

**Interreg - IPA CBC**   
Greece - Albania  
GET GRALB Experience Tourism

Existing EU & Interreg Greece - Albania Projects & Best Practices

GET – Greece Albania Experience Tourism

Interreg - IPA CBC Greece - Albania

2014 – 2020

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## Project Information

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<b>THEMATIC PRIORITY:</b>	2d." Encouraging tourism and cultural and natural heritage "
<b>SPECIFIC OBJECTIVE:</b>	2.1 "Preserve cultural and natural resources as a prerequisite for tourism development of the cross-border area"
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## Document Structure

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*The views expressed in this report do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority*

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## Introduction

Tourism is the main source of revenue and foreign exchange for Greece, especially in times of economic crisis, like the one that has been occurring for the last nine years. It is a fact that, in today's competitive market, only those destinations which have to offer a clear tourist package with specific and interesting tourist attractions will always remain in the minds of "consumers" when they want to book their holidays (Kolb, 2006).

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A tourism destination is a natural geographic area, a city, a country or even a cross border area with a unique set of cultural, physical characteristics, conditions and properties, common in their diversity, different from other destinations. Visitors create an image about a destination, but also expectations, relevant to the image they conserve regarding the destination. This image is created from previous experience, word of mouth, press reports, advertising, viral campaigns, promotional activities, common beliefs, feelings and emotions before even visit the destination, which are expected to be met when potential visitors will become real visitors of an area.

An attractive destination reflects visitors' feelings and emotions regarding destinations ability to meet their expectations or even surmount them. Nowadays, visitors have a very wide selection of destinations to choose among, and this is a "bet" for each unique destination to differentiate itself and attract tourism inflows.

In order to successfully promote and advertise itself in targeted markets, a destination needs to make the difference from competitive destinations. And here is where the capitalize upon former best practices intervenes, forming a "bridge" of knowledge and understanding of previous hands-on experience programs. The place as a product can always be deployed and transformed appropriately to meet the needs of tourists, based on past best successful implemented practices and examples (Kotler, 2012).

In this document, a list of previous best practices between Greece and Albania joint European Programs will be reported thoroughly. The main aim of this will be to examine comprehensively the fundamental activities, objectives and outcomes of the enlisted projects, so as to better extract and implement them on project GET.

The following projects will be shown based on the thematic commonality each one of them has with the key objectives of GET.

## Institute of Public and Private Policies

**Project:** Albanian Alps-Traditions and Myths. Information and awareness campaign on the tradition, culture and mythology of the Albanian Alps.

**Content:** Informing and raising awareness of visitors and the local population (targeting youth) on the richness of the traditions, culture and mythology of the Albanian Alps, aiming to attract a segment of tourists interested in unknown cultures and at the same time promoting active voluntary participation of local youth and civil society in preserving the cultural values of the area for sustainable tourism development.

**Aim:** The main goal of the project is to develop sustainable tourism in the Albanian Alps area by

- Revitalizing the cultural heritage of the area and
- Empowering the younger generations as the cornerstones for sustainable tourism

### Activities:

- ❖ Preparation of a Master Plan and Feasibility Study for Albanian Alps area,
- ❖ Drafting a Tourism National Sectorial Plan for Albanian Alps,
- ❖ Creation of Destination Management Organization in Valbona and Vermosh

### Outcome:

- ✓ Identifying the cultural itinerary across the “Accursed Mountains”
- ✓ Creating a brochure and a brand on cultural heritage of this region
- ✓ Raising awareness and support local tour guides
- ✓ Promotion of the cultural itinerary of the “Accursed Mountains” region

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## Chamber of Thesprotia

**Project:** INTACTPLAN (INTEgrated ACTION PLAN, Greece Albania 2007- 2014). Strengthening SMEs in the border region and create opportunities to penetrate New Markets

**Content:** An integrated approach to competitiveness and territorial cohesion through a new strategy for the internationalization of cross-border SMEs. This will be done by promoting export activities, establishing solid structures of cooperation between entrepreneurs and finally, supporting SMEs to enhance knowledge, experience and know-how.

**Aim:** An integrated approach to competitiveness and territorial cohesion through a new strategy for the internationalization of cross-border SMEs.

