



Project Title

Electronic mapping of Kukës in order to promote tourism

Project Type

Sustainable environmental, social and economic development

Project Location

Kukës Functional Area

Total Pre-Estimated Budget

200,000 Euro

Project Background and Analysis

Nowadays, websites provide new ways to make the information available to the users. This generates new ways and tools that can be used to provide information for the tourists and promote tourist destinations. The major objective of this Project is to develop a Web application for the development of tourism in the region of Kukës. This web application uses dynamic maps and content features generated by the users, which are focused on the provision of useful information for the tourists and promotion of Nature and Adventure Tourism in the region of Kukës. ICT (information and communications technology) developments have transformed tourism in various and numerous ways in areas such as consumer demand or website management. Various data on destinations can play a considerable role in the holiday choice of tourists, using the Internet as the privileged tool to accomplish this task. E-Tourism represents the combined research of ITC with tourism. This fact is rapidly transforming the tourism sector, calling for a continuous adoption and integration of recent ICT developments in tourism sector. Regional Council of Kukës has collected a certain amount of data that enable information on decision-making concerning strategic planning and investment strategies. As a result of past successes and failures, the need to use advanced GIS software with the support of technological infrastructures, was identified. Also, there is a clear need to train and improve local capacities in data collection, for the purpose of achieving the objectives of this action. In addition, the harmonization of such data collection and technological infrastructures, facilitating maximally information exchange, is deemed indispensable. Alongside the intervention in technological infrastructure, attention should be paid to the improvement of local capacities, including business community, NGOs and local government units. It is those communities that provide the Regional Council, Municipality and other institutions with data and information. Once collected, the data should be maintained, analyzed and afterwards distributed to the public to be used according to the specific needs.

Main Objective of the Project

Promotion of tourism, natural resources and cultural assets in the Region of Kukës, using IT systems.

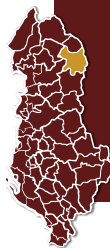
Specific Objectives of the Project

OS1: To establish the system of data collection, management and usage, focusing on the development of a digital map on the Internet for purposes of tourism.

OS2: To promote and advertise regional transboundary tourism potentials by setting up a website, using geospatial data.

OS3: To facilitate search of information and easily guide local and foreign tourists toward the major tourist areas/ attractions and natural and historic national assets/ riches.

PROJECT 8



functional area programme
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Expected Results and Project Indicators

- R1: Established, equipped and trained structures to manage and program geospatial data and maps.
- R2: Developed Digital Map
- R3: Established and operational Web-GIS
- R4: Continuous awareness raising about regional assets by distributing structured and professional information on tourism, geospace and socio-cultural issues.

Project Activities

1. Start of Project, Recruitment and Training of the technical staff
 2. Identification of data to be collected
 3. Physical collection of information
 4. Designing Web-GIS
 5. Processing of vectorial data
 6. Data and map designing
 7. Hosting service of geospatial data and domain
 8. Data uploading
 9. Designing mobile and web application
 10. Preparation for the final report and conclusion of action
 11. Workshop with tour operators on the promotion of GIS maps
- Project is thought to be implemented within a 2-year period.

Project Maturity

The target action aims at laying the foundations on which all the projects, both private and public will be based, in terms of collection, organization, analysis and distribution of accurate information about the region. This is a very important and necessary first step to achieve a sustainable long-term success in the region. An organized and centralized data base is the indispensable foundation on the basis of which the region can plan and grow effectively.

Financial Resources and Implementation Partners

Project funders:
No funds have been provided by the donors yet.
Project will be implemented by:

- Regional Development Agency of Kukës.
- Regional Council of Kukës

Project Cost

Start of Project 1,000€;
Recruitment and training of the technical staff 36,000€;
Identification of data to be collected 2,000€;
Physical collection of information 20,000€;
Designing web-GIS 20,000€;
Processing of vectorial data 11,000€;
Data and map designing 10,000€;
Hosting service of geospatial data and domain 10,000€;
Data uploading 10,000€;
Designing mobile and web application 20,000€;
Translation of web portal 5,000€;
Preparation for the final report and conclusion of action 5,000€;
Workshop with tour operators on promotion of GIS maps 10,000€;
Promotion of project (leaflets, tourist map, guide, conferences, seminars, TV) 40,000€.