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i-Thea

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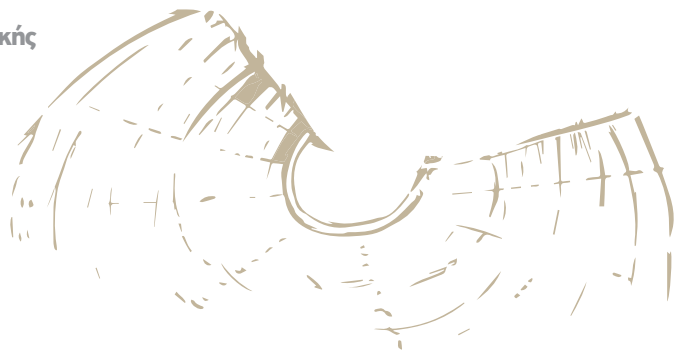
- ΑΝΑΠΤΥΞΙΑΚΗ ΗΠΕΙΡΟΥ Α.Ε. – Αναπτυξιακός Οργανισμός Τοπικής Αυτοδιοίκησης (ΗΠΕΙΡΟΣ Α.Ε.)
- Πανεπιστήμιο Ιωαννίνων – Τμήμα Αρχιτεκτόνων Μηχανικών
- Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας
- Περιφέρεια Αργυροκάστρου

Partners

- Development Agency of Epirus S.A. (EPIRUS S.A.)
- University of Ioannina – Department of Architecture
- Regional Center for Development and Cooperation
- Prefect of Gjirokaster

Partnerët

- EPIROS S.A. Organizata e Zhvillimit të Pushtetit Lokal
- Universiteti i Janines - Departamenti i Inxhinierisë Arkitekturore
- Qendra Per Bashkepunim Dhe Zhvillim Rajonal
- Prefekti i Qarkut Gjirokaster



Τίτλος Έργου: i-Thea

Ολοκληρωμένες Προσεγγίσεις για την Προώθηση της Πολιτιστικής Κληρονομιάς: Διαδρομή στα Αρχαία Θέατρα και τους Αρχαιολογικούς Χώρους ως Επώνυμος Προορισμός

Άξονας Προτεραιότητας 2: Ενίσχυση της Τοπικής Οικονομίας

Θεματικοί Στόχοι / Προτεραιότητες: δ-Ενθάρρυνση του τουρισμού και της πολιτιστικής και φυσικής κληρονομιάς.
Ειδικός Στόχος: 2.1 -Διατήρηση των πολιτιστικών και φυσικών πόρων ως προϋπόθεση για την τουριστική ανάπτυξη της διασυνοριακής περιοχής.

Project Title: i-Thea

Integrated Approaches for Cultural Heritage Promotion: Ancient Theatres and Sites Route as a Branded Destination

Priority Axis 2: Strengthening the Local Economy

Thematic Objectives / Priorities: d-Encouragement of tourism and cultural and natural heritage.

Special Objective: 2.1 -Conservation of cultural and natural resources as a condition for the tourism development of the cross-border area.

Titulli i projektit: i-Thea

Qasje të integruara për promovimin e trashëgimisë kulturore: shtegu i teatrove dhe vendeve antike si destinacion i markës

Aksi prioritar 2: Forcimi i ekonomisë lokale

Objektivat/Prioritetet Tematike: d-Nxitja e turizmit dhe trashëgimisë kulturore e natyrore.

Objektivi i veçantë: 2.1 -Ruajtja e burimeve kulturore dhe natyrore si kusht për zhvillimin e turizmit të zonës ndërkufitare.





Λίγα λόγια για το έργο Η γένεση της ιδέας του έργου i-Thea Η ανάγκη για «επώνυμα» τουριστικά προϊόντα

Σήμερα, η ύπαρξη της πολιτιστικής κληρονομιάς από μόνη της δεν επαρκεί για να διασφαλίσει τη βιωσιμότητα των τοπικών κοινωνιών που μπορούν να επωφεληθούν από αυτήν. Προκειμένου οι χώροι πολιτιστικής κληρονομιάς να χρησιμοποιηθούν ως «μηχανή» για την περιφερειακή ανάπτυξη και τον τουρισμό στο μέγιστο των δυνατοτήτων τους με υπευθυνότητα, καθώς και για να αυξήσουν τη συνολική ελκυστικότητα της περιοχής στο πλαίσιο μιας παγκόσμιας οικονομίας και της παγκοσμιοποιημένης αγοράς, πρέπει να προωθηθούν μέσω στρατηγικών ενεργειών διαχείρισης και μάρκετινγκ. Πρέπει να προωθηθούν ως «επώνυμα» τουριστικά προϊόντα, ακολουθώντας ένα ολιστικό σχέδιο που σχεδιάστηκε και υλοποιείται από μια Δομή που δημιουργήθηκε και αφιερώθηκε στη διαχείρισή τους.

Προκειμένου να αντιμετωπιστεί αυτή η πρόκληση, το έργο i-Thea πρότεινε μια νέα προσέγγιση ολοκληρωμένου σχεδίου δράσης, με στόχο την προώθηση και την ανάδειξη των υλικών και μη υλικών πολιτιστικών πτυχών των τοποθεσιών που περιλαμβάνονται στην Πολιτιστική Διαδρομή (CR) της διασυνοριακής περιοχής. Ο στόχος ήταν διπλός:
α. να αποτελέσει ισχυρή κινητήρια δύναμη για κοινωνική καινοτομία και περιφερειακή ανάπτυξη χωρίς αποκλεισμούς και
β. να συμβάλει στην ενίσχυση του βιώσι-

μου πολιτιστικού τουρισμού, μειώνοντας παράλληλα τις επιπτώσεις της εποχικότητας. Ως αποτέλεσμα, ο γενικός στόχος του έργου που ήταν «Η εξεύρεση ισορροπίας μεταξύ της βιώσιμης διατήρησης και ανάπτυξης του οικονομικού και κοινωνικού δυναμικού της πολιτιστικής κληρονομιάς, μέσω της δημιουργίας και διαχείρισης μιας διαδρομής πολιτιστικού επώνυμου προορισμού» και του κύριου παραδοτέου, που προέκυψε από αυτό, επιτεύχθηκε η δημιουργία και η διαχείριση της «Διαδρομής Αρχαίων Θεάτρων και Τοποθεσιών» ως επώνυμου προορισμού. Δικαιούχοι αυτής της διασυνοριακής συνεργασίας για την ανάπτυξη διαπεριφερειακών πολιτιστικών και τουριστικών προϊόντων και υπηρεσιών είναι οι τοπικές κοινωνίες, οι αρχές, οι ενδιαφερόμενοι και οι επιχειρηματίες στον τουρισμό, οι φοιτητές και φυσικά οι τουριστικοί πράκτορες και οι πιθανοί ταξιδιώτες-τουρίστες.

A few words about the project The genesis of the i-Thea project idea The need for «branded» tourism products

Today, the existence of cultural heritage alone is not sufficient to ensure the viability of local communities that can benefit from it. In order for heritage sites to serve as an 'engine' for regional development and tourism to their full potential responsibly, as well as to increase the overall attractiveness of the region in the context of a global economy and globalized market, they must be promoted through strategic

management and marketing actions. They must be promoted as «branded» tourism products, following a holistic plan designed and implemented by a Structure created and dedicated to their management.

In order to address this challenge, the i-Thea project delivered a new integrated action plan approach, aiming to promote and highlight the tangible and intangible cultural aspects of the sites included in the Cultural Route (CR) of the cross-border region. The objective was twofold: a. to become a strong driving force for social innovation and inclusive regional development and b. to contribute to strengthening sustainable cultural tourism while reducing the effects of seasonality.

As a result, the overall objective of the project which was «Finding a balance between the sustainable conservation and development of the economic and social potential of the cultural heritage,

through the creation and management of a cultural branded destination route» and the main outcome which came out of it, the creation and management of the «Route of Ancient Theaters and Sites» as a branded destination was achieved.

Beneficiaries of this cross-border cooperation for the development of interregional cultural and tourism products and services are local communities, authorities, stakeholders and entrepreneurs in tourism, students and of course tour operators and potential travelers-tourists.

