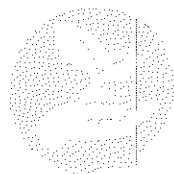


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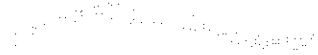
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D.T2.3.4 LOCAL ACTION PLAN (LAP)
Regional Directorate of Cultural Heritage
RDCH

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Introduction

Within CREATURES WP T2, each partner will set up a Local Action Plan (LAP), inspired by the transnational exchange-learning activities carried out, and aimed to transfer at local level the lesson learnt.

The overall goal is preserving-valorizing PPs' cultural heritage by promoting more 'user-friendly' tourist environments, attractive for Y generations, innovative in the activities, alternative in the spaces, sustainable in the approach, respecting features and priorities of PP's specific needs

Also, the LAP will develop good-quality strategies and explore new spaces for alternative tourist offers, e.g. urban spaces to be regenerated and transformed in 'creative districts' (alternative to the classical Old Towns), where tourists will feel dynamic protagonists of their tourist experience, interacting with local cultural context & material/immaterial heritage.

MCBO followed the instructions and template provided by the Urban Planning Institute of the Republic of Slovenia – UIRS, coordinator of Creature project task. The data was collected through desk analysis and collaboration between MCBO and LSG's members, particularly the Vlora Region Tourist Destination.

1. Vision

Table 1: your Vision Statement

1. Vision	
You vision statement	<i>New creative packages for the internal and foreign tourists in Vlora Region</i>



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2. SMART Objectives

From the detailed analysis of the cultural sector in Albania and the Vlora Region in particular, the in-depth SWOT analysis to identify opportunities for the development of community-based sustainable tourism, the first work package of the Project, WP T1, the consultation process with two meetings with local stakeholders, and the economic analyses about the contribution of CCI industry in national and regional GDP, three main objectives to be implemented through the LAP are proposed:

- Objective 1: Enhance the value and the cultural heritage of the unknown cultural treasures addressed by the Pilot Action launching 3 new sustainable itineraries within the 2021.
- Objective 2: Improve the tourist offer and tourism products of the Vlora Region by boosting typical agro-food and artifacts sustainable products in villages' area in the next two years.
- Objective 3: Increase the number of tourists experiencing the CREATURES routes and more in general Vlora Region routes, offering them attractive sustainable tourism products and services, using digital tools and young tourist guides.

Tourism is the basic sector of development in the Region of Vlora. Long coastline. Extraordinary natural and cultural riches create the opportunity to offer diversified tourism products with a strong and special cultural identity in relation to other regions of Albania. The situation created due to the COVID 19 Pandemic oriented local tourists towards the evaluation of natural resources (mountains, rivers, lakes, lagoons, and national parks), the development of previously unknown tourist itineraries through hiking, rafting, rowing, bicycles, etc. There was also a significant increase in the number of visitors to cultural and religious sites in different villages of Vlora Region. Individual tourist itineraries were experimented and promoted with great success. The attention of local and foreign tourists was increasingly directed away from urban centers (cities) but towards villages, accommodation in hostels, visits to tourist attractions that offered them, consumption and purchase of local agro or handicraft products of the area.



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The Covid -19 confirmed the need to review existing tourism products and enrich them with new products and services, based on the CCI sector and eco-tourism or thematic tourism. Young entrepreneurs mainly in the field of providing itineraries for hiking, rafting, bicycle tours or cars really offered in the regional tourism market very successfully new products that were consumed mainly by young people. Considering that the average age of the population in Vlora Region is 38 years old, relatively young, there is a very good offer to develop creative tourist packages by young people themselves.

In the strategic lines of tourism development provided in the Strategic Development Plan for Vlora Region and in the Local Local Plans of the Municipalities, community-based tourism is a priority. The new creative packages will aim at this, the provision of an integrated tourism product where one can feel empathy and local cultural identity, where tourists of all ages get acquainted with the local culture, enjoy organic rural products, traditional cuisine, handicraft products, visit the natural paths and attractions of that place, get to know the flora, the fauna as well.

The spread of new digital tools could contribute in intercepting new targets and tourists.