### Activities:

- ❖ The creation of a website where the participating areas and information on the project and its activities.
- ❖ The creation of another website so as to promote the dynamically extrovert sectors or businesses of the two regions
- ❖ Business missions to promote Thesprotia as a tourist destination
- ❖ B2B meetings in Tirana and Bucharest
- ❖ Updated and reprinted three tourist maps and a tourist promotional leaflet

### Outcome:

- ✓ Further promotion of the region
- ✓ Familiarization and education to our enterprises on the new global market trends
- ✓ Creation of dynamic promotional tools
- ✓ The dynamic sectors of Agriculture and Tourism were being highlighted

## Project: TURGRATE2

**Content:** InteGRATED actions to promote sustainable ToURist development

**Aim:** To improve the promotion, evaluation and better provision of cross-border natural, cultural and agrotourist resources, with a view to sustainably enhancing the competitiveness of the tourism destinations of the Adriatic, from Italy - Albania – Montenegro and Greece.

### Activities:

- ❖ The creation of a website where the participating sites, project information and points of interest were being featured
- ❖ Cultural events, music and arts were held in all areas
- ❖ Two publications “Cultural Destinations at Thesprotia Greece” and the “Local Agricultural Product Guide”
- ❖ The operation of 2 Information Centers in Perdika and Sivota was being introduced
- ❖ Create the basis of the most functional Tourist Website of the Prefecture, which is currently operated in six languages

### Outcome:

- ✓ Promoting tourism and refining the exchange of practices and methods for common tourism development
- ✓ Single management in international promotion of domestic products
- ✓ A uniform policy for assessing the suitability and innovation of tourism services by both private businesses and public organizations
- ✓ A unified policy on cultural goods, thanks to the establishment of a sustainable development and maintenance program, its implementation in a variety of conditions and the integration of many already standard goods into networks, circuits and product groups that would enhance their potential attractiveness in other areas

## EPIRUS SA

**Project:** THEMA (INTERREG GREECE-ALBANIA 2014-2020)

### **Aim:**

1. Develop routes under three packages
  - History and Nature, including routes related to history and nature (incorporating UNESCO sites)
  - Culture, including food and wine routes
  - Health and wellbeing
2. Encourage visitors to explore the routes through a beacon-based smartphone application
3. Promote the area and the routes through activities such as:
  - International Expos
  - Treasure Hunt Games
  - Fam and Press Trips
  - Social Media

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### **Activities:**

- ❖ Design of challenge packages for the users depending on the number and difficulty of the undertaken routes as well as the support of the professionals to those packages (i.e. adamantium, gold or platinum challenges).
- ❖ Virtual rewarding (through badges, leader boards)
- ❖ Physical rewarding (e.g. encashment of collected points to a discount at a hotel)
- ❖ Backend web platform targeted to the professionals in the tourism sector in order to add content, challenges and rewards.

**Project:** i-Thea (INTERREG GREECE-ALBANIA 2014-2020)

**Content:** To strike a balance between sustainable conservation and development of the economic and social potential of cultural heritage, through the creation and management of a Cultural Branded Destination Route”

**Aim:**

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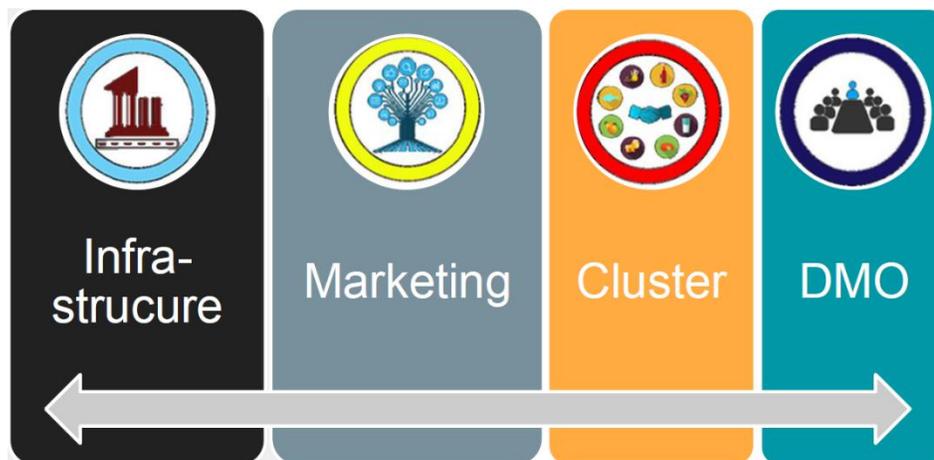
- Formulate new models of governance as regards the management/marketing of cultural heritage
- Enhance the partnership between the public and private sector aiming to a sustainable local development
- Create a local cultural identity product and improve its visibility as a distinct destination image
- Contribute to tourism with positive outcomes and to local economy

