

EU Support to Regional Economic Development in Kosovo

Tourism and Taste - TOURTASTE

## Mapping and assessment study of the typical gastronomic products in the South Economic Region of Kosovo

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Authors:

**Marijana Milevska**, Research Coordinator and Data Analysis Expert, PREDA Plus

**Dafina Hoxha**, Field Research Supervisor, ASB

**Borce Jankuloski**, Field Research Coordination Expert, PREDA Plus

**Viktor Geshoski**, Pre-processing Expert, PREDA Plus

**Arlinda Zhupi**, Field Researcher, PREDA Plus

**Vidan Luma**, Field Researcher. ASB

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**Foundation for Sustainable Economic Development**

PO Box 246  
Sotka Dzigidzik 34  
MK-7500 Prilep

Tel/Fax: +389 (0) 48 401 581

[www.predaplus.eu](http://www.predaplus.eu)  
[info@predaplus.eu](mailto:info@predaplus.eu)

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<sup>1</sup> Pelagonia region is one of the 8 planning region in Macedonia according to the Law of Balanced Regional Development

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## Acronyms

AFP	Agro Food Producers
ASB	Arbaiter-Samariter-Bund
EU	European Union
HORECA	Hotels, restaurants and catering
PREDA Plus	Foundation for Sustainable Economic Development – PREDA Plus

## Executive Summary

The Mapping and Assessment Study of the Typical Gastronomic Products in the South Economic Region of Kosovo was prepared by PREDA Plus in cooperation with ASB and Municipality of Prizren in the period of April-July 2013.

Total of 68 representatives from HORECA (Hotels, Restaurants and Catering) business sector, 45 AFP (Agro-Food Producers) and 6 representatives from all local self-governments in South Economic Region of Kosovo and 4 additional institutions were involved in this field research.

HORECA. The average existence of the interviewed HORECA in South Economic Region of Kosovo is around **15 years and a half**. Regarding the number of employees, the 68 interviewed HORECA entities employ a total of **653 employees**. There are different types of cuisine served in the HORECA in South Economic region of Kosovo. **Traditional food** is one of the types of cuisine that is served in most, followed by **Mediterranean cuisine** and **Fish & Sea Food** related to the specialized fish restaurants serving delicious river trout and other types of fish. The study provides a List of traditional dishes composing the Regional Menu of South Kosovo that includes the **traditional dishes/food** that is served in the interviewed HORECA and it gives the **Regional Menu of South Kosovo**. Most of the interviewed HORECA have specialized **Family Menu** and have **Three-Course-Menus** in their offer. There is a gap in the **Vegetarian Menu** offer or at least indicated vegetarian meals in the ordinary menu. A good potential for the HORECA sector in the region to include Kid's Menu and target family tourists exists. Regarding the **wine offer** in the HORECA, most of the interviewed have local wine lists and foreign wine lists. The number of HORECA entities offering **cooking classes** is very small, including internships. Almost half of the interviewed have in their offer, additional delivery services such as: house calls, catering, and specialized party delivery. The main ingredients for the preparation of the food come from the **green markets** and **supermarkets** and least supplies come from **in-house-delivery**. All interviewed HORECA use supplies of **local origin**, few of them use also supplies that come outside South Kosovo and abroad. Most of the interviewed have no quality standard implemented.

Agro-Food Sector. The average number of years active in the agro food business of the interviewed AFP is around **15 years**. Almost half of the interviewed AFP operates as registered agricultural households. More than half of the AFP works on land parcels that are less than 1 Ha. Eight main agro food products could be segmented that can be identified as main agro products of the region: vegetables, dairy products, berries, fruits, meat products, honey, eggs and mushrooms. Wholesalers and greenmarkets are the **selling points** where most of the products produced by AFP are sold. Regarding the **characteristics of the products** that are most demanded by the customers, bio/organic products are most demanded in adequate packaging and indicated expire date of the

products. Purchase of equipment, packaging and pesticides are the most indicated **problems** that agro-food producers are faced with.

Based on the analysis there are several proposed recommendations that concern the integral model for tourism development based on gastronomy for South Economic region of Kosovo:

- Eno-gastronomic approach or so called wine-food match notes,
- Networking in food new movements,
- Gastronomic souvenirs,
- Innovative tourism product offers – Gastronomic Routes,
- Specialized Kid's Menus,
- Cooking classes,
- Regional calendar of events.

## 1. Introduction

Arbaiter-Samariter-Bund, Municipality of Prizren and Foundation PREDA Plus jointly implement the EU funded project “Development of typical gastronomic products of interest for tourism in South Economic Region of Kosovo“, with the acronym “TOURTASTE” in the Southern Economic Region of Kosovo.

TOURTASTE is in line with the Regional Development Strategy for the Economic Region South (2010-2013)<sup>2</sup>, particularly with the priorities seen as having the best potential for leading the change in the region such as identified: Development of agriculture and food processing industry and Development of tourism.

Moreover, the region has great potential for sustainable tourism development based on its regional geographic position, richness of natural endowments, numerous examples of cultural and historic heritage, as well as vibrant folklore. The tourism-related business activities are already providing a good source for income for local population and business people. The South Economic Region of Kosovo still has severely underutilized potential in tourism-related services. In spite of abundant natural resources attractive for tourism purposes as well as rich cultural and historical heritage, the tourism industry still has to become a major development driver. South Economic Region of Kosovo also has a number of unique characteristics which include high potential for developing of tourism linked to numerous attractive resources related to tourism; high potential for development of diversified, modern and efficient agriculture and food processing industry, particularly linked to vineyards as well as quality fruit and vegetable crops; and finally unutilized potential related to SME. The project “TOURTASTE” aims to influence the attractiveness as well as consumer interest in special and typical products of the Southern Economic Region through increasing the quality and visibility of specific agriculture and food products of the region and their typical gastronomic enhancement, improvement of production sites areas focusing on capabilities of production (raising production potential); selection of typical products, tasting and quality evaluation, development of joint regional menu and recipes (gastronomic innovation); convergence between producers and consumers, realization of collective menus and products that reflects the cultural specificity and natural resources of the region and assembly itineraries to joint natural, historical and cultural potential of the region (public-private dialogue); training of food preparation, product testing (quality improvement).

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<sup>2</sup> Regional Development Strategy for the Economic Region South 2010-2013, Regional Development Agency South

The overall objective of the project is to raise the quality of typical regional gastronomic sector and to develop an integrated model for development that would directly and indirectly raise competitiveness of agricultural, food and tourism sector in the South economic region of Kosovo.

Specific objectives of the project are:

- 1) Raising Production Potential,
- 2) Gastronomic Innovation,
- 3) Regional Dialogue and
- 4) Quality Improvement

The Mapping and Assessment Study of the Typical Gastronomic Products in the South Economic Region of Kosovo was prepared by PREDA Plus in cooperation with ASP and Municipality of Prizren in the period of April-July 2013.

## **2. Description of the methodology and scope of work**

Based on the given criteria, the following methodological steps have been undertaken grouped in phases:

Phase 1: Office research. The mapping exercise started with office research and exploratory analysis of the current development strategies, analysis and other local policy documents on local, regional and national level relevant for the tourism development of South Economic Region of Kosovo.

Phase 2: Field research with direct interviews. After reviewing the general framework of the situation, needs, problems and priorities of South Economic Region of Kosovo, field research was conducted through direct interviews with all stakeholders from private and public sector. The aim of the field work was validation of the findings from the previous phase, as well as gaining in depth knowledge. The questionnaire itself was structured in a manner that enabled gathering data on the existing typical gastronomic products present in the region, as well as information on the needs for further capacity strengthening of the target groups through trainings and possibility for sub-granting support in two main areas, innovation and quality improvement. The interviewed business entities were categorized according to the following classification:

- HORECA: Hotels, restaurants and catering and
- AFP: Agro Food Producers

In the interviews different sets of questionnaires were used with the different target groups (*Annex 1: Questionnaires Templates for HORECA, AFP and public sector*).

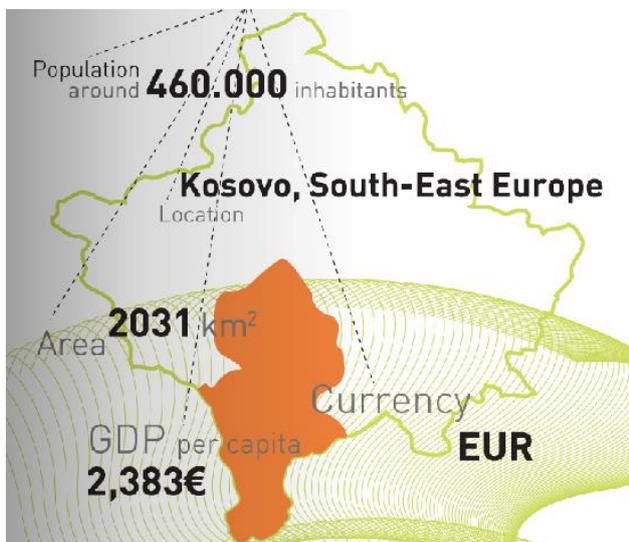
Namely, 68 representatives from HORECA business sector, 45 AFP and 6 representatives from all local self-governments in South Economic Region of Kosovo. 4 additional institutions were involved in the field research.

