I. EXTRACT FROM DRAFT NSDI II ON AGRICULTURAL STRATEGY OF ALBANIAN GOVERNMENT
Strategic Objectives

1. Promote sustainable food production and quality by developing a competitive and innovative agro-food sector that is able to cope with competitive pressures.

2. Meet the standards and requirements of the EU market by 2020 through:
   1. Targeting at least an 8% annual increase in agriculture labour productivity, for the annual work unit (AWU) / full time employees;
   2. Ensuring that all farms and registered agro-processing operators are in full compliance with EU standards (application of standards for 80% of all farms and registered agro-processing operators as per EU norms);
   3. The increase in average farm size to at least 2.5 hectares and increased average size of commercial farms to 3.5 hectares;
   4. Improved organization of the value chain through the creation of 100 associations and groups of producers and similar types of cooperation among farmers;
   5. Improve the export-import ratio to 1:3; and
   6. Ensuring the overall sustainable management of natural and agricultural resources through the development of applicable national GAPs that take into account specifics of landscape, soils and climate in Albania.

3. Ensure the sustainable management of natural resources and undertake climate action through:
   1. Better management of forests and water, and the application of agricultural production methods in environmental protection and mitigation of climate changes;
   2. A targeted 1,000 increase in the number of certified organic farms by 2020; and
   3. An increase in the number of farmers benefitting from irrigation infrastructure to 300,000 by 2020.

4. Balance territorial development in rural areas by promoting diversification of economic activities, creation of employment, social inclusion and improvement of living conditions by 2020 through:
   1. The creation of 9,000 new jobs in agro-processing activities;
   2. The creation of 50-100 new micro-enterprises with an associated addition of 500-1,000 new jobs in rural areas through diversification of income-generating activities;
   3. The creation of 5,000 new jobs in non-agricultural activities and other services; and
   4. An increase in the number of farmers with off-farm income to 210,000.
Vision:

“An efficient, innovative and sustainable agro-food sector, able to cope with competitive pressure in the EU market and productive rural areas that provide economic activities and employment opportunities, social inclusion and quality of life for rural residents”
An Area's Tourist System Players and Operational Scales

Source: Ph. Moisset, Plan Bleu
II. IMPLEMENTATION PLAN FOR TOURISM
Suggested Implementation Plan

To achieve the objectives as set out above, it is recommended to develop a 10 year Responsible Tourism Management Plan. In the overview below the high, medium and low priorities are set out following the issues and priorities indicated.

Table 3: General focus of the planning

<table>
<thead>
<tr>
<th>Short Term Planning</th>
<th>Medium Term Planning</th>
<th>Long Term Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Plan will focus on</td>
<td>The plan will focus on</td>
<td>The plan will focus on</td>
</tr>
<tr>
<td>• High Priority Areas</td>
<td>• Medium priority areas</td>
<td>• Achieving objectives</td>
</tr>
<tr>
<td>• Creating a comprehensive framework for responsible tourism implementation</td>
<td>• Realizing planning objectives</td>
<td>• Planning for longer termed policies and planning</td>
</tr>
</tbody>
</table>

Key Stakeholders

Responsible Tourism is about each stakeholder taking responsibility for tourism and it cannot be achieved without a multi-stakeholder approach.

Table 4: Implementation plan short term 2017-2010

<table>
<thead>
<tr>
<th>Activity</th>
<th>Process</th>
<th>Key stakeholders and leader</th>
<th>Key Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsible tourism planning and management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Strengthen existing policies and integrate environmental and social policies using a multi-stakeholder approach</td>
<td>1. Review existing plans and policies and incorporate into a new Responsible Tourism Plan that focuses on future growth taking in all aspects (marketing, visitor numbers and capacity).</td>
<td>Leader: local consultant &amp; entrepreneur association</td>
<td>Degree of stakeholder involvement in the planning</td>
</tr>
<tr>
<td></td>
<td>2. Involve all stakeholders by conducting interviews/meetings to review current policies and organise focus groups with the local community.</td>
<td>Others: international project team All Government Departments Local Community Tourism Industry Investment Groups NGOs</td>
<td>Representation of stakeholder interests on tourism decision-making bodies</td>
</tr>
<tr>
<td></td>
<td>3. Assess existing revenue streams</td>
<td></td>
<td>Number of partnerships created</td>
</tr>
<tr>
<td></td>
<td>4. Develop policies to regulate tourism development. Ensure all policies fit current national law.</td>
<td></td>
<td>Environmental Criteria</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>% of revenue benefit local communities</td>
</tr>
</tbody>
</table>