**Project:** Cultural Route in the ancient theatres of Epirus

**Content:** The cultural route is a branded tourist product, a product of cultural tourism, which is shaped by a one specific coherent element. It has a central theme / cohesive element while it covers a defined spatial area. Acquires a "tourist identity" with a Brand name.

**Aim:** To be a driving force for the development of a certain area. A growth that will be sustainable and economically and socially environmentally friendly.

**Outcome:**



## Municipality of Igoumenitsa

**Project:** Archeo.S. System of the Archaeological Sites of the Adriatic Sea (IPA Adriatic Cross-Border Cooperation Programme (2007 -2013))

### Project Beneficiaries:

- Consorzio Teatro Pubblico Pugliese (LP)
- Municipality of Fier
- Municipality of Igoumenitsa
- Theatre Cities Foundation – Theatre Stabile of Marche Region
- Regione Abruzzo

**Budget:** 2.995.000 €

**Content:** Natural and Cultural Resources and Risk Prevention

### Aim:

- To overcome the problems concerning the promotion of cultural heritage
- To improve the cultural policies and the development of the territory, located around the Adriatic Sea

### Outcome:

- ✓ Creation of networks of cultural heritage sites
- ✓ Governance plan of cultural heritage sites
- ✓ Realization of eight productions
- ✓ Realization of 5 Artistic Seasons
- ✓ International Festival

**Project:** NCNET Natural & Cultural NETwork for the promotion and integration of transnational resources (Greece – Albania Programme)

**Project Beneficiaries:**

- Municipality of Igoumenitsa
- Municipality – Commune of Aliko
- Municipality of Filiates
- Municipality of Souli
- Municipality – Commune of Xara

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**Budget:** 380.807,42

**Duration:** 18 months (June 2012 to Dec.2013)

**Content:** Promotion and sustainable development of the environment and of natural and cultural resources. NCNET idea originated from the need for protection and sustainable management of the natural and cultural resources.

**Aim:** The development of a cross-border network of natural ecosystems and cultural heritage, in order to improve protection conditions of natural and cultural resources of the case study areas and enhance transnational sustainable development and territorial planning

**Activities:**

- ❖ Development of management strategies for the protection of environmental and cultural resources
- ❖ Promotion of special natural and cultural characteristics of the participating regions
- ❖ Form a basis for exchange of knowledge, information and good practices for both regions.
- ❖ Create synergies among stakeholders

## Project: SMARTIMONY (Greece – Albania Programme)

### Project Beneficiaries:

- University of Ioannina - Research Committee (**LB**)
- Municipality of Igoumenitsa
- Regional Center for Development and Cooperation
- Institution of Prefect of Gjirokaster

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**Budget:** 695.846,42 €

**Duration:** 24 months

**Content:** is capitalizing on the EU/international experience to create and launch a locally produced-globally distributed high quality experienced based product in heritage tourism through the Cultural and Creative Industries. It is jointly investigating cultural consumption to formulate remedies for the quality of the CB product and define a new paradigm of research to employ and replicate a market-shared reference code for cultural values and investments.

