PROJECT
FACT
SHEET

URBAN RESEARCH INSTITUTE

ECOTOURISM ROUTES IN THE CROSS-BORDER AREA FOR THE PROMOTION OF ALTERNATIVE TOURISM

Context

ECO-ROUTES

Kukës and Rahovec abound with attractive natural and cultural destinations, however, a diverse and comprehensive tourist offer combining the best of all tourist destinations in the cross border area is still lacking. This has limited the area's potential for becoming a tourism hotspot. The unexploited natural beauties, insufficient awareness and information on existing routes/trails, inadequate mapping, lack of qualitative services, trained workforce and experts in eco-tourism and lack of eco-tourism mentality among locals, has hindered the development of the tourism industry in this area. This project aims to facilitate cooperation and encourage the sustainable exploitation of the attractive sites of the Kukës-Rahovec area to boost the growth of the tourism industry in the cross border area.

Project Objectives

The Objectives of this project are to:

i) Renew and expand the tourist offer, highlighting natural and cultural routes and promoting remote villages with an extended heritage;
ii) Valorize natural and cultural heritage, emphasizing the authenticity, beauty and uniqueness of the territory;
iii) Improve access to information for visitors, offering accurate digital information on paths, conditions and necessary equipment;
iv) Enhancement of expertiese on environmental tourism and local craftwork, with a focus on women entrepreneurshop;
v) Develop cooperation networks among companies and institutions in the tourist sector.

Expected Deliverables

- Visual brand identity for the promotion of heritage in the CB area;
- Singposting and mapping of 20 km of routes with i-tools;
- Installation of two climbing walls and two tree houses;
- Organization of two cultural and natural outdoor activities as part of Gjallica Festival;
- Organization of two story telling contests for young artists;
- Publication of a book with stories selected from the contest;
- Development of a hiker mobile app providing real time data;
- Creation of two tourist guides to be shared online;
- Creation of ten promotional 3D videos;
- Organization of eight trainings and one workshop;
- Organization of two local fairs to promote local crafts;
- Development of an interactive tour platform.

GENERAL INFORMATION

DONORS:
European Commission

PARTNERS:
- Municipality of Kukës
- Municipality of Rahovec
- Urban Research Institute (URI)
- Green Art Center

DURATION:
15/03/2022 - 14/03/2024

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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.

BASHKIA KUKËS

Albania – Kosovo
IPA Cross Border Cooperation Programme

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