Plus is the follow-up project of the EMbleMatiC project. Being funded by the Interreg MED program, both projects are just one part of the activities that the **Emblematic Mediterranean Mountains (EMM) Network** undertakes. The Network was born in 2013 thanks to the LEADER funds. Being 4 initial members, the Network has grown across successive projects.

EMbleMatiC Plus involves 3 givers' partners from the previous EMbleMatiC project, 4 new receivers' partners and 7 associated partners. These partners are members of the **EMM network**. They wish to adopt a more responsible and sustainable tourism development model located in their hinterland coastal areas with strong rural and island characteristics.

Thus, EMbleMatiC PLUS project aims to deepen and extend the first project results by transferring to new territories the "Transferability guide for the implementation of an eco-itinerary". These previously created eco-itineraries contribute to geographically rebalancing the visitors flows, to extend the seasonality, to reduce environmental impact whilst generating economical return for these low-density areas.

More specifically, this project aims to:

1. Maximise the impact of what was accomplished & worked with the EMbleMatiC project to new territories.
2. Work together in adjusting the initially produced Transfer Guide to fit receivers' local context and to obtain their best Eco-itinerary local implementation plan.
3. Reinforce the Emblematic Mediterranean Mountains network by gathering key local stakeholders & managing authorities sharing same values, visions & know-how.

In addition to the 3 "Givers" and 4 "Receivers", the project includes seven associated partners, six of them representing mountains territories (Vidova Gora in Croatia, Ida/Psiloritis in Greece, Gran Sasso and Monte Grappa in Italy, Kapela Vrh in Slovenia, and Pico del Torreón in Spain). They could not be retained as receivers for this project but benefit from following its progress closely.

1.2 A receiver territory: *Komovi represented by the Tourism Organisation of Podgorica*

The **Tourism Organisation of Podgorica (TOP)** was selected by LP1, PP1 and PP2 (so-called "Givers") to participate in the EMbleMatiC Plus as a "Receiver". The TOP selected the area around the **Komovi** ([42°40'51"N 19°38'29"E](#)), one of the most prominent massifs of Montenegro, as territory for the transferring of the methodology previously used to create an Eco-itinerary. Komovi is located in the eastern part of the country, at the border to Albania and, further north-east, to Kosovo. The range, which includes 3 peaks above 2,400 m.a.s.l., is part of the Dinaric Alps and, specifically, of the Prokletije range. Administratively speaking, the area is divided into 3 municipalities: Podgorica at the South, Kolašin at the North and Andrijevica at the East.

Komovi lies at the crossroads of Mediterranean and Balkan worlds both in terms of nature and culture. The area is shaped by an alpine landscape with impressive beech forests. At the upper parts, Komovi hosts a number of so-called "katun", temporary shepherd summer lodges that are an outstanding example of traditional nomadic cattle breeding in the mountain. In the lower parts, Andrijevica stands out as a small town in the Lim river valley. In the future, the whole area will be deeply affected by the construction of the Bar-Belgrade highway. This infrastructure

will enable more visitors from the capital city and, therefore, might expose the area to more pressures. In this respect, it is important to highlight that Komovi was declared a natural park in 2018 due to its ecological significance and abundance of flora and fauna.

2 Common methodology followed for the design of the LIAP

2.1 *The LIAP corresponds to the third phase of the transferring strategy of the project*

The transferring strategy of the EMbleMatic PLUS project unfolds in three phases to adapt the steps described within the “transfer guide” into a “transfer process” applied by each receiver and adjusted according to its own context or transferability potential.

The core know-how to transfer is the compliance of the 30 attributes from the previously applied TOR for the creation of eco-itineraries.

-Phase 1 A 3.1 Givers’ dissemination to receivers of transfer guide & pasts achievements: completed by October 2021 with two webinars and a transnational meeting for receivers to have their own experience of existing eco-itineraries.

-Phase 2 A 3.2 Receivers’ transferability diagnostic relying on transfer guide: completed by April 2022 following two stages working period:

Stage 1: Receivers worked with CT for four months on compliance of all considered aspects of their future eco-itinerary with the attributes defined on the emblematic TOR.

Stage 2: The Assessing team visited each receiver for an on-site assessment visit consisting of an on-site cross-analysis & peer review (3 givers & 1 assessor) on the first receiver’s initial proposal of potential eco-itinerary route, activities, stakeholders...

This full assessment process and results are summarized into each receiver project output “Transferability diagnosis” released in April 2022 and available for consultation on project website.

-Phase 3: A3.3 Receiver’ local implementation action plan for their eco-itinerary:

For this final stage of the transferring process, receivers have been asked to use the insights and personalised recommendations from this diagnosis, to elaborate and write an individualised local implementation action plan for the future creation of their eco-itinerary beyond the duration of this current project. This should ultimately provide the receiver with a roadmap to create a new and alternative tourism product offer for its visitors.

2.2 *The LIAP is conceived to become a developed version from the Plan of action completed for Attribute 22.*

Indeed, one of the attributes from the Terms of Reference (ToR) included in the Transfer Guide (TG) is no. 22, entitled “Implementing monitoring tools to improve the sustainable performance of the destination”. During the previous phase of the project each receiver has completed a plan of action as evidence for this attribute fulfilment that can now be used as a first document to work on the LIAP. Below, you can see the Attribute 22 template.