Sustainable Visitor Numbers

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Develop a visitor management plan especially for domestic tourists</td>
<td>1. Invite key stakeholders and agree on a vision or objectives</td>
<td>Leader: local consultant, international project team</td>
</tr>
<tr>
<td></td>
<td>2. Review any existing policies</td>
<td>Others: Ministry of Tourism NGO’s Local Tourism Industry Suppliers Department of Planning and Investment</td>
</tr>
<tr>
<td></td>
<td>3. Evaluate current visitor flows (nationality, age, type of transport, length of stay)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Carry out visitor satisfaction surveys</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Determine recreational carrying capacity</td>
<td></td>
</tr>
</tbody>
</table>
### Activity

- Prepare a tourism product development plan which enables more responsible tourism products that benefit the local community and environmental protection and support quality tourism
- Strengthen stakeholders understanding of responsible tourism products and establish policies and regulations
- Introduce a few new key products for domestic market

### Tourism Marketing

<table>
<thead>
<tr>
<th>Process</th>
<th>Key stakeholders and leader</th>
<th>Key Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Establish a separate Tourism, Marketing and Promotion Board which will liaise with the leading organisation</td>
<td>(see figure 4)</td>
<td>A marketing plan that has a clear strategy that fits with the Destination Plan’s key objectives, taking in the forecast future growth of tourism in the region.</td>
</tr>
<tr>
<td>2. Comprehensive Market Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Prepare positioning and branding strategy that positions Qepar as an attractive destination for both domestic and international tourists</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Analyse current and future distribution channels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Ensure marketing supports product development master plan (see below)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Tourism product development

<table>
<thead>
<tr>
<th>Process</th>
<th>Key stakeholders and leader</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Determine organizational structures – establish a steering committee,</td>
<td>Leader:</td>
</tr>
<tr>
<td>2. Evaluate existing policies</td>
<td>Steering Committee</td>
</tr>
<tr>
<td>3. Assess existing activities and products that are currently offered. Develop a SWOT analysis</td>
<td>Local Community</td>
</tr>
<tr>
<td>4. Identify and develop new product that have potential for tourism (supply and demand) and are in line with the new Destination Plan</td>
<td>Investment Representatives</td>
</tr>
<tr>
<td>5. Determine which products suit which markets and segment accordingly</td>
<td>NGO’s</td>
</tr>
<tr>
<td>6. Assess the economic, environmental and social impact of introducing new products</td>
<td>Provincial Government Representatives including Department of Planning and Investment, Department of Construction, Department of Transportation, Department of Nature Resources and Environment, Department of Culture, Sport and Tourism</td>
</tr>
<tr>
<td>7. Train key stakeholders on Responsible Tourism Products</td>
<td>Stakeholders should be engaged from the beginning of the process through workshops. Stakeholders should also be trained on responsible tourism practices</td>
</tr>
</tbody>
</table>
### Tourism Training and Human Resource Management

- Carry out a training needs assessment
- Implement tourism training programs across all sectors

<table>
<thead>
<tr>
<th>Activity</th>
<th>Process</th>
<th>Key stakeholders and leader</th>
<th>Key Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Prepare and carry out an extensive tourism training programme which should include the following areas</td>
<td>Leader:</td>
<td>% of tourism employees with formal tourism training</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>% of tourism training taking place for low income communities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number of people completed tourism training per year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number of places available in formal or informal tourism training courses</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Knowledge of objectives/tourism plans by tour operators</td>
</tr>
</tbody>
</table>

### Environmental Management

- Strengthen or develop policies for environmental management of resources for the tourism sector and related infrastructure such as airport

