



**Non-Governmental Organization Emancipimi Civil Ma
Ndryshe**

EC MA NDRY SHE

29 May 2015, Prizren

PRESS RELEASE

Conference “Tourist Cooperation Kosovo – Albania – Macedonia”

Regional conference entitled “Tourism Cooperation Kosovo-Albania-Macedonia” was held on Friday. This event was organized jointly between the NGO “EC Ma Ndryshe” and Tourism Division of the Kosovo Government Ministry of Trade and Industry (MTI), within the Project “Regional Development through Cultural Tourism in Prizren”, funded by the Ministry of Foreign Affairs of Finland within the United Nations Development Program (UNDP).

Tourism promotion experiences and regional cooperation initiatives were shared in the first session. Representatives of the Embassy of Finland, UNDP, MTI and Prizren Municipality greeted the participants providing information on their involvement in tourism development.

The most recent tourism products of Prizren region, prepared within the regional project “Regional Development through Cultural Tourism in Prizren” were presented in the first panel”.

In the second part of conference participants worked in focus groups that resulted with recommendations aimed at boosting the partnership of tour operators from three participating countries.

Scaling-up the cooperation between states and institutions, and inclusion of all stakeholders in development and enrichment of touristic packages was determined as one of the key elements for the tourism development in the region.

In addition, joint investments in border regions were seen as another development opportunity, alongside the exchange of positive experiences that resulted with global effects in attracting foreign visitors.

EC Ma Ndryshe Project “Regional Development through Cultural Tourism in Prizren” was implemented in Prizren municipality, with selective expansion in other municipalities of the region, including: Dragash, Rahovec, Mamushë, Malishevë and Suharekë. The main project objective was the support of local and regional economic development efforts in the Economic Region of South, by structuring and enriching the cultural and touristic offer through new and unique products and services.

Thank you for your cooperation,
NGO EC Ma Ndryshe