Boosting adventure tourism

about project

E13

Budget
Undefined

Municipal contribution
Developing and monitoring the project.

Municipal sectors/ directorates
General Directorate of the City Promotion, Directorate of Cultural Heritage and Tourism, Administrative Units

PROJECT DESCRIPTION

Tirana has little to offer to tourists compared to the potential and wealth of natural and cultural resources in this area. With the new administrative division, Tirana municipality includes an area with considerable tourism potential. The creation of tourist trails and infrastructure for hiking and biking will mainly focus on natural and cultural assets of the territory of the Municipality of Tirana. Trails for hiking in most cases will follow old roads in the rural areas which lead towards natural and cultural attractions. These paths will be evidenced with vertical signs and ground signs. Infrastructure for biking will follow in most cases, existing rural roads that are in good condition and lead to natural attractions. They will also be marked and highlighted with the relevant signs. In other cases there will be a new infrastructure suitable for this route. In addition to these trails and roads, there will be created a detailed map of the route, with information about the landscape, terrain, difficulties, the time it takes to traverse it, services nearby etc. This information will be made available on the official website of the Municipality of Tirana. The natural, cultural and a historical assets of Tirana are one of the most important highlights of the city. The creation of a special infrastructure for alternative tourism will lead to an increased touristic offer as well as to an increased number of domestic and foreign tourists.

OVERALL OBJECTIVE

Promoting alternative tourism in Tirana, especially in rural areas.

IMPLEMENTATION MODALITY

This project will be implemented by the Municipality in close collaboration with NGOs, activists and volunteers. The first step will be to identify the routes for hikers and bikers thus creating a map of Tirana's adventure tourism. During the second phase, if the quality of existing rural paths is good, they will be cued using special signs. If there aren't existing paths or their quality is poor, there will be small investments in infrastructure to create paths or improve their quality. During the last phase additional information will be added to the map, preparing thus a brochure that will be made available to tourists.

ANTICIPATED IMPACTS

⇨ Creation of adventure tourism product
⇨ Promotion of tourism
⇨ Increased sensitivity to asset values and potential of tourism
⇨ Development of rural areas
⇨ Reduces pollution

BETTER ECONOMY