



## Project Title

Assessment of Ethno-gastronomic Heritage, Agro-tourism as a development model in the FA of Shijak

## Project Type

Economic Development

## Project Location

Shijak FA

## Total Pre-Estimated Budget

62,000 Euro

## Project Background and Analysis

One of the main components and one of the most efficient and trendy ones is Agro-tourism. The functional area of Shijak is one of the areas that has all the pre-conditions for the development of this sector. Natural resources, human resources, traditions, different cultural attractions create the right opportunities for this sector. This approach of tourism development will directly affect the increase in opportunities for employment at rural areas, and it will also give more value to all the cultural, historical, and culinary heritage of the area. All this is in synergy with other strategic documents for the region's development, prepared at Qark level, and it is also reflected in the development policies undertaken at central level, especially at rural areas.

## Specific Objectives of the Project

The general objective of the project is "Revitalization of a sustainable socio-economic development in the Functional Area of Shijak, promoting a new model of integrated tourism."

The specific objectives aimed by the project can be listed as below:

- Promotion of the Functional Area of Shijak as an alternative of rural tourism in Albania;
  - Establishment of itineraries of Agro-tourism;
  - Their inclusion in maps and tour-guides in Albania and further on in the region.
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- The ethno-gastronomic traditions of the area, services and products mapped and designed in a new offer for the region and the FA of Shijak;
  - Improved standard of ethno-gastronomic products and service;
  - Development and promotion of Ethno-gastronomic itinerary and of FA of Shijak;
  - Xxx % of population that lives in the areas, trained on development of agro-tourism activities;
  - 3-4 LGU's involved as beneficiary of the initiative.

## Expected Results and Project Indicators

# PROJECT 10



functional area programme  
**fap**

## Project Activities

- Collection, mapping of tangible and intangible cultural heritage of ethno-gastronomy;
- Development of a sustainable touristic concept;
- Development of a Building Capacity Program, which should respond to identified needs for target groups;
- Organisation of a promotion fair in the project area and beyond;
- Development and distribution of promotion materials;
- Production and installation of orienting infrastructure;
- Official presentation and in social networks.

The duration of the project is thought to be approximately 18 months.

## Project Maturity

The above mentioned project is a project idea, which was initially developed based on needs and deficiencies identified in the Functional Area of Shijak, as well as taking into account the undeveloped potential of this area. Such a model of development in the rural areas, but not only, is assessed as one of the most successful ones and as a consequence, taking into consideration of what was said above, we think that its application would bring a new model of development in the Functional Area.

## Financial Resources and Implementation Partners

For the implementation of this project, the funding opportunities could be: EU funds through IPA programme, bilateral cooperation with different European regions, etc.

For the successful development of this project, we think that organisms that have directly worked with this tourism profile should be engaged, but they should also be in close cooperation with local authorities.

## Project Cost

Collection, mapping of tangible and intangible heritage of ethno-gastronomy; Development of a sustainable touristic model 12,000€;  
Development of a Capacity building Programme, Organisation of a promotion fair in the project area and beyond 28,000€;  
Production and installation of orienting infrastructure; Development and distribution of promotion materials 22,000€;  
Total 62,000€.