Diversification of the rural tourism offer of the Western Silk Road along Via Egnatia for Albania and FYROM

Western Silk Road and Via Egnatia – Walking the past, enjoying the present
Project proposal

• Make a **research** on the tourism potential of the WSR;
• Identify two traditional houses (e.g. silk museum) to serve as **interpretation centers** presenting the natural, cultural and historic assets of the WSR and/or museum;
• “Enhancing **intercultural** and nature conservation based **dialogue**” with youth, women and experts;
• Promote and market the WSR destination using **multimedia video** nationally and internationally.
Project partners

- Ministry of Tourism of Albania and FYROM;
- Local communities, municipalities along the WSR, Local Action Groups, NGOs,
- Universities and historians;
- Private sector and potential sponsors, cultural and environmental NGOs, etc.
Expected outcome

• Integrated rural development strengthened through tourism destination diversification;
• Opportunities for the new jobs in the tourism sector created;
• Awareness of cultural and natural heritage raised;
• WSR and Via Egnatia destination in Albania and FYROM are promoted/ marketed.
• Data bank of WSR created.
Thank you/ Faleminderit 😊

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