

 *Tourism Product  
Development Consultancy*



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# Preamble

The **Promoting Private Sector Employment (PPSE) project in Kosovo**, financed by the Swiss Cooperation Office in Kosovo (SDC) and implemented by Swisscontact (lead partner), Riinvest Institute and PEM Consult, aims to assist small and medium size businesses (hereafter SMEs) operating in competitive and well-organized economic sectors, where public policies better match private sector needs, to provide increased sustainable employment for women and men. The main domestic partners are the Ministry of Trade and Industry (MTI) and the Kosovo Chamber of Commerce (KCC).

Initially, the project is focused on two main sectors: the food processing, and the tourism sector (concentrated in the west of Kosovo). Both sectors offer excessive potential improvements for employment and asset utilization through removing hurdles uncovered by our alpha to omega analyses of the sectors.

The tourism team of the PPSE project has piloted three interventions in the region:

1. Organizing functions of Destination Management through collaboration of private, public sector and civil society;
2. Tourism enterprise marketing services
3. Tourism product development

The Destination Management Organization (DMO) has already been implemented and improvements are on process.

**The key objective of this report** relates to point "3", and is to provide ideas of tourism products to be developed in the municipalities of Peja/Peć, Deçan/Dečani, Junik and Gračanica /Graçanicë on potential tourism offer. In fact, despite the initiatives for product development and operating inbound tour operators, innovative tourism products are missing in the destination.

Those products should promote sustainable business, gender equality, aim at attracting more tourists, make them stay longer and spend more in the destination.

Indeed, the three municipalities (Peja/Peć, Deçan/Dečani, Junik) already benefit today from a tourist appeal. The ambition of the recently created DMO is threefold:

- Attract more visitors
- Increase the average length of stay
- Develop tourism revenues by offering new activities

The mission given to MDP Consulting team combines back office investigation, analysis of documents provided by PPSE, discussions with PPSE and DMO team and a field visit. It lasted from March to May 2015.

A site visit has enabled us to analyze the existing offer and discuss any ongoing projects. Some of those projects are incorporated in this document.

Others, more ambitious like the development of a ski resort, are not included in our proposals.

If the region is a perfect place for the development of a ski resort, this kind of products is very expensive and involves number of constraints. For example, a small ski-lift (300m long – 850 skiers /hour) is around 300,000€ and need 30KW of electricity. A small Chair-lift (700m long – 1500 skiers /hour) is around 2,700,000€ and need 120KW of electricity. If we look for Brezovica Phase 1 for example, 8 lifts in total, 13,000skiers/hour, 35km of slopes : lifts investment 30m€ (only for lifts, does not include levelling, snowmaking system, parking, restaurants...). Electricity needed: 2,580KW. The gondola itself (2km long, 3,000 skiers/h) is 10m€ (including building for cabin's garage...).

*Note:* there are some "low cost" suppliers for lift, such as Tatralift (formerly Tatra Poma) for example in Slovakia. But as they are not meeting the French regulations in terms of safety, we are not familiar with their pricing.

Note that some of the products proposed can be implanted in many localities. We have sought to offer groups of homogenous products by destination in order to give a "theme", a coherence to the municipality. We have tried to respect and exacerbate the existing identities of the municipalities, but one can easily imagine to transpose products from one municipality to another.

We will find in this document the general concepts of products, the detailed product lists are in appendixes.

# Diagnostic

## Background

### **1.1.1** *GENERAL CONCERNS*

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The success of the implementation of new products in the 4 municipalities of Kosovo are relying on general issues, which have to be taken very seriously, as they are the clue for the future of tourism in these areas. The list below is not supposed to be exhaustive, these are elements that appear as keys for the success, and which have to be improved at mid or long term.

- Waste management : all sites are polluted with waste, including sites of nature interest
- Infrastructure (construction and maintenance of roads and electricity)
- Uniformity and aesthetics of urbanization in the direct vicinity of the sites, including the immediate surroundings of UNESCO World Heritage sites
- Entrepreneurship is still not spread ; many are waiting for municipal will/initiative and budgets
- Most places have free admission (museums, UNESCO sites)
- Lack of signage and lack of coherence (even if efforts have already been made): on the road before arriving (for major sites); at the entrance of the towns ; attractions ; paths ...
- Still a divided country: flags...

### **1.1.2** *STRENGTHS OF THE TERRITORY*

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These destinations, on the other hand, can capitalize on common strengths and already existing items:

- Quality of hospitality and rather warm welcome of inhabitants
- Landscape, natural beauty, wild spaces → the implementation of a National Park is on process in West Kosovo
- Strong will of some actors
- UNESCO protected sites
- Security feeling
- Government will focus on tourism as an opportunity to develop the economy
- Young population rate, which means people likely to adopt new consumption patterns, new habits, new destinations

### 1.1.3 COMMON IDENTITY ITEMS

The following points will illustrate common items, which are part of the identity of the 4 municipalities, and could be possibly used as links between them.

#### 1.1.3.1 Cultural heritage



#### 1.1.3.2 Geometrical forms



*1.1.3.3 Materials: stone, wood, metal works, bricks*

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*1.1.3.4 West Kosovo: mountain surroundings*

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## 1.1 Graçanicë/Gračanica, the cultural heritage town at a doorstep of Prishtina

### 1.1.1 DESCRIPTION

- A Serbian 22.000 inhabitants (estimated) municipality, next to the capital city, settlement of a UNESCO World Heritage treasure and archeological sites of importance.
- A place where people come, but do not stay, and which does not achieve to keep them longer: among the 25 to 30.000 tourists visiting the city each year, "most of them visit the Monastery of Graçanicë/Gračanica (for one or two hours) and leave."\*  
(\*source: meeting with Boban Petrović - Direktor Turističke organizacije Gračanica/Graçanicë – 13/04/2015)
- There is yet accommodation of different quality level and style (4 motels; 3 hotels including one luxury hotel), for approximatively 300 beds and the ability to welcome groups (buses). It means that the municipality is tailored to answer to different kind of tourism demand.
- The municipality also benefits from the locality of "Ulpiana", an archaeological excavations site of much interest, where the work is still in process (church of IV-V century discovered 2 years ago).

### 1.1.2 SWOT ANALYSIS

<p><b><u>STRENGTHS:</u></b></p> <ul style="list-style-type: none"> <li>- Next to Prishtina, the airport (35mn) and in a central position in Kosovo</li> <li>- UNESCO World Heritage</li> <li>- 3 archeological sites of much importance</li> <li>- Accommodation capacity (300 beds of various standards)</li> <li>- 4 big restaurants in the city</li> </ul>	<p><b><u>WEAKNESSES:</u></b></p> <ul style="list-style-type: none"> <li>- Uncontrolled urbanization next to the Monastery</li> <li>- People are visiting but do not stay and spend money in accommodation or others</li> </ul>
<p><b><u>OPPORTUNITIES:</u></b></p> <ul style="list-style-type: none"> <li>- The Touristic Organization of Gračanica/ Graçanicë is already working on a project (miniature park) and has several ideas to develop tourism</li> <li>- Development of urban tourism and short stays</li> <li>- Government will develop the archeological site (together with Dresnik/Drnsnik and Klina)</li> </ul>	<p><b><u>THREATS:</u></b></p> <ul style="list-style-type: none"> <li>- Enlargement of Prishtina that can transform the municipality in a suburban area</li> <li>- Focusing mostly on Serbian tourists will not encourage mixity</li> </ul>

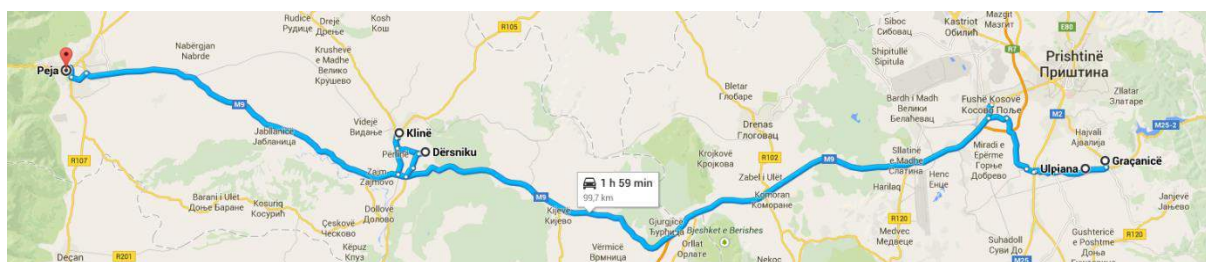


### 1.1.3 POSSIBLE POSITIONING OF NEW PRODUCTS

Different orientations could be taken to position the destination.

