

# **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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