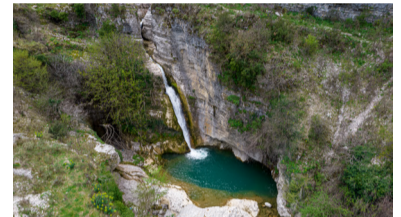
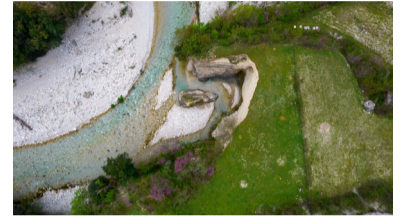


EMERGING CULTURAL TOURISM BY DISCOVERING HIKING AND CULTURAL ROUTES IN THE CROSS-BORDER AREA (CULT2ROUTES)

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. The project focused on selected touristic areas of municipalities of Nestorio (Greece) and Tepelena (Albania). Although rich in natural and cultural assets, these areas are currently not widely recognized as attractive tourism destination areas.

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



Project Objectives

This project's specific objectives are to:

- i) Identify of hiking routes and include them in the European network of hiking routes, using EU standards for signposts and information panels;
- ii) Encourage recreational activities in the most important cultural assets of the cross-border area;
- iii) Improve access to information for hikers and visitors;
- iv) Connect Cult2Routes hiking and cultural experiences with famous events like the Nestorio music festival;
- v) Promote new 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
- Municipality of Tepelena
- Urban Research Institute (URI)
- Research Grants Department of University of Western Macedonia

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 Foundation, etc.