### Aim:

- To valorize heritage potential
- To tackle seasonal tourism demand through by reforming supply-demand in the CB Area in support of the cultural-historical continuity
- To support stakeholders tackle strategic innovation in tourism in peripheral, remote & sparsely populated areas with resilient heritage offers and place based investments in the Cultural and Creative Industries

### Activities:

- ❖ Training of 40 stakeholders in heritage communication
- ❖ A novel cultural consumption pattern is launched connecting the technology-intense experience with onsite authenticity to let supply-demand converge and combat seasonality
- ❖ The launch of *Experiential heritage corridor* {40 Geolocation-Trail; iBook; AV Production; 4 Heritage Games; online Booking App; World Tourism Fair Berlin 2021; 1 CB Heritage Label}

### Outcome:

- ✓ To reform supply-demand with new products & common service standards
- ✓ To ensure stakeholder cooperation & community planning capacity
- ✓ To strengthen CB heritage productivity & competitiveness

## University of Ioannina

### Project: Quality Network on Sustainable Tourism – QNeST

#### Project Beneficiaries:

- University of Salento, Italy
- University of Ioannina, Greece
- Chamber of Commerce & Industry of Xanthi, Greece
- Ministry of economy – Directorate for Development of SMEs, Montenegro
- Istrian Development Agency Ltd, Croatia
- University of Primorska, Slovenia
- Regional Union of the Chamber of Commerce of Veneto, Italy
- Labirinto Social Cooperative, Italy

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**Content:** The network is based on a transnational model of participatory interaction between private and public actors, such as tourism service providers, cultural and environmental associations, institutions and local communities.

**Aim:** To promote the common and particular features of the cultural, traditional and natural heritage, tangible and intangible, of the Adriatic Ionian regions, and improve their accessibility, as well as to promote and enhance the nutritional traditions associated with the Mediterranean diet (wine, olive oil, local products).

#### Activities:

- ❖ 40 Geolocation-Trail; i/eBook;
- ❖ Audiovisual Multivision Production;
- ❖ 4 Heritage Games;
- ❖ online Booking App;
- ❖ Heritage Label

#### Target groups:

- ✚ Public Sector: Level Authorities; Public Museum/Sites/Collections; Education Institutions;
- ✚ Private Sector: Chambers {Commerce/Industry}, SMEs,
- ✚ Development Agencies: Public-Private-Sector Partnerships
- ✚ Social Partners: Professional Unions AV Specialists/Interpreters/Tourist Guides
- ✚ Digital Integrators: i.e. Youtube ensures the uptake of Project Innovations;
- ✚ Young audiences: involved in 4 Heritage Games;
- ✚ Heritage tourists: enjoy an enriched cultural heritage consumption mix via the Experiential Heritage Corridor with 40 geolocations in the Project Area;
- ✚ Academic Community: Skill Building/research activities /International Conference/publications;
- ✚ Press

## InnoPolis

**Project:** TPNM (Tourism Promotion to New Markets, Greece-Albania Interreg Programme)

### Project Beneficiaries:

- Corfu City InnoPolis
- Business Innovation Centre Epirus
- Region of Vlora
- Albanian Tourism Association

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**Content:** Comes to address the difficulty of Cross Border (CBC) areas to increase their competitiveness as a common tourist product

**Aim:** To unify the touristic product of the CBC area in order to: increase the visibility of its touristic potential and promote its attractiveness not only to domestic and EU markets but also to new touristic origins (Japan, China).

**Activities:** The development of an integrated web-based tourism platform (corale.eu) which hosts all the information about:

- ❖ Tourist attractions, activities and amenities of the area that nowadays is dispersed in various sites both CBC sides.
- ❖ It also incorporates a graphical presentation of monuments/interesting sites of the CBC area used uploading on Google maps and extensive translation to languages of new tourist markets

**Outcome:** The creation of a unified touristic product of the cross border area, capable of stimulating touristic development

**Project:** Silver Wellbeing (Interreg V A Greece-Italy Programme 2014- 2020)

**Project Beneficiaries:**

- Polyclinic of Bari
- University of Bari
- University of Ioannina
- Foundation of Research and Technology
- Innopolis

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**Content:** Promoting Silver tourism through valorization of MED-diet and wellbeing routes in the CBC area

**Aim:** To enjoy healthy eating habits like Mediterranean Diet, by valorizing cultural and natural resources such as olive oil, wine and cereals

**Activities:** The creation of an innovative and challenging mobile App that

- ❖ Will be the starting point to evaluate the needs of each tourist
- ❖ Suggest the best option for a customized Mediterranean Diet together with tailored tourism itineraries