- **Urban tourism:** the strategic place near Prishtina could be used to attract this population. "A day in Gračanica/Graçanicë/" could be the occasion to relax with its family, to have a break with friends, to experience the beauty of the Monastery (but not only) or to be informed of the latest findings in archaeological excavations ....
- **A medieval town:** Gračanica/Graçanicë was constructed on the ruins of an older 13th-century church of the Holy Virgin, which was built on the ruins of a 6th-century early Christian basilica. The narthex was reconstructed in 1383. It means that the settlements are covering the medieval period. The idea here is to "dramatize" different parts of the town in a medieval way, using a big trend in different parts of Europe around this theme.
- **"The first step in Kosovo"** concept: the idea here can be complementary to the last one. It is to catch international tourism, and present Gračanica/Graçanicë as the first step in the country. The majority of international visitors in Kosovo will visit at least one site of the UNESCO World Heritage (and sometimes archaeological sites), which could be visited at the end of the afternoon or early in the morning, just after landing. Gračanica/Graçanicë, with a central position in Kosovo and only 35mn from the airport, could be sold as the departure of touristic roads in Kosovo, including monasteries and/or archeological sites (example below for an archaeological route).

**NB: 29.08.2014: Minister of Culture, Youth and Sports, Memli Krasniqi, visitng "Ulpiana",**



**declared: "The archaeological locality of 'Ulpiana', along with the findings in it and in Dresnik/Drsnik of Klinë, shall be a centre of reference for Kosovo, its history and shall also serve as a very important touristic point."**

### 1.1.4 SPECIFIC PRODUCTS TO BE DEVELOPED

- Already studied : a miniature park dedicated to medieval heritage of Kosovo
- Medieval attractions: festival, night shows, weddings ...
- Activities related to scale : labyrinth/maze, big games
- Packages tailored for people visiting UNESCO heritage of Kosovo (flight / first night / visit of the site / departure)
- Packages dedicated to children (special prices for families, equipment, attractions during holidays, school visits, ...)

### 1.1.5 POINTS OF VIGILANCE / IMPROVEMENTS

- Parking lots have to be developed in accordance with the number of visitors attended.
- A special issue in the immediate surroundings of the heritage sites in terms of urbanization. If the site is protected and no new constructions can be developed; some already existing are very close to the monument and their size and architecture is not adequate.

- The different places of interest are spread around the center and there are not really other places of interest between them (viewpoint, buildings of interest, attractive shops...). It means the necessity to have a transportation and appropriate signage. It could be interesting to develop a path within the city, from one place to another, disconnected or hidden from traffic: a sort of "green line", suitable for both pedestrians and bikes, and possibly with other alternative means of transportation: roller, sulkies, "rosalies" (2 to 6 places pedal driven vehicles), ...



Tourism in West Kosovo

**1.1.6 PEJA/PEĆ, THE LIVELY PLACE FOR A MOUNTAIN ADVENTURE**

*1.1.6.1 Description*

- A lively town crossed by a river. With almost 100.000 inhabitants, numbers of restaurants, fast foods, cafes, shops, hotels, public gardens, some museums, pedestrian sectors and paths, tourist offices, an university... Peja/Peć is a lively town where one can easily imagine to stay for stay in the region.
- It is also the departure of village visits or numerous outdoor activities for example in the well-known Rugova Valley: hiking, mountain biking, climbing, via ferrata, caving and even paragliding.
- A town also recognized for its cultural heritage: Patriarcha of Peja/Peć, the Old bazar, the ethnological museum, archaeological sites like the town settlement.
- A huge network of caves: already known and to be discovered / inspected
- A strong implementation of the municipality of tourism projects, and plan to continue the implementation of the "green corridor", going from the railway and bus station to the university and Patriarcha of Peja/Peć beginning of Rugova Valley.
- Peja/Peć is known all over the country for the national beer brand.

*1.1.6.2 SWOT analysis*

<p><b><u>STRENGTHS:</u></b></p> <ul style="list-style-type: none"> <li>- 3<sup>rd</sup> municipality of Kosovo</li> <li>- UNESCO World Heritage (Patriarchate of Peja/Peć)</li> <li>- Strategic place for mountain tourism (incl. Rugova Valley)</li> <li>- Many existing products (outdoor activities, tours, museum, cultural heritage, sites, trails, paths...)</li> <li>- Lively city (day &amp; night)</li> <li>- Rugova valley &amp; Bogë/Boge ski center</li> <li>- The only high quality hotel of the area, offering a SPA service</li> </ul>	<p><b><u>WEAKNESSES:</u></b></p> <ul style="list-style-type: none"> <li>- Lack of visibility and coordination of the numerous already existing products</li> <li>- Archeology is not much an issue, although there are qualified people and places of interest</li> </ul>
<p><b><u>OPPORTUNITIES:</u></b></p> <ul style="list-style-type: none"> <li>- Already an existing urban project (Green corridor), at a project stage</li> <li>- Municipality policy focused on "Sport, Education and Tourism" (2)</li> <li>- Development of a gondola between the University area and the mountain (but a challenging huge investment)</li> </ul>	<p><b><u>THREATS:</u></b></p> <ul style="list-style-type: none"> <li>- Having a coordination of all touristic activities is a big challenge</li> <li>- Uncontrolled enlargement of the city?</li> </ul>

*1.1.6.3 Possible positioning of municipality*

The positioning of Peja/Peć is in some way already existing, with 2 directions.

- Part of a Cultural Heritage route (and more: see our proposals)
- Base camp for outdoor mountain adventures (including snow related activities) and active "breaks". That is to short holiday (some days only) aiming at forgetting the hectic life; this is a growing concept in the tourism field. We can there underline the fact that Peja/Peć is a little more than 1h30 drive from Prishtina, with a road going to be improved, which means the nearest of the 3 municipalities in West Kosovo.

*1.1.6.4 Specific products to be developed*

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- Cultural valorization of the archeological heritage, including an improvement of the existing museum
- Adrenaline products in nature: adventure camp, different kind of zipline(s) ...
- Playground near the city (name of the site Te Sharra), possibly oriented on water products
- Cave visits and activities around speleology, from initiation to guidance for enthusiasts: a feasibility study could be conducted in order to define the potential to settle accursed mountains as a « spot » and relate the visited cave with archeological issues. A "Speleo box" as a promotional mean?

