



## Project Title

Design of a strategic tourism development plan in the functional area of Malësi e Madhe

## Project Type

Strategic tourism sector

## Project Location

Functional Area- Malësi e Madhe

## Total Pre-Estimated Budget

20,000 Euro

## Project Background and Analysis

The economic analysis of the functional area identifies tourism as one of the two key sectors for future economic development of Malësi e Madhe. This sector has so far been developed separately as per the local units. Therefore, an important first step for the overall development of its functional area is to design a strategic development plan, to include the entire tourist, natural, cultural, archaeological and historical area as a whole. The plan should be consistent with the National Tourism Draft - Strategy 2014-2020.

## Specific Objectives of the Project

The objective is to develop a strategic development document of lake and mountain tourism of the functional area, which coordinates all its tourist attractions.

This document will help the local unit to benefit funds for infrastructure under the implementation of this plan, and serve as an indication for management of investments by entrepreneurs in the tourism area.

## Expected Results and Project Indicators

The main outcome of the project will be the strategic plan document for tourism development in the functional area to the benefit of future local administration for management of investment in infrastructure, and its approximate number of 54.555 inhabitants, as a basic tool for development of the tourism sector.

# PROJECT 7



functional area programme  
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## Project Activities

The Project may include the following activities:

- Establishing a working group of experts from the area of Malësi e Madhe, who have knowledge on natural, cultural, archaeological and historical values of the province;
- Preparation of a tourist map of Malësi e Madhe, showing its tourist attractions and road paths and streets;
- Preparation of a strategic plan for tourism development in mountain and lake area;
- Preparation of inclusive tour packages of the functional area.

Implementation of the project can be extended to a period of up to six months.

## Project Maturity

This project is a concept in response to the need to integrate tourism development in Malësi e Madhe within the borders of a single local unit and identifying tourist resorts.

There are in place tourism strategic or development action plans, and they are often intended for the Lake of Shkodër and the Albanian Alps. In this regard, coordination of strategic plans of this nature, which have in focus a tourist, functional area or inter-zonal level, or even border area, is a preliminary necessary activity for the successful implementation of this project.

## Financial Resources and Implementation Partners

Potential project donors are the Ministry of Economy, IPA and GIZ.

## Project Cost

The expected specialized expertise cost for this study is 20,000 Euro.