Attribute 22: Implementing monitoring tools to improve the sustainable performance of the destination

Suggested evidence: Plan of action

Template for a Plan of Action (contents are just an example of possible ones)

OBJECTIVE	PRIORITY	RESPONSIBLE	COST	ACTION	FOLLOW UP/DEADLINE	INDICATOR	ACHIEVEMENT Y/N
Have at least one eco-friendly means of transport in 2020	Low	Local administration	Local administration budget	Contact local administration to show its necessity and the benefits for the project and the community	Meetings with the responsible administration/December 2020	Number of eco-friendly transport units	
Obtain carbon offsets from visitors	middle	Project Partners	100 €	Raise awareness among stakeholders	Collect data from stakeholders / October 2020	Number of visitors who have used any carbon offsetting tool	
		Stakeholders		Communicate carbon offsetting tools to visitors	Collect data from visitors / October 2020		
Increase the number of restaurants with any kind of food certification	High	Project Partners	Partner budget	Stimulate and assess stakeholders about obtaining a certification	Follow actively the certification process / December 2021	Number of new certifications obtained	
		Restaurants	Certification cost	Applying and obtaining a certification	Meet the scheduled certification requirements and deadlines / December 2021		

2.3 The proposed format of receiver LIAP consists of four commonly defined main contents

- The eco-itinerary proposal
- LIAP synthesis table template
- LIAP Action worksheets template
- LIAP detailed Excel document template (optional)

2.3.1 Eco-itinerary proposal

After completion of the diagnostic and prior to develop in details their LIAP, each receiver is asked to provide their finalised proposal of the future eco-itinerary they have designed.

This proposal will consist of three elements

- The title of the eco-itinerary
- A brief description highlighting the main focus, thematic, purpose of the future eco-itinerary (max. 600 characters including space).
- A map including all routes and the basic information.

2.3.2 LIAP Synthesis table template

The second element of the receiver LIAP is a synthesis table that summarises all objectives pursued and their pre-identified related actions for the creation of the proposed eco-itinerary.

Objective 1	<i>Insert name of objective</i>
Action 1.1	<i>Insert name of action</i>
Action 1.2	<i>Insert name of action</i>
Action 1.3	<i>Insert name of action</i>
...	

Objective 2	<i>Insert name of objective</i>
Action 2.1	<i>Insert name of action</i>
Action 2.2	<i>Insert name of action</i>
Action 2.3	<i>Insert name of action</i>
...	
Objective 3	<i>Insert name of objective</i>
Action 3.1	<i>Insert name of action</i>
....	

2.3.3 LIAP Actions worksheet template

The aim of this document is to have a realistic and achievable action plan for the territory at short, mid and long term with concrete and practical information about each action in order to make each of them achievable by the end of the period foreseen or in the future.

Each action of the LIAP synthesis table must be detailed using the following “action worksheet template” which you can improve adding other issues that you could consider relevant for your territory or more adaptable to your methodology of working.

a) Action	Title
	Description of the action (maximum 1000 words with spaces)
b) Objective (s)	The objective or objectives pursued with this action
c) Context	In order to understand the importance of our action, we include a previous section explaining the context, state of things, precedents etc.
d) Associated Attribute (ToR)	Specification of what attribute and topic from the ToR lies behind the objective. We have included the name and number of the attribute as well as to which one of the five topics it belongs.
e) Degree of priority	How important is it for our organisation to reach this objective? There is a temporal hierarchy and, therefore, whether each objective has a high, medium, or low priority. We have decided this degree according to the field “deadline” as well as “follow-up” (see below)
f) Responsible	Position within the company or institution and the contact (tel., email or postal address) of the person being responsible for the achievement and implementation of this objective.
g) Involved actors	We have indicated which actors are relevant for our objective and actions, and in which way they should be involved.
h) Cost	We have indicated the total estimated costs of executing the actions. Obviously, this section will be much more informative if the numbers adjust to some realistic scenario, which is usually difficult to achieve. Anyway making an effort in this respect is crucial to make the objective feasible. Strong and precise data about cost will ease the following section.
i) Funding possibilities	We have registered what possibilities there exist within the funding landscape in our area. We have detailed the different institutions, grants, funds... available, as well as the responsible organisation behind each source of funding (according to their nature -public or private-, range of action - local, regional, national, European,- etc.)

j) <i>Time schedule</i>	Like cost, time is a “must” if we want to achieve the objective. We distinguished between the different milestones in a field called “follow-up” from the final deadline.
k) <i>Indicators</i>	A series of signals have been identified for showing whether the action is being achieved, or not.
l) <i>Final check</i>	The final step that ensures the actual achievement of the action. Once we will have done the action, we will check this final field with a tick (✓) or just writing “achieved”. On the third and final stage of the transferring process, the receivers were asked to use the insights and personalised recommendations from this diagnosis, to design an individualised local implementation action plan.