Table 2: SMART Objectives table

2. SMART Objectives							
	Initial objective	Is it specific ?	Is it measurable?	Is it Achievable?	Is it relevant?	Is it Timely?	Updated objective
Objective no.1	Enhance the value and the cultural heritage of the unknown cultural treasures.	Yes	Yes	Yes	Yes	Partially	Enhance the value and the cultural heritage of the unknown cultural treasures addressed by the Pilot Action launching 3 new sustainable itineraries within the 2021.
Objective no.2	Improve the tourist offer of the territory	No	Yes	Yes	Yes	Partially	Improve the tourist offer and tourism products of the Vlora Region by boosting typical agro-food and artifacts sustainable products in villages' area in the next two years.



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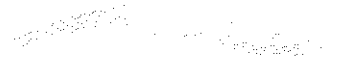
Objective no.3	<i>Increase the number of young tourists using the routes through the cooperation with CCI sector</i>	<i>No</i>	<i>Yes</i>	<i>Yes</i>	<i>Yes</i>	<i>No</i>	Increase the number of tourists experiencing the CREATURES routes and more in general Vlora Region routes, offering them attractive sustainable tourism products and services, using digital tools and young tourist guides.
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Formulating the objectives, a period of 3 years was set, the timeframe taken into consideration the Strategic Lines of Strategic Plan for the development of Vlora Region 2011-2021

On the other in the definition of the detailed actions and in particular in setting the milestones, it was decided to focus attention on the Creatures implementation timeline.



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3. Basic data about area of intervention

Table 3: Basic data about your Area of Intervention

3. Basic data about your Area of Intervention	
Name of your Area of intervention	<i>Vlora Region</i>
Country	<i>Albania</i>
Total area in km ²	<i>2706 km²</i>
Total inhabitants	<i>211734 banore</i>
Regional (municipal) GDP per capita in EUR.	<i>5.5%</i>
Unemployment rate	<i>21.9%</i>
Population growth rate	<i>+ 0,3 %</i>
Net migration rate	<i>-7.8%</i>



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The Vloora Region is one of the 12 Regions in Albania, located in the South part of it. Vlorë is geographically a very mountainous county. The county stretches along the Adriatic Sea and especially the Ionian Sea, forming the Albanian Riviera. The county has a coastline of 244 kilometres (152 mi). The coasts on the west can be very steep and rocky with green panoramic vistas and high mountains in the hinterland, including the Ceraunian Mountains. The highest natural point is Maja e Çikës, at 2,044 metres (6,706 ft). The northwest of the county is mostly located on the peninsula of Karaburun, with a rough relief, steep cliffs, bays and rocky beaches.

The port city of Vlorë is the capital of *Vlorë County*. It is where the Albanian Declaration of Independence was proclaimed on November 28, 1912. Sarandë is one of the most important tourist attractions of the Albanian Riviera, situated on an open sea gulf of the Ionian Sea in the central Mediterranean, about 14 km (8.7 mi) east of the north end of the Greek island of Corfu. The Butrint National Park, Llogara National Park and Karaburun Sazan National Marine Park are located in Vlorë County. The ancient city of Butrint is an archeological site in Vlorë County, some 14 kilometres south of Sarandë. It is located on a hill overlooking the Vivari Channel and is part of the Butrint National Park.

The county of Vlorë is divided into seven municipalities; Delvinë, Finiq, Himarë, Konispol, Sarandë, Selenicë and Vlorë. The municipalities are further subdivided into 200 towns and villages in total.

In Vlorë, there are five islands, notably the Ksamil Islands. The combined areas of the four Ksamil islands measure only 7.1 hectares (17.5 acres), and forms part of the larger Butrint National Park. Sazan Island is located strategically between the Strait of Otranto and the entrance to the Bay of Vlorë and has an area of 5.7 km² (2.2 sq mi) with no civil population. In addition to being the largest island in Albania, it is a military facility and sometimes in clear weather it may be seen by eye from the coast of Salento, Italy. More than half of the island's surrounding marine area forms part of the Karaburun-Sazan National Marine Park. Stillo Island is rocky and sparsely vegetated. It has an area of half an hectare, with an approximate length of 80 meters and a width of 100 meters. It is located in the Ionian Sea, 200 meters off the coast of Cape Stillo. Tongo Island is a rocky island, its waters rich in aquatic life. The island is situated about 300 metres (984 feet) off the Greek coast. It has an area of 2.5 hectares (6.2 acres). The Zvërneç Islands are two islands located in Narta Lagoon. The larger island is nearly completely covered with tall pine trees and is connected to the mainland by a 270m long wooden bridge. It is 430m in length and 300m in width. It has an area of around 8.8 hectares. The smaller island has a smaller vegetation, being 230m in length and 100m in width, with an area of little more than 1 hectare.