*1.1.6.5 Points of vigilance / improvements*

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- The point in Peja/Peć municipality is not much of developing many new products, but to propose a clear offer. For instance, they propose thematic leaflets about "nature", "culture", "city" and a touristic trail map of Rugova valley. But THE clue for success is there to have this clear offer and to offer packages of activities: the bigger the number of activities and organizations, the harder the job to have a clear and controlled image (!). Perhaps the DMO could firstly implement a reservation center for accommodation and offer packages including accommodation, activities and services. The thing is to make the access to all the offer in a very easy way. The tourist has to spend minimum time on reaching its point of interest.
- Then, the innovation could be to implement flexible and personalized packages as gifts.
- The water canal in center town is not yet valorized

## **1.1.7 DEÇAN/DEČANI, BETWEEN TOURISM AND TRANSIT**

### **1.1.7.1 Description**

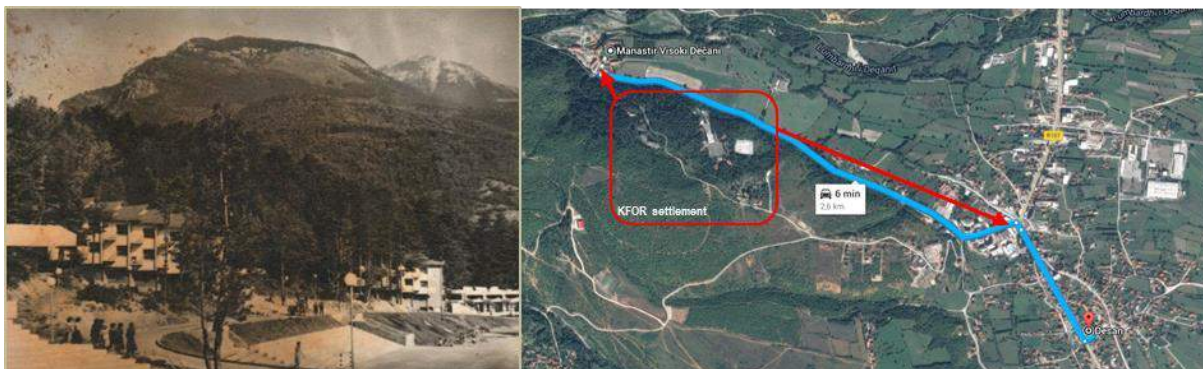
- An urban place of around 40.000 inhabitants, not dedicated to tourism at first sight: although the area benefits from the UNESCO World Heritage monastery, the town of Deçan/Dečani itself is not organized as a touristic town but rather as a transit place, with much traffic. The KFOR forces are still very present.
- An accessible valley, but currently suffering from the construction of an hydroelectric network along the valley, meaning huge works to restore a road (for already 2,5 years) and, from a touristic point of view, huge damages on the landscape (recovering of a natural aspect of the valley will take years).
- Soon (depending on the road connection) becoming a strategic place as a link to Montenegro.

### **1.1.7.2 SWOT analysis**

<p><b><u>STRENGTHS:</u></b></p> <ul style="list-style-type: none"> <li>- Deçan/Dečani Monastery (UNESCO World Heritage site)</li> <li>- Valleys more open than Rugova gorges - Renewed kullas' village of Drenoc/Drenovac (USAID funds)</li> <li>- Once the road is finished, easy access to the mountain, in winter &amp; summer, and to/from Montenegro</li> <li>- Great landscape</li> <li>- Some cultural heritage also in the mountain area</li> <li>- Gjeravica/Đeravica peak, Drenoc/Drenovac village, Beleg mountains in altitude are used during summer season (cattle)</li> </ul>	<p><b><u>WEAKNESSES:</u></b></p> <ul style="list-style-type: none"> <li>- The town is not turned to tourism (entrance / no center)</li> <li>- The valley is yet <b>NOT ACCESSIBLE</b> without a SUV vehicle</li> </ul>
<p><b><u>OPPORTUNITIES:</u></b></p> <ul style="list-style-type: none"> <li>- Connection road to Montenegro under construction</li> <li>- One designed project of museum (handicraft / ethno)</li> <li>- Opportunity of investments by the Austrian electricity company / by other investors (trade) - DMO</li> </ul>	<p><b><u>THREATS:</u></b></p> <ul style="list-style-type: none"> <li>- Electricity power plant and network in the valley: long time to "re-nature" the sides - becoming a transit place inside West Kosovo and on the road from/to Montenegro</li> </ul>

### 1.1.7.3 Possible positioning of municipality

- Part of a cultural heritage route, including the Monastery and kullas (in villages)
- Easy access to mountain (once the road will be completed): contemplation, contact with a wild nature, resourcing
- In the future (some years?), the KFOR military forces will leave a large site next to the monastery and the access to the mountain, just outside the town of Deçan/Dečani (yet forbidden to visit, for security reasons). This site could be ideally located for the development of a wellness center (a natural sparkling spring is next to the Monastery entrance).



The municipality of Deçan/Dečani is really at a clue moment for its touristic mid and long-term future. The implementation of new activities have to be considered as part of a strategic plan, and the investments made by anticipation for coming major changes.

### 1.1.7.4 Specific products to be developed

- Adventure in mountain & wellness packages: dedicated cottages in the mountain (small size, fireplace, near a central hotel for instance ...), with specific tours around local products (honey, medical plants...) and/or "soft" guided outdoor experience. The idea here is to learn about nature and to experience it easily: fishing, snowshoeing (more paths have to be developed), hiking at night, visiting existing huts in the pasture (where people keep cattle during the spring/summer season), etc... This could be improved by the implementation of wellness equipment such as "hot tubes".
- Possibly quads / snowscoots rental (next to the winter end of the road)
- Wellness healing center. This long term project should be in the forest area near the Monastery, on the actual KFOR site. A thermal center feasibility study is currently on process in France near the UNESCO site of "Fort dauphin". It has to be treated with the constraints, and with the aim to preserve the site and heritage....
- Evaluation of the interest of a museum dedicated to ethnology and handicraft (project already existing, "Etno Kastrioti"). This could be the opportunity to set more tourism inside the town. Purpose of the museum will be to present the 800 artifacts (different periods and countries). The point will be to evaluate the advantages compared with the existing ethnological museum in Peja/Peć, to make it relevant in terms of business model (numerous museums are free, but can be completed with a gift shop) and to make it part of an enlarged system of tourism in the town (including accommodation, pleasant surroundings, ...).

### 1.1.7.5 Points of vigilance / improvements

- The re-naturation of the road to Montenegro will last some years, giving the feeling of a kind of "destroyed" valley
- Being prepared for the opening of this new road, with a real strategy to attract people and not become only a transit area.

- The entrances of the town have to be designed to welcome visitors: at least proper signage, tourist general information, and ideally equipped with an attractive touristic map of the municipality.
- In the village of Drenoc/Drenovac (2,5km from center town only), where substantial investments have been made to set up a paved road and renovating Kullas, these cannot always be visited...

## 1.1.8 JUNIK, A FAMILY FRIENDLY DESTINATION

### 1.1.8.1 Description

- A village of approximately 6.000 inhabitants, in green surroundings, with an outstanding view of the Accursed mountain chain and a very pleasant forested hill in center town.
- A cultural and religious town, including several restored kullas and a major 3000m<sup>2</sup> mosque (Bektashi Tekke)
- Junik is the first base for trekkers and mountain climbers who aim to conquer the highest peak in Kosova – Mount Gjeravica/Đeravica at 2656 m above sea level.
- It also benefit from modern eco-touristic equipment.