2.3.4 LIAP detailed Excel spreadsheet template (optional)

The final element commonly defined for the presentation of the LIAP is an excel table that allows listing in a very comprehensive and exhaustive way all information from the LIAP.

Production of this excel table is **optional**.

Receivers wanting to produce it must insert it into the appendix section of this deliverable.

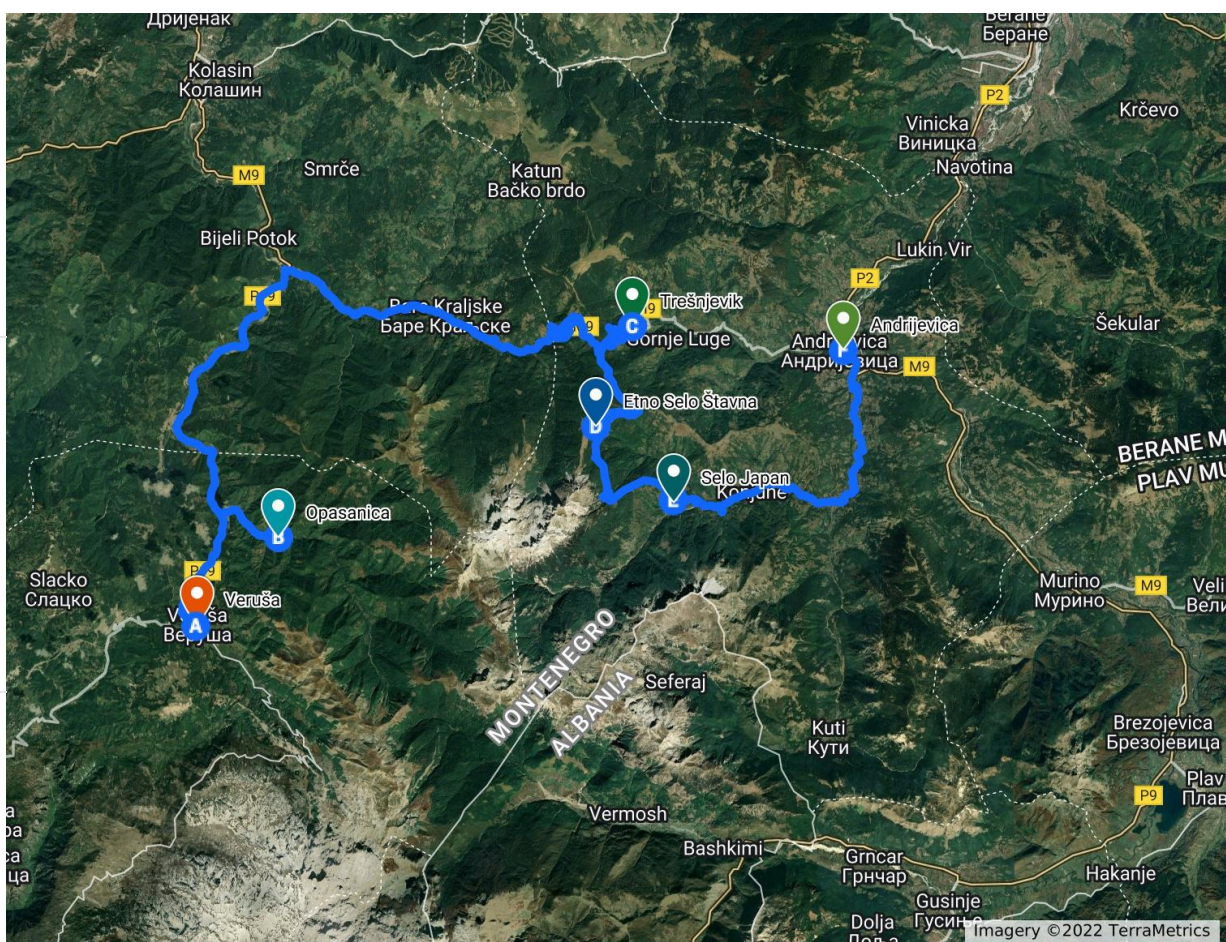
	A	B	C	D	E	F	G	H	I	J	K
2	A3.3 Finalizing receivers local implementation action plan for future eco-itinerary relying on transfer guide methodology										
3	D3.3.1 - PP3 Local Implementation Action Plan (LIAP)										
5	TEMPLATE 2										
6											
7											
8	*Please note: Some titles of the fields are simplified. You will find a detailed description in Template 1.										
9	*Previous instructions: when filling in the cells, try to use the same wording, so that filter can work smoothly.										
10											
11		Objective	Attribute(s) ToR	Priority	Responsible	Involved actors	Cost	Funding options	Timeline	Indicators	Check
12	[put here the name of action 1]										
13	[put here the name of action 2]										
14	[put here the name of action 3]										
15	...										

