



Project Title: OPEN TOURISM PLUS

Project Number 556

**Lead Partner Organisation UNIONE DEI COMUNI “TERRE DEL MARE E DEL SOLE”
– Fascia orientale della provincia di Taranto**

AGENDA

INCOMING MISSIONS & B2B MEETING - ALBANIA

“CULTURE ITINERARY”

Albania, Tirana 10 - 11 May 2023

Dear All,

On behalf of the Albanian NGO CEDIR (Center for Economic Development & International Relations), we are proud to invite you to the Incoming Mission and B2B event, that will take place on 11 May 2023 in Albania, starting from Tirana within the OPEN TOURISM PLUS project that intends to enhance the Open Tourism model, a tourist information and welcome service consisting of a territorial network of information points and managed through a Circuit of local operators in Italy, Albania, Montenegro. OPEN TOURISM PLUS, in particular, aims to test, validate and disseminate the OPEN TOURISM model by expanding the network of participating actors /territories and enhancing the economic, social, cultural and environmental potential of the local tourist offer.

You can find the event agenda below.





May 10th 2023

16:00 - 18:00 Arrival of participant from Italy and Montenegro travelling from Montenegro

18:00 Guided tour in the Tirana Center discovering the beauty and cultural attractions of City Center

May 11th 2023

09:00 - 09:15 Registration of the participants to the incoming mission in the Destil Creative HUB Tirana at Zogu I Blvd, Tirana 1001;

09:15 - 09:45 Institutional Greetings from different partners presented :

- Presentation of the main outputs of the OPEN TOURISM Project to the guests and the local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers) part of the sectorial association “Albanian Organization of Tourism Enterprises”
- Cultural assets of Tirana by the Municipality of Tirana Representative
- Cultural assets of Albania by the NTA Representative
- **Group work with experts** (operators from Italy, Albania, and Montenegro) – Efficiency of Open Tourism tools regarding the development of the tourist offer and sustainability in the long term

09:45 - 10:30 B2B meeting among Guests and local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers) part of the sectorial association “Albanian Organization of Tourism Enterprises”

10:30 - 11:00 Travelling to Durres City, one of the oldest cities in Albania. Founded as Epidamnus (there where is water) in the 7th century BC

11:15 - 12:00 Meetings with the Representatives of Durres Municipality (Tourism and EU Project Department), *in the Black Box at the Municipality Premise’s Third floor*, and local





stakeholders invited exploiting cultural attractiveness of the city and way of collaboration B2B meeting with local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers)

- Presentation of the main outputs of the OPEN TOURISM Project to the guests and the local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers) part of the sectorial association “Albanian Organization of Tourism Enterprises”
- Cultural assets of Durres by the Municipality of Durres Representative
- **Group work with experts** (operators from Italy, Albania, and Montenegro) – Efficiency of Open Tourism tools regarding the development of the tourist offer and sustainability in the long term

12:00 - 12:30 Visit to Durres Amphitheatre and Byzantine city walls

12:30 - 13:30 Quick break lunch

13:30 - 14:45 Travelling toward BERAT, a city that houses many Albanian treasures of historical and cultural significance. A tribute to the country’s unique architecture, religious tolerance, and Ottoman-era buildings, this city is a true gem. The city is also Part of UNESCO World Heritage List

14:45 - 16:30 Meetings with the Representatives of Berat Municipality (Tourism and EU Project Department) *in the Olive Culture HUB at the Municipality Premise’s Third floor*, and local Stakeholders invited exploiting Cultural attractiveness of the city and way of collaboration B2B meeting with local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers)

- Presentation of the main outputs of the OPEN TOURISM Project to the guests and the local stakeholders involved with cultural assets (Tour Operators, Traveling Agencies, Cultural Managers) part of the sectorial association “Albanian Organization of Tourism Enterprises”
- Cultural assets of BERAT by the Municipality of BERAT Representative





- **Group work with experts** (operators from Italy, Albania, and Montenegro) – Efficiency of Open Tourism tools regarding the development of the tourist offer and sustainability in the long term

16:30 - 18:00 Visit the Berat Castle and The Onufri National Iconographic Museum, located in The Dormition of St. Mary, the Kala quarter's Cathedral (dating to XVIII century).