### 1.1.8.2 SWOT analysis

<p><b><u>STRENGTHS:</u></b></p> <ul style="list-style-type: none"> <li>- 2 main tourist areas inside the city (forest &amp; center town), with great views on the mountain - Contemporary vision of tourism: eco-mobility, eco-friendly processes (electricity panels), architecture for renewed Kullas,</li> <li>- The sides of the river are equipped, valorized and dotted with points of interest</li> <li>- Green landscape and view of all the Accursed Mountain chain</li> <li>- Able to successfully apply to European or American funds (compared to the size of the municipality)</li> </ul>	<p><b><u>WEAKNESSES:</u></b></p> <ul style="list-style-type: none"> <li>- Lack of tourist accommodation (around 70 beds maximum: 3 B&amp;B + 2 hotels)</li> <li>- Difficult access to mountain during winter as well as summer (SVFs)</li> <li>- No real city center (place in center town)</li> <li>- Tourist office difficult to find</li> <li>- The size of municipality compared to the others</li> </ul>
<p><b><u>OPPORTUNITIES:</u></b></p> <ul style="list-style-type: none"> <li>- 2 religious celebrations per year (10.000 attendants)</li> <li>- Some people met have expressed interest in participating in the financing of tourism projects.</li> <li>- DMO</li> <li>- A special issue for children already exist</li> <li>- Biggest Peak of Accursed mountains on the municipality</li> <li>- Proximity of the lively town of Gjakova/Đakovica (+ Lake) / complementarity in tourism field</li> </ul>	<p><b><u>THREATS:</u></b></p> <ul style="list-style-type: none"> <li>- F&amp;B might not follow the tourist development</li> <li>- Has to resist among the 2 other towns</li> <li>- Further from Prishtina</li> </ul>



*1.1.8.3 Possible positioning of municipality*

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- **Part of a cultural heritage route:** kullas are at a center position in the identity of the town. They do not only have been restored, but a function has been given to each of the renewed ones: B&B, library, tourist office ... and one can discover them on a tour in the village, far from traffic.
- **A « family friendly » and eco-tourism destination:** the size of the municipality, already existing equipment, the tranquility of the place and the different existing “green” path, make Junik in a position to be able to promote the positioning.

*1.1.8.4 Specific products to be developed*

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- Cultural
- Family welcome
- Disc golf
- Mountain bike : hill + pump track
- Cultural Land art path

*1.1.8.5 Points of vigilance / improvements*

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- The City does not really have a “City Center” gathering shops, restaurants, and pedestrian streets... to encourage the tourist to stay longer, to stroll and spend more.
- There is a risk that people come for the day and then go to Gjakova/Đakovica to spend to rest of the night. This point has to be managed in order to become an opportunity and not a threats. The objective is also that people spend time and money in Junik for accommodation, restaurants, shops, not only for tourism activities.

# Tourism Products

## General Observations

Kosovo is missing traditional tourism and entertainment products that one can find in many cities worldwide. Some of these products may not be directly compatible with the municipalities of the study but can be adapted to offer tourism products that may be more suitable and in line with the profile of the territory.

Example of traditional tourism products missing:

- An Ice Rink
- An Aquarium
- A Zoo
- A Golf Course
- A Botanical Garden

These products can be developed as such, although some may be more suitable for an implantation in Pristina (given investment and market size), or can be shaped to meet at a local market.

You will find some of our proposals, an adaptation of this type of product

### 1.1.1 ICE RINK

This infrastructure can take several forms:

- An indoor rink
- An outdoor rink
- An itinerant, ephemeral rink



The average size of a rink is 60 m × 30 m long (for indoor/outdoor).

The total size of an indoor rink building is around 6,500m<sup>2</sup>. To improve their profitability, indoor rinks, like swimming pools, are reserving mid-day timeframe for schools' sports class (public money).

The trend is to concentrate the rink and the swimming pool in a Sports Center. The coupling rink / pool allows maximum energy and economic performance through heat exchange. To build such a complex, you need a 10,000m<sup>2</sup> construction.

External rinks are the most complex to make profitable due to greater maintenance.

An itinerant rink can be much smaller. Such rink can be either ice rink or even synthetic rink. These rinks are generally used to support an event: year-end holidays, local festival... These rinks are easily removable and can be used on the entire territory.

- ⇒ This product is perfectly suited to the local market but considering the investment we will propose a product more in line with "local ambitions".

## 1.1.2 AQUARIUM

In the same way, the products around the aquarium concept are varied. There are small products like the Aquarium of Lyon for example, much more elaborate Aquariums (St Malo) or downright way Marineland water park (more suitable to seaside destinations).

**Small Aquarium** – presentation of Lyon for example (<http://www.aquariumlyon.fr/>)

- 4 presentation rooms: temperate freshwater, tropical freshwater, seawater, room 5 senses and a shark pit
- 5,000 fish, 47 aquariums for nearly 300 species from sweet and salty waters of the planet.
- Each basin invites discovery of an ecosystem, reproduced as close to the natural environment.
- The shark pit: 450,000 liters of water, a setting of 8 meters high behind 100 m<sup>2</sup> glazing!
- 5,000m<sup>2</sup> building: an area of 2500 m<sup>2</sup> for visitors and the same for backstage: technical area, quarantine, laboratory, filtration...
- In 2 hours, visitors discover the biodiversity of many aquatic environments.



**Major Aquarium** – example of St Malo (<http://www.aquarium-st-malo.com/visite-aquarium.html>)

- Different rooms: The Abyssal room (cold waters), Tropical waters... with over 600 species and 10 000 fishes.
- A circular pool for a complete 360° immersion. In an impressive area of 600 000 liters of sea water at 24 °, sea turtles, sharks, eagle rays and species of all kinds.
- Submarine experience. New concept, the descent into the Nautibus is a wonder to share, surrounded by a return of natural environments, mid freshwater, half sailor.



⇒ We do not expect to offer products around this concept.

### 1.1.3 Zoo

The development of a zoo not only requires a large area but also specific skills. In addition, costs are important: medicines, care, diet... especially as the trend today is to give maximum space to the animals.

Some zoos offer safaris with your own car such as Peaugres in the South of France ([www.safari-peaugres.com](http://www.safari-peaugres.com)) or with more environmentally friendly and innovative means of transport as in Sweden (<http://www.kolmarden.com/sprak/english>).



Some zoos have also decided to specialize around one animal or a species. This specialization reduces the required space and reduce costs. One can thus find:

- the Crocodile Farm where you can observe more than 350 specimens of crocodiles: Nile crocodiles, alligators, caimans, etc. as well as turtles.  
[www.lafermeauxcrocodiles.com](http://www.lafermeauxcrocodiles.com)
- the Valley of the Monkeys, 400 monkeys on an area of 16 hectares.  
[www.la-vallee-des-singes.fr](http://www.la-vallee-des-singes.fr)
- the Bird Park, more than 3,000 birds from around the world in a reserve of 380 hectares  
[www.parcdesoiseaux.com](http://www.parcdesoiseaux.com)



*Note* : There is a Bear Sanctuary in Kosovo. According to Wikipedia, it is a fifteen hectares area hosting 13 brown bears.

In Norway, they have developed a Bear Park, a zoo with many big bears. However, they also have a variety of other animals such as lynx, fox, deer, elk, and a variety of "livestock" as goats, horses, pigs, chickens and in particular the hedgehogs hosting 60,000 visitors per year.

[www.bjorneparken.no](http://www.bjorneparken.no)

⇒ Interesting ideas on which we can capitalize to offer tourism products in Kosovo.

### 1.1.4 GOLF COURSE

Golf is an activity that suffers from an elitist image. Golf tourism is also a real product. It even exists an International Association of Golf Tour Operators (IAGTO).

In 2007, a study concluded that Golf tourism knew a growth rate 2,5 times faster than the leisure tourism as a whole, according to IAGTO. By 5 years this market was expected to experience an unprecedented boom. In France, the economic weight of the golf tourism in the country is € 392m (€136M in Golf and € 256M outside of those).

According to the European Golf Association, 16 countries in Europe have more than 50,000 players. In Central and Eastern Europe, only Czech Republic has succeeded in developing this sport.

However, the maintenance required by a golf course make the business model difficult to balance. Therefore, the federations have encouraged the development of smaller golf courses like the 9 holes or even the compact 6 holes.

Lately, the democratization of golf has also gone through the development of innovative concepts:

- Mini golf,
- Snow golf,
- Street golf
- Disk golf

These last two are now booming (cheaper and more accessible)



⇒ According to a North American Mountain Destinations Survey, some of those products are favored by tourists

### 1.1.5 *BOTANICAL GARDEN*

A botanical garden is an area managed by a public institution, private or associative (sometimes mixed management) which aims the presentation of plant species and varieties.