Disa fjalë për projektin Zanafilla e idesë së projektit i-Thea Nevoja për produkte turistike të «branduara».

Sot, vetëm ekzistenca e trashëgimisë kulturore nuk është e mjaftueshme për të siguruar qëndrueshmërinë e komuniteteve lokale që mund të përfitojnë prej saj. Në mënyrë që vendet e trashëgimisë të

shërbejnë si një «motor» për zhvillimin rajonal dhe turizmin me potencialin e tyre të plotë me përgjegjësi, si dhe për të rritur tërheqjen e përgjithshme të rajonit në kontekstin e një ekonomie globale dhe tregut të globalizuar, ato duhet të promovohen nëpërmjet menaxhimit strategjik dhe veprimet e marketingut. Ato duhet të promovohen si produkte turistike «të markuara», duke ndjekur një plan holistik të hartuar dhe zbatuar nga një Strukturë e krijuar dhe dedikuar menaxhimit të tyre. Për të adresuar këtë sfidë, projekti i-Thea ofroi një qasje të re të planit të veprimt të integruar, duke synuar të promovojë dhe të nxjerrë në pah aspektet kulturore të prekshme dhe të paprekshme të vendeve të përfshira në Rugën Kulturore (CR) të rajonit ndërkufitar. Objektivi ishte i dyfishtë: a. të jetë një forcë e fortë lëvizëse për inovacionin social dhe zhvillimin rajonal gjithëpërfshirës dhe b. kontribuojnë në forcimin e turizmit të qëndrueshëm kulturor duke reduktuar

efektet e sezonalitetit. Si rezultat, objektivi i përgjithshëm i projektit që ishte «Gjetja e një ekuilibri midis ruajtjes dhe zhvillimit të qëndrueshëm të potencialit ekonomik dhe social të trashëgimisë kulturore, nëpërmjet krijimit dhe menaxhimit të një ruge destinacioni të markës kulturore» dhe prodhimit kryesor, e cila doli prej saj, u arrit krijimi dhe menaxhimi i «Rugës së Teatrove dhe Vendeve Antike» si destinacion i markës. Përfitues të këtij bashkëpunimi ndërkufitar për zhvillimin e produkteve dhe shërbimeve ndërrajonale kulturore dhe turistike janë komunitetet lokale, autoritetet, palët e interesuara dhe sipërmarrësit në turizëm, studentët dhe sigurisht operatorët turistike dhe udhëtarët-turistët e mundshëm.





ΑΝΑΠΤΥΞΙΑΚΗ ΗΠΕΙΡΟΥ Α.Ε.- ΑΝΑΠΤΥΞΙΑΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ΤΟΠΙΚΗΣ ΑΥΤΟΔΙΟΙΚΗΣΗΣ (ΗΠΕΙΡΟΣ Α.Ε.)

DEVELOPMENT AGENCY OF EPIRUS S.A.

EPIRUS S.A. - ORGANIZATA E ZHVILLIMIT TË
PUSHTETIT LOKAL

Επιμορφωτικά σεμινάρια του έργου i-Thea

Ο Αναπτυξιακός Οργανισμός «ΗΠΕΙΡΟΣ Α.Ε.» στοχεύοντας στη συμμετοχή των τοπικών κοινωνιών σε ένα μοντέλο ολοκληρωμένης διαχείρισης και διακυβέρνησης, διοργάνωσε τέσσερα επιμορφωτικά σεμινάρια για επαγγελματίες-επιχειρηματίες του τουρισμού, της παραγωγής και επεξεργασίας τοπικών προϊόντων, καθώς και για πολιτιστικούς φορείς και οργανισμούς, που απευθύνονταν πρωτίστως στα εγγεγραμμένα μέλη του Τοπικού Δικτύου της Πολιτιστικής Διαδρομής στα Αρχαία Θεάτρα της Ηπείρου. Τα τέσσερα σεμινάρια πραγματοποιήθηκαν στις έδρες των Περιφερειακών Ενότητων της Περιφέρειας Ηπείρου, δηλαδή των Ιωαννίνων, της Άρτας, της Πρέβεζας και της Ηγουμενίτσας τις δύο πρώτες εβδομάδες του Νοεμβρίου.

Στα Επιμορφωτικά Σεμινάρια διάρκειας τεσσάρων (4) ωρών παρουσιάστηκαν τα ακόλουθα:

- τα προτεινόμενα τουριστικά πακέτα, τα οποία σχεδιάστηκαν ειδικά για την Πολιτιστική Διαδρομή κατόπιν συνεννόησης με τα μέλη του Τοπικού Δικτύου,
- η σύνδεση της γαστρονομίας με τον πολιτισμό και τον πολιτιστικό τουρισμό,
- η διαχείριση Ξενοδοχειακών Μονάδων & Επιχειρήσεων Τροφίμων,
- τρόποι ψηφιακού μάρκετινγκ των τοπικών επιχειρήσεων και
- η δυναμική των Συνεταιριστικών Σχηματισμών

Μετά τις παρουσιάσεις ακολούθησε ανοιχτή συζήτηση μεταξύ των ομιλητών και των συμμετεχόντων σχετικά με τη συνεργασία του τοπικού πληθυσμού, των επιχειρήσεων και των φορέων τοπικής ανάπτυξης για την ευαισθητοποίηση σχετικά με την πολιτιστική κληρονομιά και τη δημιουργία επώνυμων τουριστικών προϊόντων μέσω της ανάπτυξης αυτού του καινοτόμου εργαλείου, την αποτελεσματική διαχείριση και ανάδειξη της Πολιτιστικής Διαδρομής των Αρχαίων Θεάτρων ως τουριστικού προορισμού και τη βελτίωση της ποιότητας

των παρεχόμενων προϊόντων και υπηρεσιών με την ενεργό συμμετοχή των τοπικών επιχειρηματιών.

Training seminars of the i-Thea project

The Development Organization "EPIRUS SA" aiming to the participation of local communities in a model of integrated management and governance, organized four training



seminars for professionals-entrepreneurs in tourism, production and processing of local products, as well as for cultural institutions and organizations, which addressed primarily to the registered members of the Local Network

of the Cultural Route to the Ancient Theaters of Epirus. The four seminars took place at the seats of the Regional Units of the Epirus Region, ie Ioannina, Arta, Preveza and Igoumenitsa during the first two weeks of November.

In the Training Seminars of four (4) hours duration, the following were presented:

- the proposed tourist packages, which were designed especially for the Cultural Route after consultation with the members of the Local Cluster,
- the connection of gastronomy with culture and cultural tourism,
- the management of Hotel Units & Food Businesses,
- ways of digital marketing of local businesses and
- the dynamics of Cooperative Formations

The presentations were followed by an open discussion between the speakers and the participants on the cooperation of the local population, businesses and regional bodies of local development to raise awareness about cultural heritage and the creation of branded tourism products through the development of this innovative tool for the effective management and promotion of the Cultural Route of the Ancient Theatres as tourist destination and the improvement of the quality of the provided products and services with the active involvement of the local entrepreneurs.

Seminare trajnuese të projektit i-Thea

Organizata e Zhvillimit "EPIRUS SA" duke synuar pjesëmarrjen e komuniteteve vendore në një model të menaxhimit dhe qeverisjes së integruar, organizoi katër seminare trajnimit për profesionistë-sipërmarrës në turizëm, prodhimin dhe përpunimin e produkteve vendore, si dhe për institucionet dhe organizatat kulturore, i cili u drejtohej kryesisht anëtarëve të regjistruar të Rrjetit Lokal të Rrugës

Kulturore drejt Teatrove të Lashtë të Epirit. Të katër seminarët u zhvilluan në selitë e Njësisë Rajonale të Qarkut Epir, dmth. Janinë, Artë, Prevezë dhe Igumenicë gjatë dy javëve të para të muajit nëntor.

