



**REGIONAL  
DEVELOPMENT  
AGENCY**

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# View Points

## Overall Objective

To promote RDA3's natural tourist attractions, in order to improve and further develop eko-tourism offers.

## Project Description

The panoramic view points entered the world not as a visual format but as a claim to lure viewers into seeing in a particular way. It emphasizes the construction of a 'proper point of view' as a means of making the viewer 'feel as if really on the spot. This situating strategy takes many forms, both within the world of the painted panorama and its photographic, magic lantern, sport oriented and cinematic counterparts. Its aim is to promote natural tourist attractions of RDA3, in order to improve and increase eco-tourism. Nature-based tourism is 'domestic or foreign travel activities that are associated with viewing or enjoying natural ecosystems and wildlife, for educational or recreational purposes. Panoramic view points and sport activities are associated with sustainability and seek to minimize tourism's negative impacts; they have an educational component designed to motivate positive changes in people's attitudes and behaviors regarding environmental conservation. The natural environment in Albania, has been declared as one of the greatest opportunities for the country's ecotourism. They attract visitors who are interested in a combination of vacation, studying of the environmental diversity and sport activities in different areas. There is a list of natural attractions tourism potential existing in the study area, such as: attractions associated with mountain, mountain climb-

ing, and caving; attractions associated with forest; attractions associated with air sports (kiting; paragliding); attractions associated with the nature and photography; Therefore, the aim is to highlight these panoramic view points and make them exploitable for the local people and tourists.

### 1<sup>st</sup> Component: Highlighting the panoramic view points of RDA3

- *Berat: Bus station in Kala; Panoramic view spot at "Muzak Topia" street; Panoramic view spot in Castle's Tabjen;*
- *Kucova: Zdravas forest, Thana's cisterne; Sineci's park;*
- *Poliçan: Tomorri's mountain; Dodona's castle;*
- *Skrapar: Station at Canions way; Station at Devri;*
- *Pogradec: Lin area;*
- *Maliq: Senishti's water tap;*
- *Pustec: Leska village;*

### 2<sup>nd</sup> Component: Architectural competition, "Panoramic View Points" for RDA3

"Panoramic view points", or "the sites that offer relaxing natural sight", or "observation point" are used to define a certain point of perspective from where one can see a picture. This points define how to use a picture or visual scheme; they define certain information that the panorama transmits; they define how to build and use a picture





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or visual scheme; they include modeling techniques to express and analyze the information transmitted by the panorama; they include the purpose of highlighting the "panoramic points" by describing the target audience that will visit them.

The Architectural competition aims to bring international perspectives and unique architectural models that represent the beauty and peculiarities of RDA3 nature, to promote natural and tourist attractions and to bring tourists from around the world. These architectural projects have to be designed, built and operated so that they leave a "soft imprint".

### Project Implementation Modality

This project will be implemented in cooperation with development actors (Municipalities; Regions; NGO; Business Sector). The most essential part will be the coordination between Municipality and RDA3 for the work and vision of formulating an action plan.

### Partners and Network

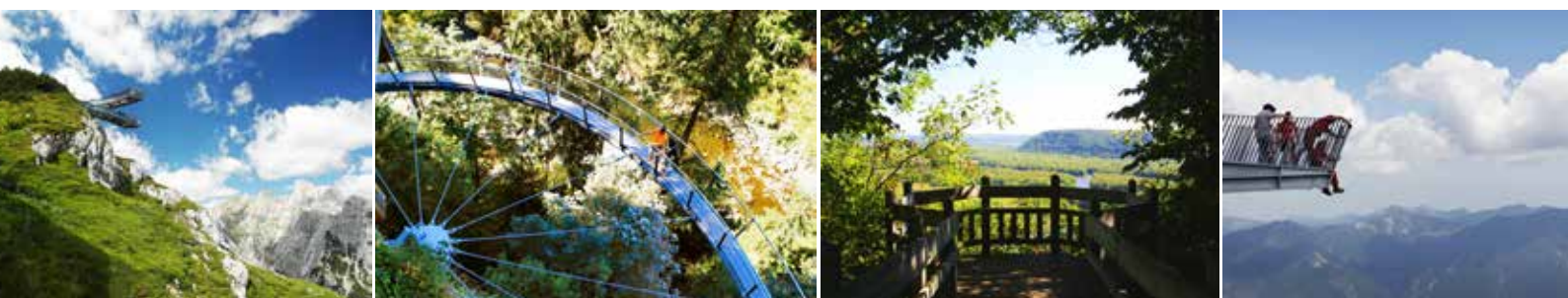
- *Municipalities;*
- *Other regions;*
- *Private sector;*
- *NGO;*

### Preliminary Impacts

- *Increase in the RDA3 revenues;*
- *Impact on the overall country's revenues;*
- *Increase of the authentic products quality for the RDA3;*
- *Intensified Public – Private partnerships;*
- *Formalizing of informal sectors of the economy;*
- *Promotes the RDA3 as a tourism destination;*

### Required Inputs

- *Management Board for terms of reference of the competition;*
- *Expert for mapping the "observation point";*
- *Expert in the field of architecture;*



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