fap functional area programme

Project Title	Quick and efficient information of tourists visiting Tropoja.
Project Type	Economic Development/ Public Services/ Quick Start Project
Project Location	Bajram Curri, other beneficial units are all local units in Tropoja.
Total Pre-Estimated Budget	4,020,000 ALL

Project Background and Analysis

In the framework of economic development analysis and situation of public services in functional area Tropojë, one of the main findings is that despite improvement of Tropojë as tourist destination, yet remains much to be done to enable maximum profit from tourist attractions of the area. Firstly, promotion is mainly linked with the Valley of Valbonë. In Tropojë there is a single tourist information office located in Margegaj (Valley of Valbonë). Secondly, very little has been done on promotion of other tourist attractions by other Local Units, including also the Municipality of Bajram Curri. In general, promotion is done by tourist agencies that organize tourist groups. An identified flaw in the chain of attractions is that the area poorly presents its natural and cultural heritage towards a marketing that highly appraises this component as very important to visit the area. The tourism is not oriented but mainly developed on individual initiative and thought.

Some of the main recommendations related to tourism development are: (1) the area has strong reasons to be visited, which must be strengthened and promoted. These reasons must be communicated clearly both to foreign and native tourists. We must effectively convey the message that the region offers a series of visible attractions. (2) In the development of new attractions we mention "strong" attractions (such as mountainous tourism and accommodation of tourists in guesthouses in villages) and "soft" attractions (which use existing resources, that despite in need of few investments, do not require much capital. In this context, it involves historic objects, thematic, cultural and traditional events, fairs of typical area products and traditional cuisine for visitors served in a traditional fashion). (3) To consider the opportunity of setting up tourist offices also in other areas and improve tourist information. (4) It is necessary that tourist development becomes oriented. In this regard, it is important the formulation of Tourism Development Strategy for the entire functional area of Tropojë.

Specific Objectives of the Project

1. Information of tourists through establishment of an information touristic office;
2. Promotion of area resources and attractions and the community awareness for their maintenance and protection;
3. Better living conditions of the community through development of mountain tourism;
4. Increase of capacities of the staff members for project management .

PROJECT 1

Expected Results and Project Indicators

1. The tourist information service is established and is made operational;
2. Area attractions and resources are identified and made public;
3. Better living conditions of the community members;
4. Increased technical staff capacities for project management.

This project will be beneficial to guest families and tourist operators in all functional area of Tropoja. Although the office will be set up in the town of Bajram Curri, all inhabitants and businesses of the functional area will benefit from the project. Around 8000 inhabitants of the town of Bajram Curri will indirectly benefit from the project.

Project Activities

For the implementation of this project, a touristic information office is proposed to be established in the Municipality of Bajram Curri (which will support with information all the area) and the formulation of a strategic plan for tourism development in the functional area of Tropoja. The main activities are as follows:

1. Developing the Strategic Plan for the Development of Tourism for the Functional Area of Tropoja and publish/print this plan in 500 copies.
2. Increasing of staff capacities related to management of tourism projects.
3. Setting up the touristic information office (furniture and equipment)
4. Designing and producing touristic maps for each of the Local Units of Tropoja Functional Area and their publishing/printing (8 local units)
5. Establishing/posting information billboards on touristic attractions in specific points of local area and Tropoja in all local units (8 local units).
6. Designing and printing of leaflets/flyers with touristic information (10,000 copies).

Project Maturity

The project is in the phase of inception. There is no technical project already developed. Costs are approximate and estimated based upon the previous similar experiences of other local government units.

Financial Resources and Implementation Partners

Fund for the project may be generated from public financial funds (Municipality of Bajram Curri or local government) and potential donors, as well as from national or international non-profit organizations focused on tourism development.

If that Municipality is the sponsoring stakeholder of the project, the works will be carried out through a contract and public tendering procedures with the wining company/ies organized by the Municipality.

Project Cost

Total cost of the project is approximately 4,020,000 ALL, including:

1. Development of the Strategic Plan for the Development of Tourism of the Functional Area of Tropoja and publishing/printing 500 copies (2,000,000 ALL).
2. Increase of staff capacities for the management of touristic projects (included in 1).
3. Establishment of the touristic information office (furniture and equipment) (600,000 ALL)
4. Design and produce touristic maps for each of the Local Units of the Functional Area of Tropoja and printing related copies (8 local units; 480,000 ALL)
5. Establishment/posting information billboards on touristic attractions in specific points of local area and Tropoja in all local units (8 local units; 640,000 ALL).
6. Designing and printing of leaflets/flyers with touristic information (10,000 copies; 300,000 ALL).