The many species and varieties of wild plants and / or horticultural herein are strictly identified and gathered in collections. They are grown and studied to satisfy four main objectives: the conservation, scientific research, education and teaching, while remaining compatible with tourism.

Globally, the most important botanical gardens in terms of area and size of the collection are the Kew's Royal Botanic Gardens followed by the Montreal Botanical Garden.

Each year, the Jardin des Plantes in Paris hosts 2 million visitors on its 26 hectares.

⇒ The environment (geographical, academic ...) is compatible with this kind of product

Menu of tourism product to develop

**1.1.6 TRANSVERSAL PRODUCTS**

*1.1.6.1 Around Common Values / Attributes*

- Cultural Heritage route
  - o UNESCO monuments
  - o Kullas
  - o Archeological sites
  - o Monument
  - o ...

The concept of heritage routes is shown to be a rich and fertile one, offering a privileged framework in which mutual understanding, a plural approach to history and a culture of peace can all operate. It is based on population movement, encounters and dialogue, cultural exchanges and cross-fertilization, taking place both in space and time.

The nature of the concept is open, dynamic and evocative, bringing together the conclusions of the global strategic study striving to improve the recognition within Heritage "of the economic, social, symbolic and philosophical dimensions and constant and countless interactions with the natural environment in all its diversity".



- The West Kosovo Savoir-faire Route

This route is a like a door opening on to the mountain culture of the region, the diversity of its heritage and skills. Travelling along its roads will take the tourist through varied scenery. They will get to meet engaging local characters and admire the quality of their work and the flavor of their products. Artists, craftsmen and women, local producers and cultural sites all welcome the tourists into their workshops, farms or museums for a special opportunity to discover their savoir-faire.





1.1.6.2 *Ephemeral products*

Among the strong trends in tourism, the organization of events holds a high position. These events are usually supported by secondary tourism products (called ephemeral) that are used to increase the attractiveness of the event and to offer additional activities for tourists.

Peja/Peć already has an animation film festival, there is the day of the diaspora, one can also imagine music festivals (music, world culture fashion...)

Here is a list of itinerant tourism products that could be developed in Kosovo:

- An itinerant synthetic rink.



- Speleobox



- Shows with hawks and vultures.



- Original Concept

Dinner in the sky, dinner on the road...



1.1.6.3 Promoting the destination & the products

- Cartography

There are many activities already existing, many hiking paths, but very few are correctly listed. It is necessary to develop detailed maps and smartphone applications locating the different activities.



The paths shall be marked. Signage is currently almost zero.



- Geocaching

The development of geocaches is a perfect opportunity to attract many tourists on existing sites and to promote the future activities.



- Box

For the last 10 years, product called « boxes » have grown strongly.

The concept is to sell through conventional distribution channels gift boxes around different themes: relaxation, gastronomy, sports and adventure, wellness, gourmet holiday.

People can offer a sport and adventure box for example and then the recipient chooses among several activities (climbing, caving, 1 hour driving on a circuit, parachuting ...) according to its desires.



- Label

Tourism Quality, Tourism & Disability, Family Welcome... Many labels can guarantee the authenticity, uniqueness or accessibility of a location and rewarding the establishment of a quality approach, of the accessibility, the products that meet the expectations and desires of families on their vacation (reception, activities, pricing, service ...)

### 1.1.7 GRAČANICA/GRAČANICĚ

The Tourism Office of Gračanica/Gračanicë is already working on a thematic park.

2 principles have already been validated:

- A miniature park
- A medieval theme

We propose to build on this project to develop other tourism activities in the municipality.

The main risk of this product is linked to the localization of Gračanica/Gračanicë. If its proximity to Prishtina/Priština may facilitate the arrival of many visitors, there is a risk that people come for 2 hours just to visit and then leave and go back home.

The idea is to find complementary product around this concept so people will stay longer and spend money in the bars, restaurants or hotels of the municipality.

#### 1.1.7.1 Around the dimension notion

- A miniature park



- A labyrinth



- Huge outdoor games



1.1.7.2 *Around the medieval theme*

- Events around this topic : night shows with jugglers or fire eaters
- Street performance
- Weddings.



1.1.7.3 *The green line*

To connect the different sites, as we are partly in urban environment (the Monastery for example), the creation of a greenway would be necessary. This greenway, for pedestrian can also offer several tourism activities such as Rosalie Rentals or a mini-train (which remains within the concept).



## 1.1.8 PEJA/PEĆ

### 1.1.8.1 Sliding Activities

The site of Bogë/Boge is already a popular tourist destination. It has a lift and a ski slope. We propose to develop a 4 season's destination at this place with the creation of a true multi-slides all season area.

The bottom of the slopes are very steep (more than 25%), we recommend installing a moving-carpet at the right end of the lift, where the slope is closer to 17%.



This moving carpet can be around 65m long with 15m (5 at the end, 10 at the bottom). This carpet can open an access to a beginner ski area on one side, a sled area on the other. In Summer, it can be the main access for a tubing activity.



Other activities can also be developed on the existing lift, as the slope is quite long. In summer for example, the lift can be used to develop “kart” or “scooter”.



In winter, we can try to develop a snakegliss activity in complement of skiing. This is subject to the feasibility of creating an intermediary stop because of the length of the lift. Otherwise, it can also be done on the moving-carpet.



Finally, other 4 season products can be developed around the concept of sliding. They require more significant investments as the alpine coaster or the big air.



1.1.8.2 *In the neighborhood of the City*

- Amusement Park  
Not far from the Patriarchate, there is a perfect place to settle an amusement park (~ 5 500m<sup>2</sup>).



This park can have a “water” theme as it is along the Rugova river.





- Accursed Mountain Garden

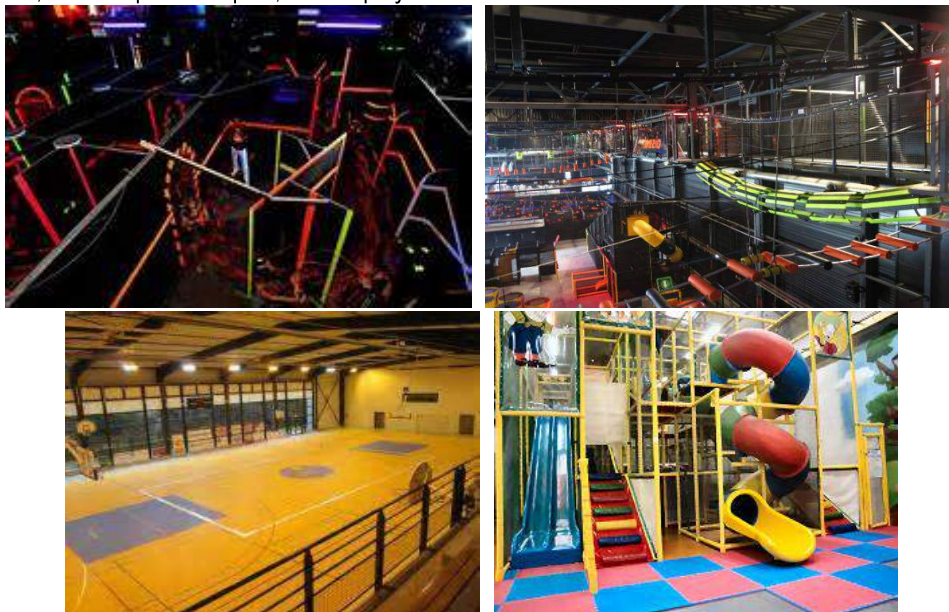
Like the Alpine Garden of the Col du Lautaret, this garden could host a unique conservatory of the flora diversity as it is observed on all the high mountains of the planet.