**Outcome:**

- ✓ Open farms at the selected areas to host visitors (tourists) from around the globe
- ✓ The results of the project will be promoted at international scientific and in international fairs/exhibitions of food and tourism. (ITB Berlin)

## Project: Culture for Waterfronts (Lifelong Learning Programme)

### Project Beneficiaries:

- InnoPolis, Corfu, Greece
- EGEAC, Lisbon, Portugal
- Municipality of Ostend, Ostend, Belgium
- Ondadurto Teatro, Rome, Italy
- The SPÖ Wiener Bildung, Vienna, Austria
- Impact Foundation, Warsaw, Poland

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**Content:** Draws together organizations with a shared interest in impact of culture on their rivers/waterfronts

**Aim:** To identify and strengthen the impact of culture on diverse aspects of waterfront regeneration e.g. volunteering/civil society involvement, public space/city planning, environment, sustainable development, governance

### Activities:

- ❖ To train member organizations to identify and develop the potential of culture as a resource for local communities and the cities themselves
- ❖ To increase access and civic engagement with waterfront public space, harmonization and public participation being a fundamental element of sustainability
- ❖ To work together on the theme of impact of culture
- ❖ Create learning experiences that are adaptable to local realities, while highlighting the European dimension of these issues

## Project: WELLFOOD (Adriatic Cross-border Cooperation (CBC) Programme 2007-2013)

### Project Beneficiaries:

#### Italian partners

- Chamber of Commerce of Macerata (Marche Region)
- Marche Region – Department of Agriculture, Forestry and Fishing

#### Foreign partners

- University of Primorska – Center for Science and Research of Koper (Slovenia)
- LIR Local Development Initiative (Bosnia – Herzegovina)
- Agency for extension services in agriculture (Bosnia – Herzegovina)
- Chamber of Economy of Montenegro (Montenegro)
- Regional Chamber of Commerce of Uzice (Serbia)
- Innopolis (Greece)
- Agriculture University of Tirana (Albania)
- Associated partners
- Development Agency East Netherlands (Netherlands)
- Forum of the Adriatic and Ionian Chambers of Commerce (Italy – Marche Region)

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### Content:

- Enhancement of knowledge transfer within the Adriatic regions on food quality and safety, and healthy lifestyles,
- Improvement of innovation capacity of Final Beneficiaries involved, thanks to an integrated group of strategic actions
- Promotion of consumer's awareness on the most promising findings of research and innovation

### Aim: At strengthening innovation capacity of Adriatic Regions on agri-food sector, by:

- Stimulating the link between business and producers-consumers as a pillar for territorial growth, development and integration of the Adriatic Ionian area.
- The adoption of new governance strategies to favor health and wellbeing facing social transformation. WELLFOOD works

## Interreg – IPA CBC Greece – Albania (2014-2020)

**Project:** Cultural Lands (Greece and Albania Joint Initiatives for Cultural Preservation Through Innovative Actions)

### Project Beneficiaries:

- Municipality of Zitsa (LB)
- Municipality of Metsovo
- Prefecture of Gjirokaster

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**Budget:** 401.079,96 €

**Duration:** 24 months

**Content:** CULTURAL LANDS is about how a joint route of promoting and preserving the CB cultural assets, can support non-homogeneous areas to flourish in the field of tourism development. Furthermore the project embodies the establishment of a cooperation network in the service of sustainable, local and regional development in the field of preservation and promotion of similar cultural assets as a prerequisite of cultural tourism development

**Aim:** Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area

### Outcome:

- ✓ 4 Infrastructure projects concerning rehabilitation of buildings of special architectural and cultural characteristics
  - Zitsa: “Kaplanios” Historical Housekeeping School Building at Local Community of Grammeno,
  - Metsovo: “Tsanaka” Historical Building and Former Cinema Building,
  - Gjirokaster/Libohove: “Avni Rustemi” House Museum,
- ✓ 1 Marketing Plan for CB Cultural Touristic Path (Branding),
- ✓ 1 CB Web GIS platform of cultural and tourist services (Trilingual),
- ✓ 2 Multimedia Applications/e-Libraries of CB Cultural Assets,
- ✓ 1 Thematic Database of the methodologies, technologies, tools related with cultural best safeguarding practices,
- ✓ Organization of 2 Joint Thematic Workshops (know-how and capacity building in the field of smart cultural preservation),
- ✓ Sustainability studies (X2) of the Project’s Results (Greece/Albania)