18:00 - 19:30 Travelling back to Tirana

20:30 Dinner to a traditional Restaurant in Tirana





INFORMATION ON THE CITIES TO BE VISITED

TIRANA

Visit Tirana - the heart and capital of Albania, like all other capital metropolises has never - ending movement and energy. With its clubs, bars, cafes and taverns Tirana is worth discovering by both day and night. The hospitality shown towards tourists is something that will mark your journey not only in Tirana but also all over the country. Have a walk from the main square through the boulevard. Your own journey might begin by visiting the museums and the key spots such as Sheshi Skënderbej, where you will be able to see the Mosque of Et'hem Bey and the 35m high Kulla e Sahatit (the Watch Tower), built in 1822 with a San Marco style cupola.

Useful links : <http://www.visit-tirana.com/>

DURRES

Durres, one of largest and the oldest cities on the Adriatic Sea. Though surviving remains are minimal, Durres is one of the oldest cities in Albania. Founded as Epidamnus (there where is water) in the 7th century BC, it was seized by the Illyrian king Glaucius in 312 BCE. Durres is called "The city with the faces of kings and emperors", along with the names of the founding kings of the city Dyrrah and Epidamni, the other five Illyrian kings are: Galaur, Grabo I, Glauk, Monun and Mytil. A city with an intense of 3000 years of life.

It later passed to the Romans, who called it Dyrrhachium and made it the terminus of their military highway (The Via Egnatia), which led past Elbasan and Lake Ohrid across the Balkan Peninsula to Thessalonica and the east. It thereby became the most important port of Illyricum. In the 4th century CE it became capital of Epirus Nova and an archbishopric was created there in 449. Several well-preserved Roman arenas have been excavated in the old quarter of the city.

The Amphitheatre was built in the beginning of the 2nd century AD, and was used for performances until the 4th century AD. The earthquake of 345/346 likely damaged the monument and closed the 'ludii gladiatorii'. An early Christian chapel was constructed on the Amphitheatre in the second half of the 4th century. The chapel was initially decorated with frescoes; in the 6th century, mosaics were added. A medieval chapel was built in the 13th century, also decorated with





frescoes. The Amphitheatre was covered over in the 16th century, after the Ottoman occupation, when a wall was built nearby. Marin Barleti described the monument as 'well-constructed'.

To visit:

Durrës Archaeological Museum; Durrës Amphitheatre; Byzantine city walls; Venetian tower;

Church of Saint Astius; Aleksandër Moisiu Ethnographic museum; The King Zog Villa;

Useful Link: <https://albania.al/destinations/durres/>

BERAT

Berat is one of the oldest cities in Albania and still bears traces of its many periods - from antiquity to the medieval era to modernity. Located in the southwest of Albania, next to the Osum River, it is surrounded by mountains and hills and has a typical Mediterranean climate. Berat was declared a museum city in 1961 for its historical and cultural values and has been part of the UNESCO World Heritage List since 2008.

The Clock Tower is located in the neighborhood "Dëshmoret e Kombit" and is a replica of the original tower, which was built in the 1870s. The Clock Mosque, which is located very close to the tower, gets its name from it.

The Water Cistern, or Saranxha as the locals call it, is a ruin that dates back to the 12th century. The architectural style and size of the structure make it one of the most interesting objects in the center of Berat's castle on the highest point of the Acropolis.

"Sarajet e Vrionasve" is a collection of buildings from the Vrionas family's late-18th-century residential complex. It is located in the center of the Mangalem quarter.

The Mbrica Museum is a private museum in the Kala neighborhood housed in a unique lodgement. This museum displays tools and historical jewelry items made by members of this family, who are known in Berat as artisans in the manufacture of precious metals.





The "Edward Lear" art gallery, which opened in 1994, is located near the Margarita Tutulani Cultural Center. Its four halls mainly feature works of visual arts by local and international authors.

The Lead Mosque dates from the 16th century and is located in the city center. It is one of the most beautiful mosques in the city and is located very close to the new Cathedral of St. Demetrius, demonstrating religious tolerance and peaceful coexistence between different religions, which has been a hallmark of this city for centuries.

The Church of St. Spyridon is a basilica that was rebuilt in 1864 which is located in the heart of the Gorica neighborhood. It is one of the most beautiful places of worship in the city due to its architecture and decoration style.

Visit Berat Castle has particular interest as people still live within its walls in their traditional houses, as have their ancestors for centuries. The castle used to have over many churches of which 7 still remain, including one turned into Onufri Museum.

Visit Onufri Museum. Onufri was an Albanian Icon master painter of the 16th century who painted many orthodox churches in Albania and Greece and he used a unique Red color for his icons which still today no one else can copy it.

Useful Link: <https://berat.al/>

We looking forward to see you in Tirana.

CEDIR STAFF

