

“Highlighting Artisanal Manufacturing, culture and Eco Tourism”

Context

Intended to Highlight the Artisanal Manufacturing, Culture and Eco Tourism, HAMLET is an initiative aiming to boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development.

HAMLET addresses the valorization of historical centers, villages and small towns and introduces selected areas into the tourist circuits and aims to boost the cooperation and networking between three Mediterranean countries, while working towards identification of Adriatic area peculiarities.

Financed under INTERREG IPA CBC Programme, the initiative aims to minimize the economic efforts of each country and at the same time maximize the positive impact on heritage preservation. Its core expectation is the increased knowledge and awareness of local heritage, the involvement of community and public entities in tourism promotion and the improvement of social inclusion and employment.

Project Objectives

- Boost attractiveness of natural and cultural assets to improve a smart and sustainable economic development;
- Encouraging sustainable tourism and cultural and natural heritage;
- Renew and expand the tourist offer, highlighting new destinations and products, equally promoting inland, rural and coastal area;
- Deepen the natural and cultural heritage, emphasizing the characteristics of authenticity, beauty and uniqueness of the territory;
- Promote sustainable use of the territory , "accessible tourism", in connection with the networks of infrastructure aimed to provide



better touristic experience also to people with disability;

- Boost local craftwork, with particular emphasis for women entrepreneurship;
- Transform villages or small towns in places of cultural aggregation, to offer innovative services to the local community and tourists;
- Increase local employment, halting territorial marginalization and social exclusion.

Project Implementation

Italy, Albania and Montenegro are known for the presence of numerous natural sites, historic villages and small towns and the project will be implemented in territories characterized by monuments, historical artefacts and natural assets currently underexploited but that can play an important role in the national tourist offer

Beside modernization of tourist signs with a particular attention for access services for disabled people, the project aims to achieve a geographical and cultural mapping thus providing a full comprehensive list of ancient traditions, works and natural peculiarities in order develop a new tourist offer, with new itineraries and activities gathered under a common brand.

MAIN FACTS

DONORS:

- ✓ EU Commission

PARTNERS:

- ✓ Ministry of Culture of Albania
- ✓ Ministry of Culture of Montenegro
- ✓ Pugliapromozione Agency
- ✓ Urban Research Institute
- ✓ National Confederation of Crafts and Small and Mediumsized Enterprises Association Bari
- ✓ Union of Municipalities of Montenegro
- ✓ Puglia Region

DURATION:

April 4, 2018 –April 4, 2020

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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/Soros Foundation, etc.