To be located near the University of Peja/Peć, the garden could have multiple missions: maintenance of plant collections, research on alpine plants, student training and outreach to nearly the general public and shall allow to discover species of high altitude plants presented by geographic origin (Alps, Rocky Mountains, Caucasus, Himalayas, Japan, Arctic, Andes Mountains in Africa, etc ...) and living environment (grasslands, screes, swamps ... ).



- Indoor Leisure Activities

The idea is not so much to develop tourism products but more leisure products for year-round residents. Those Indoor Products will be useful also for tourists during bad weather days. Eligible activities are laser game, urban adventure park, indoor sport complex, indoor play area...



1.1.8.3 *In the Mountain*

- Aerial Adventure Park



- Speleology / Equipped Caves  
Plans are underway.



- Ziplines  
Plans are underway.



### 1.1.9 DEÇAN/DEČANI

Deçan/Dečani must seize its chance to become a point of entry to the Accursed Mountains and to adventure.

- Quad Ride



- Snowmobiles



- Outdoor Hot Tub



- Mountain Bike paths



- Laser Biathlon



- Balade en Roulettes



- Snowshoes

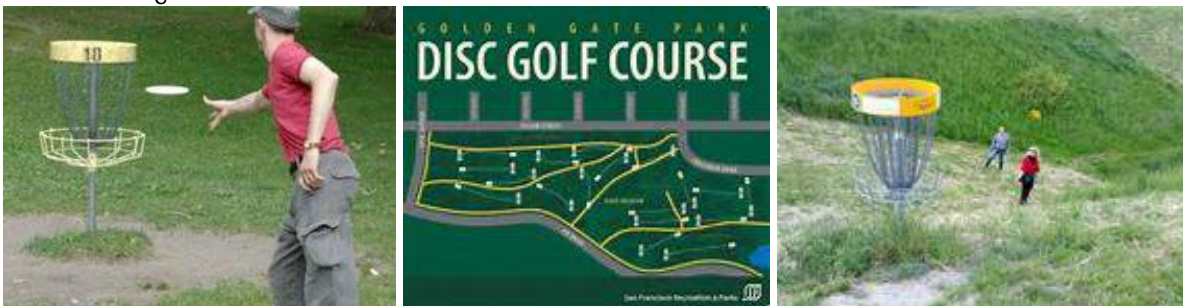


### 1.1.10 JUNIK

- Urban VTT track & Pumptrack



- Disk golf



- Landart



- Landscaped path



- Mini animal farm



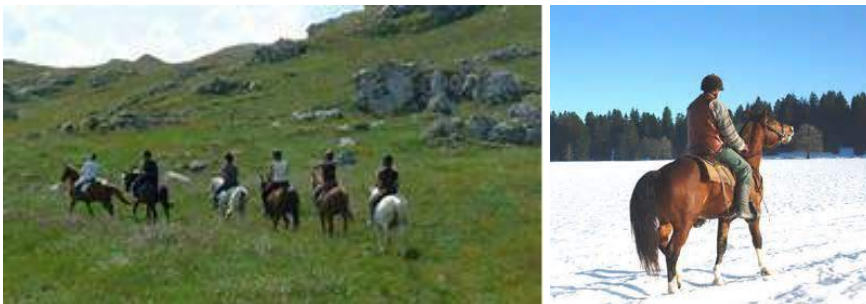
- Igloo Village



- Alternative Accommodations



- Horse riding



# Appendix

	Description			Criteria					
	Activity	SVF	Target group	Investment	Employment	Seasonality	Innovation	Gender equality	Easy implementation
1	Itinerant rink	1, 5, 6	Young & children	2	1	3	3	4	2
2	Speleo box	1, 6	Young & children	2	1	3	3	4	2
3	Labyrinth / Maze	1	Families	2	1	2	2	4	2
4	Big size outdoor game	1	Families	2	1	2	2	4	2
5	Moving carpet / sliding activities	1, 5, 6	All	4	3	3	3	4	3
6	Existing lift Bogë/Boge / summer sliding activities	1, 5	All	3	2	2	2	4	2
7	Alpine coaster	1, 6	All	4	2	4	4	4	3
8	Amusement park (incl. water)	1	Families	3	2	2	2	4	2
9	Aerial adventure park	1, 2, 5, 6	All	3	3	2	2	4	2
10	Laser biathlon	1, 2, 5, 6	All	2	1	4	3	4	3
11	Pumptrack / MB beginner's zone	1, 2	Young & children	3	2	3	2	4	3
12	Disc golf	1, 5, 6	All	2	2	3	3	4	2
13	Mini-farm	1	Families	3	3	3	2	4	4
14	Indoor Adventure Park	1, 5, 6	Families & groups	4	3	4	2	4	3
15	GeoCaching	1, 2, 5, 6	Single, couple, families	2	1	4	4	4	4
16	Thematic Route	All	All	2	3	3	2	4	3
17	Ski joëring, dogsledding	6	All	3	2	1	3	4	2
18	Back country ski	6	Sports people	4	3	1	1	4	1
19	Gift Boxes	All	All	1	3	4	3	4	2
20	Miniature Park	1, 3, 4, 5	Families & groups	3	3	3	3	4	1
21	Indoor Sport Center	1,6	Young & children	4	3	4	3	4	3
22	Botanical Garden	All	All	3	2	2	2	4	2

<u>Strategic Visitors Flows</u>	
Families visiting for WE (domestic & diaspora)	1
Organized hikers (day trip)	2
Cultural heritage visitors	3
Religious visitors	4
Conferences & workshop	5
Winter sport	6





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# Itinerant synthetic rink



## **Suitable for**

Itinerant product.

This product can be developed anywhere.

## **Technical elements**

The material has been studied for a mini storage, easy transport and quick installation requiring no specific labor.

The calculation rule that is used to determine the number of skaters is the area divided by 3, which is about 100m<sup>2</sup> floor to hold about 30 people, but more skaters space, the better.

The storage is approximately 5m<sup>2</sup> for a weight of approximately 2500 kgs.

*Example of Potential suppliers:*

[www.patinoire-synthetique.com](http://www.patinoire-synthetique.com)

=> designed to be movable

<http://www.glicerink.com/products.html>

=> more expansive but high quality

## **Business Model**

The pricing range for a complete kit of 100m<sup>2</sup> (track rails (wood), 70 pairs of skates, storage and transportation racks sharpener and scrubber), is 35,000 Euros.

Revenues: Admission fee +1h rental.

Employees: 2 - no special training

## **Key Success Factors**

Late opening hours: this activity is popular from 11h to 23h

Ambience: music, lights...

# Speleobox



## Suitable for

Itinerant product.

This product can be developed anywhere.

## Technical elements

Enter the maze and crawl along winding, twisting passages. This fun activity simulates caving techniques through wooden cave passages and can be experienced by people of all ages.

The concept is to offer a variety of progression techniques for speleology learning.

Specification:

- Size: 5m x 2m x 2m
- Waterproof
- Weight: 1300kg.
- Ventilation
- Emergency exits

*Example of Potential suppliers:*

Easy and better to build it yourselves.

## Business Model

The Departmental Caving Committee of Isère has developed its own speleobox for a total investment of 7,000€.

Revenue: One person at a time, limited admission fee

Employee : 1 – no training needed

## Key Success Factors

Product used for promotional and entertainment activities : sports with family, associations forums, festival of sport ...)

# Labyrinth / Maze



## Suitable for

Gračanica/Gračanicë

Junik

## Technical elements

There are various possible sizes of labyrinth. The smallest are around 1,200m<sup>2</sup> but offer few difficulties, the most impressive may be up to 10,000m<sup>2</sup>.

In the same way, if the majority of labyrinths are made with plants, others are using wooden structures.



