

MINI CASE STUDIES

Supporting Tourism SMEs in Kosovo to Access PHOENIX 4.0 Funding Opportunities



Enterprise Europe Network Kosovo Facilitates Access to Finance for Tourism Businesses



The tourism sector plays an increasingly important role in Kosovo's economic development, creating employment opportunities, supporting local communities, and promoting the country as an attractive destination for domestic and international visitors. However, many tourism SMEs continue to face challenges in accessing financial resources necessary to improve their services, invest in innovation, and adapt to the growing demands for sustainable and digital tourism solutions. Recognizing these challenges, **Prishtina REA**, as the coordinator of **Enterprise Europe Network (EEN) Kosovo**, actively supports SMEs in identifying and accessing European funding opportunities that can accelerate their growth and competitiveness.

A notable example of this support was provided through the *PHOENIX 4.0 Alliance Initiatives funding call*, published on 15 January 2026. The PHOENIX 4.0 project seeks to build a more resilient, innovative, and sustainable tourism ecosystem across Europe by supporting tourism businesses in their green and digital transformation. The initiative encourages tourism enterprises to adopt innovative approaches, improve environmental sustainability, strengthen operational resilience, and enhance the quality of tourism experiences offered to visitors.

Following the publication of the call, Prishtina REA identified a number of promising tourism SMEs that could benefit from the funding opportunity and initiated a targeted advisory process to support their applications. Among the enterprises assisted were *OutdoorKosova*, *Butterfly Outdoor Adventure Sh.P.K.*, *ADVEKS LLC*, *Superexplorers L.L.C.*, *Ballkan Natural Adventure*, and *Alpine Jardin*. These companies represent diverse segments of Kosovo's tourism industry, including outdoor adventure tourism, accommodation services, hospitality, eco-tourism, nature-based tourism experiences, and recreational activities.

OutdoorKosova

OutdoorKosova, a tourism enterprise active in **tour operator**, sought support to access funding opportunities that would enable the company to further develop its tourism offer and improve service quality. Through **Enterprise Europe Network Kosovo (EEN Kosovo)** and **Prishtina REA**, the company received comprehensive guidance on the **PHOENIX 4.0 funding call**, including support in understanding **eligibility criteria**, refining **project objectives**, and strengthening its application. As a result of this support, OutdoorKosova successfully secured a **€15,000 grant** under the programme. The funding will contribute to improving **tourism services**, enhancing **visitor experiences**, and increasing the company's **competitiveness**, while promoting **sustainable tourism development** in Kosovo.

Butterfly Outdoor Adventure Sh.P.K.

Butterfly Outdoor Adventure Sh.P.K., a company specializing in **outdoor recreation** and **adventure tourism**, received dedicated advisory support from **Prishtina REA** throughout the application process. The assistance focused on interpreting the funding requirements, improving the quality of the proposal, and ensuring alignment with the objectives of **PHOENIX 4.0**, particularly in relation to **sustainability, innovation, and resilience**. Through this support, the company strengthened its application and positioned itself to access funding for the development of enhanced outdoor tourism experiences, service improvements, and innovative tourism products aimed at attracting a wider range of visitors.

ADVEKS LLC

ADVEKS LLC, operating within Kosovo's tourism sector, aimed to secure funding to support business growth and service enhancement. Through the advisory services of **Enterprise Europe Network Kosovo**, the company received guidance on **proposal preparation, project planning**, and the preparation of supporting documentation. Prishtina REA assisted the company in aligning its proposed activities with the objectives of the PHOENIX 4.0 programme, ensuring that the application clearly demonstrated its potential contribution to a more **sustainable and competitive tourism ecosystem**. The support increased the company's capacity to successfully participate in European funding opportunities and pursue strategic investments for future growth.

Superexplorers L.L.C.

Superexplorers L.L.C., a company offering tourism and exploration experiences, was supported by **Prishtina REA** in identifying and applying for financial assistance under the PHOENIX 4.0 funding scheme. Through a series of consultations, the company received support in strengthening its project concept, clarifying expected results, and ensuring compliance with all application requirements. The advisory process enabled Superexplorers to submit a more competitive proposal focused on improving tourism experiences, fostering **innovation**, and enhancing the company's ability to respond to evolving market demands. The support demonstrates the role of EEN Kosovo in facilitating access to finance for tourism SMEs.

Ballkan Natural Adventure

Ballkan Natural Adventure, a tourism enterprise promoting **nature-based** and **adventure tourism activities**, sought to leverage European funding opportunities to strengthen its service offering and increase its market reach. With the support of **Enterprise Europe Network Kosovo**, the company received tailored advice on preparing a competitive application and aligning its project with the strategic priorities of PHOENIX 4.0. Particular emphasis was placed on demonstrating the project's contribution to **environmental sustainability, tourism innovation**, and the development of authentic visitor experiences. The support enhanced the quality of the application and increased the company's readiness to implement future development initiatives.

Alpine Jardin

Alpine Jardin, a tourism and hospitality enterprise, engaged with **Prishtina REA** to access guidance on the PHOENIX 4.0 funding opportunity. Through personalized advisory support, the company received assistance in reviewing its project concept, strengthening its application narrative, and preparing the required documentation. The proposed activities focused on improving service quality, introducing innovative approaches, and enhancing the overall visitor experience while embracing the principles of **sustainable tourism development**. The support provided by Enterprise Europe Network Kosovo enabled Alpine Jardin to participate effectively in a competitive European funding programme and explore new opportunities for long-term business growth.

The results achieved through the PHOENIX 4.0 funding process highlight the tangible added value of Enterprise Europe Network Kosovo in bridging the gap between local SMEs and European funding opportunities. The successful participation of six tourism enterprises demonstrates how structured advisory support can directly translate into secured funding, improved business capacity, and enhanced sector competitiveness. This intervention not only strengthened individual companies but also contributed to the broader development of a more resilient, sustainable, and innovation-driven tourism ecosystem in Kosovo.