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Vlorë region is a collection of cultural traditions, which are the expression of an ethno-cultural area known as Labëri. The territory of Vlorë region has a series of touristic attractions such as:

- 1- The cultural heritage with archeological objects from the time of the Illyrians and the Greco-Roman period, with sacred religious sites, with castles and traditional villages as well as with intangible heritage such as: iso-polyphony, folk music, ethnography, handicrafts etc.
- 2- The natural values of landscape that are rich in mountains, valleys, seas, wetlands
- 3- The characteristic agri-food products such as olive oil, cheese, honey, and traditional cuisine;
- 4- The rural activities that represent an important part of regional culture and identity, being a reservoir of natural resources, traditions, crafts and tastes that constitute a special attraction for tourists;
- 5- The hospitable people, as part of a distinctive feature of the whole Albania

The whole area of Vlorë region has different and very interesting trails. **Mali i Cikes trail** is one of them. An ultra-prominent peak, or Ultra in short, is a mountain with a topographic prominence of 1,500 meters or more. In order to climb a higher peak, you first have to descend at least 1500 meter. Prominence – at least for the mountaineer - is a measurement for the subjective significance of a summit regardless of its actual height. **Gramë Bay - St. Andreas – Palasë**, COASTAL TRAIL Gramë Bay - St. Andreas – Palaeste, One of the most beautiful Coastal Trails in South Albania. The Trek begins at the Gramë Bay, continues with St. Andreas Bay and ends at Palasë. Gramë Bay is only accessible by Boat or by using the Hike trail from Llogara National Park to Gramë. **Llogara Pass- Qorre Peak- Cika Ridge** - This trail is about 16 km long (return up and down). The path is well marked and in clear days without snow, there is no chance of losing in the pine forest. There are red white red strips all over the path, marked on stones, trees. The walk up is a bit tiring for those without experience of climbing mountains but they will be relaxed with the amazing views on both sides of the trail. From one side there is the Albanian Riviera all the way to Corfu and smaller islands of Corfu, and on the other side the view goes beyond Sazan island. Then, once on top there is 360° view. Down is the Shushica Valley from Kucvillage to Kote, Vranisht, Terbac, etc. The eyesight can reach mountains all the way to Gjirokastër, Tepelene, Berat.

The routes object of this Pilot Actions is located in a specific area of the Vlorë Region and they will be part of **“SPINARICA ROUTES”** and **“Gaius Iulius Caesar,” JUL Cezari ROUTES** itineraries. The new routes will increase the touristic value of the itinerary itself and that of localities crossed by the routes that would be otherwise excluded.



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Tourism Route 1: Zverec Monastery – Zverec Village – Narta Lagon – Pojan Village – Apolloni Ancient City – Antic Temple Radostine.
Tourism Route 2: Juglio Cesar Rutes – Palasa (Paleasta) – Cezar Peak (Cika Mountain) – National Park of Llogora – Grama Bay – Penisola of Karaburun – Marmiroi Church – Oriq (Jerico) Ancient City (The city in the bay of Vlora where Cesar and Pompeu has one of their batless)

More information on the routes context and planning opportunities are available in the Deliverable T.2.3.2 Secotrial Analysis and the draft Deliverable T2.4.2 Pilot Action.

The new routes are thought as to address a specific target of tourist, namely youngsters, through the involvement of specific actors and services linked to the CCIs.