<table>
<thead>
<tr>
<th>Activity</th>
<th>Process</th>
<th>Key stakeholders and leader</th>
<th>Key Performance Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1. Establish an Environmental Management Team with representatives from all major stakeholders</td>
<td>Leader:</td>
<td>An environmental management plan that has been approved by Government</td>
</tr>
<tr>
<td></td>
<td>2. Review current policies on environmental management within the area and develop/suggest amendments to existing policies (if necessary)</td>
<td></td>
<td>The key environmental indicators will focus on existing problems such as water, waste, energy and waste water</td>
</tr>
<tr>
<td></td>
<td>3. Set realistic objectives</td>
<td></td>
<td>Indicators:</td>
</tr>
<tr>
<td></td>
<td>4. Carry out environmental training awareness courses (see training above)</td>
<td></td>
<td>% reduction in water and energy usage</td>
</tr>
<tr>
<td></td>
<td>5. Communicate policies and/or new management systems</td>
<td></td>
<td>% reduction in waste</td>
</tr>
<tr>
<td></td>
<td>6. Integrate sustainability criteria for existing and new projects</td>
<td></td>
<td>% of reusing, recycling, waste</td>
</tr>
<tr>
<td></td>
<td>7. Ask all villages to sign a commitment to environmental protection</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Responsible Tourism Infrastructure Development

- **Activity:** Strengthen policies on tourism infrastructure plan to include protection of the environment

  - **Process:**
    1. Integrate sustainability criteria at key tourism infrastructure sites (new hotel developments, proposed projects)
    2. Assess current policies towards tourism infrastructure development
    3. Prepare a plan that takes into account all aspects of tourism infrastructure (including economic, social and environmental impacts)

- **Key stakeholders and leader:**
  - Leader:
    - Investors
    - Tourism Industry
    - Local Communities
    - Local Government including Department of Planning and Investment, Department of Construction, Department of Transportation, Department of Environment, Department of Culture and Tourism

- **Key Performance Indicators:**
  - Integrate sustainability criteria in all new and existing developments and quality management
  - Changes within current policies to ensure environmental protection
  - Number of Waste, (waste) water and energy consumption indicators recorded for future analysis

### Livelihoods and poverty reduction

- **Activity:** Involve local communities in decision and policy making
- **Activity:** Create awareness about tourism to local communities
- **Activity:** Develop a support structure for local communities to enter the tourism market
- **Activity:** Develop new products that benefit local people

  - **Process:**
    1. This must be through a participatory process, where local communities or representatives are given a chance to voice their opinions
    2. Ask for a representative from each major community to attend all meetings regarding policies changes and tourism management
    3. Form marketing partnerships with tour operators to develop products that involve the local community and tourists

- **Key stakeholders and leader:**
  - Leader:
    - Local Communities
    - Tourism Industry

- **Key Performance Indicators:**
  - % of communities benefiting from tourism (net benefits) – annual income
  - % of new products being developed that benefit local communities
  - Ratio of income generated from tourism, rather than other traditional income generating activities
  - Number of people employed in tourism
  - (% part time, % full time)
  - Number of tourism trainings carried out
  - Number of local communities attending tourism development meetings
  - % of tourism ventures registered to local community owners
  - Number of rural residents engaged in supplying goods to tourists or tourist facilities
  - Number of cultural villages
III. RESEARCH MAPS
Climate

Temperature

Topography
Appendix

Precipitation
Flood Risk
Soil in Qeparo and Surrounding
Cambisols (CMca (Calcaric Cambisol) and CMdy (dystric))

Fluvic Cambisol sampled in the area of Çiflig in Sarande in 2001. Soil profile collection of Prof. P. Zdruli

Cambisols are characterized by the absence of a layer of accumulated clay, humus, soluble salts, or iron and aluminium oxides. They differ from unweathered parent material in their aggregate structure, colour, clay content, carbonate content, or other properties that give some evidence of soil-forming processes. Because of their favourable aggregate structure and high content of weatherable minerals, they usually can be exploited for agriculture subject to the limitations of terrain and climate. Cambisols are the second most extensive soil group on Earth, occupying 12 percent of the total continental land area—mainly in boreal polar regions, in landscapes with high rates of erosion, and in regions of parent material resistant to clay movement. In order for a soil to qualify as a Cambisol, the texture of the subsurface horizons must be sandy loam or finer, with at least 8 percent clay by mass and a thickness of 15 cm or more. These soils naturally form on medium- to fine-textured parent materials under any climatic, topographic, and vegetative-cover conditions. In Albania Cambisols occupy about 31% of the territory making them the dominant soil in the country. Throughout the alluvial flatlands, same in the area of Saranda, Fluvic Cambisols are often associated with Fluvisols and Gleysols, Calcaric Cambisols dominate the surrounding hills and mountains in the area.

