



Project Title

Creation of "Wine way"

Project Type

Economic development

Project Location

Manëz and Sukth

Total Pre-Estimated Budget

21,000 Euro

Project Background and Analysis

The area of Manza and Sukth are well known for the production of wine and cheese. But one can noticed that the quality and the value of these products are not sufficiently promoted by either the local government units or private initiatives and non-governmental ones. The creation of the "Wine Way", which passes through the Commune of Manza and the Commune of Sukth will enable the promotion of home made products, produced by vine cultivators and farmers of the administrative units, mainly of wine and cheese, etc.

Even though tourism is completely oriented towards the beach, some concerns can be noticed in this field:

- a) besides Lalzi beach, the other part of the seaside is damaged by urban development;
- b) it is based mainly on tourism with low revenues;
- c) it is based only on 2,5 months of the year.

As such, tourism has a minimum impact and does not have a significant added value for the economy of the area. In such conditions, "Wine way" would be a welcome initiative to promote internal tourism.

Specific Objectives of the Project

The goal of the project is promotion of homemade products (such as: wine and cheese) produced by vine cultivators and farmers of the area and internal tourism promotion in the Functional Area.

Through land tourism, the Municipality of Durrës can:

- a) promote and offer local products, affecting directly the revenues of the rural inhabitants;
- b) increase the choice possibilities for tourists, by offering alternatives for sea tourism;
- c) promote the area profile;
- d) be attractive to the inhabitants of Tirana or other urban areas, as well.

PROJECT 7



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Expected Results and Project Indicators

Expected results include:

- (a) creation of a gastronomic way;
 - (b) improvement of internal tourism in the Functional Area of Durrës.
- The creation of the Wine Way will directly affect the life improvement of inhabitants in 2 (two) administrative units Manëz and Sukth (of 15,966 inhabitants of Sukth and of 6,652 inhabitants of Manza), mainly of vine cultivators and farmers who produce typical products of the area. The positive impact of the project implementation will not only be felt in these two administrative units, but also in all the Municipality of Durres.

Project Activities

The approximate duration for the project implementation is 6 months.

The foreseen activities include:

- (a) Identification of gastronomic products of the area, and especially of the wine;
- (b) identification of vine cultivators and farmers that have an interest in production and promotion of local products;
- (c) road signs/markings;
- (d) promotion of this road through promotion activities and development of promotion materials;
- (e) improvement of facilities welcoming tourists for selected producers and their provision with logo, website and promotion materials (including glasses, carafes etc.)
- (f) insertion of touristic maps for the Wine Way in key places, such as the port, the municipality, etc.

Project Maturity

Currently, there is no feasibility study.

Financial Resources and Implementation Partners

The main funding source is dldp. Other potential funding sources are grant schemes of different donors that support the promotion and development of tourism (such as EU, UNDP, Italian Cooperation, etc.), funds from the Ministry of Economic Development, Tourism, Trade and Entrepreneurship and the Ministry of Agriculture, Rural Development and Water management.

The National Agency of Tourism, Manëz dhe Sukth administrative unit, etc., can be mentioned as potential partners in the implementation of this project.

Project Cost

The project cost will be around 21,000 Euro.