Në seminarët e trajnimit prej katër (4) orësh u prezantuan:

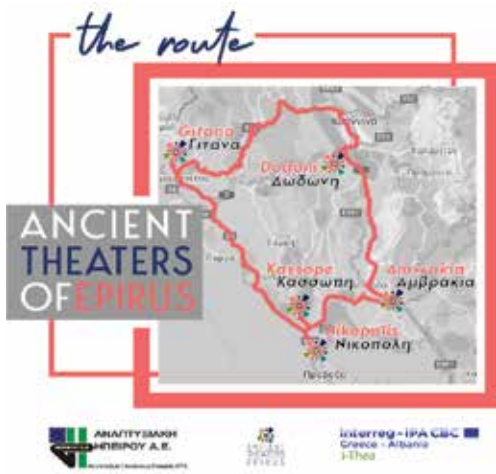
- paketat turistike të propozuara, të cilat u hartuan posaçërisht për Rrugën Kulturore pas konsultimit me anëtarët e Klasterit Lokal,
- lidhja e gastronomisë me kulturën dhe turizmin kulturor,
- menaxhimin e njësisë hoteliere dhe bizneseve ushqimore,
- mënyrat e marketingut dixhital të bizneseve lokale dhe
- dinamika e formacioneve të kooperativës

Prezantimet u pasuan nga një diskutim i hapur midis folësve dhe pjesëmarrësve mbi bashkëpunimin e popullsisë vendase, bizneseve dhe organeve rajonale të zhvillimit lokal për të rritur ndërgjegjësimin për trashëgiminë kulturore dhe krijimin e produkteve turistike të markës përmes zhvillimit të këtij mjeti inovativ për menaxhimin dhe promovimin efektiv të Rrugës Kulturore të Teatrove Antikë si destinacion turistik dhe përmirësimin e cilësisë së produkteve dhe shërbimeve të ofruara me përfshirjen aktive të sipërmarrësve vendas.



Συμμετοχικό Διαδικτυακό Συνέδριο: Πολιτιστική Διαδρομή στα Αρχαία Θέατρα της Ηπείρου. Το κοινωνικό αποτύπωμα.

Στόχος του συμμετοχικού διαδικτυακού συνεδρίου ήταν η ενημέρωση της τοπικής κοινωνίας για την Πολιτιστική Διαδρομή των Αρχαίων Θεάτρων της Ηπείρου σχετικά με τις δράσεις ανάπτυξης και προβολής που έχουν υλοποιηθεί και συνεχίζονται να σχεδιάζονται ή βρίσκονται σε εξέλιξη από όλους τους φορείς, δημόσιους ή ιδιωτικούς.



Participatory Online Conference: Cultural Route to the Ancient Theatres of Epirus. The social footprint.

The aim of the participatory online conference was to inform the local community about the Cultural Route of the Ancient Theatres of Epirus as regards the development and promotion actions that have been implemented and continue to be planned or are in progress by all the bodies and local stakeholders involved, public or private.

Konferenca Online Pjesëmarrëse: Rruga Kulturore drejt Teatrove të Lashtë të Epirit. Gjurma sociale.

Qëllimi i konferencës online pjesëmarrëse ishte informimi i komunitetit lokal për Rrugën Kulturore të Teatrove të Lashtë të Epirit në lidhje me veprimet zhvillimore dhe promovuese që janë zbatuar dhe vazhdojnë të planifikohen ose janë në zhvillim e sipër nga të zyratë vendore publike ose private.

Μελέτες

Πολιτιστική Χαρτογράφηση και Τεκμηρίωση της Πολιτιστικής Διαδρομής των Αρχαίων Θεάτρων της Ηπείρου

Στην περιοχή της Ηπείρου, η ανθρώπινη εγκατάσταση έχει εντοπιστεί ήδη από την παλαιολιθική περίοδο. Από τις πόλεις που ξεχώρισαν και άκμασαν τότε, πιο γνωστές ήταν η Αμβρακία, η Κασσώπη, τα Γίτανα, η Δωδώνη καθώς και η Νικόπολη που ιδρύθηκε από τους Ρωμαίους.

Όλες οι παραπάνω πόλεις βρίσκονται διασκορπισμένες και στις 4 Περιφερειακές Ενότητες της Ηπείρου. Για τους λάτρεις λοιπόν του πολιτισμού, έχει δημιουργηθεί μια μοναδική διαδρομή που ενώνει τις περιοχές αυτές και αποτελεί ουσιαστικά την αφορμή για μια πλούσια, ολοκληρωμένη πολιτιστική εμπειρία. Η διαδρομή αυτή αναδεικνύει την ιστορία τους μέσα από ένα συνδυαστικό αρχιτεκτονικό οικοδόμημα, που δεν είναι άλλο από το θέατρο.

Τα «Αρχαία Θέατρα της Ηπείρου» είναι μια πολιτιστική διαδρομή που υπόσχεται πολλά ταξίδια σε ένα, ταξιδεύει στο χρόνο, στους τόπους, στις πέντε αισθήσεις. Πέντε αρχαιολογικοί χώροι και τα θεάτρά τους είναι οι κύριες στάσεις, τα σημεία εκκίνησης από όπου ο καθένας μπορεί να συλλέξει και να συνθέσει εμπειρίες που τους ενδιαφέρουν και τους εμπνέουν. Όλα είναι εδώ: συναρπαστικοί αρχαιολογικοί χώροι και μνημεία, ιστορικοί τόποι και μνημεία της φύσης, αρχιτεκτονική και παραδοσιακοί οικισμοί που συνθέτουν τα μαγευτικά τοπία της Ηπείρου.

Studies

Cultural Mapping and Documentation of the Cultural Route of the Ancient Theatres of Epirus

In the region of Epirus human settlement has been identified as early as the Paleolithic period. Among the cities that stood out and flourished at that time, the most famous were Amvrakia, Kassopi, Gitana, Dodoni as well as Nikopolis founded by the Romans.

All the above cities are scattered in all 4 Regional Units of Epirus. For culture lovers, a unique route has been created that unites these regions and essentially constitutes the occasion for a rich, integrated cultural experience. This route highlights their history through a connecting architectural building, which is none other than the theater.

The «Ancient Theaters of Epirus» is a cultural route that promises many trips in one, traveling through time, places and the five senses. Five archaeological sites and their theaters are the main stops, the starting points from where everyone can collect and synthesize experiences that interest and inspire them. Everything is here: fascinating archaeological sites and monuments, historical places and monuments of nature, architecture and traditional settlements that make up the enchanting landscapes of Epirus.

Studime

Harta Kulturore dhe Dokumentimi i Rrugës Kulturore të Teatrove Antikë të Epirit





Në rajonin e Epirit vendbanimi njerëzor është identifikuar që në periudhën paleolitike. Ndër qytetet që ranë në sy dhe lulëzuan në atë kohë, më të njohurit ishin Amvrakia, Kassopi, Gitana, Dodoni si dhe Nikopoli i themeluar nga romakët. Të gjitha qytetet e mësipërme janë të shpërndara në të 4 Njësitë Rajonale të Epirit. Për dashamirët e kulturës, është krijuar një rrugë unike që bashkon këto rajone dhe në thelb përbën rastin për një përvojë të pasur kulturore të integruar. Kjo rrugë nxjerr në pah historinë e tyre përmes një ndërtese arkitekturore lidhëse, e cila nuk është tjetër veçse teatri. «Teatrot e lashtë të Epirit» është një rrugë kulturore që premtion shumë udhëtime në një, duke udhëtuar nëpër kohë, vende dhe pesë shqisat. Pesë site arkeologjike dhe teatrot e tyre janë ndalesat kryesore, pikat e nisjes nga ku të gjithë mund të mbledhin dhe sintetizojnë përvoja që i interesojnë dhe i frymëzojnë. Gjithçka është këtu: vende dhe monumente magjepsëse arkeologjike, vende historike dhe monumente të natyrës, arkitekturë dhe vendbanime tradicionale që përbëjnë peizazhet magjepsëse të Epirit.

Εφαρμογή κινητού τηλεφώνου

Μετά τον σχεδιασμό και τη χαρτογράφηση των διαδρομών που εντάσσονται στην Πολιτιστική Διαδρομή των Αρχαίων Θεάτρων της Ηπείρου, μια ειδικά για το έργο δημιουργημένη εφαρμογή για κινητά τηλέφωνα (Android και iOS) ενσωματώνει τις διαδρομές και άλλες λειτουργίες προάγοντας την κοινωνικοποίηση και τη συνεργασία μεταξύ των χρηστών. Έξυπνοι αισθητήρες τοποθεσίας, βασισμένοι σε Bluetooth, έχουν εγκατασταθεί σε όλες τις διαδρομές για απρόσκοπτη πλοήγηση και παράδοση περιεχομένου στο κινητό τηλέφωνο του χρήστη.