For example, the Château de Thoiry maze - length 115m, width 55m, 5600 ifs (trees), 2300 meters course, 9 bridges....

## Business Model

Costs: leveling the area for the maze, picket locations where the plants will be planted, maintenance ...

Revenues: Entrance fee

Employee – depending on the size of the structure.

## Key Success Factors

Renewing; once the “new effect” is past, if you want customers to come back, it is necessary to modify the route, the theme

....

# Giant Games



## Suitable for

Gračanica/Gračanicë – fits with the theme

Junik – elements to can equip the path along the river

## Technical elements

Giant board games add the dimensions of action learning and physical activity to what is already a highly tactile medium. They are a great way of delivering content in a way that is engaging and interactive. Transform technical or complex material from dry to dynamic. Rather than sitting passively and listening to presentations, participants get involved and this level of activity stimulates the brain.

8 Ways to Use Giant Board Games :

- as a session starter or warm-up
- as an icebreaker at social events
- to replace presentation content
- as a breakout group exercise
- as an energizer during notoriously low energy times of the day
- as an alternative for kinesthetic learners on a learning smorgasbord
- for review and re-cap exercises
- just for fun

<http://www.giantgames.com.au/>

<http://www.mastersgames.com/cat/giant/giant-games.htm>

## Business Model

several alternatives:

- free items along the green line
- creation of a specific park
- activity to supplement an already existing park (especially the maze)

## Key Success Factors

# Multi-Slide Zone



## Suitable for

Pejë/Peć

Bogë/Bogë

## Technical elements

Has to offer a complete set of activities:

- A moving carpet
- A beginner ski area (15 - 20 % slope)
- A sled zone
- A tubing track for summer (15 - 20 % slope)
- 



*Example of Potential suppliers:*

Tech-fun <http://www.tech-fun.com/en/>

Sunkid <http://www.sunkidworld.com/>

Technofun <http://technofun.fr/index.php/en/>

## Business Model

Moving carpet : 1000€/m if not covered

Beginner zone and sleding area: leveling

Tubbing track: 500€/meter long

Approx : 65m moving carpet and 60m  
tubbing track (incl. Leveling and electricity)

=> 110,000€

## Key Success Factors

Use this carpet for many activities: skiing  
and sleding in winter, tubing in Summer.

Work with the existing lift to offer a  
common skipass (especially for long stay)

# Summer activities on Lifts



## **Suitable for:**

Pejë/Peć

Bogë/Bogë

## **Technical elements**

Bob Kart and/or Mountain Scooter:

- Length of the slope between 150 m and 2000 m.
- 150 bobs/scooter per hour.
- Average slope 15%

Need the creation of a dedicated track otherwise people go straight.

SnakeGliss: at the end of the day, after the departure of skiers but before dark

- 1 guide for 5 to 10 users
- Average slope : 15% (max : 30%)

*Example of Potential suppliers:*

Tech-fun <http://www.tech-fun.com/en/>

Technofun <http://technofun.fr/index.php/en/>

## **Business Model**

Bob Kart : 2900€ per piece.

Mountain Scooter: 1300€ per piece

Snake Gliss: 150€ for 25 snakes.

BobKart/Mountain Scooter : price per ride

Snake Gliss: price per 1h

## **Key Success Factors**

The creation and maintenance of a dedicated track with turns, « obstacles »...

# Sled on rails



## Suitable for

Pejë/Peć

## Technical elements

- Length: 500 m à 2000 m
- 1 bob every 30m
- 250 - 300 bobs per hour
- Slope (up) => 20 à 40%
- Slope (down) => 11 - 14%
- Bobsled can transport adult and a child under 10 years
- Children under age of 5 years are not permitted to ride
- Only children above age of 10 years and minimum height of 140 cm are allowed to ride alone
- Maximum allowed weight is 120 kg

*Example of Potential suppliers:*

Tech-fun => French expert => Alpine Coaster <http://www.tech-fun.com/en/>  
Tatralift, Slovakia. => Same patterns, but supposed to be cheaper. => Tatrabob  
<http://www.tatralift.eu/en/product/mountain-railway-system/>

## Business Model

Costs: 1500€ /m in France, but labor cost is important. Example for 1400m: 2,1m€

Revenues: price per ride.

In Slovakia, the ride is at 3€. In France, 6€.

## Key Success Factors

4 seasons activity



# Amusement Park



## Suitable for

Pejë/Peć

## Technical elements

### Nautic Jet

- Can be used in both amusement parks and on lakes and artificial water bodies.
- Self-operated by user
- Supervisory staff only required within eye and earshot (possibility CCTV monitoring); remote cable control possible
- Coin-operated or free use
- 1 seat
- Load Capacity: 90kg
- Operating Capacity: 50pers;/h
- Minimum age : 7 years old
- Minimum height: 120cm
- Upward stroke steep : 0,8m/sec
- Maximum speed: 40km/h
- Total Size : 35m x 8,5 x 8,5

### SkyDive

- Installation possible on almost any terrain
- Minimum space required for base supports
- Self-operated by user
- Supervisory staff only required within eye and earshot (possibility CCTV monitoring); remote cable control possible
- Coin-operated or free use
- Can also be operated in Winter
- 1 seat
- Load Capacity: 100kg
- Operating Capacity: 50pers;/h
- Minimum age : 7 years old
- Minimum height: 120cm
- Cable length : 35-50m

*Example of Potential suppliers:*

Sunkid <http://www.sunkidworld.com/>

## Business Model

Complete Park : 150/200,000€

- Nautic Jet: 48,000€
- Ski Dive: 23,000€

Can be an entrance fee or a per ride using coins

## Key Success Factors

# Aerial Adventure Park



## Suitable for

Pejë/Peć

Deçan/Dečan

Junik

## Technical elements

- From 200 à 5000 m<sup>2</sup>
- 20 to 150 games
- 20 to 125 persons/hour
- Zipline up to 55% slope

*Example of Potential suppliers:*

Tech-fun => <http://www.tech-fun.com/en/>

## Business Model

3500€ / « game »

A park with 5 courses (different levels for all) is approx. 40 games. If we add 3 ziplines for a total of 220m => 220,000€

Employees need special training.

## Key Success Factors

to avoid the “bored feeling” of a known route, the idea now is to not separate courses but to build them around Ziplines to offer the possibility to play a different course each visit by doing a course or taking a zipline...

# Laser Biathlon



## **Suitable for:**

Pejë/Peć

Deçan/Dečan

Junik

## **Technical elements**

Need to develop a track (for cross country ski, mountain bike, runners....). Usually, the loop is 2km max.

The shooting stand has to be equipped with carpets.

*Example of Potential suppliers:*

Kiwi Precision <http://kiwiprecision.fr/en/>

## **Business Model**

10-12 rifles with targets and radio remote control, chargers included - 10-12 carpets - Complete kit => 12,000€

## **Key Success Factors**

Can be used all year long : with mountain bikes or runners, with wheel skis or cross-country skiing

The school market is a key element

Organizing a race is also a perfect way to promote the activity. A yearly event.

# Pumptrack & Bike Park



## **Suitable for:**

Pejë/Peć

Junik

## **Technical elements:**

A Pumptrack is a continuous loop on which the rider may evolve without pedaling. It is possible to reach a speed greater than 30 km / h only in "pumping" on dips, bumps and banked turns of the circuit.

Downhilling is the funniest part of mountain biking ! Just for relaxing/discovering a landscape, or for the thrill of jumps and speed, downhill trails can be declined for every kind of riders

*Example of Potential suppliers:*

<http://www.e2s-company.com/actualite.html>

[http://bikesolutions.fr/en\\_index.htm](http://bikesolutions.fr/en_index.htm)

## **Business Model**

A bit of levelling, some obstacles.

