

Project Title

Development of rural tourism in the functional area through establishment and promotion of guest houses

Project Type

Economic Development

Project Location

15 Local Units of the Functional Area

Total Pre-Estimated Budget

180,000 Euro

Project Background and Analysis

Dibra area has a great potential for the agro-tourism development. Dibra valley is surrounded by the two sides by Deshat-Korab mountain range, which is the highest mountain in Albania and Lure-Selishtë mountains, where 21 glacial lakes are located. The entire territory is well-known for the numerous natural monuments, whether geo-monuments, hydro-monuments or bio-monuments (41 natural monuments), which are part of the Natural Park of Korab-Korritnik and Lura National Park for their particular historical, landscape, tourism and biological values. This area has a rich flora and fauna, where more than 138 species of rare plants grow (a rare native plant is Korab Tulip) and other rare animals such as the Balkan Tiger, chamois, wild rooster and many other wild birds, where the most famous is Korab eagle.

Rural tourism in Dibra has many chances to be developed. In a short time, some 500 guesthouses can be opened in the entire territory of Dibra. Several mountain villages can be transformed into tourist villages, such as Maqellarë, Melan, Tomin, Kastriot, Silovë, Doda Castle, Lurë, Reç, Dardhë, Arras, Muhurr and Selishtë. Only Lura has 2 hotels which are properly managed, while other communes have only a few guesthouses, with some basic conditions but lacking service quality.

Few visitors of the area are foreign tourists mainly coming from the Western and Central Europe, and North America, for short periods of 1-5 days. A large number of visitors, especially 1-day visitors, come from Tirana and Durrës.

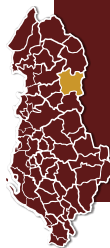
Specific Objectives of the Project

General objective: Building a supporting business environment, promoting tourism values of the Functional Area.

Specific objectives of the project are as follows:

- Consolidation of activities of a Local Action Group "Touristic Dibra" for the promotion and development of rural tourism through strategic planning, coordination and management of activities, in line with the sustainable use of natural and cultural resources;
- Reconstruction and full operation of at least 10 guesthouses (out of 500 potential guesthouses), in order to have the first successful pilot models for the development of rural tourism, both for the variety of touristic packages and the quality of services provided;
- Enhancement of skills and capacities of host families of guesthouses (50 persons) with basic knowledge and skills to provide services (cuisine, basic English, communication skills);
- Development of a marketing system for rural tourism through design, maintenance and update of related internet websites, promotional offers, fairs, festivals and other special events.

PROJECT 1



functional area programme
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Expected Results and Project Indicators

This project is focused to produce the following results and expectations:

- Development of a clear intervention strategy for rural tourism, focused on the promotion and development of this sector, which will create employment opportunities and generate income for over 500 families (about 2,000 people), directly and indirectly for more than 50% of the population of the functional area.
 - Construction / reconstruction of facilities and providing all necessary services for 10 guesthouses in Dëshat mountain range, given that there is already an existing tourism strategy and an active Local Action Group in the area. These guesthouses will become the model for other potential 490 guesthouses.
 - Increasing the income of these families by 20%.
 - Increasing the number of tourists by 1000 visitors per year (1000 visitors x 300 Euro each)
- This project will generate benefits for 15 local unit of the functional area.

Project Activities

- Establishment of 10 guesthouses as a successful model for other host families;
- Provision of training packages to improve the quality of services for guesthouse families;
- Creation of local unit tourist packages and their active promotion on the website of local unit;
- Participation in a tourist exhibition (international fair);
- Introduction of continuous information on the website of local unit to promote touristic packages and guesthouses, in order to develop rural tourism.

Project Maturity

A tourism strategy for Dëshat mountain range is already formulated. Few signs are displayed for touristic promotions. There are some personal initiatives for the establishment of guesthouses, but they lack coordination of actions and quality of services.

Also, examples of experience can be taken from the cross-border area (the Macedonian side) or from Theth in Shkodra.

The first activity to be undertaken is the identification of the first houses to be transformed into guesthouses and serve as models for other future guesthouses.

The project will be implemented in two years, provided they will further continue in the years ahead, coordinated by the local unit and "Touristic Dibra" association.

Financial Resources and Implementation Partners

There are a number of stakeholders interested to intervene in the tourism sector. Local unit may start with its own funds. Potential donors are GIZ, ADA, EU.

Local unit is the project implementation stakeholder, in partnership with the Local Action Group "Touristic Dibra" and other local organizations.

Project Cost

The project cost for related works (investments) and capacity building is as follows:

- Reconstruction and furnishing of guesthouses - 10 houses x 10,000 Euro each = 100,000 Euro
- Capacity building for host families = 50,000 Euro
- Participation in international fairs = 10,000 Euro
- Promotional materials, marketing plan = 20,000 Euro