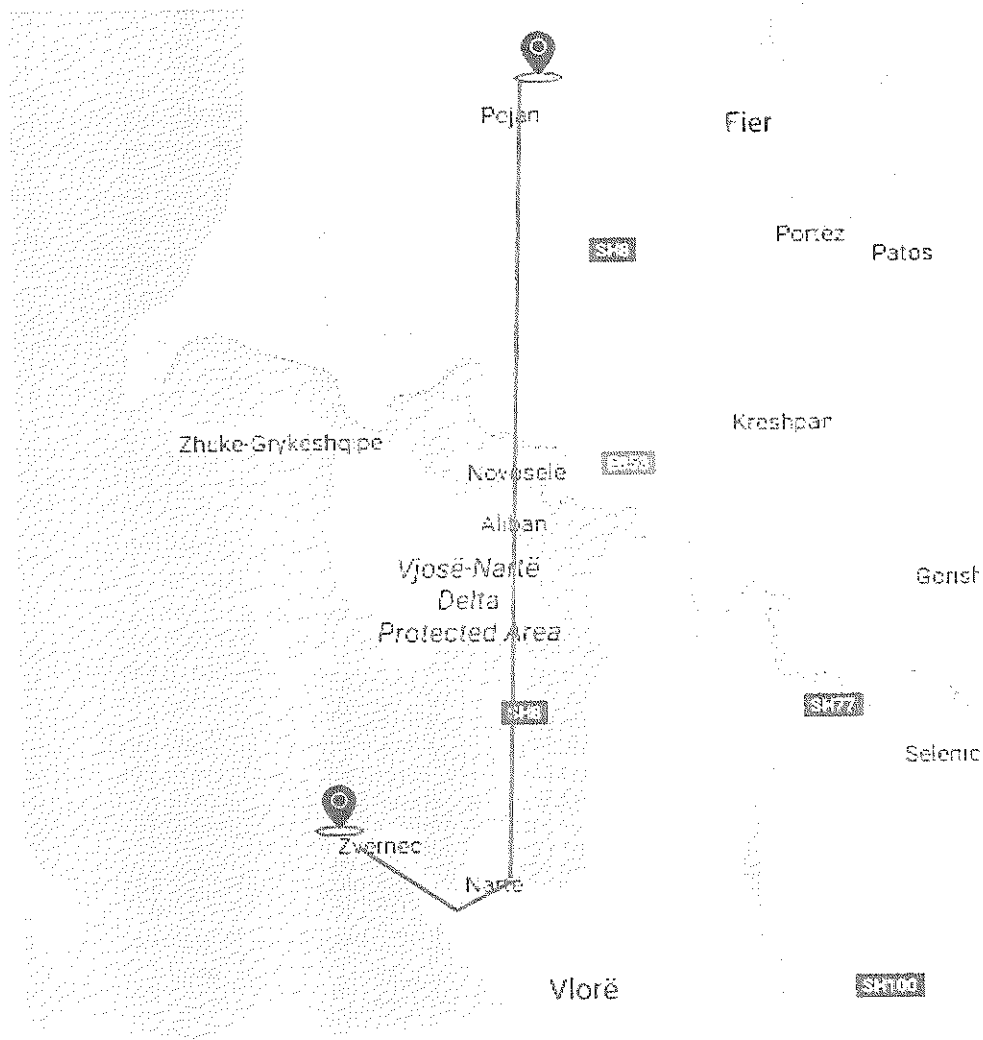


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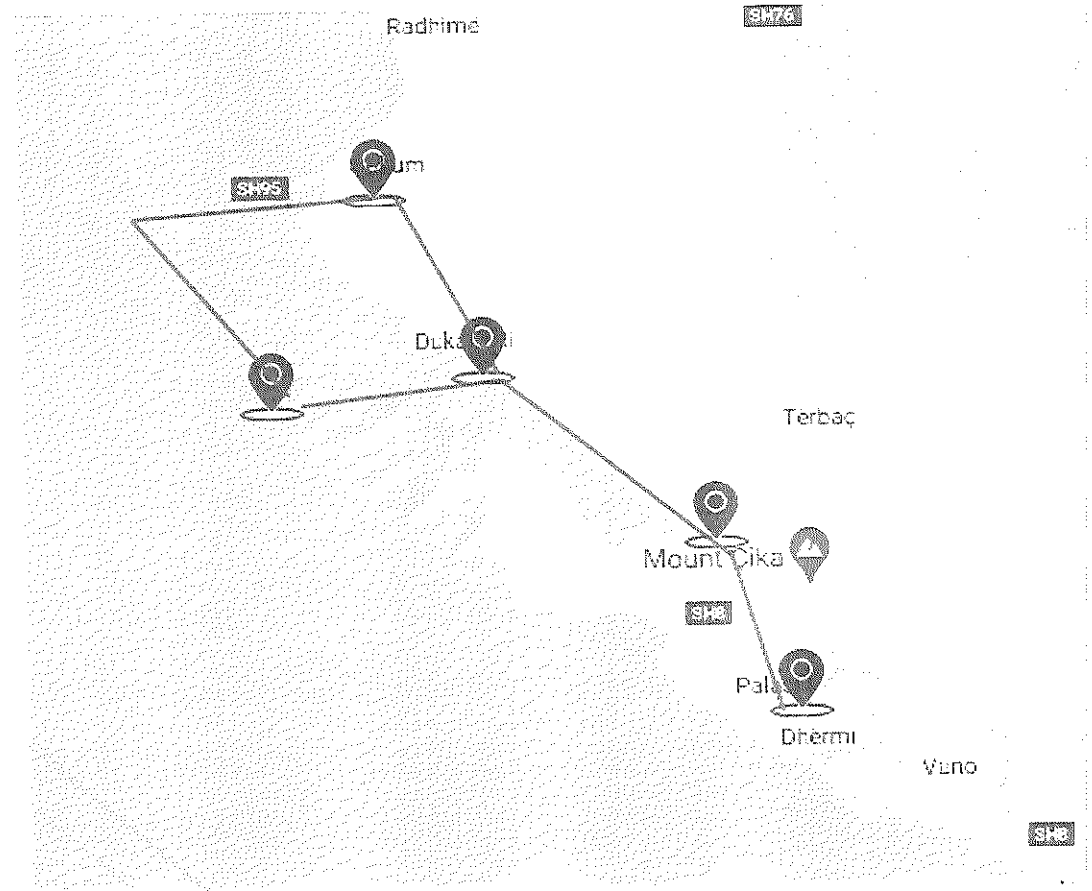
Figure 1: SPINARICA ROUTE

Source: Google Maps



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Figure 2: Juglio Cesar ROUTE
Source: Google Map



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4. List of Actions

Table 4: List of Actions

4. List of Actions										
Short name of the action	Detailed description of the action	Objectives that are tackled with this Action	Who is responsible for the implementation of this action	Estimation of the needed funds for the implementation	Source of potential funds	Time needed for the implementation	Planned start date of the action	Planned time to implement your action	Relevant stakeholders and their roles for the implementation	
Action no.1	<p>Creation of new Tourism route SPINARICA ROUTE</p> <p>Spinarica was an important medieval town on the Adriatic coast, along the canal of the Narta lagoon and believed to be stretched until Apollonia. The name is still preserved in the name of the village Zvernec of Vlorë, where on an island there is still a Byzantine style church. Spinarica passed from Byzantine rule to Venice, the Hohenstaufen, the Anjuniun and was finally part of the Despotate of Vlorë. Spinarica had a lively commercial activity, especially from the second half of the XII century deir to the first half of the century. Venice, Ragusa,</p>	1,2,3	<p>RDCH Turism Destinati nation Service, Research and innovatio n Service</p>	<p>Human resources</p> <p>Expertise</p> <p>signage costs</p>	<p>- Planning and organizati on: RDCH funds</p> <p>- Tourism package design: project's funds</p> <p>- Local authorities funds</p>	<p>July 2021- July 2022</p>	<p>01/07 /21</p>	1 year	<p>- Vlorë Regional Council, Municipality of Vlorë, Municipa of Fier</p> <p>- AULEDA – Local Economic Development Agency</p> <p>- Regional Directorate of Cultural Heritage</p> <p>- Zverneci Association</p> <p>- Creative City Association</p> <p>- Vlorë Hiking Association</p> <p>- Marine Protected Area Vjose- Narte</p>	