The mapping was realized in order to set the starting basis of the situation regarding the list of the typical gastronomic products of the region, the quality of the products and possibilities for innovation in their preparation, presentation and created synergies with the existing itineraries of traditional events and festivals organizes throughout the region.

Additional data was gathered from the interviews with the representatives of the local governments in all six municipalities of South Economic Region of Kosovo and other stakeholders, such as support tourism organizations.

### 3. Background of Southern Kosovar cuisine

South Economic Region of Kosovo lies in the south-western part of Kosovo and consists of 6 municipalities: Prizren, Dragash/Dragaš, Suhareka/Suva Reka, Malisheva/Mališevo, Rahovac/Orahovac and Mamusha/Mamuša (*Figure 1: South Economic Region of Kosovo*)



Source: Publication "Invest in Southern Region of Kosovo",  
Regional Development Agency South

Figure 1: South Economic Region of Kosovo

The climate features of the region are dominated by mid-continental climate with influence of milder Mediterranean climate. The climate conditions in combination with relatively good soils make for good base for developing of agriculture. Rolling hills with optimal sun exposure make it possible to grow quality vineyards. All these climate characteristics of the region reflect the gastronomic offer as well.

It should be noted that cuisine of Southern Kosovo is reflecting primarily the available ingredients that can be found on the ground due to its moderate continental climate. The local ingredients bring the special taste to dishes that also can be found in the neighboring countries or in so called Balkan cuisine. Gastronomy was also influenced over time by the historical, social, political and economic context of the southern region of Kosovo. As a result of its continuous history

involved with conflict and invasion, the cuisine of Kosovo has been developed consisting of dishes from various nationalities such as: Albanian, Serbian, Turkish, Greek, Croatian, Italian, and more.

Bread is one of the most important parts of the cuisine in the Southern region of Kosovo; also dairy products are widely used. There is at least one meat dish a day, for lunch. Also beans, rice, peppers are part of the Kosovar diet. Due to the climate in Kosovo, seasonal vegetables are used in summer mostly, and they are pickled in winter, usually pickles, tomatoes and cabbage are pickled.

## 4. Analysis – HORECA (Hotels, Restaurants and Catering)

### 4.1 HORECA in South Kosovo – Overview

Service sector in which different tourism related services are part of such as: hotels, restaurants, cafes, transport and other represent the majority of the registered businesses in the segment of small and medium-sized enterprises in South Kosovo. There is also a trend of recent opening of new hotels and restaurants that have excellent traditional food offer. What one might object is the lack of wider international cuisine (for example, Mexican, Chinese etc.) present in the offers of the local hotels and restaurants. Nevertheless, who lacks burritos or sweet-and-sour chicken when there is wide variety of excellent typical food meals offered? In South Kosovo it is possible to have three meals with Balkan flavor in one day that all completely different and delicious. According to the profile of the region from the Regional Development Strategy for the Economic Region South, 11% of the total number of registered businesses is in the sector of hotels and restaurants.

### 4.2 HORECA in South Kosovo – Results from the field research

In the field research that was undertaken 68 representatives from all 6 municipalities from HORECA (hotels, restaurants and catering) were directly interviewed in order to gather relevant field data concerning the gastronomic potential of South Economic Region of Kosovo (*Annex 1: Questioner Form – HORECA*). The gather data was used to produce HORECA databases (*Annex 2: Databases of HORECA in South Economic Region of Kosovo*).

After the data was gather using several statistical techniques it was analyzed and the following results were obtained:

- **Regional approach** to the field research. The 68 interviewed HORECA come from all 6 municipalities in South Economic Region of Kosovo. The details are presented in *Figure 2: Regional approach of HORECA field research*.

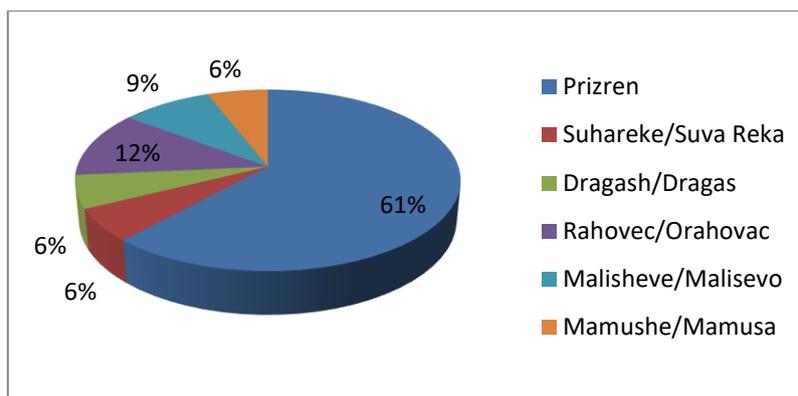


Figure 2: Regional approach of HORECA field research

- Regarding the **type of business activities** that interviewed HORECA are undertaking, they are presented in the *Table 1: Distribution of interviewed HORECA according type of business*. All types of businesses relevant for this sector are taken into consideration whether business offering single service such as accommodation or combination of accommodation and food offer:

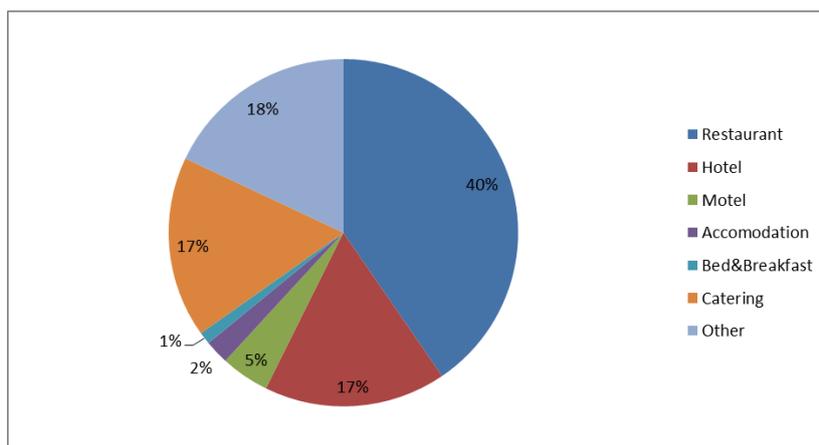


Table 1: Distribution of interviewed HORECA according type of business

- Regarding the accommodation capacity, around one third of the interviewed have accommodation capacity of total **965 beds** and the other two thirds are hospitality entities without accommodation capacity (More details could be found in *Figure 3: Accommodation capacity of interviewed HORECA sector*).

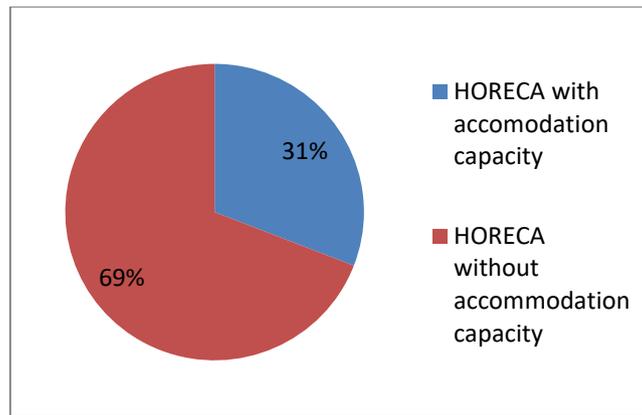


Figure 3: Accommodation capacity of interviewed HORECA sector

- The average existence of the interviewed HORECA in South Economic Region of Kosovo is around **15 years and a half**. It shows that there are new business entities that enter the hospitality sector and that it is rather attractive business sector that appeals the recent entrepreneurial ventures in South Economic Region of Kosovo. Despite the new business, the analyzed data shows that there are also traditional businesses that exist for more than 50 years (the oldest HORECA entity was 58 years old).
- The **seasonality** of the business sector was also captured and it could be stated that most of the interviewed (86%) are operational whole year around, but there are some business that have seasonal character of working (winter/summer, holidays, and weekend). The details are given in *Table 1: Period of operations of HORECA*.