Ο χάρτης με τους αισθητήρες Bluetooth που έχουν εγκατασταθεί σε 40 επιλεγμένες τοποθεσίες στην Πολιτιστική Διαδρομή των Αρχαίων Θεάτρων.

Mobile Application

After the design and mapping of the routes that are part of the Cultural Route of the Ancient Theatres of Epirus a specially designed for the project Mobile App (Android and iOS) embeds the routes and integrates other functionalities promoting socialization and cooperation between the users. Smart location sensors, Bluetooth-based, have been installed throughout the routes for unobtrusive navigation and content delivery at the mobile phone of the user. The map with the Bluetooth Sensors that have been installed at 40 selected sites on the Cultural Route of the Ancient Theatres.

Aplikacion celular

Pas projektimit dhe hartës së itinerareve që janë pjesë e Rrugës Kulturore të Teatrove Antikë të Epirit, një i projektuar posaçërisht për projektin Mobile App (Android dhe iOS) fut rrugët dhe integron funksionalitete të tjera që promovojnë socializimin dhe bashkëpunimin midis përdoruesve. Sensorët inteligjentë të vendndodhjes, të bazuara në Bluetooth, janë instaluar në të gjithë rrugët për navigim pa vëmendje dhe shpërndarje të përbajtjes në telefonin celular të përdoruesit.

Harta me sensorët Bluetooth që janë instaluar në 40 vende të zgjedhura në Rrugën Kulturore të Teatrove të Lashtë.

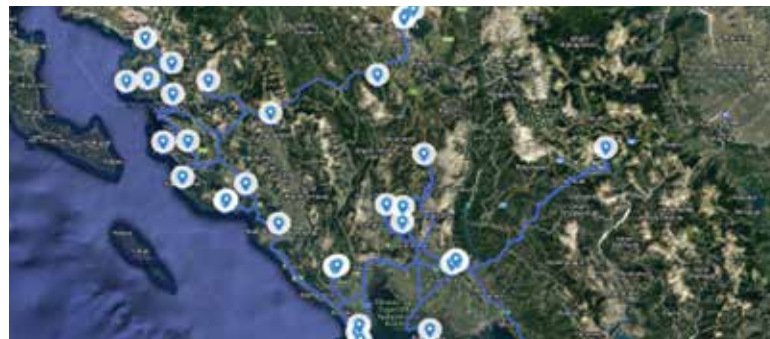
Τουριστικά πακέτα για την Πολιτιστική Διαδρομή των Αρχαίων Θεάτρων και Τοποθεσιών

Δημιουργία Τουριστικών πακέτων

Γεωγραφικά τοποθετημένη μεταξύ του τουριστικού πόλου της παράκτιας δυτικής ζώνης και περιοχών που προσδιορίζονται ως ζώνες οικοτουρισμού και φυσιολατρικού τουρισμού, η Διαδρομή περιλαμβάνει, εκτός από τους σημαντικούς αρχαι-

ους χώρους και περιοχές συνυφασμένες με σπάνιους βιότοπους, όπως ο Αμβρακικός, ο Αχέροντας, η Σαγιαδά, περιοχή της Κόνιτσας και του Ζαγορίου, αλλά και με το διοικητικό κέντρο της Ηπείρου, τα Ιωάννινα, με εξαιρετική ξενοδοχειακή και συνεδριακή υποδομή. Τα χαρακτηριστικά αυτά προσφέρονται για συνδυασμούς πολιτιστικού τουρισμού με φυσιοτουρισμό, τουρισμό περιπέτειας, αθλητικό τουρισμό, συνεδριακό τουρισμό, εκπαιδευτικό τουρισμό, γαστρονομικό τουρισμό κ.λπ. Η Διαδρομή εκτός από το ιδιαίτερο ενδιαφέρον για τα αρχαία θέατρα και τα αντίστοιχα μουσεία και αρχαιολογικούς χώρους, συνδυάζει και άλλα ειδικά είδη τουρισμού, ώστε να μπορεί να απευθυνθεί σε πολλαπλό κοινό (π.χ. περιοχές κατά μήκος της Διαδρομής, συνεδριακός τουρισμός με κέντρο τα Ιωάννινα, τουρισμός κρουαζιέρας με βάση την Ηγουμένιτσα, οικοτουρισμός και διάφορα είδη «τουρισμού περιπέτειας» κ.λπ.).

Με βάση τη γεωγραφία της περιοχής, διαμορφώθηκαν μια σειρά από σενάρια διαδρομής, ανάλογα με την αφετηρία των επισκεπτών και τον τελικό προορισμό τους. Είναι αυτονόητο ότι πολλές παραλλαγές μπορούν να γίνουν για επισκέπτες/τουρίστες κρουαζιέρας ή από ακτή σε ενδοχώρα και αντίστροφα.



Tourism packages for the Cultural Route of the Ancient Theatres and Sites

Creation of Tourism packages

Geographically located between the touristic pole of the coastal western zone and areas identified as zones for ecotourism and nature-loving tourism, the Route includes, in addition to the important ancient sites and areas intertwined with rare habitats, such as Amvrakikos, Acheron, Sayada, area of Konitsa and Zagori, but also with the administrative center of Epirus, Ioannina, with an excellent hotel and conference infrastructure. These characteristics are offered for combinations of cultural tourism with nature tourism, adventure tourism, sports tourism, conference tourism, educational tourism, gastronomy tourism etc.

The Route apart from the special interest in ancient theaters and the corresponding museums and archaeological sites, combines other special types of tourism, so that it can be addressed to multiple audiences (e.g. summer «sun and sea» tourism side-by-side with the areas along the Route, conference tourism centered on Ioannina, cruise tourism based on Igoumenitsa, eco-tourism and various types of «adventure tourism», etc.).

Based on the geography of the area, a series of route scenarios were formed, depending on the starting point of the visitors and their final destination. It goes without saying that many variations can be made for cruise guests/tourists or from coast to inland and vice versa.





Paketa turistike për Rugën Kulturore të Teatrove dhe Vendeve Antike Krijimi i paketave turistike

E vendosur gjeografikisht midis polit turistik të zonës bregdetare perëndimore dhe zonave të identifikuara si zona për ekoturizëm dhe turizëm natyral. Rruga përfshin, përveç vendeve të rëndësishme antike dhe zonave të ndërthurura me habitate të rralla, si Amvrakikos, Acheron, Sayada, zona e Konicës dhe Zagorit, por edhe me qendrën administrative të Epirit, Janinë, me një infrastrukturë të shkëlqyer hotelerie dhe konferencash. Këto karakteristika ofrohen për kombinimet e turizmit kulturor me turizmin e natyrës, turizmin e aventurës, turizmin sportiv, turizmin konferencial, turizmin arsimor, turizmin gastronomik etj. Rruga, përveç interesit të veçantë për teatrot antike dhe muzeumet dhe vendet arkeologjike përkatëse, kombinon lloje të tjera të veçanta turizmi, në mënyrë që të mund t'u drejtohet audiencave të shumta (p.sh. turizmi veror «diell dhe det» krahas për krahas me zonat përgjatë Rugës, turizmi konferencial me qendër Janinë, turizmi i lundrimit me bazë në Igumenicë, eko-turizmi dhe lloje të ndryshme «turizmi aventure» etj.). Bazuar në gjeografinë e zonës, u formuan një sërë skenarësh të rrugës, në varësi të pikënisjes së vizitorëve dhe destinacionit të tyre përfundimtar. Vetëkuptohet që mund të bëhen shumë variacione për mysafirët/

turistët e lundrimit ose nga bregu në brendësi dhe anasjelltas.

Ένας οδηγός για δομές διαχείρισης πολιτιστικών προορισμών (CDMS), DMMO's

Οι διαστάσεις που έχει λάβει το φαινόμενο του τουρισμού και ο ρόλος του στην οικονομική ανάπτυξη διαφόρων κρατών και περιοχών σε παγκόσμιο επίπεδο, το καθιστά απαραίτητο και αναδεικνύει την ανάγκη για πιο σταθερή και προσηκτική, πιο «επαγγελματική» προβολή των ιδιαίτερων χαρακτηριστικών τους. Αυτό το πολύπλοκο έργο ανέλαβε πρόσφατα οι λεγόμενοι «Οργανισμοί μάρκετινγκ και διαχείρισης προορισμών», που είναι το θέμα της μελέτης.

