

Development of Eco-tourism in the Region of Lezha (DETUREL)

Context

Tourism is a well-known concept for the Qark of Lezha mostly based on the touristic attractions located in the city of Lezha and mainly in the sea side area. During the years the Qark entity together with the other Local Governmental Units has developed their capacities in response to the growing demand for tourism in the region. As new touristic destinations it is essential the building of a tourism concept by designing an action plan for seasonal, ecological and sustainable tourism development and implement it in cooperation with local community and institutions. Through conducting a field study on the potential tourism development in the Rubik, Rrëshen and Orosh destinations, it will be possible to analyze the tourism accommodation supply in order to intervene in the infrastructure of the guesthouses through the grant scheme for the development of the hosting facilities as well as acceptable international standard touristic services.

Objectives

- a. Building a tourism concept, design an action plan for seasonal, ecological and sustainable tourism development and implement it in cooperation with local community and institutions.
- b. Development of health and safety standards for family tourism (Guesthouses), as well as intermediary stations for tourists that visit the area, through involving local resources and ensuring an active gender balanced participation and benefit.
- c. Include rural areas of Lezha region in the touristic offer of national and regional tour-operators and marketing of a

new tourism destination



URI is responsible to:

The role of URI will consist in sharing its expertise gained from designing and implementing tourism related projects with LGUs, NGOs and SMEs around Albania. URI will help facilitate, conduct, implement and monitor all foreseen activities of the project.

Main activities

1. Roundtable with stakeholders.
2. Development of touristic products and support with signing.
3. Development of concurrent grant scheme for upgrading of selected houses, hotels, camping to set up guesthouses at an accepted standard that ensures health and safety measures for the tourists.
4. Training and capacity building to improve delivery of touristic services and guidance. Training will also strengthen the capacities of the personnel at the Eco – Marubicentre in Rubik.
5. Marketing of the touristic product. Development of this activity will require cooperation with other stakeholders in and outside the region of Lezha.

MAIN FACTS

PARTNERS:

- Municipality of Rubik
- Urban Research Institute

DURATION:

January 2014 – September 2015

BENEFICIARIES:

- House/Guesthouse owners
- Mirdita Region

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About URI

Since 1999 the Urban Research Institute (URI) has been delivering big results for development projects and programmes carried out throughout Albania. Our core business focuses on community development, local government strengthening, environmental protection, decentralisation, 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.

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