3 PP3 Local implementation action plan (LIAP)

3.1 PP3 Eco-itinerary proposal

Title: *The secrets of Komovi*

Description: *The secrets of Komovi eco-itinerary is a unique experience combining the rich cultural heritage, exceptional natural resources of the area, and sustainable tourism flow. The idea of this route is to enjoy a diverse green landscape through the eyes of locals. You stand to benefit from fresh and unique insights into the Komovi area. Escape from crowded cities, feel the warm hospitality of the locals, learn about their way of life and enjoy the authentic flavors of dishes whose ingredients come to the table directly from the garden.*



3.2 PP3 LIAP Synthesis table

Objective 1	<i>Expanding the routes</i>
Action 1.1	<i>Identify and involve new stakeholders into EMM network</i>
Action 1.2	<i>Create new routes that comply with Emblematic attributes</i>

Objective 2	<i>Proper signposting through whole route</i>
Action 2.1	<i>Investing in directional signage on road and paths</i>
Objective 3	<i>Inclusion of associated services</i>
Action 3.1	<i>Properly established viewpoint</i>
Action 3.2	<i>Interpretation panels</i>
Objective 4	<i>Waste management</i>
Action 4.1	<i>Collect and recycle</i>
Objective 5	<i>Avoid overcrowding the premise</i>
Action 5.1	<i>Analysis of potential saturated spots</i>
Action 5.2	<i>Constrain access</i>
Objective 6	<i>Promoting cultural aspects</i>
Action 6.1.	<i>Effectively promote local stories</i>
Objective 7	<i>Increase tourist information sources</i>
Action 7.1	<i>Increase the number of trained local Guides</i>
Action 7.2	<i>More information on availability of activities</i>
Objective 8	<i>Promote traditional Komovi gastronomy</i>
Action 8.1	<i>Stimulate and assess stakeholders about obtaining a certification</i>
Action 8.2	<i>Promote food tourism and support local producers</i>
Objective 9	<i>Raise awareness about the carbon footprint offset and sustainability</i>
Action 9.1	<i>Improve performance in terms of sustainability of restaurants and accommodation</i>
Action 9.2	<i>Educate people who will convey the message locally</i>
Objective 10	<i>Increase involvement of stakeholders</i>
Action 10.1	<i>Stimulate involvement of locals with visitors</i>
Action 10.2	<i>Improve cooperation between municipalities</i>
Action 10.3	<i>Organize quarterly stakeholder meetings</i>

3.3 PP3 LIAP Actions worksheets

3.3.1 Action 1.1

a) Action (max. 1000 characters)	Identify and involve new stakeholders into EMM network <i>Successful tourism development and sustainability depend greatly on cooperation between all stakeholders involved in the tourism offer of the area. Potentially we can identify and contact a wide range of stakeholders that are operating in the territory of Komovi that have not been involved in the project yet but offer value that complies with Emblematic characteristics and reflect the main assets of the area. Contacting, inviting, and bringing stakeholders together is crucial for exploring all aspects of the future eco itinerary. Since we are already inserted in the local stakeholder networks, contact and invitation could be done through personal call or e-mail as the most effective way to gather information and pursue the commitment to the project.</i>
b) Objective (s)	<i>Expanding the route</i>
c) Context	<i>In the huge area surrounding the mountain ranges of Komovi there are many stakeholders and local suppliers who offer accommodation, local products, various activities, guiding services, or other tourism activities that play a key role but have not been identified or have not shown interest in the project due to weak cooperation between local stakeholders.</i>
d) Associated Attribute (ToR)	<i>Basic characteristics of the eco-itinerary: Att. 1, Att. 2</i>
e) Degree of priority	<i>Medium</i>
f) Responsible	<i>TOP, Municipality of Andrijevica</i>
g) Involved actors	<i>Local stakeholders</i>
h) Cost	<i>None</i>
i) Funding possibilities	<i>None</i>
j) Time schedule	<i>March 2023</i>
k) Indicators	<i>Number of new local stakeholders involved</i>
l) Final check	

3.3.2 Action 1.2

a) Action (max. 1000 characters)	Create new routes that comply with Emblematic attributes <i>Description: Engaging new local stakeholders to provide inputs for the design of a more attractive product and developing the itinerary by adding new routes and connecting stakeholders will ensure commitment to the common benefit. Involving more sites and actors in the product with the most suitable characteristics for an Ecojourney will be conducted through a series of stakeholder meetings. It will result in an eco-itinerary consisting of at least 3 days and 2 nights in order to explore the whole area.</i>
b) Objective (s)	Expanding the route
c) Context	<i>The proposed eco-itinerary is composed of a single, linear route with a great potential for adding sections that would allow creating partial loops to involve more sites (and actors) in the product.</i>
d) Associated Attribute (ToR)	Basic characteristics of the eco-itinerary: Att. 1, Att.2
e) Degree of priority	Medium
f) Responsible	TOP, Municipality of Andrijevisa
g) Involved actors	Local stakeholders
h) Cost	None
i) Funding possibilities	None
j) Time schedule	March 2023
k) Indicators	Number of routes added
l) Final check	