Phaeozems (PHca (calcaric))

Phaeozem soil profile© ISRIC, www.isric.nl one of the 30 soil groups in the classification system of the Food and Agriculture Organization (FAO)

Phaeozems are characterized by a humus-rich surface layer covered in the natural state with abundant grass or deciduous forest vegetation. They are highly arable soils and are used for growing wheat, soybeans, and pasture for cattle, as well as for wood and fuel production. Occupying about 1.5 percent of the continental land area on Earth, Phaeozems are found principally in the North American prairies, the South American pampas, and the subtropical steppes of Asia. Phaeozems have a high content of available calcium ions bound to soil particles, resulting in a very permeable, well-aggregated structure. These soils occur in association with Chernozems but under more humid climatic conditions (more than 550 mm of rainfall per year), which results in the absence of calcium carbonate or salt accumulation in subsurface layers. They may exhibit a layer of clay accumulation, however. Their surface layers are usually higher in humus than those of Chernozems.

Regosols (PHca (calcaric))

Phaeozem soil profile© ISRIC, www.isric.nl one of the 30 soil groups in the classification system of the Food and Agriculture Organization (FAO)

Regosols are characterized by shallow, medium- to fine-textured, unconsolidated parent material that may be of alluvial origin and by the lack of a significant soil horizon (layer) formation because of dry or cold climatic conditions. Regosols occur mainly in polar and desert regions, occupying about 2 percent of the continental land area on Earth. They are usually found under their original natural vegetation or under limited dryland cropping. Regosols often show accumulations of calcium carbonate or gypsum in hot, dry climatic zones. Regosols are similar to the soils in the Entisol order of the U.S. Soil Taxonomy that occur in either very cold or very dry and hot climatic zones. They differ from the FAO soil groups Andosols, Arenosols, and Vertisols in parent materials, from Gleysols in having lower water content, and from Leptosols in having greater soil profile depth. Regosols occupy in Albania 13.2% of the territory and are largely distributed in the mountain regions. Calcaric Regosols are spread in the mountain chain linking the districts of Vlorë and Sarandë.
IV. AROUND QEPARO
Qeparo and Surroundings

Historical Sightseeing

Upper Qeparo

Upper Qeparo, also called Qeparo Fshat or Old Qeparo, is located on a hill just behind (new) Qeparo. The village has an Orthodox Church dedicated to Saint Demetrius, dated 1760. The village is now for the most part abandoned. Owners live in bigger cities or in other countries, such as Greece. The houses are beautifully built with local materials, which creates an authentic look.

The Fortified Settlement of Karos

It is located near the village of Qeparo. The location was clearly chosen for its natural defences, as the fortress is situated atop a hill. Approachers from virtually any direction would face a difficult climb up a rocky slope. Origins of the settlement are unknown, but archaeological artefacts represent a wide range of inhabitants from the Early Iron Age to the 4th century C.E.

Borsh Castle

Kalaja e Sopotit, also known as Borsh Castle is situated north of the village Borsh. In the medieval period it was adopted as a military garrison and the castle was reinforced beginning in the late 18th century by Ali Pasha Tepeleena. The only mosque on the Albanian Riviera, built by Ali Pasha, can be found here.

Ali Pasha Tepeleena Fortress

The fortress is situated in the bay of Porto Palermo, a few kilometres north of Qeparo along the Albanian Riviera. The well preserved castle is commonly asserted to have been built in early 19th century by Ali Pasha of Tepeleena. Visitors can explore its well-preserved grounds, and take in the coastline’s picturesque scenery.
Submarine Tunnel

The base is located under a huge mountain. It was built in the early 1960s during the Cold War when Albania was a member of the Warsaw Pact.

Naval Base Pasha Liman

This was the only Soviet base in the Mediterranean in the 1950s. It was the hot spot of conflict between the Russians and the Albanians in 1961 when Albania pulled out of the Warsaw Pact. Most ships currently there are out of operation. Following the collapse of the Communist regime, the base was rebuilt by Turkey and under a bilateral agreement the Turkish Navy has the right to use it.
Activities

**Hiking Qeparo to Pilari**
sipatours.com/activities-albania/hiking-in-albania/

Leave Qeparo Beach and hike up to the village of Kudhes – visit the village of Old Qeparo along the way; hike through the mountains to the village of Pilari (vertical climb 800 m). Accommodation can be organised in traditional village homes around Pilari.