NonStop	59
Seasonal	6
Summer	8
Winter	0
Weekend	1
Holidays	2
Other	2

Table 1: Period of operations of HORECA

- Regarding the number of employees, the 68 interviewed HORECA entities employ a total of **653 employees**. They vary from one-man-show businesses to solid business employing 43 persons in one entity. The conclusion is that HORECA sector has the potential to answer partly the problem of unemployment in South Economic Region of Kosovo. Moreover, it is one of the sectors attracting attention for the future self-employment and entrepreneurial initiatives of the region. Further on, HORECA is a

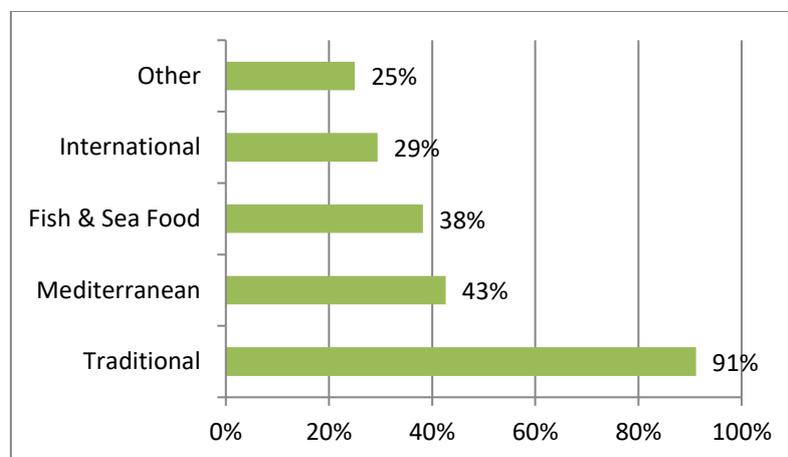
sector that is relatively open to gender equality in employment opportunities since **20%** (129 persons) of the total number of employed in the interviewed HORECA are women.

- The interviewed HORECA were asked to select what are the dishes that are served in their premises and the results are presented in *Table 2: Meals served by HORECA*:

Services offered by HORECA	
Lunch	91%
Dinner	91%
Breakfast	79%
Snacks & Sweets	50%

*Table 2: Meals served by HORECA*

- There are different types of cuisine served in the HORECA in South Economic region of Kosovo. Nevertheless, **Traditional food** is one of the types of cuisine that is served in most (**91%** of the interviewed) HORECA, followed by **Mediterranean cuisine** and **Fish & Sea Food** related to the specialized fish restaurants serving delicious river trout and other types of fish (Details can be found in the *Figure 4: Types of cuisine served*).



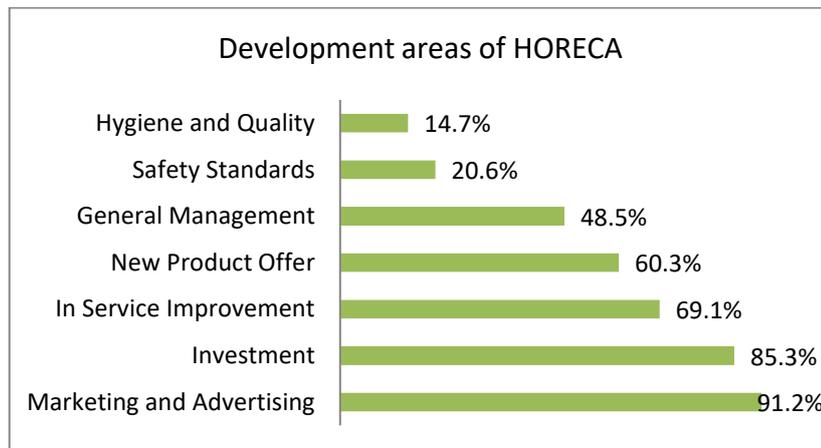
*Figure 4: Types of cuisine served*

- *Annex 3: List of traditional dishes composing the Regional Menu of South Kosovo* includes the **traditional dishes/food** that is served in the interviewed HORECA and it gives the **Regional Menu of South Kosovo**. In the next phase, typical South Kosovar dishes should be selected as part of the proposed Gastronomic Routes as innovative tourism products additional to the existing tourism offer of the region.
- Most of the interviewed HORECA have specialized **Family Menu (91.2%)** and two thirds (**67.6%**) have **Three-Course-Menus** in their offer. There is a gap in the **Vegetarian Menu**

offer or at least indicated vegetarian meals in the ordinary menu. Only **26.5%** of the interviewed have vegetarian menus.

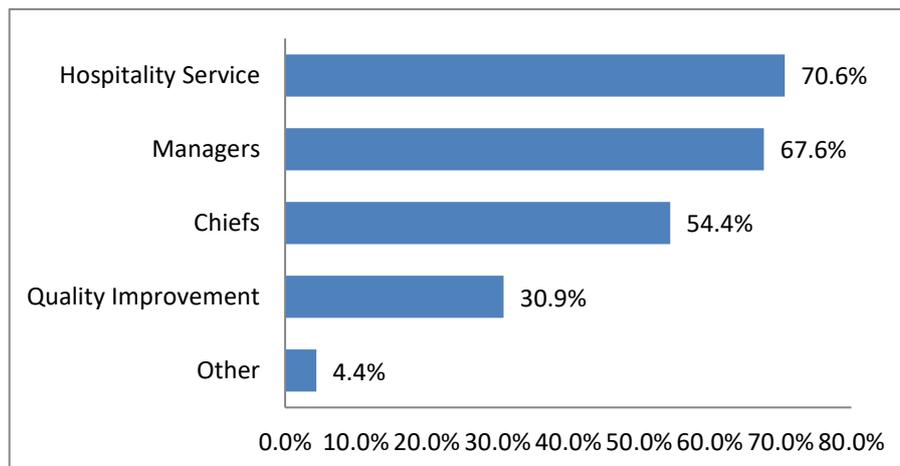
- Amazing fact that was revealed by the research was that two thirds of the interviewed (66.2%) indicated that they have **specialized kids menus** as opposed to the other one third (33.8%) of the interviewed that do not have it in their offers. This creates a good potential for the HORECA sector in the region to include Kid's Menu and target family tourists with kids or school organized excursions of children visiting interesting sites such as the famous Mirusha Waterfalls and create a new tourism product called Kids Gastronomic Route.
- Regarding the **wine offer** in the HORECA, most of the interviewed have local wine lists (69.1%) and foreign wine lists (58.8%). Other domestic wine is offered in 20.6% of the interviewed HORECA.
- The number of HORECA entities offering **cooking classes** is very small, 26.5% including internships. It creates a good opportunity to create an offer where visitors could participate in the cooking of their meals accompanied with appropriate introduction of the traditions and the cultural heritage of the region.
- Almost half of the interviewed (47.1%) have in their offer, additional delivery services such as: house calls, catering, and specialized party delivery.
- Most of the interviewed HORECA (50%) stated that the majority of their clients are domestic ones between **70-100%** of the total number of their visitors. One thirds of the interviewed have between 30%-70% domestic clients and the rest are foreigners, and there are only few HORECA that target only foreign clients or diaspora representatives during holiday periods.
- On the question where do HORECA get their supplied of the main ingredients for the preparation of the food, most of them answered that their main supplies come from the **green markets** (75%) and **supermarkets** (69.1%). The rest of the supplies come from **warehouses** (27.9%) and least supplies come from **in-house-delivery** (19.1%). All interviewed HORECA use supplies of **local origin**, few of them use also supplies that come outside South Kosovo (11%) and abroad (10%).
- Regarding the **safety food standards** around half of the interviewed (52.9%) have HALAL implemented standards, 3 have HACCP, and the rest half of the interviewed have no quality standard implemented.
- The results on the question what are the main areas where the interviewed HORECA have need for future development of their business are presented in *Figure 5:*

*Development areas of HORECA.*



*Figure 5: Development areas of HORECA*

- Regarding the trainings, the beneficiaries of the trainings were asked to be appointed and it was stated they need most trainings for Hospitality service (70.6%), and managers (67.6%) and chiefs (54.4%), details are presented in *Figure 6: Training areas needed by HORECA.*



*Figure 6: Training areas needed by HORECA*

- As main area of interest of the interviewed was stated to be the **Cooperation**. Two main kind of cooperation were mainly indicated:
  - Cooperation among the different stakeholders of tourism sector (restaurants with hotels, hotels with touristic agencies) and
  - Cooperation with others (NGOs, development agencies, international agencies, marketing branches, business support services, information providers etc.)
- On the possibility to give additional comments, complaints or information, the following set of information was collected:

This project is positively accepted  
The local production to be developed;  
Improvement of urban planning  
Lack of locations/premises for gastro supplies  
This questioner is very positive for development of restaurants  
Problem of access to the restaurant due to the lack of the infrastructure and the lack of electricity

## 5. Analysis – Agro-Food producers (AFP)

### 5.1. AFP in South Kosovo – Overview

Large proportion of land and good agro-climate conditions combined with possibilities of further progress in irrigation system make the region appropriate for integrated agricultural development. Availability of pastures enables expanding the livestock production and improving the technology and livestock quality.