A Guidebook for Cultural Destination Management Structures (CDMS), DMMO's

The dimensions that the phenomenon of tourism has taken and its role in the economic development of various states and regions on a global level, makes it necessary and highlights the emerging need for a more stable and careful, more 'professional' promotion of their special characteristics. This complex task has recently been undertaken by the so-called 'Destination Marketing and Management Organizations', which is the theme of the study.



Një Udhëzues për Strukturat e Menaxhimit të Destinacioneve Kulturore (CDMS), DMMO-të

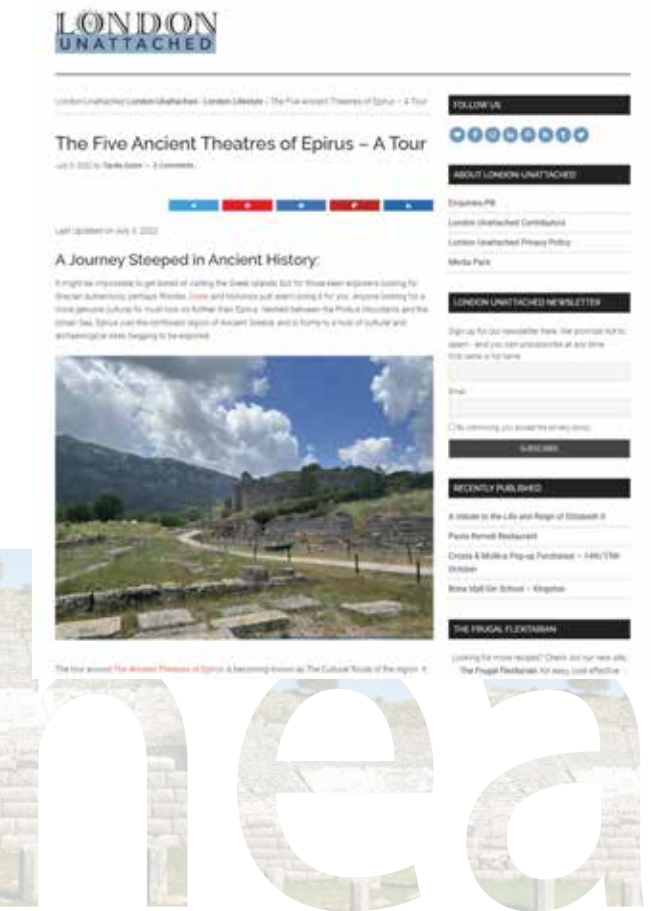
Dimensionet që ka marrë fenomeni i turizmit dhe roli i tij në zhvillimin ekonomik të shteteve dhe rajoneve të ndryshme në nivel global, e bën atë të domosdoshëm dhe nxjerr në pah nevojën e shfaqur për një promovim më të qëndrueshëm dhe të kujdesshëm, më 'profesional' të karakteristikave të tyre të veçanta. . Kjo detyrë komplekse është ndërmarrë së fundmi nga të ashtuquajturat 'Organizatat e Marketingut dhe Menaxhimit të Destinacionit', e cila është tema e studimit.

Δράσεις δημοσιότητας

Fam & Press Trip

- 06-10/06/2022
- 2 Δημοσιογράφοι από την Αγγλία
- 1 δημοσιογράφος από την Ολλανδία
- 3 άτομα TV από την Αλβανία
- 2 άτομα TV από τη Βουλγαρία
- 2 δημοσιογράφοι από την Ελλάδα

Το ταξίδι εξοικείωσης (fam & press trip) σχεδιάστηκε για 10 επαγγελματίες του τουρισμού, με στόχο να ακολουθήσουν την Πολιτιστική Διαδρομή στα Αρχαία Θέατρα της Ηπείρου, να γνωρίσουν την περιοχή και να έχουν την ευκαιρία να αποκτήσουν εμπειρίες σε σημεία ενδιαφέροντος του προορισμού. Το ταξίδι ξεκίνησε στις 6 /6 /2022 και ολοκληρώθηκε στις 10/ 6 /2022. Οι προσκεκλημένοι ακολούθησαν τη διαδρομή





που ενώνει τα 5 αρχαία θέατρα με επιτόπου ξενάγηση από ειδικούς, ενώ προβλέφθηκαν επισκέψεις και σε άλλα κοντινά σημαντικά ιστορικά ή φυσικά μνημεία και μουσεία, όπως επίσκεψη και ξενάγηση στο Δημοτικό-Εθνογραφικό Μουσείο Ιωαννίνων – Ασλάν πασά τζαμί, Ιτς Καλέ και σπηλιμντων Ιωαννίνων. Στην περιοχή της Άρτας στην Παναγία Παρηγορήτισσα, στην ιστορική γέφυρα της Άρτας και τον Αραχθο ποταμό, στην Κορωνησία και στην Πρέβεζα στο Κάστρο του Παντοκράτορα και στην πόλη της Πρέβεζας. Παράλληλα διοργανώθηκαν επισκέψεις σε επιχειρήσεις του Τοπικού Δικτύου της Πολιτιστικής Διαδρομής με στόχο τη γευσιγνωσία τοπικών προϊόντων και συνταγών μαγειρικής, αλλά και την παροχή άλλων τουριστικών υπηρεσιών.

Publicity actions

Fam & Press Trip

06-10/06/2022

2 journalists from England

1 journalist from the Netherlands

3 T.V people from Albania

2 T.V people from Bulgaria

2 journalists from Greece

The familiarization trip (fam & press trip) was designed for 10 tourism professionals, with the aim of following the Cultural Route to the Ancient Theaters of Epirus, getting to know the area and having the opportunity to gain experiences in places of interest in the destination. The trip started on 6/6/2022 and ended on 10/6/2022.

The guests followed the route that connects the 5 ancient theaters with an on-site guided tour by experts, while visits were planned to other nearby important historical or natural monuments and museums, such as a visit and guided tour to the Municipal Ethnographic Museum of Ioannina – Aslan Pasha Mosque, to the monuments in Its Kale and in the lake of Ioannina. In the area of Arta at Panagia Parigoritissa, at the historic bridge of Arta and the Arachthos river, in Koronesia and Preveza at Pantokrator Castle and the city of Preveza.

At the same time, visits were organized to businesses of the Local Network of the Cultural Route with the aim of tasting local products and cooking recipes, as well as providing other tourist services.

Veprimet publicitare

Fam & Press Trip

06-10/06/2022

2 gazetarë nga Anglia

1 gazetar nga Holanda

3 persona T.V nga Shqipëria

2 persona T.V nga Bullgaria

2 gazetare nga Greqia

Udhëtimi familjar (fam & press trip) u projektua për 10 profesionistë të turizmit, me synimin për të ndjekur Rrugën Kulturore drejt Teatrove të Lashtë të Epirit, për të njohur zonën dhe për të pasur mundësinë për të fituar eksperiencë në vendet me interes në destinacion. Udhëtimi filloi më 6/6/2022 dhe përfundoi më 6/10/2022.

Të ftuarit ndoqën itinerarin që lidh 5 teatrot antike me një xhiro në terren nga ekspertë, ndërsa u planifikuan vizita në monumente dhe muze të tjerë të rëndësishëm historikë ose natyrorë, si vizitë dhe xhiro me guidë në Muzeun Etnografik Bashkiak të Janinës. – Xhamia e Aslan Pashës, tek monumentet në Its Kale dhe në liqenin e Janinës. Në zonën e Artës në Panagia Parigoritissa, në urën historike të Artës dhe lumit Arachthos, në Koronezi dhe Prevezë në Kalanë e Pantokratorit dhe qytetin e Prevezës. Në të njëjtën kohë u organizuan vizita në bizneset e Rrjetit Lokal të Rrugës Kulturore me qëllim të shijimit të produkteve vendase dhe recetave të gatimit, si dhe ofrimin e shërbimeve të tjera turistike.