## Project: IT CULTURE (Development & Promotion of Cultural Touristic Destinations through Multimedia Tools)

### Project Beneficiaries:

- Municipality of Grevena (LB)
- Municipality of Pustec
- Anti Cracker Shield Albania

21

**Budget:** 484.404,60 €

**Duration:** 18 months

**Content:** The “IT CULTURE” project aims to highlight and enhance the cultural heritage of the region and “grab” the attention of the tourist public. Although the area is of an unique significance of culture elements and natural beauty attractions, it is not yet sufficiently developed.

**Aim:** The tourist and cultural enhancement of cross-border region with a view to develop a new and more attractive tourist destination. Furthermore, to preserve cultural and natural resources as a prerequisite for tourism development of the cross-border area

### Activities:

- ❖ An integrated publicity plan combined with publicity materials and cultural events with primary purpose of informing the public about the project,
- ❖ The creation of an Internet Site and an innovative e-platform to be used for the wider information of people about the tourist and cultural attractions through the use of new technologies,
- ❖ Studies on the current situation of tourism,
- ❖ New tourist routes and museum studies to be used as a first step towards the further establishment of cultural and archaeological museums in the cross border region.

### Outcome:

- ✓ Through the promotion of tourism and cultural product the local economy will show a rise and improvement, having as a result the creation of new jobs and the wider local economic development

## Project: CULTURE PLUS. Culture branding – Strengthening extroversion

### Project Beneficiaries:

- University of Thessaly - Research Committee (**LB**)
- Studies and Development Center
- Municipality of Gjirokastra
- Tourism Organisation of Western Macedonia
- Agricultural University of Tirana

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**Budget:** 626.555,51 €

**Duration:** 24 months

**Content:** The Project's idea concerns the rebranding of the cross-border area of Greece-Albania through the enhancement and skillful promotion of eco-cultural resources, focusing on tourist development.

**Aim:** To preserve cultural and natural resources as a prerequisite for tourism development of the cross border area

### Activities:

- ❖ The valorization of cross border area's cultural and natural heritage for tourist purposes.
- ❖ The effective enhancement and promotion of the current tourist image of the area.
- ❖ The development of an integral and innovative tool for managing place branding.
- ❖ The resurgence of a conversation concerning the common European identity, which is not yet prominent in the Greek-Albanian cross-border area since Albania is an IPA country.
- ❖ The creation of a new brand based on the detailed record about c-b area's cultural and natural heritage and
- ❖ The reinforcement of the Greek-Albanian borders' conception as an area with similar geophysical and cultural characteristics.
- ❖ Training and consultation processes among key stakeholders, involved in place marketing and branding strategies, will take place in the area

### Target Group:

- ✚ Local governments' members,
- ✚ Enterprises (SMEs, businesses involved in tourism and enterprises of wider scope),
- ✚ Public or private stakeholders
- ✚ The inhabitants

**Outcome:** To unveil the true potential of the two areas by forming a vehicle towards the establishment of a new identity, aiming to the enhancement of the common European concept and tourist development.

**Project:** EXPLORAL. Exploring the cultural heritage of the cross-border region through a digital library and oral sources

### Project Beneficiaries:

- University of Ioannina – Research Committee (LB)
- Public Central Library of Konitsa
- Municipality of Gjirokastra
- Municipality of Permet

23

**Budget:** 551.579,06 €

**Duration:** 24 months

**Content:** The project EXPLORAL builds on the successful project Balkaneana funded under the IPA Cross-Border PROGRAMME “Greece – Albania 2007-2013” that delivered a multimodal digital library with content from the Central Public Library of Konitsa and the Municipal Library of Gjirokastra.