The agro-processing in Kosovo has traditionally been dominated by socially owned enterprises, which used to obtain a substantial part of the raw materials from thousands of private farmers. Currently, the former socially owned companies in this field are not active. New private companies have started their operations in this field in recent years and their production is showing significant and continuous increase. Lack of financial means needed for the revitalisation and modernisation of existing capacities and insufficient management efforts to reorganize production and distribution cause a still low capacity utilisation. Therefore, the technical capacities of some agro-processing companies are currently not utilised to a high extent. By addressing financial issues, assuring new markets and introducing new and efficient management techniques, the agro-processing industry in Kosovo could once again achieve high production rates. Moreover, the Action Plan of the Economic Vision of Kosovo 2011-2014<sup>3</sup>, sets one of the priorities in Revitalization of Agriculture sector, precisely in Improvement of processing and marketing of agricultural products. Most of the measures in this sector aim at directly supporting agricultural production, and introducing at the same time policy measures for facilitating the development of this sector. As strategic objectives that will be addressed through this action plan are: increasing public budget for agriculture sector to a level of 3% of the Kosovo budget. More is needed to tackle the issues, especially in the area of access to knowledge for quality improvement, meeting standards, access to technologies.

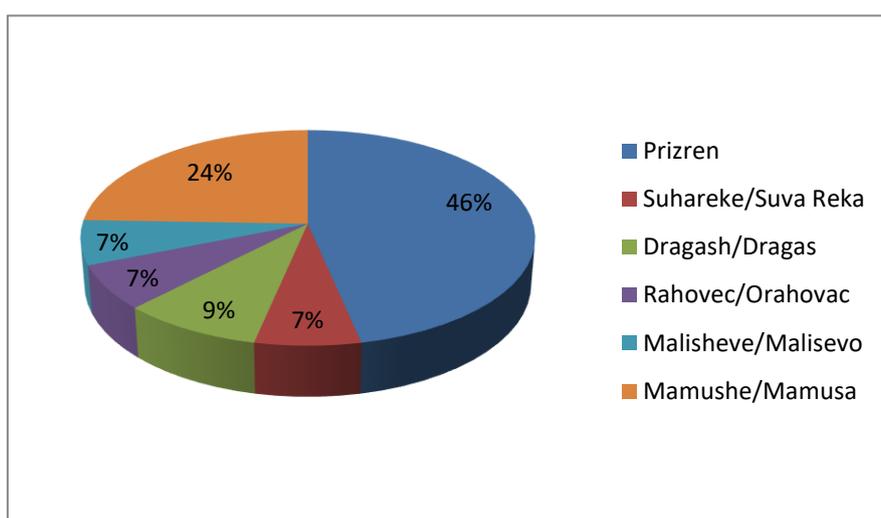
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<sup>3</sup> Action Plan of the Economic Vision of Kosovo 2011-2014, Government of the Republic of Kosovo, June 2011

## 5.2. AFP - Results from the field research

In the period of May-June 2013, field research was undertaken in order to map the agro food producers in South Economic region of Kosovo (*Annex 2: Data-basis of AFP (Agro-Food Producers) in South Economic Region of Kosovo*). Direct interviewed based on a structured questioner were conducted with total of 45 AFP from all 6 municipalities in South Economic Region of Kosovo and the following results were obtained.

The field research followed regional approach and the interviewed AFP come from all 6 municipalities in the region; the details on the origin of the AFP by municipality are presented in *Figure 7: Distribution of AFP by municipality*.



*Figure 7: Distribution of AFP by municipality*

The average number of years active in the agro food business of the interviewed AFP is around **15 years** (15.73), and there are recent entrants in the business but also traditional agro producers producing in the past 73 years as family tradition.

From the 45 AFP interviewed, 8 main agro food products could be segmented that can be identified as main agro products of the region: vegetables, dairy products, berries, fruits, meat products, honey, eggs and mushrooms (*Figure 8: Agro food products in South Kosovo*).

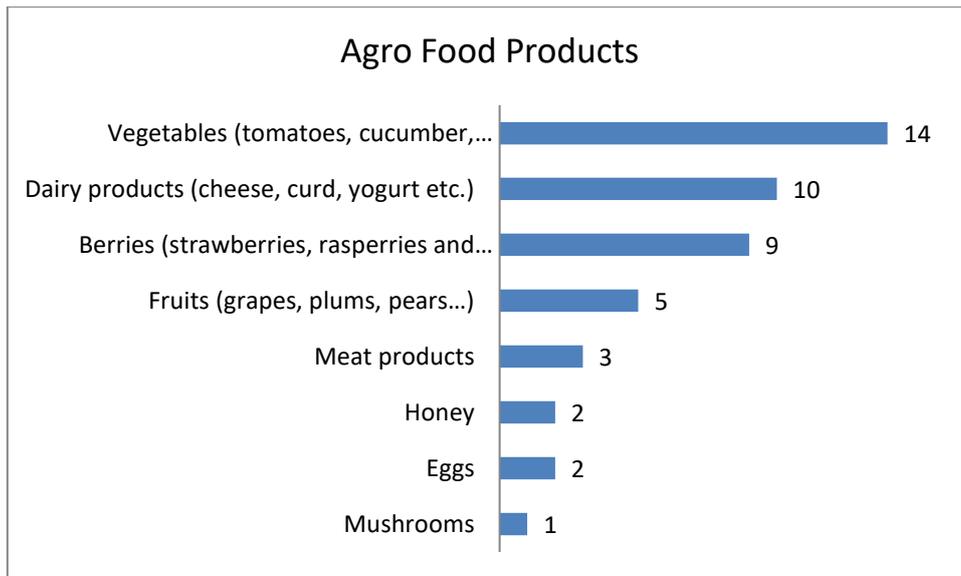


Figure 8: Agro food products in South Kosovo

Almost half of the interviewed AFP operates as registered agricultural households, Figure 9: Registered vs. non-registered agricultural households.

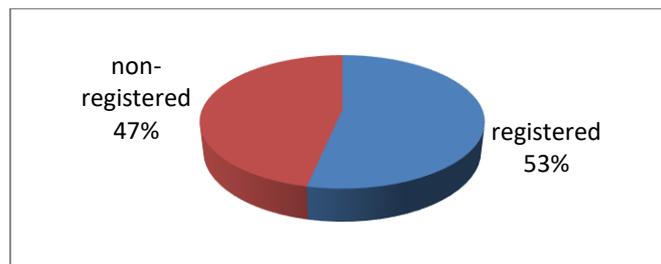


Figure 9: Registered vs. non-registered agricultural households

More than half of the AFP works on land parcels that are less than 1 Ha which indicates the high level of fragmentation of agricultural land, details are presented in Figure 10: Size by agricultural plot:

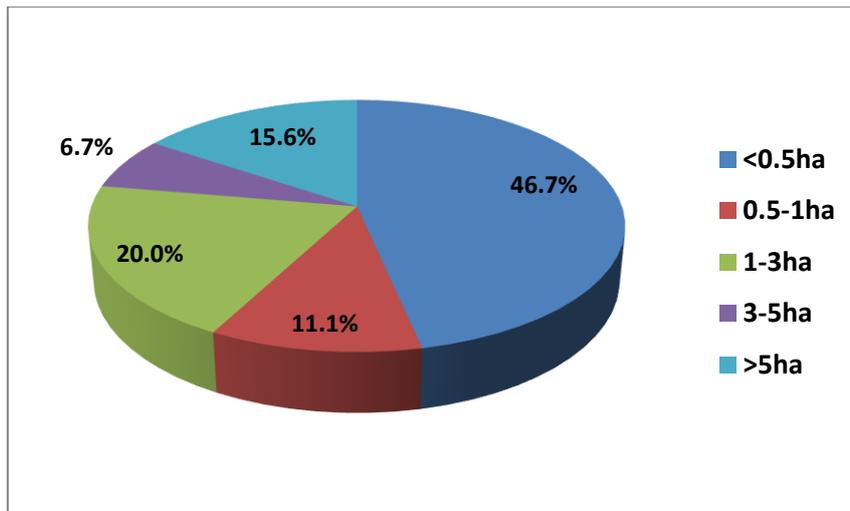


Figure 10: Size by agricultural plot

Regarding the number of plots that are owned by the interviewed AFP, there is interesting data that around half of them own up to 2 plots, and what is even more interesting 40% of them do not own any plot at all. The other half of them owns 3, 4 or 5 plots. The details can be observed in *Figure 11: Number of agricultural plots owned by AFP in South Kosovo.*

