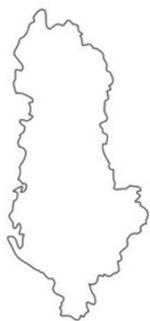


ALBANIA



ITALIAN AGENCY FOR DEVELOPMENT COOPERATION



Embassy of Italy Tirana

Environment - Sustainable tourism



# VITA-Vjosa

## Enhancement of tourism and environment along the Vjosa River

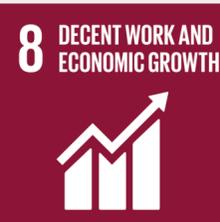
The VITA Vjosa project aims to **promote responsible tourism in the Vjosa River basin**, with a focus on sustainability and valorization of natural and cultural heritage and the specific objective of increasing business opportunities for local service providers and operators devoted to sustainable tourism along the river basin.

### RESULT 1

Strengthened the services of small businesses along the Vjosa River Basin working on responsible tourism

### RESULT 2

Improved public and private actors' skills in protection and valorization for environmental heritage and responsible tourism in the establishment of the Vjosa River Protected Area



BUDGET

**1.881.578,95 Euro**  
95% AICS

IMPLEMENTING PARTNER



OTHER PARTNERS

CELIM - Centro Laici Italiani per le Missioni  
Italian Association for Responsible Tourism - AITR  
Municipality of Milan  
Albanian Agency for Tourism - AKT  
National Agency for Protected areas - AKZM  
Juvenjlia association

DURATION

36 months

AREAS OF INTERVENTION

Përmet, Këlcyrë, Tepelenë,  
Mallakastër, Selenicë, Valona

CHANNEL

Projects promoted by  
Civil Society Organizations

BENEFICIARIES

Small entrepreneurs  
Official and experts from public institutions  
Communities benefitting from waste  
management in the area





### Technical assistance for integrated tourist packages

- Mapping of economic activities related to tourism (hotels, restaurants, guesthouses, tour operators) in the target municipalities;
- Creation of a local consortium to coordinate tourism activities, following the establishment of the Vjosa River National Park, in order to ensure compliance with the new regulations.

### Training of operators and tourist guides

- Organization of HACCP courses and courses for tourist guides, with identification of trainers, involving 122 SMEs to assess their availability to participate in the consortium and contribute to tourism development.

### Creation of a fund for responsible tourism businesses

- Creation of the online platform "Mangrovia" to manage funding for tourism businesses and thus stimulate the growth of local businesses in the tourism sector.



### Promotion of tourism along the Vjosa River

- Promotional events such as the presentation of the project at the Peace Center "Annalena Tonelli" in Forlì, with testimonials from Italian travelers who have visited Albania, and collaboration with tourist agencies.

### Drafting of the Responsible Tourism Development Plan

- Public consultations for the approval of the Integrated Management Plan of the Vjosa River, which includes the Tourism Regulatory Plan as a basis for the plan for the promotion of sustainable tourism in the protected area.

### Interventions for the enhancement of tourist sites

- Creation of information points and watchtowers along the trails of the Vjosa River National Park with the aim of improving tourist accessibility and land management.

### Promotion and monitoring of the Tourism Development Plan

- Technical assistance for the creation of tourism projects in line with the sustainable development plan and monitoring of its implementation.



**AICS TIRANA**  
REGIONAL OFFICE

ALBANIA - BOSNIA AND HERZEGOVINA - KOSOVO -  
NORTH MACEDONIA - SERBIA - MONTENEGRO

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



AGENZIA ITALIANA  
PER LA COOPERAZIONE  
ALLO SVILUPPO