### Aim:

- To transform libraries into a reference point for all tourists visiting the cross-border area and
- Identify and promote the common heritage of the cross-border region through the study and analysis of the oral history and tradition and their interconnection to the written sources

### Activities:

- ❖ In the regions of Permet, Gjirokastra and Konitsa we can discover different sides of history and traditions and identify and promote common cultural characteristics that are associated with the areas of interest. To this end, testimonies will be recorded and connected to the digital content that is already stored in the Balkaneana digital library and the new Exploral digital repository will be an enriched version of Balkaneana in terms of content and functionality.
- ❖ Includes the development of an application for mobile devices (mobile app) that includes interactive information on a map of the wider border area. The interactive map will be interconnected connected with the content from oral sources and the digitized material of Balkaneana.
- ❖ The digitization of a large portion of the Premet municipal library books and the extension of the digitized collection of books, documents and archives for the other two libraries.
- ❖ The implementation of three additional infrastructure activities:
  - The reconstruction of the Premet and Gjirokastra municipal libraries
  - The creation of a tourist helpdesk at the public library of Konitsa

## Project: CULTURAL LANDS. Greece and Albania Joint Initiatives for Cultural Preservation Through Innovative Actions

### Project Beneficiaries:

- Municipality of Zitsa, (LB)
- Municipality of Metsovo
- Prefecture of Gjirokaster

24

**Budget:** 401.079,96€

**Duration:** 24 months

**Content:** CULTURAL LANDS is about how a joint route of promoting and preserving the CB cultural assets, can support non-homogeneous areas to flourish in the field of tourism development. Furthermore the project embodies the establishment of a cooperation network in the service of sustainable, local and regional development in the field of preservation and promotion of similar cultural assets as a prerequisite of cultural tourism development.

**Aims:** Preserve cultural and natural resources as a prerequisite for tourism development of the cross border area

**Activities:** A cooperation network will be set up that can, with time & reasonable effort, expand and multiply its effect and results in the GR/AL CB area.

### Outcome:

- ✓ 4 Infrastructure projects concerning rehabilitation of buildings of special architectural and cultural characteristics
  - Zitsa: “Kaplanios” Historical Housekeeping School Building at Local Community of Grammeno,
  - Metsovo: “Tsanaka” Historical Building and Former Cinema Building,
  - Gjirokaster/Libohove: “Avni Rustemi” House Museum,
- ✓ 1 Marketing Plan for CB Cultural Touristic Path (Branding),
- ✓ 1 CB Web GIS platform of cultural and tourist services (Trilingual),
- ✓ 2 Multimedia Applications/e-Libraries of CB Cultural Assets, ,
- ✓ 1 Thematic Database of the methodologies, technologies, tools related with cultural best safeguarding practices,
- ✓ Organization of 2 Joint Thematic Workshops (know-how and capacity building in the field of smart cultural preservation),
- ✓ Sustainability studies (X2) of the Project’s Results (Greece/Albania)

## Project: TACTICAL TOURISM

### Project Beneficiaries:

- Regional Council of Gjirokastra (LB)
- Region of Ionian Islands
- Ministry of Culture & Sports - Ephorate of Antiquities of Kastoria
- Regional Council of Berat
- Region of Epirus
- Technical Chamber of Greece - Department of Western Macedonia

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**Budget:** 3.870.311,03€

**Duration:** 36 months

**Content:** Targeted ACTIONs for the preservation, rehabilitation and promotion of historical, Cultural and naturAL assets encouraging TOURISM, in the entire GR-AL cross-border area

**Aim:** To unify all the Regions of the Cross-Border area by creating a network of bodies capable of materializing policies and actions for the preservation of the cultural and natural resources in the interests of touristic development. Furthermore, preserve cultural and natural resources as a prerequisite for tourism development of the cross-border area

### Activities:

- ❖ The creation of new touristic points of interest such as the reconstruction of the birth-house of Ali Pasha in Tepelene and turning it into a Museum,
- ❖ The restoration of a building in Lefkas and turning it into a Cultural Center,
- ❖ A museum in the island of Lazareto in Corfu,
- ❖ The creation of two diving parks in Thesprotia and Preveza
- ❖ The improvement of accessibility to touristic points of interest such as a Footbridge in Tepelene and the island of Lazareto in Corfu, and
- ❖ Focus on the preservation of cultural heritage such as byzantine churches in Kastoria, the legend of Ali Pasha, the beautiful paved neighborhoods of the UNESCO protected city of Berat

**Outcome:** Assisting touristic development by creating the infrastructure and basis for it to flourish. This is extremely important, and even though all the actions do not necessarily immediately connect with each other, they are in fact pieces of the same greater puzzle. This will be for the benefit of the general public, for tourism, and particularly for touristic activity and entrepreneurial efforts related to tourism in the entire programme area.