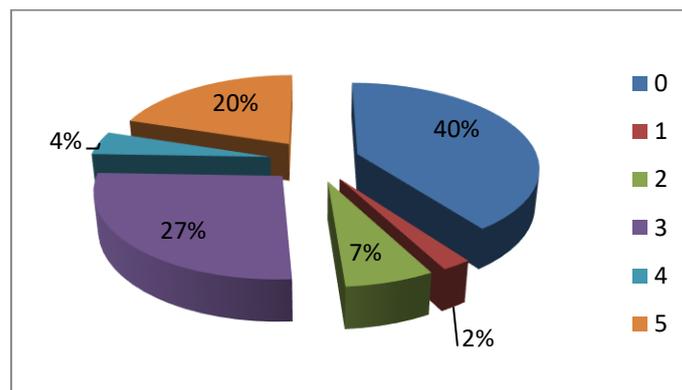


Figure 11: Number of agricultural plots owned by AFP in South Kosovo

Wholesalers and greenmarkets are the **selling points** where most of the products produced by AFP are sold; more details are presented in Figure 12: Selling points of AFP in South Kosovo.

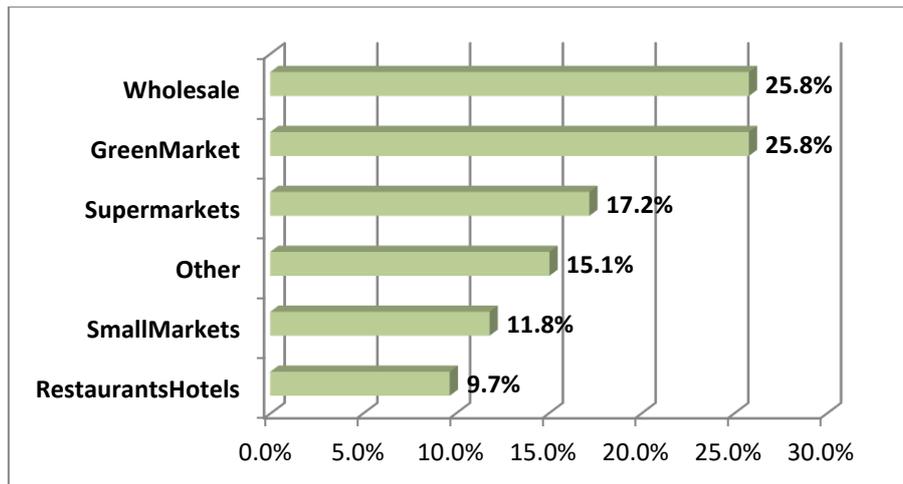


Figure 12: Selling points of AFP in South Kosovo

Regarding the **characteristics of the products** that are most demanded by the customers, bio/organic products are most demanded in adequate packaging and indicated expire date of the products. The details are presented in the *Figure 13: Main characteristic of the product demanded on the market.*

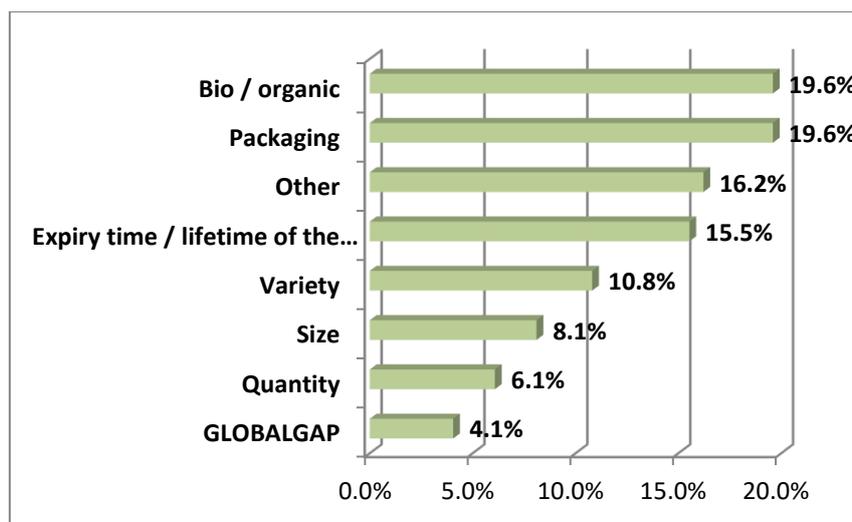


Figure 13: Main characteristic of the product demanded on the market

Purchase of equipment, packaging and pesticides are the most indicated **problems** that agro-food producers are faced with in their production, *Figure 14: The main problems AFP are facing with in purchase:*

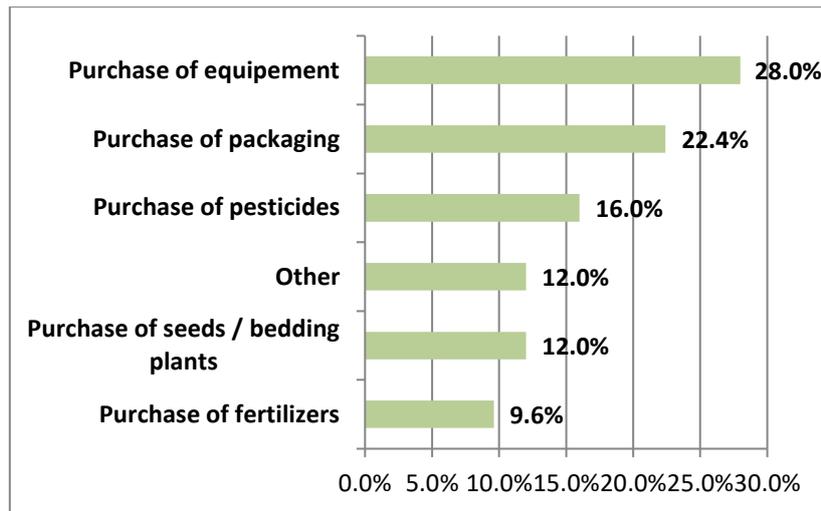


Figure 14: The main problems AFP are facing with in purchase

Almost half of the interviewed AFP are using **external services** in the production process and most dominant are the services for production technology and transport, Figure 15: Use of external services present the details in this respect.

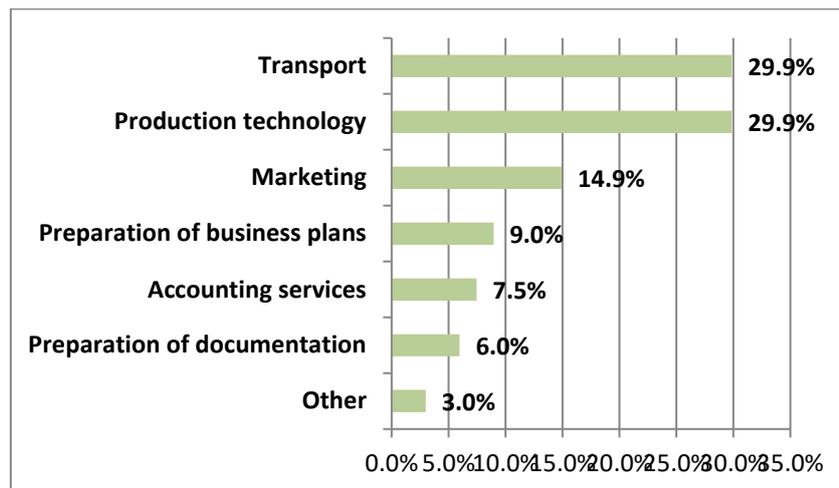


Figure 15: Use of external services

Increase of sales (41,0%), quality improvement (23,1%) and increase in productivity (15,4%) were the most important indicated as **priority** by the interviewed.

Regarding the quality standards for agro-products, the field research expresses very low level of implemented **standards and certificates**. Namely out of 46 AFP interviewed one had implemented Global GAP standard, whereas, two producers had organic/bio certificates.

On the question what are the topics in which they need capacity building through trainings, the following results in details were obtained, Figure 16: Training topics for AFP.

