



Agrotourism in Ndroq

about project

R03



Budget

Undefined



Municipal contribution

Drafting of project



Municipal sectors/ directorates

The General Directorate for the Promotion of the City, The Directorate of Cultural Heritage and Tourism, The Administrative Unit of Ndroq

PROJECT DESCRIPTION

The project aims to develop alternative and sustainable interventions in the field of agrotourism to attract tourists to rural areas. The project will take into consideration the input of local businesses and residents through organised meetings, discussions and workshops. These consultations will also serve as an opportunity to raise awareness and provide residents with information on the benefits of rural tourism. The rural surrounding of Tirana offer a variety of terrain, mountains, rivers, lakes, optimal for organizing different sport activities. The development of agrotourism in rural areas has a direct impact on their economy, employment opportunities and residents' well-being. In addition, the favourable climate in the country, contributes positively to the growth of agricultural products and livestock. This is seen as one of the strengths of the rural areas of Tirana.

OVERALL OBJECTIVE

The project aims to strengthen the rural economies and attracting more local and foreign tourists.

PROJECT IMPLEMENTATION MODALITY

The main components envisaged under this project are the development of agritourism, green tourism, culinary tourism, historical and cultural tourism, sport activities such as rafting, horse riding, trekking, etc. The administrative unit of Ndroq will be the first unit to pilot the project. The historical and cultural heritage of which will be explored by organising guided visits to the Castle of Ndroq. The castle is located on top of the highest hill in the area and can be reached by hiking.

Taking into account the agricultural and livestock potential, as well as the large number of milk, meat and oil processing local factories, visits will be organised in order to taste and purchase the local products. The establishment of local guest houses are also envisaged, with the aim of bringing visitors closer to the local traditions, customs and way of living. Local business that will be involved in these activities, will be tax exempt for the first 4 years.

PRELIMINARY IMPACTS

- ☞ Support to rural business
- ☞ Promotion of the Ndroq area as a tourist attraction
- ☞ Increased living standards for local residents



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