



Project Title

Establishment of a Digital Platform for Promotion of Touristic Destinations in Lezha Area.

Project Type

Economic Development

Project Location

District of Lezha

Total Pre-Estimated Budget

50,000 Euro

Project Background and Analysis

Lezha region cannot currently manage the full touristic potential (regional) through the existing information and promotion mechanisms. Touristic information and data is currently under the ownership of NGO leading individuals or private touristic agencies. Their visibility is too low. The region in general, and the Functional Area in particular, do not have a full inventory of all touristic sites and assets (natural, monuments, cult objects etc.). This project is a very useful initial tool which will centralize and organize the key information and promotional messages in a single website portal, easily identifiable in World Wide Web, supported by a simple service of functional contacts and information update. Also, the preliminary work for this project will start with an initial inventory of all the touristic assets of the region. The project will also contribute to consolidation of capacities of human resources engaged in its activities.

Specific Objectives of the Project

- Improvement of regional touristic marketing and increase of quality of touristic services;
- Information and networking of regional partners;
- Identification and promotion of touristic products, sightseeing and other sources;
- Improvement of regional competition through improvement of competition of SME operations (Small & Medium Enterprise) in tourism sector.

Expected Results and Project Indicators

- Capacity development for the implementation of marketing practices;
- Capacity development for the management of the platform;
- Increase of visibility of touristic sources, products, and operators.

PROJECT 2



functional area programme
fap

Project Activities

The project, including a study and implementation of investments, is planned to be implemented within a period of 1 year.

The main activities are as follows:

- Establishment of a regional partnership realized at district level;
- Establishment of working groups based on main issues;
- Identification of the content and presentations;
- Development of the platform for the regional tourism;
- Compilation of database to be promoted through the digital platform;
- Maintenance and update (increased capacities with other interested actors to be engaged);
- Designation of the standard operational procedures;
- Negotiation of links with other networks/ WebPages/ promotion of the platform to other local touristic operators;
- Procurement of services.

Project Maturity

The project is part of the Strategy of Tourism of Lezha District and part of project basis designed by RDP Program. It can start quickly, because it is simple to be implemented. The project starts with a preliminary important inventory process of all touristic assets of the region, as a precondition to further build the required promotion platform. It is a very important project for the touristic sector, which is a priority for the Area. If there is not any institutional consolidated structure with clear responsibilities for the management and support, it will be hard for this initiative to be successful.

Financial Resources and Implementation Partners

Fund may be provided by various sources: public and private funds, District Council, the big Municipality budget, various EU programs (such as IPA), grants such as those given by DLDP, etc.

The main stakeholder for the implementation of this project is the District Council, in cooperation with the regional agency for Lezha development (LERDA), NGO, etc.

Project Cost

- Human Resources: (20.000 Euro)
- Platform + Database + Maintenance for 2 years: (20.000 Euro)
- Training events, promotional materials etc: (10.000 Euro)