



Capacity Building for Sustainable Tourism Development, Korça district

Context

Sustainable Tourism Development is the most effective tool in Albania to fight against poverty and brings economic prosperity, well-being, creation and improving jobs, transfer of know-how, and improved quality services for tourists.

The community, the tourists and tourism operators will be informed on the tourism potential that city of Korça offers and will be provided just in time information of opportunities and attraction offers in every week of the year. The accurate information was prepared in very friendly version using different form such as leaflet, brochures, TV spot, flyers, email, webpage etc. the distribution of this very useful information will help Korca community to attract tourist and enhance their living standards.

Goal

The operative objective is building capacity to meet the following goals:

- Promoting sustainable tourism development (STD) equal-ranking of ecological, social and economic goals and defining new ways to incorporate environmental protection.
- To promote further development of SMEs in Tourism sector.
- Promoting greater awareness among the actors operating in the implementation of the international environmental standards in Albania tourism sector.
- Enhancing access to information on tourism matters.

Project Implementation:

1. Set up the project team and divide responsibilities among 3 partners.
2. Project auditing and monitoring
3. Analyzing the tourism dynamic and its sustainability level
4. Projecting a sustainability guideline at micro –economic level.

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.



5. Establishment of "Tourism Sustainability Centre (TSC)"
6. Project of the web portal and the Information Communication Technology (ICT) web based platform for the tourism sustainability.
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The main result

On June 7, 2013 the TSC, established as part of this project, was inaugurated in Korçë, Albania. During the inauguration, speeches were held by the Major of Korçë Mr. Niko Peleshi, the head of the Korçë Qark Mr. Roland Gushi, the representative of the Canadian Fund Mrs. Etleva Qinami, the executive director of the Urban Research Institute Mrs. Zana Vokopola, as well as the representative of the Municipality of Korçë Mrs. Vilma Petro. The participants in the inauguration comprised of stakeholders of the project and civil society representatives. The event was promoted through local media coverage and newspaper articles.

MAIN FACTS

PARTNERS:

- Korca Municipality

DURATION:

July 2012 – July 2013

BENEFICIARIES:

- Korça District

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