

## Project Factsheet

# TOUR GUIDES FOR PROTECTED AREAS IN ALBANIA



### Current situation

Protected areas in Albania are the backbone for the protection of unique European landscapes and are of increasing importance for expanding nature tourism, especially hiking activities. The current situation is characterized by the facts, that protected areas might serve as attractive destinations for tour operators in the future, whereas tourists themselves often don't realize that they are hiking, biking or residing in a protected area. Additionally, the protected areas themselves do not participate very much in the monetary benefit (added value) tourism may create in a certain region.

### Project objective

The main project objective is to improve this situation for both, tourists and protected areas, by the implementation of enhanced visitor guiding systems, especially in the Ohrid – Prespa region.

The following sub-goals are in the project's focus:

- Generation of local touristic added value by appreciation and utilization of local nature-protection-expertise;
- Qualification of protected areas staff members in Albania, or other interested persons in the region of a PA, to act as nature tour guides for individual tourists and groups;
- Qualification of local young adults (creation of tandem-team-tour guides);
- Promotion of protected areas in Albania for the target group of (German) hiking tourists;

The project intends to develop and test a specialized internet-platform, working as an intermediate agency between tour guides and (esp. German) tourists. (This platform will not act as a tour operator, but as a tool for individual tour guide marketing.)

### Project partners:

**Terolog GmbH**, Germany (Lead partner)



**Alfred Toepfer Academy for Nature Conservation**



### Funding organization:

**Ministry of Environment of Lower Saxony (Germany)**

**State Chancellery of Lower Saxony (Germany)**



### Project runtime:

Until 31.12.2019