



Project: Mokra Gora Mountain – Undiscovered Pearl on the Via Dinarica Trail

Press release:

A high interest in active tourism development in Mokra Gora Mountain

The first meeting of the Forum for the Development of Active Tourism on this mountain, also known as the "Beauty of the Balkans", was organised within the project "Mokra Gora Mountain – Undiscovered Pearl on the Via Dinarica Trail". The Forum took place on 30 January 2019 in Tutin, and gathered around 90 representatives of municipalities, tourist organizations, businessmen, hiking and sports associations as well as non-governmental organizations. This is the first time that participants from the municipalities surrounding the Mokra Gora Mountain, from Rozaje, Tutin, Pec, Istok and Zubin Potok met.

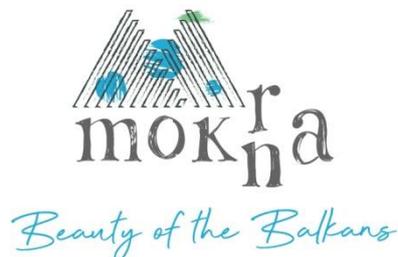
The forum was opened by Kenan Hot, the Mayor of Tutin Municipality, who welcomed the participants in Tutin and expressed satisfaction that the initiative for cooperation between municipalities joined by the Mokra Gora Mountain was launched. Mayor Hot said that this project would have a significant economic character, launch tourism development and cooperation in terms of organizing sports and cultural events, and the overall social life in this region. He also thanked the European Union and the Regional Cooperation Council for supporting this initiative which will contribute to the promotion of Mokra Gora as the most beautiful tourist destination in the Balkans.

Dragisa Mijacic, the director of the Institute for Territorial Economic Development (InTER), said that without social intensive multi-sectoral cooperation and long-term projects there is no socio-economic development. Mijačić invited all participants of the Forum to actively participate in the realization of this project, which represents the initial activity for the development of tourism on the mountain which, with its natural beauty, attractive tourist facilities and multicultural environment, can attract significant attention from tourists from all over the world.

Participants were also addressed by Ljiljana Cerovic from the Tourist Organization of Serbia who welcomed the regional character of this project and emphasized that it will promote a new tourist destination. Ms Cerovic stressed that Serbia has recorded a two-digit increase in the number of tourists for years, and that there is a growing demand for active holiday activities. That is why the Tourist Organization of Serbia will be pleased to support this



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project and promote the tourist destination of Mokra Gora Mountain at international and national fairs, in the media and on social networks.

After the introductory presentations to the participants of the Forum, the objectives and activities of the project, as well as the concrete results to be achieved by this development initiative were presented. The participants then divided into four groups, where they discussed the specific forms of cooperation within the project.

The greatest interest among the participants was caused by the activity of tracing the hiking trail from the Rugova Gorge, through Hajla, Ahmica, and along the Mokra Gora Mountain, from Pogled to Berim. On the Mokra Gora Mountain, the trail will be circular in a way that one part will pass through the municipality of Tutin, and the other through the municipality of Istok. The trail will be made according to Via Dinarica standards and will pass along the most attractive natural sites, tourist products and accommodation facilities.

The meeting of the Forum was organized as an activity within the donation awarded within the project "Tourism Development and Promotion" of the Regional Cooperation Council. The project is funded by the European Union and implemented by RCC in order to contribute to the growth and competitiveness of the economy of the six Western Balkan countries by supporting the development and promotion of a joint offer in the field of regional cultural and adventure tourism.

The project "Mokra Gora Mountain – Undiscovered Pearl on the Via Dinarica Trail" is implemented by InTER, in cooperation with Tutin Municipality, Regional Development Agency SEDA from Novi Pazar, NGO "Marimangat" from Pec and the Hiking Association "Ahmica" from Rozaje. The project started in early November 2018 and it will last until the beginning of June 2019 (7 months). More information about the project is available at InTER's website www.regionalnirazvoj.org.

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