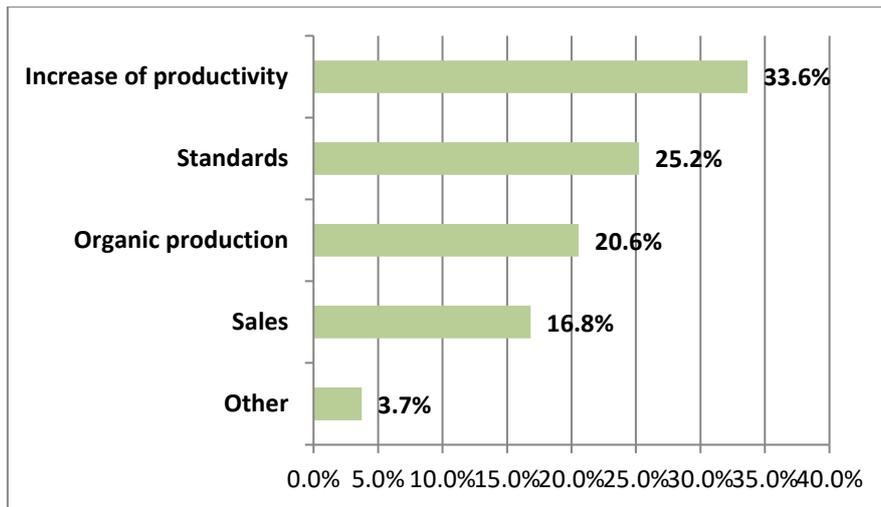


Figure 16: Training topics for AFP

On the question whether they are **member of any kind of association**, or chamber, 77.8% gave affirmative answer and the rest 22.2% negatively responded to the question.

Two thirds of the interviewed AFP declared that they use **standardized recipes** (62.2%) and the rest of 37.8% do not use standardized recipes.

On the following *Table 3: List of areas of interest, possibilities for cooperation* are given all the possibilities that each of the AFP see for extension of their business activities:

Possibilities for extension
Cooperation with big super markets
Cooperation with colleagues
Cooperation with collective points, production points, processors, study visits
Cooperation with companies inside and outside the region
Cooperation with companies that possesses export certificates and advisory services in agriculture
Cooperation with companies that possesses export certificates and with international advisory services on agriculture
Cooperation with donors, Regional union
Cooperation with associations outside of Kosovo
Cooperation with sales point (restaurants, supermarkets, etc); Big companies (Bektel Enka etc); Turkish KFOR
Cooperation with shopping malls, Hotels & Restaurants, Cooperation with the Ministry
Cooperation with some companies that has a technology of fruit processing
Cooperation with Organization that organizes trainings, Quality increase
Cultivation of strawberries
Ministry of Agriculture
Processing, Investment in sector of vegetables

*Table 3: List of areas of interest, possibilities for cooperation*

As for the areas that could assist the improvement of their productivity and increase of income, all the recommendations are enclosed the *Table 4: List of areas for improvement of productivity and income increase.*

<b>Areas for improvement of productivity and increase of income</b>
Appliance of modern technology, Selection of new varieties, Marketing
Awareness of dairy farmer, Investments on technology, Cleanliness and hygiene
Bigger plots, Modern technology, Marketing
Equipment for production technology, Bio-products,
Improvement of cooling / heating equipments; post-harvest services; Improvement of transport
Increase of production capacity, Improvement of production technology, Appliance of modern mechanism
Increasing the areas/plots with strawberries, Investment on packing, Greenhouses
Long term contracts with suppliers, Marketing
Marketing of production, Packing of products, Increase of quality
Marketing, Productivity in the production of honey, Nut products
Modern equipments, Transportation, Standards
Modern stables, Modern technology, Marketing
Modern technology, Cooperation, Research & market
Modernization of agriculture mechanism, Use of bedding plants lower materials, Improvement of marketing of agricultural products
Pesticides (advices on quality and quantity), Irrigation, Greenhouse
Processing land
Technology, Cooperation with farmers (slaughter house), Security of food system
Security of food system
Technology, Long term credits for agriculture/farmers
Profesional trainings
Trainings for modernization, Infrastructire, Electricity
Trainings, Technology, Marketing
Introduction of ISO and HACCP standards

*Table 4: List of areas for improvement of productivity and income increase*

## 6. List of typical products

### 6.1. Dishes

Nothing helps you get to know the local area like eating traditional dishes and drinking like the locals. Some flavors that can be easily found in restaurants are:

The traditional food of South Kosovo is characterized by its great taste and rich use of spices and oil. The famous sweets sold at the ëmbëltoret (confectioneries) are often made using age-old family recipes. Here's a short list of local delicacies; entries marked with a star are especially worth trying when you're in South Kosovo as they are local specialties, or are Kosovar/Balkan specialties with specific ingredients or taste in Prizren and whole South region of Kosovo.

- Boza a sweet-sour traditional drink made from corn flour.
- Fli is a multi-layered savory pie. Flija is another specialty characteristic for Kosovo, made by placing layers of pastry not thicker than pancakes from the end of the pan towards the middle. Layers are brushed with cream, fat and oil, and flija is served with kaymak, cheese, yoghurt or honey and baking it under the «peka» makes it even better.
- Gjize me speca a starter of creamy cheese baked with peppers in a pot
- Kifle bread with eggs and cheese, marmalade or choc spread
- Lokum doughnuts
- Pogaga corn flour rolls
- Pitajka me vo\* bread with creamy xhiza cheese and eggs in the middle, baked in a wood oven, a Ramadan specialty
- Pleskavice or pljeskavica a large hamburger
- Qebap\* kebab, small sausages usually cooked on an open grill, served with roasted pepper, pita like bread, and a side of cabbage salad
- Qyfte or kofte\* grilled, spiced mince sausages, also something of a Prizren specialty
- Dairy products: The already mentioned dairy products are a part of the everyday menu. Milk, yoghurt, cheese, spreads and kaymak is what you should try in Kosovo. Cheese is best preserved in salted water. These are mostly soft cheeses like sheep cheese, but the famous Sharr cheese is also preserved like that, ripped by hand into ca 4-5 cm long pieces of irregular shape, covered with salt and smoked for a couple of days to harden, like Parmesan, and after that left in salted water with a few dill leaves. The result is a hard, salty and high-fat cheese of top quality.
- Kos/Kiselo mleko – thick yogurt
- Sharr/Šar Cheese – considered by many to be the most delicious in Kosovo, this peculiar

cheese is highly salted to aid with preservation and is only found in the Dragash/Dragaš and Sharr/šar regions.

- Sharr goats cheese\* Made from goats milk originating from the Sharri Mountains, and flavoured with herbs.
- Tava a stew of meat and cheese in a ceramic pot (served at Villa Park if ordered in advance)
- Topli a kind of bread prepared with creamy xhiza cheese
- Turshi a winter salad composed of vegetables in salty water. Turshi, pickled vegetables, for example peppers sometimes stuffed with cheese, cabbage, cucumbers and green tomato are served throughout the whole year. Turšije are eaten as a side dish or salad.
- Meat is well represented in daily meals. Mainly beef, baby beef, lamb, poultry (chicken) and rarely kid. Meat is also cured and sudžuk and smoked beef, similar to cutlets, are characteristic dishes. Despite rich water fauna, fish is rarely found on menus.
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- Tavë prizreni a traditional casserole of Ottoman legacy. It is cooked with lamb, eggplants, green peppers, onions, tomatoes and served hot.
- Byrek/Burek – meat, cheese, or vegetables inside fried dough.
- Gjyveçë/ Đuveč – roasted vegetable stew
- Ajvar – mashed red peppers made into a sauce
- Traditional food from Gora region:
- Sarma/Sarme – Minced meat with rice rolled in cabbage leaves
- Traditional wedding soup- prepared with meat and cow brains (yes, it is delicious!)
- Special pies filled with cheese, meat, cabbage etc: Vitkanica, Zeljanik
- Sweets and bakery Prizren and the surrounding region are famous for the extraordinary range of different breads produced, most of them coming from small companies and baked in traditional manner. All bread is made from white flour and is usually leaven.
- Prizrenites are real sweet lovers, and are rightly proud of the excellent confectionery made locally.
- If you're peckish between meals, there are a number of sweet local delicacies you can try. Baklava is the famous pan-Balkan dense filo pastry with nuts and sugar water; tullumba is a dense filo pastry with sugar water; an ekler is a cake filled with vanilla cream, and revani is a traditional type of 'wet' cake with sugar water. Kosovo desserts mainly consist of pastry with sherbert topping, i.e. cooked sugar with vanilla or lemon flavour.