Δημοσιεύσεις

1: Δημιουργία & εκτύπωση ταχυδρομικών καρτών για κάθε θέατρο ξεχωριστά και μία με τα πέντε θέατρα μαζί που αναδημιουργούν την πολιτιστική διαδρομή των 5 αρχαίων θεάτρων της Ηπείρου για να διανεμηθούν στους επισκέπτες των αρχαιολογικών χώρων.

2: Δημιουργία & εκτύπωση φωτογραφικού άλμπουμ με επιστημονική τεκμηρίωση των 5 αρχαίων θεάτρων από τις τοπικές εφορείες για να εισάγει τους επισκέπτες στην αρχαία φιλοσοφία της ζωής και τα ερείπιά τους στη σύγχρονη Ελλάδα.

3: Ένα φυλλάδιο με τη φωνή των ντόπιων. Ιστορίες και αναμνήσεις από κατοίκους κοντά στα αρχαία θέατρα και τους αρχαιολογικούς τους χώρους που απεικονίζουν την επίδραση που είχαν στη ζωή τους.

Publications

1: Card postals for each theatre separately and one with the five theatres together recreating the cultural route of the 5 ancient theatres of Epirus were published as promotional material to be handed out to the visitors of the archeological sites.

2: A photo album with epistemological documentation of the 5 ancient theatres from the local ephorates was created in order to introduce the visitors to the ancient philosophy of living and their remains in Modern Greece.

3: A booklet with the locals' voice. Stories and memories from residents near the ancient theatres and their archeological sites depicting how they affected their life.

Publikimet

1: Kartolina për çdo teatër veç e veç dhe një me pesë teatrot së bashku që rikrijojnë rrugën kulturore të 5 teatrove antikë të Epirit u botuan si material promovues për t'u shpërndarë për vizitorët e vendeve arkeologjike.

2: Është krijuar një album fotografik me dokumentacion epistemologjik të 5 teatrove antikë nga eforatet vendase për t'i njohur vizitorët me filozofinë e lashtë të të jetuarit dhe mbetjet e tyre në Greqinë moderne.

3: Një broshurë me zërin e vendasve. Tregime dhe kujtime nga banorët pranë teatrove antikë dhe vendeve të tyre arkeologjike që përshkruajnë se si ndikuan në jetën e tyre.



ΑΡΧΑΙΟ ΘΕΑΤΡΟ ΑΜΒΡΑΚΙΑΣ



ΑΡΧΑΙΟ ΘΕΑΤΡΟ ΑΔΩΛΩΝΗΣ



ΑΡΧΑΙΟ ΘΕΑΤΡΟ ΝΙΚΟΠΟΛΗΣ

**ΠΑΝΕΠΙΣΤΗΜΙΟ ΙΩΑΝΝΙΝΩΝ – ΤΜΗΜΑ
ΑΡΧΙΤΕΚΤΟΝΩΝ ΜΗΧΑΝΙΚΩΝ**

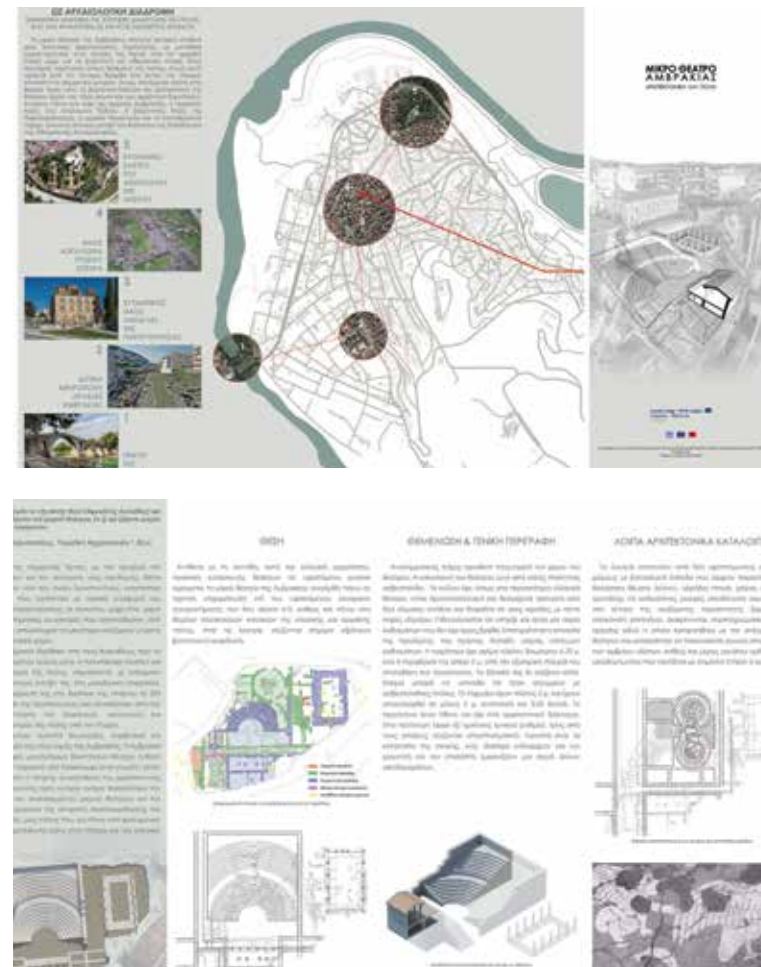
**ΠΑΝΕΠΙΣΤΗΜΙΟ
ΙΩΑΝΝΙΝΩΝ**

**UNIVERSITY OF IOANNINA – DEPARTMENT
OF ARCHITECTURE**

**UNIVERSITETI I JANINES - DEPARTAMENTI I
INXHINIERISË ARKITEKTURORE**

Το Τμήμα Αρχιτεκτόνων Μηχανικών του Πανεπιστημίου Ιωαννίνων συγκρότησε μια διεπιστημονική ομάδα για το i-thea αποτελούμενη από τους διδάσκοντες Πύργο Σμίρη, Νίκο Πατσαβό, Αλέξανδρο Πετειναρέλη και Γιάννη Γκατζιά, μέλη του ερευνητικού εργαστηρίου CRISIS. Τα βασικά σημεία της συνεισφοράς του αφορούσαν, αφενός στην παραγωγή εποπτικού υλικού παρουσίασης και προβολής των αρχαίων θεάτρων των Γιτώνων και της αρχαίας Αμβρακίας, αφετέρου τη διοργάνωση ενός πενήθημερου εργαστηρίου με αντικείμενο την μελέτη και προβολή των αρχαίων θεάτρων της Ηπείρου. Συγκεκριμένα, ξεπερνώντας τις αρχικές προσδοκίες, σε συνεργασία με τον ανάδοχο αρχιτέκτονα μηχανικό Πύργο Ιγγλεζάκη και την ομάδα του και με την υποστήριξη των αρμόδιων υπηρεσιών του Υπουργείου Πολιτισμού, δημιουργήθηκαν πρωτότυπες και πλήρως επικαιροποιημένες δισδιάστατες και τρισδιάστατες σχεδιαστικές αναπαραστάσεις, φωτογραφικές αναπαραστάσεις 360^o video και ενημερωτικά τρίπτυχα φυλλάδια για την ενημέρωση του γενικού κοινού και των επισκεπτών των δύο προαναφερθέντων αρχαίων θεάτρων. Το υλικό προέκυψε συνδυάζοντας τις εγκεκριμένες μελέτες τεκμηρίωσης και αποκατάστασης των παραπάνω μνημείων που προσφέρθηκαν, για τις ανάγκες του έργου, από τις Εφορείες Αρχαιοτήτων, καθώς και επιτόπιες λήψεις και σαρώσεις που έγιναν κάνοντας χρήση των σχετικών τεχνολογικών μέσων και υποδομών του CRISIS και με τη συνδρομή του υποψήφιου διδάκτορα Μηχανικού Γεωπληροφορικής Βαγγέλη Μπράχου.