3.3.3 Action 2.1

a) Action (max. 1000 characters)	Investing in directional signage on road and paths <i>Clear signposting on the paths of eco-itinerary contributes to route readability, safety on following and comfort. Also, the process of signposting takes time and effort. First, based on the Road Law of Montenegro, in case of the municipal road for the installation, removal and supplementation of traffic signals, the competent local government body decides. Furthermore, for the proper signposting it is necessary to search for a way of funding this investment. One of possible solutions, according to our conversations with stakeholders, the Ministry of Economic Development has announced an investment project for the signposting on the paths around Komovi.</i>
b) Objective (s)	Proper signposting through whole route
c) Context	<i>Not enough has been invested in improving traffic and tourist signage. Signposts are visible only along the roads with asphalt surface giving</i>

	<i>direction to villages close to road junctions. Appropriate signposting for hikers and tourists exists only around the city of Andrijevica as they have developed biking routes and provide a GPS map with marked routes to facilitate planning and orientation on the terrain. Based on the Road Law of Montenegro, for the installation, removal and supplementation of traffic signals, the competent local government body must first obtain the consent of the administrative body. The government body decides on the proposal for the installation of tourist or other intelligence signals along the state road, and for the municipal road, the local government body decides.</i>
d) Associated Attribute (ToR)	Basic characteristics of the eco-itinerary: Attr. 4
e) Degree of priority	Low
f) Responsible	Tourism Organisation of Andrijevica, MunTourism Organisation of Podgorica
g) Involved actors	Hiking associations, Local stakeholders
h) Cost	Cca 15 000 – 20 000 Euros
i) Funding possibilities	Local administration budget, Eu projects funds
j) Time schedule	3 years
k) Indicators	Number of paths properly signposted
l) Final check	

3.3.4 Action 3.1

a) Action (max. 1000 characters)	Have properly established viewpoint <i>At least one panoramic viewpoint should be selected, defined and properly indicated. The investment has a significant role for the location of the mountain because it will enrich the tourist offer and thus a larger number of visitors is expected, as well as different groups of visitors. The first action to take is to contact the local government and show its necessity and the benefits for the project and the community and require approval. Furthermore, explore the funding options through other EU projects or governmental funds.</i>
b) Objective (s)	Inclusion of associated services
c) Context	<i>There are many natural scenic viewpoints of the Komovi ranges but there is no properly established viewpoint. Viewpoints are planned but still not defined because of the long process it takes due to legislation on tourist signalization of mountain routes in Montenegro which defines what type and at which place can signposts be place and requires approval from public authorities.</i>
d) Associated Attribute (ToR)	Basic characteristics of the eco-itinerary: Attr. 5
e) Degree of priority	Medium

f) Responsible	Local government
g) Involved actors	Local stakeholders
h) Cost	4 000 – 5 000 Euros
i) Funding possibilities	National funds, Eu projects funds
j) Time schedule	3 y
k) Indicators	Number of viewpoints properly established
l) Final check	

3.3.5 Action 4.1.

a) Action (max. 1000 characters)	Collect and recycle waste <i>Overloading, as well as tourists' lack of familiarity with differing waste systems, can lead to improper waste disposal, which can in turn lead to environmental problems such as groundwater or soil contamination and greenhouse gas emissions, among others. Implementing different waste management strategies is crucial to increasing sustainability. To reduce the amount of trash improperly disposed of, recycling trash bins should be installed and visitors and locals should be encouraged to recycle their plastic, glass and metal packaging. Also, organization of the effective waste collection and recycling is needed to avoid overloading. To overcome these problems, the network of local authorities and other organizations should work together to promote sustainable waste management.</i>
b) Objective (s)	Waste management
c) Context	<i>High amount of inadequate disposal of waste is present in the area which has very damaging effects for the nature but also gives a bad reputation for the area in the eyes of the visitors.</i>
d) Associated Attribute (ToR)	Ethics and Sustainability: Att. 21
e) Degree of priority	High
f) Responsible	Local public authorities (Čistoća d.o.o.)
g) Involved actors	Visitors, local stakeholders
h) Cost	Cost to be determined
i) Funding possibilities	National funds
j) Time schedule	2024
k) Indicators	Number of recycling sites installed
l) Final check	

3.3.6 Action 5.1

a) Action (max. 1000 characters)	Analysis of potential saturated spots <i>Too many people in a particular place at a particular time could lead to a negative experience for visitors and residents being fed up. First action to take is to investigate the factors affecting tourism saturation intensity such as the number of overnight stays, number of residents and transport accessibility of the area, and explore the potential saturated spots in the future.</i>
b) Objective (s)	Avoid overcrowding the premise
c) Context	<i>The route mostly includes small villages off the tourist track with lack of development of tourist attractions so they offer authentic, peaceful, and quiet stay. The city of Andrijevisa could be a more saturated spot than the rest of the spots on the route in terms of accommodation and tourist visits. No spots are saturated, even in summertime. However, the danger of overcrowding the premises of the spot exists as there is a free road access to the Katun.</i>
d) Associated Attribute (ToR)	Basic characteristics of the eco-itinerary: Attr. 6
e) Degree of priority	Low
f) Responsible	Tourism Organisation of Podgorica and Tourism organization of Andrijevisa
g) Involved actors	Local Tourism Organisations
h) Cost	None
i) Funding possibilities	None
j) Time schedule	2024
k) Indicators	Number of saturated spots identified
l) Final check	