#### Beverages:

- Meals are accompanied with fine beverages. Boza was previously mentioned, fermented corn flour juice, in other cultures. Russian tea is also specific for Kosovo, prepared in two teapots, placed one above the other. Boiling water is in the lower pot and a strong tea concentrate is in the upper one heated by the steam coming from the first teapot. Tea is served in small tea cups, ca 100 ml, with sugar, a little concentrate and lemon, as desired.
- After a full meal, refreshment can be found in lemonade or a drink based on fruit syrup for which the most distinctive is the one made from rose petals.
- Alcoholic drinks are consumed in small amounts, mainly beer of which the most famous is Pečko, Kosovo grape brandy, wines of which the most represented are red wines: merlot, teran, Burgundy. Famous wines come from Rahovec near Prizren.

## 6.2. Agro-products

Local agricultural agro-products that can be found in South Kosovo are:

Natural Honey – bee keeping and honey production is a large source of income in Dragash/Dragaš due to the abundant natural pollination through flowers and pine.

Kosovan honey is excellent and most is mixed with wildflower honey from bees that have foraged on a range of flowers. There is also a dark, nutty chestnut ('geshtenje') honey which goes particularly well on porridge and a fine acacia ('bagrem') honey. It's also possible to find delicious lavender honey from some beekeepers.

Sharr/Šar Cheese

Medicinal Herbs

## 7. Regional Menu

The summary of the dishes that are served in hospitality industry in South Economic Region of Kosovo are presented in the *Table 5: Summary List of dishes served in South Economic Region of Kosovo*:

	Traditional food/dish served
1	Kid meat
2	Johnny Cake
3	Pepper with curd
4	Fish ( Trout )
5	Meat with vegetables covered with dough ( like a cap)

6	Kebabs
7	Beef-burger
8	Goulash
9	Steak with mushroom sauce
10	Traditional Albanian clay-pan dish ( Tave Shqiptare)
11	Lamb
12	Surprise dish ( mixed meat )
13	Donuts-fritters
14	Lungs
15	Pacha (traditional thick soup)
16	Homemade fresh cheese
17	Homemade Pickles
18	Lamb under a baking lid ( pod sacem)
19	Muscles in pan
20	Flija
21	Pancakes with minced meat
22	Musaka
23	Sarma
24	Pilaf
25	Fish(leyrek, smuc, trout)
26	"Tava" Unjvers
27	Homemade buns
28	Prizren Tava (traditional food prepared in clay dish)
29	Elbasan Tava
30	Prizren Jahni ( traditional dish)
31	Oriental Prizren Dishes
32	Goulash & Casseroles ( Djuvec)
33	Sharri Cheese
34	Beans
35	Steak with Mediterranean sauces
36	Liver with onions
37	Homemade yogurt
38	Mucenica/Airan
39	Polenta/Kacamak
40	Roasted Lamb & Veal
41	Meatballs with parsley & sesame
42	Homemade sausage
43	Soups: Mercimek, Ezo Gelin & Pacha
44	Trileqe
45	Sutlijas - Rice Pudding in oven
46	Oriental Baklava
47	Tulumba
48	Kadajif

49	Done ( chicken and beef)
50	Veal under a baking lid
51	Different kinds of cheeses
52	Lamb in ember
53	Trout/Perch fish (fried & grilled)
54	Chicken & Veal prepared in clay dish
55	Sharri steak
56	Homemade soup (vegetables/veal soup)
57	Homemade sausages in clay dish
58	Burek
59	Boza
60	Stuffed peppers
61	Steak on the stone
62	Dough`s Pie (vijanica, gibanica, fulija)
63	Tava e Rahovecit (Traditional food prepared in clay dish),
64	Corny bread
65	Skenderbeg
66	Jufkali Sebze (traditional dish with chicken meat, rice & noodles/dough)
67	Pasha Cufte (traditional dish of Prizren) Priren Musaka
68	Pie (Rolled pies)

*Table 5: Summary List of dishes served in South Economic Region of Kosovo*

## 8. Map of regional gastronomic route

Based on the findings from the field research, several thematic gastronomic routes have been identified:

1. The Flea/ Pastry Route (flea, burek, pogaca, gibanica, vijanica, Corny bread)
2. The Meat Route (qebaptore, Prizreni tava, suxhuk, herbs chicken , Kid Meat,Lamb under a baking lid, qofte, gulash, djuvec (casseroles), beef steak, "Tava" Unjvers, Meat with vegetables covered with dough ( like a cap), Muscles, Skenderbeg, Tava e Rahovecit, Homemade sausages in clay dish, Liver with onions, Casseroles in jar in wooden oven, Muscles in clay dish, Tava e Rahovecit, Pacha, Pasha Cufte, Prizren Jahni, Lamb under a baking lid ( pod sacem) as per order, Steak on the stone, Jufkali Sebze (traditional dish with chicken meat, rice & noodles/dough)
3. The Fish Route (Fish(leyrek, smuc, trout)
4. The Cheese Route (sharr cheese, peppers with curds and cream,
5. The Dairy Route (airan, homemade yogurt, different types of cheeses)
6. The Eno-gastronomic Route
7. The Vegan Route (beans, pilac, Polenta/Kacamak, turshia, Beans in clay dish

8. The Healthy, sport... Fit Route
9. The Leisure & Spa Route : Soups (Mercimek, Ezo Gelin & Pacha)
10. The Kids Route (Explore&Taste)
11. The Sweet Route ( coffee, tea and chatting... (muabet)) Route – Johnny cake, baklava, boza ,  
Sutlijas (rice pudding in oven), Tulumba, Kadajif, jam, lokum)
12. The Art & Taste Route

In the next stage on a participatory workshop, prioritization of the proposed gastronomic routes should be undertaken and selected five Gastronomic routes of South Kosovo should be planned as new tourism product and promoted adequately. In the planning, it should be paid attention to the following elements of each gastronomic route:

Description of the route:

Duration:

Route distance:

Locations on this route:

## 9. Itineraries: Festivals and Events

Prizren and surrounding communities liven up in summer when a wide variety of festivals and other events take place - the Dokufest short film festival ([www.dokufest.com](http://www.dokufest.com)) and the Hasi Jehon folklore festival being the best-visited. The Dokufest International Documentary and Short Film Festival takes place annually in the second week of August. With 6,000 local and international visitors it is the largest event of its kind in the region, and is ranked among the most attractive documentary festivals in the world. Films are screened in several sessions between 12:00 and 24:00, each with multiple films, in three open air cinemas as well as in three indoor halls. Besides the films, there are exhibitions and other film-related events though the absolute highlight of the festival is the party atmosphere that surrounds it. With crowds of young people attending, the city centre turns into a party mile, with concerts and streets full of happy people. Accommodation is available at the special DokuCamp camping for €1 per person per night; toilets and showers available. Hasi Jehon ([www.hasinet.piczo.com](http://www.hasinet.piczo.com)). Held annually since 1976, the Hasi Jehon ('echo of hasi') folklore festival is held annually over three evenings in early May in the village of Gjonaj, 15km north-west of Prizren. Some 20 cultural ensembles from across the country gather here in the Hasi region to perform music and dance; there are also exhibitions of traditional Hasi clothes and crafts, and naturally plenty of local food and drink. The open-air event is held on the "Hill of Reconciliation" (Kodra e Pajtimit) and attracts up to ten thousand visitors from Kosovo and abroad. Gjonaj is best reached by car or taxi.

The religious feasts, notably the Bajram festival (at the end of Ramadan) and Christmas, are mainly private affairs.

Cultural Fair D-3, Rr. In the month of Ramadan, the Cultural Fair is held daily after iftar (the evening meal) from about 20:15 to 24:00 in the courtyard of the Gazi Mehmet Pasha Hamam. Waiters in traditional garb bring cakes, sweets, Turkish coffee and local drinks like boza, stands sell traditional clothing, books and souvenirs, and oriental music is played. The special atmosphere of the fair in this ancient building makes it highly recommended.

Ekspo-Arti is international caricature festival takes place for ten days each autumn inside the beautiful Gazi Mehmet Hamam. Cartoon artists from across the world are invited to come and sketch about topical issues like corruption, global warming and poverty.

Flutrat. On 1 June, international children's day, Prizren Municipality's 'butterflies' festival aims to entertain the youngest Kosovars with music and song along the riverside.

Old Timers Fest (Vintage Car Show) ([www.oldtimerclubprizren.com](http://www.oldtimerclubprizren.com)). Lovers of vintage cars (known as 'old timers' here) from Kosovo and across the region gather annually for one weekend in late May on invitation of the Old Timer Club Prizren. With 25 members owning 32 cars, most of them 'recent classics' from the 1950s-1980s rather than classic old cars, this association aims to collect, preserve and raise awareness for classic vehicles. The annual show is held in the city centre, and you can expect to see all kinds of vehicles, from sleek Mercedes models to VW Beetles and Citroen 2CVs.

Ura e Artit International Art Festival. Celebrating cultural diversity in Kosovo, the week-long 'Bridge of the Arts' arts festival is held annually in September on the banks of the Lumbardhi. Artists set up their easels beside the river and draw and paint scenes from Prizren with curious locals looking on.