Τα σχετικά παραδοτέα είναι διαθέσιμα στην Περιφέρεια, το Υπουργείο Πολιτισμού και τους Δήμους για την προβολή των αρχαίων θεάτρων της Ηπείρου στο διαδίκτυο αλλά και στους ίδιους τους αρχαιολογικούς χώρους και τα μουσεία της περιοχής. Το πενήθημερο εργαστήριο του i-thea απευθύνεται σε σαράντα νέους και φοιτητές από τον τομέα του πολιτισμού και των δημιουργικών επαγγελματιών (αρχιτέκτονες, γραφίστες, αρχαιολόγοι, πολιτιστικοί διαχειριστές, σχεδιαστές ψηφιακών εφαρμογών και ιστοσελίδων, επαγγελματίες του τουρισμού κ.ά.). Περιλαμβάνει 4 καθοδηγούμενες επισκέψεις γνωριμίας με τα αρχαία θέατρα της Ηπείρου (Δωδώνη, Γίτανα, Κασσώπη, Νικόπολη), σε συνεργασία με το ΥΠΠΟ, και επιτόπια δημιουργική εργασία των συμμετεχόντων. Ταυτόχρονα, το απόγευμα της κάθε μέρας προβλέπονται σεμινარიτικές δράσεις με θέματα όπως: α. πολιτιστική κληρονομιά και βιώσιμη ανάπτυξη, β. σύγχρονες τεχνολογίες και μέθοδοι τεκμηρίωσης αρχιτεκτονικών μνημείων, γ. place branding και οπτική επικοινωνία, δ. διαχείριση αρχαιολογικών χώρων. Αντικειμενικός στόχος του εργαστηρίου είναι η δημιουργία ενός συλλογικού τόμου (εκτυπωμένου και ψηφιακού) προώθησης των αρχαίων θεάτρων της Ηπείρου μέσα από την ερμηνευτική ματιά των νέων δημιουργών και ερευνητών καθώς και η δημιουργία μιας δυναμικής ομάδας νέων πρεσβευτών της πολιτιστικής κληρονομιάς της Ηπείρου.



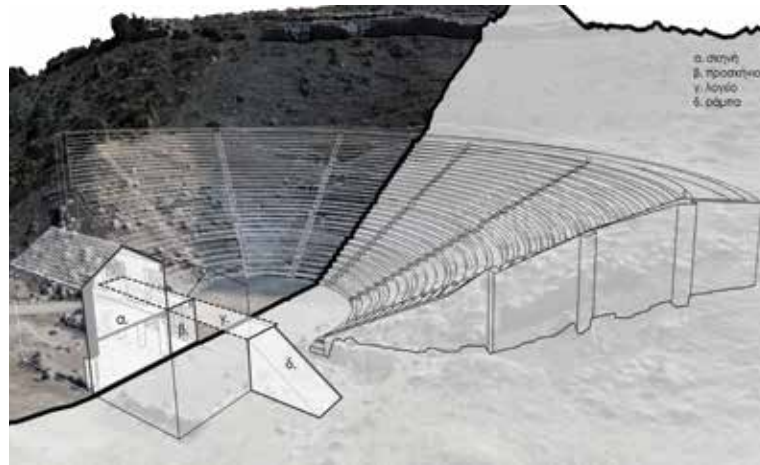
The Department of Architectural Engineering of the University of Ioannina formed an interdisciplinary team for i-thea consisting of professors Giorgos Smiris, Nikos Patsavos, Alexandros Peteinarelis and Yiannis Gatzias, members of the CRISIS research laboratory. The main points of his contribution concerned, on the one hand, the production of supervisory material for the presentation and promotion of the ancient theaters of the Gitans and ancient Ambrakia, on the other hand, the organization of a five-day workshop with the object of studying and promoting the ancient theaters of Epirus. Specifically, exceeding the initial expectations, in collaboration with the contractor architect engineer Giorgos Inglezakis and his team and with the support of the competent services of the Ministry of Culture, original and fully updated two-dimensional and three-dimensional design representations, 360^o photographic representations, videos and informative three-fold brochures to inform the general public and visitors to the two aforementioned ancient theaters. The material was obtained by combining the approved documentation and restoration studies of the above monuments offered, for the needs of the project, by the Ephorates of Antiquities, as well as on-site recordings and scans made using the relevant technological means and infrastructure of CRISIS and with the assistance of PhD candidate in Geoinformatics Engineering Vangelis Brachos.

The relevant deliverables are available to the Region, the Ministry of Culture and the Municipalities for the promotion of the ancient theaters of Epirus on the internet as well as in the archaeological sites and museums of the region. The five-day workshop of i-thea is aimed at forty young people and students from the field of culture and creative professions (architects, graphic designers, archaeologists, cultural managers, designers of digital applications and websites, tourism professionals, etc.). It includes 4 guided visits to get to know the ancient theaters of Epirus (Dodoni, Gitana, Kassopi, Nikopolis), in collaboration with the Ministry of the Interior, and on-site creative work by the participants. At the same time, in the afternoon of each day, seminar activities are planned with topics such as: a. cultural heritage and sustainable development, b. modern technologies and methods of documenting architectural monuments, c. place branding and visual communication, d. management of archaeological sites. The objective goal of the workshop is the creation of a collective volume (printed and digital) promoting the ancient theaters of Epirus through the interpretive gaze of young creators and researchers as well as the creation of a dynamic group of new ambassadors of the cultural heritage of Epirus.

De partamenti i Inxhinierisë Arkitekturore i Universitetit të Janinës formoi një ekip ndërdisiplinor për i-thea të përbërë nga profesorët Giorgos Smiris, Nikos Patsavos, Alexandros Peteinarelis dhe Yiannis Gatzias, anëtarë të laboratorit kërkimor CRISIS. Pikat kryesore të kontributit të tij kishin të bënin, nga njëra anë, prodhimin e materialit mbikëqyrës për prezantimin dhe promovimin e teatrove antikë të gitanëve dhe Ambrakisë së lashtë, nga ana tjetër, organizimin e një seminari pesëditor me objekt të studimit dhe promovimit të teatrove antikë të Epirit.

Konkretisht, duke tejkuluar pritshmëritë fillestare, në bashkëpunim me arkitektin inxhinier kontraktor Giorgos Inglezakis dhe ekipin e tij dhe me mbështetjen e shërbimeve kompetente të Ministrisë së Kulturës, përfaqësime origjinale dhe plotësisht të përditësuara dydimensionale dhe tredimensionale, fotografike 360° përfaqësime, video dhe broshura informuese të trefishta për të informuar publikun e gjerë dhe vizitorët në dy teatrot antike të lartpërmendura. Materiali është marrë duke ndërthurrur dokumentacionin e miratuar dhe studimet restauruese të monumenteve të mësipërme të ofruara, për nevojat e projektit, nga Eforatet e Antikiteteve, si dhe regjistrimet dhe skanimet në vend të kryera duke përdorur mjetet teknologjike dhe infrastrukturën përkatëse të KRIZËS, dhe me ndihmën e kandidatit për doktoraturë në Inxhinieri Gjeoinformatike Vangelis Brachos.

Materialet përkatëse janë në dispozicion të Qarkut, Ministrisë së Kulturës dhe Bashkive për promovimin e teatrove antikë të Epirit në internet, si dhe në zonat arkeologjike dhe muzetë e rajonit. Punëtorja pesëditore e i-thea u drejtohet dyzet të rinjve dhe studentëve nga fusha e kulturës dhe profesioneve krijuese (arkitektë, arkeologë, menaxherë kulturor, dizajnerë aplikacionesh dixhitale dhe faqe interneti, profesionistë të turizmit, etj.). Ai përfshin 4 vizita me guidë për njohjen e teatrove antikë të Epirit (Dodoni, Gitana, Kassopi, Nikopolis), në bashkëpunim me Ministrinë e Brendshme dhe punë krijuese në terren nga pjesëmarrësit. Në të njëjtën kohë, pasdite të çdo dite janë planifikuar aktivitete seminarike me tema si: a. trashëgimia kulturore dhe zhvillimi i qëndrueshëm, b. teknologjitë dhe metodat moderne të dokumentimit të monumenteve arkitekturore, c. brendimin e vendeve dhe komunikimin vizual, d. menaxhimin e zonave arkeologjike. Qëllimi objektiv i seminarit është krijimi i një vëllimi kolektiv (të shtypur dhe dixhital) që promovon teatrot antike të Epirit përmes vështrimit interpretues të krijuesve dhe studiuesve të rinj si dhe krijimit të një grupi dinamik ambasadorë të rinj të trashëgimisë kulturore të Epiri.



iThea



REPUBLIKA E SHQIPËRIE
Prefekti i Qarkut Gjirokastrë

ΠΕΡΙΦΕΡΕΙΑ ΑΡΓΥΡΟΚΑΣΤΡΟΥ
PREFECT OF GJIROKASTER
PREFEKTI I QARKUT GJIROKASTER

Ngjarja e mbylljes

17 Tetor 2022 - Gjirokastrë

Aktiviteti u organizua në kuadër të eventit përmbyllës të projektit i-THEA. Aktiviteti u zhvillua në Hotel Kodra në qytetin e Gjirokastrës.