3.3.7 5.2

a) Action (max. 1000 characters)	Constrain access <i>After indicating potential saturated spots, taking a more responsible approach to tourism can mitigate the negative effects is needed. Constraining the entrance and paying the entrance fee is one of the ways to avoid saturated spots and support the conservation of the area.</i>
b) Objective (s)	Avoid overcrowding the premise

c) Context	<i>The area of Komovi has free, uncontrolled road access from local road network connecting Kolašin with Andrijevića over the pass of Trešnjevik. Right now, there are no saturated spots in the eco itinerary but for the purpose of preventing potential overcrowded spots strategy has to be set.</i>
d) Associated Attribute (ToR)	<i>Basic characteristics of the eco-itinerary: Attr. 6</i>
e) Degree of priority	<i>Low</i>
f) Responsible	<i>Agency for Management of protected areas Podgorica</i>
g) Involved actors	<i>Locals, guides, tourism offices</i>
h) Cost	<i>None</i>
i) Funding possibilities	<i>None</i>
j) Time schedule	<i>2024</i>
k) Indicators	<i>Number of constrained entrances</i>
l) Final check	

3.3.8 6.1

a) Action (max. 1000 characters)	Effectively promote local stories <i>Eco itinerary should consist of routes of experiential tourism; it is important it includes Storytelling. For ensuring a unique and memorable encounter for the visitors, Komovi area has an authentic Story of katuns that differentiates it from the rest of the region. The promotion of eco-itinerary through on-site storytelling is most effectively done through sharing the experience about Katuns from people with unique individual perspectives. That is why local stakeholders and local guides will be engaged to enable cultural products to be appropriately integrated in the positioning and export of the complete experience of the area. Also, to keep information delivered in an interesting way, incorporating visual elements such as photos and videos is a great tool for sharing the story that could be included on the official websites of tourism organizations. Furthermore, events should be organized to promote mountain herding and creation of "thematic" settlements on the basis of places of traditional existence of crafts to enrich the experience of the story.</i>
b) Objective (s)	<i>Promoting cultural aspects</i>
c) Context	<i>Promoting cultural aspects in terms of storytelling does not play a role in tourism promotion of Komovi. The area of Komovi already has a great story. The story of Katuns has high potential to turn to memorable story and become the backbone of the Eco-itinerary, i.e., the attraction that eventually might attract visitors. Since storytelling is still undervalued as tourism product, systematic work on creating regionally and globally</i>

	<i>recognizable events and increase opening of destinations to cultural tourism.</i>
d) Associated Attribute (ToR)	<i>Associated services - Attr. 10</i>
e) Degree of priority	<i>High</i>
f) Responsible	<i>Toursim Organisation of Andrijevica</i>
g) Involved actors	<i>Local tourism offices, guides, locals</i>
h) Cost	<i>None</i>
i) Funding possibilities	<i>None</i>
j) Time schedule	<i>2023</i>
k) Indicators	<i>Number of visits that story receives on website, Number of local guides transferring the story, Number of events organized related to story of Katuns</i>
l) Final check	

3.3.9 7.1

a) Action (max. 1000 characters)	<i>Increase the number of trained local guides</i> <i>Stakeholders and local providers who are familiar, trained and savvy with local attractions and cultures can act as facilitators and guides for tourists. Identifying the local guides that would act as on-site storytellers and organizing training and education for guides to obtain proper knowledge and provide qualified landscape interpretation services is necessary.</i>
b) Objective (s)	<i>Increase tourist information sources</i>
c) Context	<i>The current formal tourism education system in the area is not fully adjusted to the current needs of the tourist economy nor tourist organizations, since it does not ensure a sufficient number of highly trained guides who could actively join tourism promotion. Local tourist guides should represent the local community and show the most important and the most interesting sights of a given destination. In order for professional guides to be able to offer landscape interpretation services, guide one must obtain proper education and an appropriate certificate. Association of mountaineers has permission from the Ministry of sports to train mountain guides.</i>
d) Associated Attribute (ToR)	<i>Associated services – Att.11</i>
e) Degree of priority	<i>Medium</i>
f) Responsible	<i>Association of mountaneers</i>
g) Involved actors	<i>Local tourism agencies, local guides</i>

h) Cost	5 000 euros
i) Funding possibilities	National funds
j) Time schedule	March 2023
k) Indicators	No. of professional local guides
l) Final check	

3.3.10 7.2

a) Action (max. 1000 characters)	More information on availability of activities <i>The aim is to have all the activities and services available and easy to find for visitors. General information is important to visitors, especially those first-time travelers to the destination. Information should be gathered from all stakeholders and presented in text and distributed throughout the English version of the website with a complete list of accommodation, producers, guides, tours and activities. A good website will enable users to quickly find the information they are interested in and skip the one that is not desired. Tourism organizations, travel agencies, and accommodation facilities play a key role in disseminating information about other available activities. TOP Podgorica involved company who is producing application called 'Mandergbug' which is the Montenegro travel app with the map off all paths in Montenegro to explore. Komovi Eco itinerary route will be included as part of the route.</i>
b) Objective (s)	Increasing tourist information sources
c) Context	<i>There is no consistent, structured and efficient web platform that provides full details and information about the activities tourists can engage in, accommodation providers, restaurants local producers and other stakeholders offering tourism products. Relatively passive relationship towards electronic marketing and online social services on regional and local level.</i>
d) Associated Attribute (ToR)	Associated services – Att. 8
e) Degree of priority	High
f) Responsible	Tourism Organisation of Andrijevisa
g) Involved actors	Local tourism offices
h) Cost	None
i) Funding possibilities	None
j) Time schedule	September 2022
k) Indicators	No. of content on websites promoting the area created, No. of visits that content related to Komovi receives