Zambaku i Prizrenit. Several old cities in the Balkans have a proud tradition of old 'citizen songs', traditional music that is distinct from 'rural' music in its more intricate composition, rhythms and different topics. Prizren celebrates its great musical legacy every June/July with the unique Zambaku i Prizrenit (Lily of Prizren) festival, held at the open air Lumbardhi cinema. Although the festival focuses on Albanian language songs, some editions also have performances by other ethnic groups from Kosovo. At the festival it's not just old material that is performed - each year new artists add songs to Prizren's repertoire.

40 Bunar Fest ([www.40bunarfest.com](http://www.40bunarfest.com)). Kosovo's craziest race is Prizren's 40 Bunar river tubing festival, held in the last weekend of May or the first of June. Named after the '40 springs' area further up the valley, competitors must get down the Lumbardhi river from near the Electrical Industry Museum to the Stone Bridge in the city centre as fast as possible, on an inflated tractor inner tyre. The low water levels, protruding rocks and freezing water make the race challenging. The festival aims to raise awareness of the importance of clean river water and environmental

protection. The fun starts at noon on Saturday, when everyone joins in to help clean the river, after which there's a large party in the evening. Participants gather at the cafés by the river at 11:00 on Sunday and walk up to the starting point before racing back to town. The event is concluded with partying all Sunday long. Participants pay a €5 fee and get a helmet and tube on loan.

#### NGOMFEST: The Festival of music and activism « NGOM Fest »: 5, 6 and 7 July 2013

In the first year in 2011 « NGOM Fest » was no doubts a successful event. Three separate stages, 26 bends, and 1 DJ's from Kosova, the region and the world. « NGOM Fest » created a new moment in the world of festivals in Kosova, by promoting a new alternative and attractive wave of social mobilizing. The first edition of festival NGOM Fest was not only a success in the field of promoting good qualitative music, cultural inheritance and care for the environment, but also on building good inter-ethnic relationships and the support for youth no matter on their language of background. It was always emphasized that festival "NGOM" is an event of activism, which means that an important key is promotion of environment and raising awareness of citizens on environment protection. The festival has done this promotion and will continue to do so through different activities of this nature. The festival was followed with high interest from the audience, and the mass of people has exceeded the expectations. Therefore, NGOM Fest was honored with the certificate of appreciation as 'The most massive event of 2011' from Municipality of Prizren.

The municipality of Mamusha has started to organise "the Tomato Festival", initially in July 2009, by the aim of gathering the food producers and traders from all the countries in the Balkans. Mamuşa/Mamusha is proud of its unique Tomato Festival, which slowly but surely is becoming the trademark of the municipality. Mamusha/Mamuša is especially well known for tomato cultivation. The annual Tomato Festival takes place on July 23, offering visitors a chance to try traditional local food including pie, watermelon and of course tomatoes, while local folklore ensembles perform music and dance.

Set in the glorious Rahovec/Orahovac Valley which receives an average of 270 days of sunshine each year, the excellent combination of climate and soil makes Rahovec/Orahovac area of an ideal location for growing number of different grapes for the production of several different types of wine, and has been doing so for several centuries. An annual total of 70,000 tones grapes grown by stone castle and local grape owners on some 2,240 hectares of land are used to produce up to 12 million liters of wine, brandy and raki which is sold throughout Kosovo as well as UK, Netherlands, Switzerland, Austria and other countries around Europe. Stone Castle offers the option of private parties, in which guests are asked to call in advance before bringing their own food and paying 7 € ahead, a small sum that entitles them to drink as much wine as they like inside the main storage area. Be warned that storage area is cold. Don't come in a t-shirt. Close to the main entrance on the

other side of the road is the wine Castle shop, selling a good range of everything they produce, including Chardonnay, Rhine Riesling, Cabernet Sauvignon, Merlot and Pinot noir as well as aforementioned spirits. The second Thursday of September sees the town of Rahovec/Orahovac celebrate the region's annual Wine Festival, featuring people dressed in the traditional closing of the region, singing, dancing and the consumption of plenty local wine.

#### Important Festivals in Dragash/Dragaš

February 17, Kosovo Independence Day

March 8, International Women's Day

March 14, Verza (Spring festival) Harvest festival for preparing the fields for the next season.

May 6, St. George's Day; villages such as Brrut/Brut (April 23), have community celebrations in the forest, rejoicing their belief in god, multireligious commonality, and life.

May 6, Gorani Day: In the Gora region the Day of Gorani is celebrated with traditional music 'tupan' and costumes. The main place of gathering for people from Gora region is at the place called Vlaska Wedding ceremonies in Gora villages are also held mainly on May 6th,

On The 10th gatherings take place in Restelicë/Restelica village, this gathering is called youth Day, and if financial situation is not bad, traditional horse races would take place

May (date to be determined): Aulona International folk festival: celebrated with music and dance, in various villages each year as a tribute to Drenas/Glogovac and Rapsha ([www.aulonafolk-festival.com](http://www.aulonafolk-festival.com))

## 10.Recommendations

Based on the analysis there are several proposed recommendations that concern the integral model for tourism development based on gastronomy for South Economic region of Kosovo:

- Eno-gastronomic approach: Wine tourism has been defined by Charters and Ali-Knight (2002) as a form of consumer behavior in which wine lovers and people interested in particular wine regions travel to preferred destinations. Other definition that has been found in the article defines wine tourism as travel for the purpose of experiencing wineries and wine regions, which encompasses both service provision and destination marketing. Wine tourism could be sampled by following tourists' activities: wine events and festivals, cultural heritage, dining, visiting vineyards, in cellar wine tasting, cellar door sales and winery tours.
  - Wine-food match notes. Speaking about restaurateurs, wine lists are playing extremely important role: nowadays the restaurants' chefs are taking great care about the wine selection, which supposes to accompany and complement to the

meal, however, outstanding wine list might be on its own a significant attraction. Moreover, it is mandatory for the good restaurant to improve the content and the presentation for the wine list (which absolutely itself is story telling about the place) and to have the cultural knowledge in order to offer an appropriate advice to consumer. Those factors will definitely reinforce the restaurant guests' rightness of their choice.

- Networking in food new movements relevant for putting the region on the map of gastronomic tourism exiting sites, such as Slow Food. Slow Food is a movement as a non-profit, eco gastronomic organization founded in 1989 for the purpose of struggle against fast food and fast life which are characteristic for the modern city lifestyle. Slow Food mission is to improve awareness about the pleasure of dining, respect for the nature and natural lifecycles, farmers and rural producers dignity, biodiversity and indeed eco gastronomy, it also gains for culture of taste promotions. Generally speaking Slow Food Movement is destined for the importance of local products support and consideration of regional culinary approach for meal cooking. Slow Food Tourism could be recognized as a supporting part of urban, semirural and rural Gastronomy Tourism directions and presented by such activities as local food festivals, agricultural shows and weekly- or monthly-organized fresh products open markets.
- Gastronomic souvenirs. The region is rich with traditional gastronomic delicacies and has great potential to build further the integral tourism image of South Kosovo. This is also great potential for further development of tourism that can be used by policy creators but also by tourism sector. Nevertheless, there is a lack of gastronomic souvenirs for tourism visitors to take away when leaving the region. One of the recommendations is for AFP to go further and try to adequately design and pack the excellent cheeses they produce and work on marketing
- Innovative tourism product offers – Gastronomic Routes (Annex 6: Proposed Regional Gastronomic Routes in South Kosovo). Initial Map including several proposed gastronomic routes on specialized topics is drafted. All the stakeholders, policy creators, including HORECA and AFP and CSOs active in tourism promotion should work respecting the participatory principles
- Specialized Kid's Menus. None of the restaurants or very few use specially marked kid's menus that are intentionally planned, prepared and served to address the children need for adequate quantity and healthy nutritious ingredients.

- Cooking classes. There is a lack of cooking classes for interested visitors in the region, therefore it is a potential to establish such learning and fun events that could enrich the tourism offer in South Kosovo.
- Regional calendar of events. The events, festivals have to be harmonized with the regional development projects and the individual settlements also have to fine-tune their festivals with each other to avoid the unfortunate situations of scheduling festivals simultaneously. It is also important to have good marketing and action plan, because if a festival is well organized, producers can meet with consumers who will give them immediate feedback.

### **Annexes:**

*Annex 1: Questioners for HORECA, agro-producers and public sector*

*Annex 2: Data-basis of HORECA and agro-producers in South Economic Region of Kosovo*

*Annex 3: List of traditional dishes composing the Regional Menu of South Kosovo*