**Sea Kayaking**
outdooralbania.com/activities/kayaking

Sea kayaking itineraries run along the stunning villages of the Ionian coast, which is noted for its steep crags, small hidden bays, white gravel beaches and caverns of all shapes and sizes. The beauty of the sea is towered over by the massive 2000m high Mount Çika, while the hills are covered with olive and citrus groves, and other Mediterranean flora. While kayaking, one can also enjoy fishing, swimming and camping. As an alternative to camping, accommodation can be organised in traditional village homes along the coast. Kayak trips can also be combined with visits to some of the most important historical and archaeological sites in Albania.

**Boat tour along the Ionian coast.**
adventure-fun.al/tour_big.php?idt=50&lang=2#tabs1-1

The first stop is at the Pirate’s Cave. The cave is more than 30 m long, 8 m wide and 10 -12 m high. A stone block pillar divides the entry into two parts. It is possible to enter the cave, if the sea is calm. The tour continues in the direction of Ngjipe. The canyon of Ngjipe is situated along the lower part of Ngjipe stream, between Vuno and Ilias. Formed by water erosion, it is more than 2 km long and 100 m deep. Walking along its length is particularly impressing. The landscape is attractive, the beach is clean, and the water is clear. The last stop is at Jali Bay.
UNESCO Cycling Tour
outdooralbania.com/tours/unesco-cycling-tour

“This tour is for fit people who enjoy cycling into the nature and history of the southern coast, known as the “Albanian Riviera.” We will pass through scenic natural parks, home to some of Albania’s most astounding landscapes. We will visit fascinating UNESCO World Heritage Sites, stop in picturesque villages, and most of all enjoy the active adventure of Albania by bike.”

Cycling Tour South Albania
outdooralbania.com/tours/cycling-tour-south-albania

“This tour is for active people who want to explore the coastal mountains of Southern Albania by bike. We will cycle through hills covered in olive groves, around the magnificent Lake Ohrid, and along the sparsely inhabited Ionian coast. We will visit picturesque villages, the ancient cities of Gjirokaster and Berat, quiet beaches, and the archeological site Butrint. The climax of this tour is at the Llogara Pass, where the road climbs more than a thousand meters to a wonderful viewpoint before plunging into deep forest on the other side.”
V. PROJECT TEAM BACKGROUND
Project manager, facilitate workshops and work on new business cases at CSR Netherlands:

Networking organization and Centre of Excellence for Dutch companies striving towards corporate social responsibility. It is a fast-growing business network comprised of over 2000 members.

CSR Netherlands offers support to Dutch companies in the Netherlands as well as in international value chains. We support our partners by facilitating networks, transition programs and by developing products and tools.

Looking forward to contributing to a successful project in which we connect people from different sectors and layers of society. I will facilitate workshops and together with Gojart Smaja, our local power, I will make sure that all experts and local entrepreneurs have everything they need to work on their business plans, define next steps and establish new business relations along the way.

A sustainable alternative to mass tourism and luring destructive agricultural development so that Albania can maintain its pureness authenticity which make it such a unique country in Europe.

SME’s are the backbone of the intended development. They understand tradition as well as long term economic viability for their business. By working on short and circular value chains, by connecting small and medium sized entrepreneurs from different sectors and connecting them with counterparts from other European countries we intend to boost the development for the area.

The results of this program will be a mosaic of investable business scenario’s brought together in a spatial design of the area.

The next step will be to get the plans worked out and executed.
“Connecting all existing qualities and value into one complete story makes my day.”

Background

My company is specialised in identifying value and quality in people, organisations and cities. By doing so, we make business cases within the context of a variety of stakeholders who often have many (contradictory) interests and agenda's. We are experts in valueing and combining a variety of (technical) expertise into one strategic story and business case. We do this by using multi stakeholder management models and tooling as well as our ‘soft’ skills in building trust between parties.

Contribution

I will be joining the team from Wednesday 16th till Friday 18th of March and will be helping the team on formulating the business cases and looking for synergies as well as facilitating parts of the meeting.

Goals

My personal goal is to make sure that all parties involved see positive business cases from which they can all benefit both financially and non-financially.
Acting as Representative in Albania for PUM Netherlands Senior Experts and contributing as local consultant for MVO Nederland and other international projects. PUM senior experts (all volunteers) and local representatives provide business advice and technical assistance to organisations in developing countries and emerging markets, taking away bottle necks and facilitating sustainable paths for growth. A strong private sector requires the availability of knowledge. Knowledge to overcome bottlenecks, knowledge to innovate, knowledge to seize business opportunities. PUM has been active since 1978 to help to close the ‘knowledge gap’ that still exists in many countries around the world and that hampers growth in the private sector.