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	<p>Pula and Zara etc. had their consuls in Spinarica. Its commercial role declined at the end of the twentieth century. XIV. After the Ottoman conquest in 1417 Spinarica is no longer mentioned as a city.</p>							
<p>Action no.2</p>	<p><i>Creation of a new Tourism route "Juglio CESAR Route"</i></p> <p><i>The itinerary of Julius Caesar dates back to the 48 before Christ and refers to his debarkation in the Palase (Paleaste) Akrokeraune area, Illyria. In his book "De bello civili", which is a diary of that war, Caesar writes that he had landed at noon on January 5... inter Ceraunorum saxa et alia loca periculosa... locum, qui Appellabatur Palaeste" (... between Akrokeraun rocks and dangerous places... in the place called Paleste) (Caes. B. civ. III, 6). There are also manuscripts that read '... in the land of the Germinors..., in a place called Palasa. The itinerary includes the route he took from Palasa to the ancient city of Orik (Jerico) crossing the river Vruia to the peak now called Caesar Peak,</i></p>	<p>1,2,3</p>	<p>MCBO: Tourism Destination Service, Research and innovation Service</p>	<p>Human resources expertise signage costs</p>	<p>- Planning and organization: MCBO's funds - Tourism package design: project's funds - Local authorities funds</p>	<p>July 2021- July 2022</p>	<p>01/07 /21 1 year</p>	<p>Regional Directorate of Cultural Heritage, Vlorë Regional Council, Municipality of Vlorë and Himarë, Auleda – Local Economic Development Agency, The Agency of Protected area, National Park of Llogora Administration, Vlorë Hiki Association, Real Escapers Association, Explore Albania Association, South Coast Association, Flag Pine Association, Archeological Park of Orik,</p>



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		<p>descending along the mountain to the ancient city of Orik in the bay of which took place battle with Pompey. This itinerary also includes Grama Bay, which served as a refuge for Pompey's fleet. Traces of the writings (grammars) of Pompey the Junior (Pompey's son are still found in this bay). This itinerary traverses the Llogara National Park (Protected Area, Orikum Lagoon, Dukati Valley / Karaburun Peninsula) giving you the opportunity to go through vineyards, wine cellar, enjoy traditional products and attend an theatrical performance at the theater.</p>								
Action no.3	Boosting sustainable and experiential tourism	Raising awareness activities on the opportunities linked with "immersion travel" by actively and meaningfully engaging with its culture, CCl's, people, and environment.	1,2,3	RDCH Tourism Destination Service, Research and innovation Service	Human resources	RDCH funds and CREATURE S fund in the first phase	July 2021 - July 2022	01/07 /21	2 years	<ul style="list-style-type: none"> - Local municipalities, - local tourism operators, - CCl's, - aspiring entrepreneurs - CREATURE's local support group
Action no.4	Improving skills and	To exploit experiential and sustainable tourism	1,2,3	RDCH Tourism	Human resources	CREATURES Budget	September 2021 -	01/09 /21	4 mont	<ul style="list-style-type: none"> - local tourism operators, - CCl's,



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<p><i>knowledg es within the CCIs, and tourism operators</i></p>	<p>opportunities, there is need to improve skills and capacities of entrepreneurs, in particular among CCIs and turism operators. For this scope MCBO, within the CREATURES project, will set-up an Acceleration programme for CCIs and experiential tourism. Synergies will also be checked and developed in the ocntext of other projects.</p>		<p><i>Destinati nation Service, Research and innovatio n Service Business Project Office</i></p>	<p><i>Training expertise</i></p>	<p><i>Other resources to be checked</i></p>	<p><i>Decembe r 2021</i></p>	<p><i>hs</i></p>	<p><i>- aspiring entrepreneurs - CREATURE' local support group</i></p>
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<i>Developing new IT solutions for tourists</i>	Promotion of CREATURES app and installation of multimedia products in core stations of the new Routes	1,2,3	RDCH - Tourism Destination Service, Research and innovation Service	Human resources Expertise Costs of equipments	CREATURES Budget in the first phase	August 2021 - August 2022	01/08 /2021	12 months	- local tourism operators, - CCIs, - Cultural organizations - CREATURE' local support group	
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5. Monitoring and Implementation of Action

