

Interreg - IPA CBC



Greece - Albania

GET GRALB Experience Tourism

13.12.2021

Final Event



THREE ROUTES ONE PROMISE
THESSALY - VLORË

Institute of Public and Private Policies (IP3)

The project GET Deliverables - Dissemination materials of the Project

*Blerta Guda
Expert, IP3*



Project Deliverables

Diversification of tourism offer in the region

- ✓ Thematic itineraries to explore the region
- ✓ Database/Inventory with all cultural monuments, accessible on the website and mobile application
- ✓ Guidebook in two languages, English and Chinese , printed and online version
- ✓ Orientation map for cross-border cultural itinerary and cultural monuments
- ✓ Info - EKiosk in the region
- ✓ Dedicated web-site and mobile application
- ✓ Promotional video
- ✓ Dissemination and Promotion at international fairs and familiarizing trips with tour operators from China

Promotin / Online Marketing

- Our Regions needs to be competitive in the Toursim Market
- Competition between destinations needs promotion to get recognized and become a trendy destination.
- 3 main steps to promote our Region:
 - 1 – **To be exposed** as much as possible (dissemination materials as leaflet, banner, guidebook, website, app, social media).
 - 2 – **To be known** as a tourist product (better known by travel agents and be in contact with general public) The project has workshops and trainings with stakeholders (also fair participation)
 - 3 – **To be a frequented destination** (be recognized by specialists as a trendy destination and to maintain this status through general advertising, celebrity marketing, etc).

Project Dissemination

Dissemination tools

- GET Project has used innovative and online tools as social media, web platform, mobile application and virtual fairs as powerful and interactive instruments to promote the region as a unique destination, to attract more tourists and to increase the visibility.

Dissemination materials

- Leaflet
- Guidebook
- Banners

Dissemination channels

- www.get-experience-tourism.eu/
- Facebook:
www.facebook.com/GETprojectGRALB
- Instagram: [@get.experience.eu](https://www.instagram.com/get.experience.eu)
- Youtube:
www.youtube.com/channel/UCnJMDFV-iZHBQK0qPa45LiA/videos

Branding

- ✓ Branding is a trend concept that regions should consider as a competitive advantage.
- ✓ Tourism promotion is more effective when the destination is connected to a strong branding idea.
- ✓ Brands create interest, relevancy, and differentiation.

LOGO + SLOGAN



Leaflet

Include relevant introduction information about the Project:

- Geographical area covered by GET
- Project partners
- Financial assistance of the European Union
- Contacts
- About GET Project
- Objectives and Outputs

[Click here to view the leaflet](#)

Guidebook

Why cultural heritage & Thematic itineraries?

- ✓ Culture Heritage is a key asset for our regions & Strengthens regional identity
- ✓ Itineraries are a new approach to cultural heritage and cultural tourism
- ✓ Extends the stay of tourists in the region
- ✓ Adds an entirely new tourist segment
- ✓ New investment opportunities are generated & Increases economic activity related to culture
- ✓ Raises awareness on the maintenance and management of cultural sites

Guidebook - Process

- ✓ Data collection and analysis from field experts
- ✓ Creation of a database and inventory of cultural heritage monuments (permban mbi x monumente ne te dy rajonet and information on map coordinates & address, Historical period to which it belongs, Typology, Initial purpose of use and current purpose, Accessibility, Long and short description, Relevant authority responsible)
- ✓ Selection of monuments and POIs to be included in the guidebook
- ✓ Choosing the Desing and Layout of the guidebook

Guidebook – Features

The guide book presents a cultural heritage itinerary that is an inspiration and testimony to the rich diversity of the landscape, people and heritage of *Cross-border Region*, which presents intriguing potential for tourism throughout the country.

More than an overview of the region, it provides more detailed information that engages the target audience to explore and have a unique experience in the region and influence their perception of the region.

Purpose: Source of information for travelers / tourists interested in the region. Through its pages you experience a special experience. It invites you to explore the region. You will be amazed by what the region has to offer.

Design: Attractive and easy to use

Multilingual: English for international tourists and Chinese for specific tourism market

Version: Printed & online version

Guidebook – Overview

Routes are a dense network of points of interest that visitors and tourists can explore while staying in the region. **In Thesprotia – Vlorë Region**, there are many Points of Interest (POIs), archaeological & rare natural monuments, natural sites and attractions.

In Vlora Region - a main route with many branches which lead to different cultural and historical monuments that belong to three historical periods Antiquity, the Middle Ages, Modern era, as well as attractive natural monuments and POIs. There are:

- Churches, monasteries, basilicas, synagogues;
- Castles of different historical periods (Triporti, Kanina, Lekurs, Himara, Porto Palermo, Ali Pasha)
- Ancient ruins of cities, archeological sites (city of Amantia and Orik, ancient city of Phonice)
- Ancient city of Butrint that is part of Unesco, its baptistery, antique amphitheater, great basilica, baths, stoas etc.
- Ruined villages, antique walls, museums etc
- Other POIs as big touristic cities as Vlora, Himara, Saranda with many attractive monuments, costal villages as Dhermi, Vuno, Qeparo, Borsh, etc and other beautiful attractions that needs to be explore as Delvina and Finiqi, where in the guidebook we suggest different different activities.

Guidebook – Overview

In Thesprotia Region – three thematic routes, with a lot of potential to explore from fortified settlements, castles and fortress, amphitheatres, archeological sites, places of worship, mainly churches and monasteries, bridges, fountains and museums, mainly folklore and archeology. Also, monuments are classified in three historical periods Antiquity, the Middle Ages, Modern era.

Also, there are:

- Lakes, beaches, rivers
- Archeological sites (as Dymokastro, Pyrgos Ragio, Raveni etc) ,
- Fortified settlements as Lygia, Uzdina, Ancient Gitana, etc,
- Castle of Polynery, Fortresses of Igoumenitsa, of Eleftherochori, of Margariti etc,
- Acropolis, Ancient towers
- POIs as touristic cities and villages (Sivota, Igoumenitsa, Plataria, Sagiada, Souli, Gardiki, Paramythia, Keramitsa, Tsamantas, Filiates where tourists can conduct different activities suggested in the guidebook



Guidebook – Overview

A beautiful journey in history and nature!

[Click here to view the guidebook Part I – Vlora Region](#)

[Click here to view the guidebook Part II – Thesprotia Region](#)

Thank you very much for your attention !!!

Blerta Guda
Expert, IP3

Tel. +355 69 635 0888
bguda@institutip3.com