Assistance in designing mission exploration to create insight among high level stakeholders on potential for sustainable alternatives to mass tourism based on worst and best practices elsewhere and in Albania. Help understand and coordinate real possibilities and practical implications for implementing a sustainable tourism strategy in a specific location, working on development of agro tourism in a narrow sense, on the level of accommodation as well as in a broader sense by linking agro production, spatial design, infrastructural planning and tourism to create added value for all three sectors.

Open new horizons and opportunities for a long term development of sustainable (agro) tourism in Albania, ultimately leading to relevant supply for Northern European and International tour operators and thus opening Albania to European and other International markets for sustainable tourism.
"Sustainability is not about doing business differently, but doing business even better."

TOURISM

ANVR
Gerben Hardeman

www.anvr.nl
ghardeman@anvr.nl
+31 (0) 638107123

Background

Working as a sustainable tourism manager for the ANVR. This is the travel trade association in the Netherlands representing entrepreneurs in outbound tourism and travel market. Collectively the members represent approximately 90% of the outbound package travel market. The aim of the ANVR is to combine the strength of its members in pursuit of their common social and economic interest, so that the organization can play a prominent national and international role as the representative of the Dutch travel industry. Responsible tourism is one of the core values ANVR stands for. The ANVR set up a policy that requires all its members to meet a minimum of sustainable practices through a number of established criteria. Through this pro-active and future-oriented policy the ANVR stimulates and motivates its members and supports the development of products and services integrating sustainable tourism to enhance the positive impacts wherever possible and to reduce the negative social, cultural and environmental impacts as much as possible.

Contribution

We regard responsible tourism as the creation of better places for people to live and to visit and are convinced that tourism can contribute to reduce negative impacts and enhance positive impacts. As a sustainable tourism manager working for the Dutch association of entrepreneurs in travel I would like to contribute to a dialogue on destinations development since we all have a common interest to provide better experiences for local communities and visitors and to care for people culture and nature, as that is part of the product and service our industry is offering. We see a lot of interest in holidays in the Mediterranean coastal regions and it would be interesting to share and exchange knowledge and experience in the field of responsible tourism.

Goals

Qeparo will be a better place to live in and to visit
Project will lead to commercially and financially viable model for development of sustainable tourism/agriculture
Project will provide insights in multi stakeholder / cross sectoral approach
Product manager & CSR responsible for product.

Sawadee Reizen offers group tours with individual freedom. Within our portfolio we offer more than 250 tours worldwide. One of them is our beautiful Albania tour. Sawadee aims to give our travellers a special and unique travel experience. Who travels with Sawadee will experience a country from the heart. Our traveller will see, feel and gets in contact with the local people.

Within the offer of Sawadee we have many CSR projects were we can learn from. I will share bad and best practices. Together with the entrepreneurs I will look at the possibilities to develop CSR projects that will be attractive for tourists. After developing a project in Albania, Sawadee can also contribute with marketing and support the project.

Offer a successful and unforgettable CSR project for our travellers. Collect material and information about the most attractive projects. Stimulate and inspire local people to develop agro tourism.

“\textit{A successful sustainable project will support the main income of the entrepreneur, it will not 100\% depend on tourist support.}”
Rafael Enzler has a degree in economics and tourism management and worked for several years internationally as destination manager and consultant in the tourism industry. He is co-founder of gutundgut, a team of business partners of different backgrounds, with broad-based experience in the field of "place making". Place making is the process of discovering, creating, developing and realizing ideas and concepts for reconstructing place/resorts/destination identities, their defining traits and 'genius loci' and subsequently building the sense of place, by efforts and investments in hardware (e.g. infrastructure, buildings), software (e.g. events, stories), orgware (e.g. cooperative organisational structuring) and virtual ware (e.g. symbolic actions, websites).

Multidimensional approach when designing, thinking and working. Architecture, tourism, culture and communication complement each other in projects as well as in the team. Our approach helps to develop social, economic and ecologic sustainable projects.

Find partners to develop sustainable tourism projects with a strong local support. Make friends in a so far unknown country.
“It is in the combination of agricultural development with tourism and spatial development that you can move forward while taking advantage of what makes your area unique.”

AGRICULTURE

Alterra Wageningen UR
Tomek de Ponti

www.alterra.wur.nl
email: tomek.deponti@wur.nl
phone: +31 (0) 622090147

Background

Business Innovator Food Security & Sustainable Productivity at Alterra.