## **Project:** InClust. Local Clusters & Social Enterprises Incubators in the Fields of Culture/Tourism & Folk Tradition

### **Project Beneficiaries:**

- Development Company of Chamber of Arta (**LB**)
- Ionian University Research Committee
- Three Thirds Society
- Auleda Local Economic Development Agency
- Municipality of Korca
- Region of Ionian Islands

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**Budget:** 646.637,12 €

**Duration:** 24 months

**Content:** Greece and Albania due to the lasting recession, have to face an ever expanding crisis and a very hesitant financial environment. In these hostile conditions culture and creation could constitute a real opportunity for a new generation of art and culture producers to make their appearance in the business world. Art and culture producers have to closely cooperate so as to capitalize on the inherent value of a well-functioning team.

**Aim:** The exploitation of local advantages and in promoting the exports of local cultural products, with ultimate goal the increase of national and foreign visitors to local events, and the enhancement in quality of life for the citizens. This process also creates new investment and job opportunities as a result of the economies of scale that will emerge.

### **Activities:**

- ❖ Cultural clusters that will add value at the economy of culture and the creative industries
- ❖ Incubators/co-working spaces that will support existing and under-development social enterprises
- ❖ A transnational network ensuring economies of scale

**Outcome:** The promotion and creation of businesses in

- ✓ Organization of artistic events,
- ✓ Management of multi-usage spaces,
- ✓ Organization of exhibitions,
- ✓ Festivals and artistic services,
- ✓ Cultural tourism etc

**Project:** POLYPHONIA. Thematic Tourism Development Through the Preservation of Polyphonic Music, unique element of the cross-border Cultural Heritage

### Project Beneficiaries:

- Regional Union of Municipalities of Epirus (LB)
- Municipality of Pogoni
- Prefecture of Gjirokaster
- Regional Directorate of National Culture - Vlore
- Municipality of Dropull

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**Budget:** 621.184,25 €

**Duration:** 24 months

**Content:** The regions of Epirus, Gjirokaster & Vlore are rich in cultural heritage of polyphonic music. The geographic isolation has contributed greatly to the fact that this particular genre is so distinctly different from the rest of the Balkans and surrounding European countries. Indeed, the similarities between the Epirotic and South Albanian polyphonic songs, are overwhelmingly greater than their differences, while the main distinction between them is merely linguistic. Similar melodious expressions, unfolding & flourishing through the ages, exceeding the borders of history to meet the structures of myth, form a collective, homogenous and interdependent feature of the cross-border area, the polyphonic music.

**Aim:** This Project seeks to preserve, as an integral element of the intervention area and also valorize, through the instrument of thematic tourism, tapping significant inland undeveloped potential (traditional villages etc.) and improving the region's attractiveness, to bring about prosperity and economic growth, while building bridges between the people and the Nations

### Activities:

- ❖ To study, collate and preserve this rich and authentic musical heritage, from which valuable information can be derived in a series of disciplines such as ethnomusicology, aesthetics, anthropology & history
- ❖ Enhancing the awareness of cross-border cultural heritage, such as the establishment of two CB Centers for the provision of tourist information, musical knowledge & the conduction of workshops.
- ❖ The creation of a Polyphonic Caravan touring both sides of the borders, giving life to small villages of the countryside.
- ❖ The establishment of a Cross-border Virtual Reality Museum & Exhibition
- ❖ An Augmented Reality Tourist Application for tablets/smartphones.
- ❖ A two Day Festival & Conference will be held jointly in Gjirokaster & Pogoni.

**Outcome:** The development of the POLYPHONIA Cultural Brand and Thematic Route that will be utilized to efficiently and productively exploit polyphonic music in terms of cultural and thematic tourism