Table 5: Monitoring the implementation of Action

5. Monitoring the implementation of Action									
	Short name of the action	Milestone 1 (date)	Indicators to track milestone 1 (for example action that have to be finished by this milestone)	Milestone 2 (date)	Indicators to track milestone 2 (for example number of tourists that have to test your new route by Milestone 2)	Milestone 3 (date)	Indicators to track milestone 3 (for example amount of money tourists spend on average for a certain service)	Milestone 4 (date)	Indicators to track milestone 3 (for example amount of money tourists spend on average for a certain service)
Action no.1	<i>Tourism route 1: Spinarica Route</i>	<i>30/08/21</i>	<i>Set up of communication plan</i>	<i>10/12/21</i>	<i>Stakeholders engagement</i>	<i>31/12/21</i>	<i>Map/Guide and online contents released</i>	<i>30.06.2022</i>	<i>Increase of tourist flow</i>
Action no.2	<i>Tourism route 2: Julius Ceasari Route</i>	<i>30/08/21</i>	<i>Set up of communication plan</i>	<i>30/11/21</i>	<i>Stakeholders engagement</i>	<i>31/12/21</i>	<i>Map/Guide and online contents released</i>	<i>31/08/22</i>	<i>Increase of tourist flow</i>
Action no.3	<i>Raising awareness</i>	<i>31/12/21</i>	<i>Dissemination of good practices, and promotion of opportunities</i>	<i>30/03/22</i>	<i>Promotion of informal or public event, and dissemination of information</i>	<i>31/08/22</i>	<i>Promotion of informal or public events, and dissemination of information</i>	<i>n.a</i>	<i>n.a.</i>
Action no.4	<i>Improving skills and knowledges</i>	<i>30/09/21</i>	<i>Detailed programme defined</i>	<i>31/10/21</i>	<i>Number of people who showed interest</i>	<i>31/12/21</i>	<i>Number of trained</i>	<i>n.a</i>	<i>n.a.</i>
Action no.5	<i>IT solutions</i>	<i>31/12/21</i>	<i>Contents uploaded</i>	<i>31/01/22</i>	<i>Launch event Contacts reached</i>	<i>31/08/22</i>	<i>App users Multimedia products users</i>		



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6. Risk Management and Actions

Table 6: Risk Management of your Actions

6. Risk Management of your Actions								
	Name of the potential risk	Description of the potential risk	Probability of this risk (from 1 – low to 3 high)	Impact on the Action (from 1 – low to 3 high)	Mitigation plan. what do you plan to do, to avoid this risk to happen	Who is responsible for the Mitigation activities	Contingency plan. What do you plan to do if the risk happens to lower the damage	Who is responsible for the contingency activities
Risk no. 1.1	Covid-19 Pandemia	The new variant of Covid 19 can restore the restrictions in the territory by creating delays in testing the two new itineraries or in their promotion	2	2	The risk is due to force majeure	n.a	RDCH supported from its external experts will carry out the activities that are possible in remote working modality and will apply all safety regulations. Some of the work will have to be done in the field (on the routes themselves) and therefore in the open air, allowing the realization of the activities.	RDCH Extern expen
Risk no. 1.2	Delays linked to project implementation	There may be delays by other local partners in implementing project activities. Some activities must be concluded and are preparatory to the actual implementation of the action plan.	2	2	RDCH and the external expertise will coordinate in a better way the work that have to be done from other local stakeholders.	RDCH	RDCH as official partner in the project will offer support to local stakeholders to better understand their role and the importance of the action plan implementation respecting the respective deadlines	RDCH and lo partne
Risk no. 1.3	Economic difficulties	Although an estimate of overall expenses has already been estimated, some costs	1	2	RDCH has already made an estimate of the costs to be		In case some costs are higher than expected or some unforeseen additional costs are need, RDCH will ask the permission from the Ministry	RDCH



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		<i>could be higher than budgeted</i>			<i>incurred for the implementation of the actions but being a public institution permits from the inistry needs to be taken before the implementation.</i>		<i>to use the accumulative funds.</i>	
Risk no. 1.5	<i>Problems linked to the mountain area contigenty</i>	<i>Since the planned actions take place in a mountainous area where it is also planned the implementation of technological solutions (WPT3), there could be problems related to mobile network coverage.</i>	2	3	<i>RDCH will seek to implement technological solutions in a manner that does not require constant mobile network coverage</i>	RDCH	<i>In case network coverage will be needed and will face problems with network coverage, RDCH will introduce and provide alternative solutions to be used in offline mode when network problems occur</i>	
Risk no. 1.6	<i>Political direction</i>	<i>During the period of activities implementation there will be the municipal elections, that will result in a change of the mayor and can lead to a change of the local political direction , more reticent to the realization of project activities</i>	2	2	<i>This risk cannot be prevented</i>	n.a.	<i>As planned activities are already funded and budgeted, RDCH will work to ensure that all activities are sustainable over time regardless of polical changes.</i>	RDCH