Alterra is the applied research institute for our green living environment and part of Wageningen University & Research centre, one of the leading agricultural research centers in the world. Expertise areas of Alterra include soil, water, climate, spatial and urban development, nature conservation and valorization of waste streams. Agriculture and agricultural development are key areas where we put our expertise into practice.

Contribution

Having worked on the integration of agricultural and rural development, the conservation of cultural and agricultural heritage and tourism in Bhutan, a kingdom in the Himalayas, I will contribute to the project by using that experience in the context of development in Albania in general and Qeparo in particular.

Goals

The people of Qeparo and other Albanian counterparts have experienced our team input as very valuable in moving ahead in their development, improving the wellbeing of their families / companies / country / region / landscape.
That the work we will have done with the people of Qeparo and other Albanian counterparts creates that much enthusiasm that we will have formed the basis of at least one project that will implement the plans we have jointly made to successfully link agricultural and spatial and tourism.
Establishing many new contacts that may lead to even more collaboration with Albanian partners.
Entrepreneur/farmer, experienced in local arrangements. 
Background and experience in marketing & communication. 
Consultant for Rabobank about metropolitan agriculture/food projects. 
Member of Innovation Council Meerlanden Company (recycling). 
Chairman Bouwland Regio Schiphol (part of Urgenda).

Long term experience in marketing & communication projects. 
Talent for coaching farmers because of my own background. 
Experience with working with several in other issues for transition projects (the Netherlands, Middle East & Africa) 
Broad network in sustainability, circular economy and companies, like the Dutch bank Rabobank.

To built up a sustainable network with entrepreneurs/farmers from Albania and the Netherlands. 
To inspire a lot of farmers with new possibilities between farming and tourism. 
To connect 10 farmers with the needs of the city/tourism and make concrete arrangements. 
To arrange three new concrete deals.
“Albania is such a blessed country. Now it’s time to protect and develop these blessings into a professional product.”

ARCHITECTURE & PLANNING

CITYFÖRSTER
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Background

“There is another way.” This is also true for architecture and urban planning, if both are understood as parts of larger systems. CITYFÖRSTER thinks of designing, planning, and building as team work, enabling the best ideas to prevail. For this reason CITYFÖRSTER works as a partnership supported by an interdisciplinary network to develop better solutions for working and learning, housing and living.

CITYFÖRSTER has a long history in Albania and has realised a number of signature projects, amongst which are the housing complex AnA in Tirana and Cape Square in Durrës, commonly referred to as “Sfinxit”.

Contribution

Together with MVO Nederland and the generous support of the Dutch Creative Industries Fund we have initiated this Pilot project and have assembled a team of distinct experts from two seemingly opposing fields of expertise: agriculture and tourism. We strongly believe that these two sectors have to work together to make Albania prosper. Our task will be to make sure that they do not conflict but complement each other. As architects and planners we will do this by understanding, moderating, ordering and putting things into the right place.

Goals

The outset of this initiative is to provide Albania and Albanians with proof of a viable investment alternative. Albania needs businesses that respect the blessings of this country and provide visitors with a unique experience while developing the local economy and improving the livelihood of people. Our aim is to prove that agriculture and tourism can co-exist on a commercial level and take the next step together with local stakeholders and investors in making this dream come true.
A comprehensive thinking is needed to reconsider the local landscape on a new angle.

LANDSCAPE

Openfabric
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Contribution

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Background

Founding partner of Openfabric, Francesco is a landscape architect with broad international experience, with a recent focus on Albania.

Openfabric is a young landscape architecture and urbanism practice that is currently engaging in different countries and specializing in different topics as coastal redevelopment, climate mitigation plans, infrastructures and public space design.

Contribution

Openfabric with its expertise can bridge the gap between agriculture and spatial planning. A comprehensive thinking is needed to reconsider the local landscape on a new angle. Looking back at the tradition is the starting point to address future potentials of sustainable growth. New pattern of uses are possible, and the change has to be addressed side by side with the locals, in the respect of the natural and cultural heritage, looking at the future generations.

Goals

To develop methods of intervention that can be used to sustainably exploit the landscape for agro-touristic purposes. Identify pilot projects and business cases to apply the knowledge of the international team altogether with the local stakeholders.
This report has been prepared in collaboration of CITYFÖRSTER, MVO Nederland and:

If you have any questions or remarks, please do not hesitate to contact us:

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