I) Final check	
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3.3.11 8.1

a) Action (max. 1000 characters)	Stimulate and assess stakeholders about obtaining a certification <i>In order to promote a destination's culinary tourism, it is necessary to introduce the country's representative cuisine as well as its food culture or in other words, how people at the destination enjoy foods and drinks. To ensure higher standards of local gastronomy it is important to assess stakeholders and emphasize the importance of certification of local products and restaurants. In order to achieve that local gastronomy contributes to the region's identity, local restaurant certification is needed to ensure the quality of both food and services in food establishments such as the logo of the quality placed on the entrance of the restaurant or the dishes on the menu labeled as 'Komovi traditional food'. Furthermore, 'Kučki cheese' as local product is in the process of obtaining mark of origins, which should also be emphasized in the restaurants that have it included in their daily offer.</i>
b) Objective (s)	Promote traditional Komovi gastronomy
c) Context	<i>Fresh seasonal, local ingredients are the essence of gastronomy offered in restaurants and accommodations in the Komovi area, but there is no food certificates obtained to protect origin of the food.</i>
d) Associated Attribute (ToR)	Associated services – Att. 13
e) Degree of priority	Low
f) Responsible	Agency for Management of protected areas Podgorica
g) Involved actors	Local restaurants
h) Cost	3 000 Euros
i) Funding possibilities	Local funds
j) Time schedule	2024
k) Indicators	No. of restaurants and food products certified
l) Final check	

3.3.12 8.2

a) Action (max. 1000 characters)	Promoting food tourism and supporting local producers
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	<i>One of the ways to promote local food and producers is to organize local food tour that offers a chance to learn about Komovi's history and particularly its food. With the help of tour guides who are Komovi's locals, tourists will get to know the region better and their culinary experience will be enhanced. Examples of activities on the tour are: tasting regional Komovi food from local producers, listening stories of Komovi history and its myths and legends, having diners in local restaurants, etc. Also, efforts should be put to organize local food events to be every month during the season, where all local producers and restaurants gather and offer food tastings to tourists and promote their products. This would also include cooperation among tourism organisations to promote those events and publish on their official sites list of local producers to be available for everyone.</i>
b) Objective (s)	Promote traditional Komovi gastronomy
c) Context	<i>Currently, local producers do not have sufficient cooperation with tourism organizations which would include promoting events with local food tastings, making information about local producers easy to find for visitors and make it integral part of tourist promotion of eco-itinerary.</i>
d) Associated Attribute (ToR)	Associated services – Att. 13
e) Degree of priority	High
f) Responsible	TOP
g) Involved actors	Agency for protected areas management Podgorica, local restaurants
h) Cost	None
i) Funding possibilities	None
j) Time schedule	March 2023
k) Indicators	No. of events for local producers organized, No. of websites offering information about local producers and gastronomy
l) Final check	

3.3.13 9.1

a) Action (max. 1000 characters)	Improve performance in terms of sustainability of restaurants and accommodation <i>Tourism sustainability at local and regional levels can be achieved through prioritizing key objectives and participation of all agents for provision of tourism products. In order to improve their environmental performance, food and drink providers and accommodation providers will offer recyclable packaging for food and products, give instructions to tourists on waste sorting and recycling to avoid waste generation and minimizing use of resources. Furthermore, restaurants should be encouraged to minimize avoidable food waste, use seasonally available food and save energy. Tourism organizations will stimulate and assess local stakeholders on necessity and benefits of following Emblematic list of recommendations</i>
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	<i>about best environmental practices. Local stakeholders should provide information to customers on the environmental impacts of tourism packages, and actions that can be taken by customers to minimize their environmental impact.</i>
b) Objective (s)	<i>Raise awareness about the carbon footprint offset and sustainability</i>
c) Context	<i>Some signs of sustainability are shown in restaurants where the majority of dishes offered are based on the seasonal availability of fruits and vegetables. Food and accommodation providers lack the knowledge and information on how to meet other sustainability aspects.</i>
d) Associated Attribute (ToR)	<i>Ethics and sustainability – Att.19</i>
e) Degree of priority	<i>Medium</i>
f) Responsible	<i>Tourism organization of Podgorica</i>
g) Involved actors	<i>Local restaurants and accommodation providers</i>
h) Cost	<i>None</i>
i) Funding possibilities	<i>None</i>
j) Time schedule	<i>March 2023</i>
k) Indicators	<i>No. of restaurants and accommodation providing recommendation about best environmental practices</i>
l) Final check	