Small parks starting around 15,000€.

experience shows that this activity can generate important economic benefits

## **Key Success Factors**

Make accessible mountain biking in the mountains to the largest number of people and not only to sport enthusiasts.

# Disc Golf



## **Suitable for:**

Junik

Pejë/Peć

## **Technical elements:**

Approximately 0.4 hectares / 1 hole => 9 holes = 6 ha, 18 holes = 15ha

For leisure, a hole is going from 35m long to 75m long when for good players, it is going from 50m to 250m per hole.

It takes about 2 hours to complete a full 18-hole course with 3 players in the same group.

The International Federation of disc golf (Professional Disc Golf Association) has identified more than 500 000 regular players in the world.

*Example of Potential suppliers:*

Creation: [www.discgolfpark.net](http://www.discgolfpark.net) / [www.zonediscgolf.fr](http://www.zonediscgolf.fr)

Material: [www.flymart.de](http://www.flymart.de) / [www.discboutik.fr](http://www.discboutik.fr)

## **Business Model:**

A professional grade disk costs from 5 to 15 euros

Capacity = 4 pers per hole.

## **Key Success Factors:**

A disc golf course can be perfectly integrated with other activities (orienteering, walk, tree climbing, fishing, fitness trail, mountain biking, golfing )

Favouring a spacious course

# Mini-Farm



## **Suitable for:**

Junik

Gračanica/Gračanicë

## **Technical elements:**

Designed to scale for children, people are invited to step over the barriers pens to approach, touch, caress, cuddle baby animals.

Size : Need 5,000m<sup>2</sup> => 50m \* 100m for approximately 15 varieties of animals and their homes

Example of a mini-farm : <http://www.la-coccinelle.fr/biberon/>

## **Business Model**

In addition to the entry fee, visitors can buy seeds to feed themselves animals.

Open from April to October

## **Key Success Factors**

Encourage direct contact with animals. For example, children can bottle feed babies

Make people stay as long as possible:  
Picnic area, attractions, ...

# Indoor Adventure Park



## Suitable for:

Pejë/Peć

## Technical elements:

Thematic indoor amusement park of 6000 m<sup>2</sup>.

Intelligently combines real and virtual, physical involvement and knowledge by helping the development of essential human values: Team spirit, mutual aid, self-improvement and confidence.

2h pleasure for the head and legs in total disconnection. 5 "worlds" to cross, tests of action and reflection, find clues to solve the final puzzle ...

## Business Model

Building and equipment : 2,000,000€

After the Mission: a bar and a quality restaurant space welcome the visitors in an atmosphere disconnected from everyday life.

## Key Success Factors

Customize Missions, adapt themes, clues and puzzles for all special events :  
Birthday, Bachelor Party, Team Building....

# Geocaching



## **Suitable for**

Everywhere in Kosovo

## **Technical elements**

Geocaching is close to treasure Hunting. It is an outdoor recreational activity, in which participants use a Global Positioning System (GPS) or mobile device and other navigational techniques to hide and seek containers, called "geocaches" or "caches", anywhere in the world.

The geocacher enters the date they found it and signs it with their established code name. After signing the log, the cache must be placed back exactly where the person found it.

There are approximately 2,635,099 geocaches around the world and around 6,000,000 people looking for them.

## **Business Model**

None.

## **Key Success Factors**



# Thematic Route



**Suitable for:**  
All Kosovo.

**Technical elements:**  
2 models:  
From a simple Route going from one point to another, in that case, just need specific signage to a transformative tourism practice where visitors become actors (produce their own cheese, participate in the manufacturing process....

**Business Model**  
Inexpensive

**Key Success Factors**  
Specific signage  
Transformative tourism

# Ski Joëring / Dogsledding



## **Suitable for:**

Dečan/DečanJunik

## **Technical elements:**

A winter sport where a person on skis is pulled by a horse, a dog (or dogs) or a motor vehicle. It is derived from the Norwegian word *skikjøring* meaning ski driving.

Equestrian skijoring consists of a team of a single horse, generally guided by a rider, pulling the person on skis who carries no poles and simply hangs onto a tow rope in a manner akin to water skiing.

## **Business Model**

Very little investment, the trail are usually already existing and need few maintenance.

Between food, care and housing, a horse is estimated to cost around 300€ a month.

## **Key Success Factors**

Use the horses for other activities in Summer.

# Back Country Ski / Snowshoeing



## **Suitable for:**

Dečan/Dečan

Junik

## **Technical elements:**

Different levels of difficulties according to the length of the trail and the slope.

From 2km to 25km trails.

2 parallel tracks and a width of 1m approximately groomed for skating.

A snow groomer may be replaced by a light vehicle (<http://hans-hall.com/>)



## **Business Model**

Quad : 6000€

Material : starting from 2000€

Skis : starting from 300€

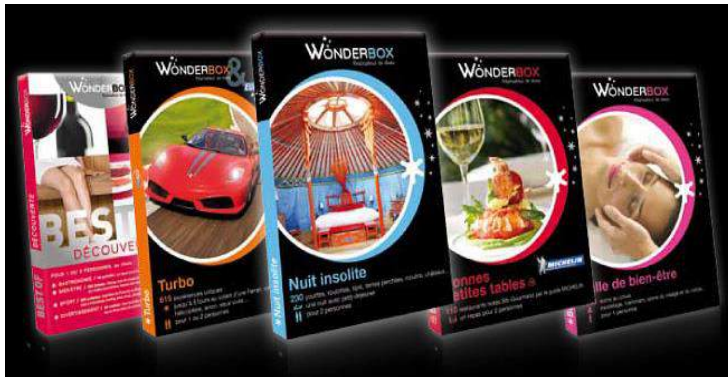
Snowshoes : starting from 40€

## **Key Success Factors**

Offer increasing levels of difficulty

Material rental

# Gift Box



## Suitable for

All Kosovo

## Technical elements

Boxes include a portfolio of various offer around a theme.

Several themes possible

- Hotels
- Wellness
- Sport and Adventure
- Gastronomy
- ....

The recipient of the box then choose the product they wish

## Business Model

Commission on sales service

Some of the gains are from no-show  
(limited time offer)

## Key Success Factors

Find different products in a theme with  
close values

# Miniature Park



## **Suitable for**

Gračanica/Gračanicë

## **Technical elements**

20000 square meters

Contains:

1. Wooden wall around park
2. Defense tower with entrance door
3. Three smaller towers at three angles of park
4. Forge (smithy) and stable
5. Cafe with terrace
6. Souvenir shop and ticket office (inside the tower, at ground floor)
7. Arena and medieval siege engines

## **Business Model**

Total cost for implementation of this project is approximately 200.000 EUR.

## **Key Success Factors**

Offer additional activities : Souvenirs, night shows ...

# Indoor Sport Center



## **Suitable for**

Pejë/Peć

## **Technical elements**

A sports hall of 1200m<sup>2</sup>

The dimensions of the sport complex (48m\*24\*11m) enables:

- Badminton – installation of 9 courts and up to 36 to 40 players
- Handball – 3 mini courses using the width
- Volley-ball - 3 courses using the width
- Basket-ball - 3 courses using the width

This dimension also permits:

- The ability to add other equipment (climbing wall for example).
- Optimization of equipment management: more users per slot, less equipment saturation therefore fewer conflicts of use

## **Business Model**

Building and equipment = 400,000€.

1h rental of a field.

## **Key Success Factors**

All year long attendance

Offer various activities

# Botanical Garden



## **Suitable for**

Pejë/Peć

## **Technical elements**

An alpine botanical garden

More than 2,100 species of alpine plants from around the world presented in rockeries (4500 m<sup>2</sup>) corresponding to four major themes: geographical origin, habitat, properties, and taxonomy

## **Business Model**

Entrance fee

Partnership with university

## **Key Success Factors**