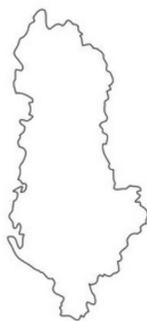


ALBANIA



Embassy of Italy  
Tirana

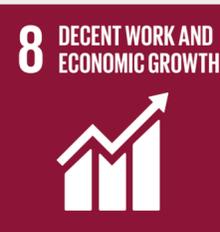
Environment - Sustainable tourism



# Lakes of Albania

Promotion of sustainable and responsible tourism paradigms for an inclusive development of local communities

This project aims at promoting innovative new models for a sustainable and responsible tourism in Albania, in particular in Shkodra and Pogradec/Ohrid areas, in contrast with mass tourism currently dominating in Albania, in order to **contribute to an inclusive economic growth in the country.**



BUDGET

**2.590.547,00 Euro**  
95% AICS

IMPLEMENTING PARTNER



PARTNERS

Albanian Network for Rural Development (ANRD)  
Agriculture University of Tirana (UBT)  
Italian Association for Responsible Tourism (AIR)  
Diesis Network  
Kallipolis - Association for social promotion  
Studio Azue

DURATION

36 months

AREAS OF INTERVENTION

Shkodra, Malesi e Madhe,  
Pogradec

CHANNEL

Projects promoted by Civil  
Society Organizations

BENEFICIARIES

Communities living in the areas of intervention  
Touristic operators  
Municipalities of Shkodra, Malesi e Madhe,  
Pogradec



## 1. Enhancement of Participated Management Groups (PMG)

## 2. Development of action Plans for the development of responsible tourism

## 3. Dissemination of good practices related to sustainable tourism

## 4. Mapping of touristic resources

## 5. Awareness and promotional campaigns

## 6. Support to touristic entrepreneurships

## 7. Promotional Events



- Engaging local communities through meetings and exchanges of experiences to create inclusive and sustainable governance models;
- Training for Local Development Agents (LDA), selected young people to promote responsible tourism.

- Participatory planning involving local stakeholders through interviews, focus groups, and seminars;
- Action plans to promote responsible tourism in both target areas, focusing on stakeholder mapping and SWOT (Strengths, Weaknesses, Opportunities, and Threats) analyses.

- Codifying and disseminating good governance practices for promoting sustainable tourism through international conferences and exchanges with other Balkan regions.

- Using GIS systems to map local communities' tangible and intangible tourism resources, with the aim of promoting these resources.

- Creation of informational tourism maps and territorial promotion campaigns, co-designed with local youth;
- Production of promotional videos and graphic novels to raise awareness among local communities and tourists about the importance of responsible tourism.

- Creation of support funds for local tourism businesses, through calls for proposals to finance responsible and sustainable tourism projects;
- Incubation of business ideas for sustainable tourism startups.

- Organization of events such as the "UNESCO Days" in Pogradec and the "Fish Festival" and "Lake Festival" in the Northern area, to promote sustainable tourism and enhance the natural and cultural heritage.

1

2

3

4

5

6

7

**AICS TIRANA**  
REGIONAL OFFICE

ALBANIA - BOSNIA ERZEGOVINA - KOSOVO -  
MACEDONIA DEL NORD - SERBIA - MONTENEGRO

Pruga Abdi Toptani, Torre Drin - 5° Floor, Tirana  
tirana@aics.gov.it +355 4 2240 881 / 2 / 3



AGENZIA ITALIANA  
PER LA COOPERAZIONE  
ALLO SVILUPPO