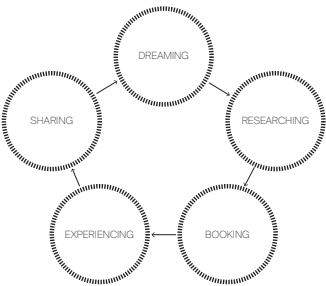
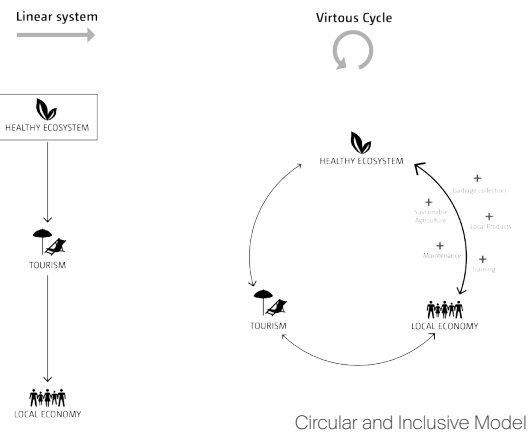


# Traveller and the Olive Grove

**Direct commission** Developing a cross sectoral approach to sustainable tourism development in Albania **location** Qeparo, Albania **client** Dutch government **services** consultancy, business cases **year** 2016 **partner** Martin Sobota **team** Tea Hadzizulfic **cooperation** MVO Nederland, Open Fabric, ANVR, Boer Bos, PUM, Sawadee, Alterra, gutundgut, Originate

With its amazing food, its multitude of untouched nature and its rich ancient history Albania deserves a much broader public that comes to visit, than the ‘off the beaten track tourist’. International tourism is a sector in constant development: More and more travellers are looking for authentic experiences which enrich them as individuals and also do something good for the country they are visiting. Sustainable tourism can provide these experiences through unique learning experiences directly tied to a country’s people and culture. Having this in mind the Dutch Embassy supported a cooperation of Cityförster with MVO Nederland and partners, to work on an inspiring concept for sustainable tourism in Albania, combining it with agriculture. The goal was to strengthen one destination by a multi -stakeholder approach to create a better place to live and to visit. After comprehensive analyses Qeparo, an old village along the coastline of Albania, has been chosen as a concrete area and in March 2016 a one-week workshop consisting of field visits, interviews with local entrepreneurs and design and business planning sessions with entrepreneurs on agriculture, hospitality, tourism services, urban planning and product design was organized. It resulted in potential projects, business cases and future scenarios for Qeparo. The project is currently being prepared for follow-up, up-scaling and replication.



Customer journey



Monofunctional agriculture



Highly intensive agriculture with touristic value



Monofunctional tourism



Uka Farm, Albania: Best practice example for Agro-Tourism





Following a local shepherd



Discussion with different stakeholders



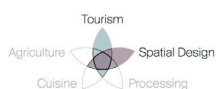
Visiting a local olive press



Experiments with local products

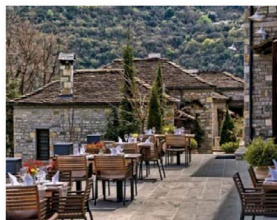
## Case 14

### Old Town Centre as One Big Hotel



#### Background

Travellers like to see the old 'charm' of the village and its buildings. During our visit to Kuthes we discovered that a number of buildings were renovated through a 'roots and façades' program of the Fund for Regional Development (Fondi i Zhvillimit të Rajoneve). The funds cannot be used for the inside of the houses which are meant to be programmed and renovated by the owners. Through the project 20 houses, an assembly hall, a bar, and the village square were renovated.



Aristi Resort

An example of a best practice in Greece is Aristi Mountain Resort and Villas. This gathering of beautifully renovated traditional houses is part of a little village and now serves as one hotel. We see a potentially similar concept for Kuthes.

#### Potential Business Case

Renovating the old houses' interiors and developing a management model similar to Aristi, would offer travellers the authenticity and a small scale look and feel of the old village, while providing the high level of services and amenities of a big scale resort.

Aristi resort is highly ranked, fully booked and provides prices of €100 per night! It has even been the winner of "World Luxury Hotel Awards" and has been included in "National Geographic".

Unique Lodges of 'The World'. Because of its quality, this kind of promotion is possible which contributes to a higher value and opens doors to potential tourists who are interested in such authentic and unique places.

Next to converting a house into a hotel, one could also think of additional uses such as a small museum or craft stores.



#### Potential Project Partners

- Locally: owners of individual houses.
- National: Fund for Regional Development (Fondi i Zhvillimit të Rajoneve) has a complete list of owners through the roots & façades project; Ministry of Tourism for Development of Pilot, Micro Credit Institutions or larger banks for higher profile approach.
- Internationally: investors and/or donors.



Renovation of the façades in Kuthes

#### Next Steps

- A model needs to be developed for fair earnings: how can it be ensured that the owners earn a decent percentage? The model should also include guidelines on "how to let your house".
- In addition, people need to be found who are interested in taking the responsibility of being the coordinator of the "Hotel" or resort.
- Find a group of house owners willing to apply a model like this to their property.
- Contacting owners of the potential houses and ask for their willingness and ability to invest.
- Two potential avenues exist:

The low and high profile could follow up on each other.



Renovated Kuthes