



**REGIONAL
DEVELOPMENT
AGENCY**

Regional smart & creative growth



DIGITAL TOURIST SERVICE

Overall Objective

The project will develop and apply the Information and Communications Technologies with the outmost aim to facilitate and offer a constant increase and sustainable growth of the economic capital as well as the promotion of an all year round tourism in Region 3.

Project Description

The Digital Tourist Service Project encompasses the first mechanism and introduces the new approach to the visibility and promotion of Region 3, (Korça, Elbasan, Berat). This project consists of 5 priority components that are directly related to tourism promotion and development in Region 3. This type of tourist service also offers tourists the possibility to use the most up-to-date technology to discover, plan and share their tourist experiences in the region.

These categories are:

Component 1: Tourist Villages and Toponyms

Component 2: Historical and Cultural Areas

Component 3: Religious Heritage

Component 4: Authentic Local Products

Component 5: Protected Natural Areas

Component 1: On Tourist Villages and Toponyms

Academic geographers have a long history of studying both tourism and place names, but have rarely made linkages between the two. Toponyms can become tourist sights based on their extraordinary properties and their broader associations within popular culture. The appropriation of place names through tourism also includes the production and consumption of a broad range of souvenirs based on reproductions or replicas of the material signage that denotes place names.

Component 2: On Historical and Cultural areas, Berat: (The Castle, Gorica, Mangalem, Byzantine Churches, Via Egnatia, The Medieval Centre, First Category dwellings, The Onufri Museum, The Ethnographic Museum)

Component 3: On Religious Heritage (Romori, Voskopoja), Gramshi: Dushku Masjid (The Black Lake), Shëmbërdhenji Masjid.

Religious heritage tourism is today an international phenomenon, involving thousands of people of different nationalities from around the world. Cooperation between tourism administrations, heritage organizations and local communities has shown to be successful approach in promoting religious heritage.





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Component 4: On Authentic Local Products (Raki, Wine etc.)

In recent years, attempts to improve the economic and environmental sustainability of both tourism and agriculture have been linked to the development of “alternative” food networks and a renewed enthusiasm for food products that are perceived to be traditional and local. The tourism sector benefits from the development of a local brand by being able to offer authentic and quality local products, unique shopping and culinary experiences, and intensive marketing of the area and its products.

Component 5: On Protected Natural Areas, Gramsh: Grabova Marshes.

Visitor services are provided in protected areas to foster use that is compatible with conservation as well as enjoyment and appreciation of these areas. Visitor services may be provided by protected area agency staff, profit-making companies, not-for-profit companies or communities. Outsourcing the provision of visitor services to the private sector works on the assumption that they will operate efficiently and provide high quality, responsive visitor services.

Project Implementation Modality

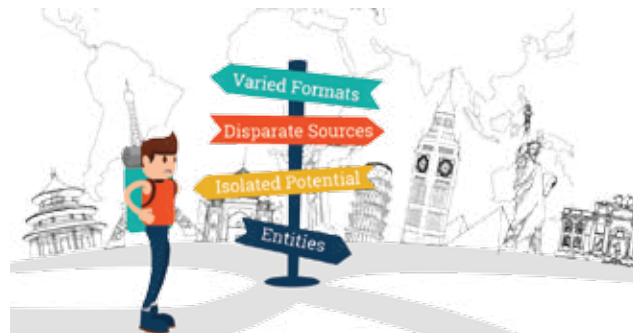
Our implementation methodology is based on the continuous cooperation with the development partners and stakeholders (Municipalities, Regions, NGOs and Business community). The vision and work coordination of Region 3 directly with the Municipalities through the joint compilation of the Action Plan, is of imperative and essential importance.

Preliminary Impacts:

- *The increase in the number of tourists visiting Region 3;*
- *The direct increase of the Region 3 economic income and indirectly the increase in the country's GDP;*
- *Increased access in Region 3;*
- *A more coordinated distribution of Region 3 tourist information.*

Required Inputs:

- *ICT Experts;*
- *Business and Systems Analysts as well as Developers.*



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