



Sustainable Agrotourism for Local Development in Peza

about project

R05



Budget

Undefined



Municipal contribution

Project drafting and implementation



Municipal sectors/ directorates

The General Directorate for the Promotion of the City, The Directorate of Cultural Heritage and Tourism, The Administrative Unit of Peza, The Agricultural University of Tirana

PROJECT DESCRIPTION

The project is based on two main pillars aiming to develop agrotourism in Peza. The first will support the establishment of a local farm for the production of typical and non typical products, such as tomatoes, salad, peppers, broccoli, artichokes, rocket salad, etc. The farm will also serve as a place where tourists can taste local products with "Zero Km". The second project pillar will support the creation of a website that will provide information on Peza's agricultural products, its main natural, historical and archaeological attraction as well as information on accommodation and gastronomic delights. In addition, information boards will be placed at the main tourist attraction spots, and local guides will be trained to guide future visitors. Two tour packages will be developed. The Green Line Tour, offering an environmental itinerary, focusing on natural attractions, bike-tours, rafting, visits to dairies, wineries and olive processing factories. On the other hand, The Red Line Tour, will offer a cultural and historical itinerary, including guided visits to the Castle of Dorëzi, Bab Myslymi resident where the conference of Peza was held and the Martyrs Cemetery.

OVERALL OBJECTIVE

This project aims to strengthen Peza's local economic development, by promoting its local products and tourism potential.

PROJECT IMPLEMENTATION MODALITY

The development of sustainable tourism in the area will impact on the area's economic, social and environmental development. The administrative unit of Peza will serve as a pilot area offering the above mentioned services. The project shall be implemented in cooperation with the Agricultural University of Tirana.

PRELIMINARY IMPACTS

- ☞ Promotion of existing agricultural products;
- ☞ Production of new agricultural products;
- ☞ Increased number of tourists visiting the area;
- ☞ Development of local small business;
- ☞ Improved living standard in the area.



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