3.3.14 9.2

a) Action (max. 1000 characters)	<i>Educate people who will convey the message locally</i> <i>Adequate training, knowledge and control of tourists with regard to a clean environment and environmental protection should be taken into consideration to empower guides, accommodation providers, restaurants and other stakeholders to motivate the tourists towards sustainability. On-site education courses may be provided in association with education centres that receive public funding, or may be supported by government grants. Empowerment of local stakeholders engaged in the provision of tourism activities through conducting workshops and giving instructions to raise awareness of carbon offsetting, best environmental practices for stakeholders and information about visitors' correct behavior in the area. Also, brochures with instructions such as the one provided by external experts will be distributed in Montenegrin and English language at stakeholders' facilities to spread the message.</i>
b) Objective (s)	<i>Raise awareness about the carbon footprint offset and sustainability</i>
c) Context	<i>Lack of cooperation among local stakeholders, suppliers and investors in tourism destinations, and in general scant attention to local capacities and capabilities.</i>
d) Associated Attribute (ToR)	<i>Ethics and sustainability – Att.16</i>

e) Degree of priority	Medium
f) Responsible	Tourism Organisation of Podgorica and Tourism Organisation of Andrijevisa
g) Involved actors	Local stakeholders, Agency for management of protected areas Podgorica
h) Cost	None
i) Funding possibilities	None
j) Time schedule	2024
k) Indicators	No. of educations on tourism sustainability executed
l) Final check	

3.3.15 10.1

a) Action (max. 1000 characters)	Stimulate involvement of locals with visitors <i>Promoting interaction between visitors and locals, offering unique experience by meeting locals and by participating in their activities. Visitors will interact with locals by using and buying products and services they offer. Their offer consists of accommodation and additional activities such as participation in rural works, collecting fruits and vegetables, making local products from fruits and vegetables, and tasting Montenegrin specialties. Also, encounters between locals and visitors will be encouraged through organized fairs and exhibitions where local producers in the area bring their homemade products for tasting and sale. Furthermore, a list of local producers will be made visible and listed on the official sites of tourism organizations Andrijevisa and Podgorica.</i>
b) Objective (s)	Increase involvement of stakeholders
c) Context	The major challenge is to involve all these actors into the implementation of the eco-itinerary on the terrain. The area consists of local stakeholders that offer high quality products and services which decisively contributes to convey an image of authenticity to the destination but have not been actively promoted.
d) Associated Attribute (ToR)	Ethics and sustainability – Att.18
e) Degree of priority	High
f) Responsible	Tourism Organisation of Podgorica
g) Involved actors	Tourism Organisation of Andrijevisa, local stakeholders, Agency for protected areas management Podgorica
h) Cost	None

i) Funding possibilities	None
j) Time schedule	March 2023
k) Indicators	No. of content related to information on local producers, No. of events organized
l) Final check	

3.3.16 10.2

a) Action (max. 1000 characters)	Improve cooperation between municipalities <i>Tourism development in the area needs a network and cooperative relationships between local government, tourist organizations, tourist agencies and different organizations/institutions in the area. The collaboration will be achieved between Municipality of Andrijevica, Podgorica and Kolašin, an which the area of Komovi spreads, particularly the tourism office. It will be achieved through training personnel about the project and the Network values and aims in order to support exhibitions and events and the implementation of tourist promotion plans. Importantly, mobilise a network of stakeholders including agencies, community groups and the private sector to invest in and promote their local tourist offering through creating local multi-lingual maps, guides and brochures, running tourist information offices, interpret local heritage etc.</i>
b) Objective (s)	Increase involvement of stakeholders
c) Context	Very low level and informal relation between municipalities in development and promotion of tourism products.
d) Associated Attribute (ToR)	Management and governance
e) Degree of priority	High
f) Responsible	Tourism Organisation of Podgorica
g) Involved actors	Municipality of Andrijevica and Municipality of Kolašin
h) Cost	None
i) Funding possibilities	None
j) Time schedule	September 2022
k) Indicators	No of trainings organized
l) Final check	

3.3.17 10.3

a) Action (max. 1000 characters)	Organize quarterly stakeholder meetings
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	<i>It is important to plan a series of meetings with local stakeholders in order to network them and to get familiar with the eco-itinerary and its aims. Quarterly stakeholder meetings that will be held online or in person will bring local tourism stakeholders together to enhance tourist offering and promotion.</i>
b) Objective (s)	<i>Increase involvement of stakeholders</i>
c) Context	<i>Most of the stakeholders involved for the assessment visit are not really involved in the design of the eco-itinerary and are not familiar with the project and its aims.</i>
d) Associated Attribute (ToR)	<i>Management and Governance – Att. 23</i>
e) Degree of priority	<i>High</i>
f) Responsible	<i>Tourism Organisation of Podgorica and Tourism Organisation of Andrijevisa</i>
g) Involved actors	<i>Local stakeholders</i>
h) Cost	<i>None</i>
i) Funding possibilities	<i>None</i>
j) Time schedule	<i>Quarterly</i>
k) Indicators	No. of meeting with stakeholder held
l) Final check	

4 Apendix

4.1 PP3 LIAP excel document

4.2 Other documents