

Cult2Routes – Emerging cultural tourism by discovering hiking and cultural routes in the CB

Context

There is no doubt that tourism is entering the headlines of economic, social and national development of many countries, including the Greece-Albania cross-border area. Year after year data show the rise of tourism as one of the sectors that bring more revenue to the state budget, entrepreneurial and family budget, with a direct contribution to the GDP of these countries.

The project is focused in selected attractive touristic areas of municipalities of Nestorio (Greece) and Tepelena (Albania). Although their important natural and cultural assets, those areas are currently not recognized as tourism destination areas.

Cult2Routes project has its primary goal to enhance the tourist product of attractive areas improving the tourist and cultural facilities in the municipalities of Nestorio and Tepelena by developing hiking and cultural routes with appropriate signposting, information panels and adequate mapping with i-tools aiming to increase the number of visitors in these areas.



Project Objectives

The objectives of this project are to:

- i) Identify and define hiking routes as part of the European network of hiking routes following the standards for signposting and information provided;
- ii) Encourage rehabilitating activities for the most important cultural assets of the area;
- iii) Improve access to information for hikers and visitors of the area;
- iv) Connect Cult2Routes hiking and cultural experience with famous events like the Nestorio music festival;
- v) Promote business opportunities;
- vi) Preserve, signpost and promote the hiking routes.

Expected Deliverables

- Hiking and cultural routes in the project areas identified and promoted;
- Capacities of tourist actors improved to better promote the project areas;
- Small scale restorations to cultural assets in both countries;
- Areas recognized as cultural tourism destination;
- New working and business opportunities for young people created;
- Renovated tourist information centre;
- The establishment of a climbing new wall for training of beginners and experience climbers too.

GENERAL INFORMATION

DONORS:

- European Delegation, Cross – Border Cooperation Programme Greece - Albania

PARTNERS:

- Municipality of Nestorio
- Special account for Research Grants of University of Western Macedonia (UoWM)
- Urban Research Institute
- Municipality of Tepelena

DURATION:

01/11/2019 - 01/07/2022

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About URI

Since 1999, the Urban Research Institute (URI) has been delivering big results for development projects and programmers carried out throughout Albania. Our core business focuses on community development, local government strengthening, environmental protection, decentralization, and public services. We conduct studies, lobby the government, train local government units, increase public access to information, and connect development partners. URI has worked with donors such as USAID, Swiss Cooperation, the Netherlands Embassy, UNDP, World Bank, EU, SIDA, Open Society /Soros Foundation, etc.

