

## Cult2Routes – Emerging cultural tourism by discovering hiking and cultural routes in the CB area

### Goal

The Emerging cultural tourism by discovering hiking and cultural routes in the CB area – (Cult2Routes) project has its primary goal to enhance the tourist product of attractive areas improving the tourist and cultural facilities in the municipalities of Nestorio and Tepelena by developing hiking and cultural routes with appropriate signposting, information panels and adequate mapping with i-tools. A complete Walking Routes Guide for hiking routes will be prepared in this project.

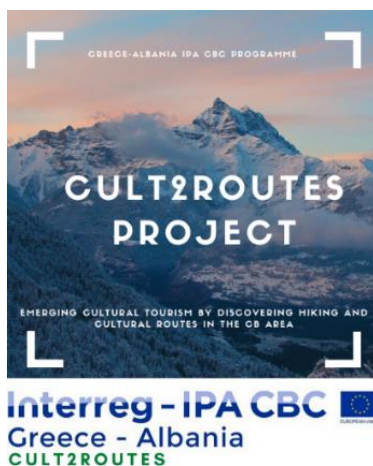
### Project areas

The project is focused in selected attractive touristic areas of municipalities of Nestorio (Greece) and Tepelena (Albania). Although their important natural and cultural assets, those areas are currently not recognized as tourism destination areas.

### Specific objectives

- To design hiking routes as part of the European network of hiking routes following the standards for signposting and information provided;
- To enter into the national and European registries of hiking sites;
- To encourage rehabilitating activities for the most important cultural assets of the area;
- To improve access to information for hikers and visitors of the area;
- To design combination of services involving tourist actors like culture association, museums, archaeological

- sites etc.;
- To connect Cult2Routes hiking and cultural experience with famous events like the Nestorio music festival;
- To promote business opportunities;
- To preserve, signpost and promote the hiking routes.



### Expected results

- Hiking and cultural routes in the project areas identified and promoted;
- Capacities of tourist actors improved to better promote the project areas;
- Small scale restorations to cultural assets in both countries;
- Identity of the local communities promoted;
- Areas recognized as cultural tourism destination;
- New working and business opportunities for young people created;
- Renovated tourist information centre;
- The establishment of a climbing new wall for

training of beginners and experience climbers too.

### GENERAL INFORMATION

#### DONORS:

- European Delegation, Cross – Border Cooperation Programme Greece - Albania

#### PARTNERS:

- Municipality of Nestorio
- Special account for Research Grants of University of Western Macedonia (UoWM)
- Urban Research Institute
- Municipality of Tepelena

#### DURATION:

- 01/11/2019 – 01/11/2021

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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, 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.