Fam & Press Trip

20 Maj 2022 - Sarandë

21 Maj 2022 - Gjirokastrë

22 Maj 2022 - Premet

Fam and Press Trip është një ngjarje e dedikuar e krijuar për profesionistët e turizmit dhe profesionistët e medias, duke synuar të prezantojë teatrot dhe vendet antike të Shqipërisë së Jugut, që është organizuar nga Prefekti i Qarkut Gjirokastrë në kuadër të projektit i-Thea.

Laboratorët lokalë të jetesës

Periodha e aktiviteteve: Mars - Tetor 2022

Gjashtë laboratorë lokalë të gjallë janë organizuar si pjesë e promovimit të aktiviteteve, vendeve, teatro dhe materiale promovuese në Dropull, në Gjirokastrë (zona muzeale), në universitetin «Eqrem Cabej» dhe në vende të tjera.

Closing Event

17 October 2022 - Gjirokastrë

The event was organized in the framework of the closing event of the i-THEA project. The event was held at Hotel Kodra in Gjirokastrë City.

Fam & Press Trip

20 May 2022 - Sarandë

21 May 2022 - Gjirokastrë

22 May 2022 - Premet

Fam and Press Trip is a dedicated event designed for tourism professionals and media professionals, aiming to present the ancient theaters and sites of Southern Albania, which is organized by the Prefect of Gjirokastrë Region in the framework of i-Thea project.

Local Living Labs

Period of activities: March - October 2022

Six local live workshops have been organized as part of the promotion of activities, locations, theaters and promotional materials in Dropull, in Gjirokastrë, Eqrem Cabej University and elsewhere.



Εκδήλωση κλεισίματος

17 Οκτωβρίου 2022 - Αργυρόκαστρο

Η εκδήλωση διοργανώθηκε στο πλαίσιο της εκδήλωσης λήξης του έργου i-THEA. Η εκδήλωση πραγματοποιήθηκε στο Ξενοδοχείο Κόδρα στο Αργυρόκαστρο.

Fam & Press Trip

20 Μαΐου 2022 - Σαράντα

21 Μαΐου 2022 - Αργυρόκαστρο

22 Μαΐου 2022 - Πρεμετή

Το Fam and Press Trip είναι μια ειδική εκδήλωση που έχει σχεδιαστεί για επαγγελματίες του τουρισμού και επαγγελματίες των μέσων ενημέρωσης, με στόχο να παρουσιάσει τα αρχαία θέατρα και τοποθεσίες της Νότιας Αλβανίας που διοργάνωσε ο Νομάρχης Αργυροκάστρου στο πλαίσιο του έργου i-Thea.

Local Living Labs

Περίοδος δραστηριοτήτων: Μάρτιος - Οκτώβριος 2022

Έξι τοπικά ζωντανά εργαστήρια έχουν οργανωθεί ως μέρος της προώθησης δραστηριοτήτων, τοποθεσιών, θεάτρων και προωθητικού υλικού στη Δερόπολη, το Αργυρόκαστρο, στο πανεπιστήμιο «Eqrem Cabej» και σε άλλα μέρη.





**QENDRA PER BASHKEPUNIM DHE ZHVILLIM
RAJONAL**

**REGIONAL CENTER FOR DEVELOPMENT
AND COOPERATION**

**ΠΕΡΙΦΕΡΕΙΑΚΟ ΚΕΝΤΡΟ ΑΝΑΠΤΥΞΗΣ &
ΣΥΝΕΡΓΑΣΙΑΣ**



1. Klasat shumëditore të teorise dhe praktikës

Qendra për Bashkëpunim dhe Zhvillim Rajonal RCDC (<https://www.rcdcalbania.org/>) organizoi në Gjirokastrë, klasat shumëditore teorike dhe praktike në fushën e arkeologjisë, një aktivitet i projektit i-THEA. (<https://i-thea.eu/>) që zgjati nga data 11 deri më 13 nëntor 2021. Të 3 ditët u zhvilluan në mënyrë profesionale nga një grup profesorësh dhe ekspertësh të njohur, me një kontribut të veçantë akademik dhe mësimor në fushën e Arkeologjisë. Ky aktivitet u hartua me kujdes dhe synoi mbi 15 studentët të universiteteve publike në të gjithë rajonin dhe më gjerë. Klasat u organizuan në një mjedis të kombinuar të qytetit të UNESCO-s, Gjirokastrës, në qytetet antike të Handrianopolis & Paleokastrës të vendosura në periferi të saj dhe online nëpërmjet Platformës Zoom. Dita e fundit e këtij aktiviteti, 13 nëntor 2021 iu kushtua publikut. Gjatë kësaj dite audienca, kryesisht aktorë të turizmit nga qarku i Gjirokastrës, patën mundësinë të vlerësojnë rezultatet e arritura nga studentët gjatë 2 ditëve teorike dhe praktike.

1. Multiday theory and practice classes

The Regional Center for Development and Cooperation RCDC (<https://www.rcdcalbania.org/>) held in Gjirokastrë, Albania, the multiday theory and practice classes in the field of archeology (Intensive Surface Survey), an activity of the i-THEA project (<https://i-thea.eu/>) extending from 11 to 13 November 2021. All 3 days were professionally conducted by a group of renowned professors and experts with a

distinctive academic and teaching contribution in the domain of Archaeology. This activity was carefully designed and it targeted 15+ students of the public universities across the region and more. The classes were hosted in a combined environment of the UNESCO city of Gjirokastrë, the ancient sites of Handrianopolis & Paleokastra situated in its suburbs as well as online via the Zoom Platform. The last day of this activity, Saturday November 13, 2021 was dedicated to the public. During this day the audience, mainly tourism stakeholders from the region of Gjirokastrë, had the opportunity to appreciate the results achieved by the students during the 2 days of theory and practice.

1. Πολυήμερα μαθήματα θεωρίας και πρακτικής

Το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας RCDC (<https://www.rcdcalbania.org/>) πραγματοποίησε στο Αργυροκάστρο της Αλβανίας τα πολυήμερα μαθήματα θεωρίας και πρακτικής στον τομέα της αρχαιολογίας (Intensive Surface Survey), δραστηριότητα του i-THEA έργου (<https://i-thea.eu/>) που εκτείνεται από τις 11 έως τις 13 Νοεμβρίου 2021. Και οι 3 ημέρες διεξήχθησαν επαγγελματικά από μια ομάδα καταξιωμένων καθηγητών και ειδικών με ξεχωριστή ακαδημαϊκή και διδακτική συμβολή στον τομέα της Αρχαιολογίας. Αυτή η δραστηριότητα σχεδιάστηκε προσεκτικά και απευθυνόταν σε 15+ φοιτητές των δημόσιων πανεπιστημίων σε όλη την περιοχή και όχι μόνο. Τα μαθήματα φιλοξενήθηκαν σε ένα συνδυασμένο περιβάλλον της πόλης Αργυροκάστρου της UNESCO, των αρχαίων χώρων Ανδριανούπολης & Παλαιοκάστρας που βρίσκονται στα προάστια της καθώς και διαδικτυακά μέσω της πλατφόρμας Zoom. Η τελευταία μέρα αυτής της δραστηριότητας, το Σάββατο 13 Νοεμβρίου 2021 ήταν



αφιερωμένη στο κοινό. Κατά τη διάρκεια αυτής της ημέρας το κοινό, κυρίως φορείς του τουρισμού από την περιοχή του Αργυροκάστρου, είχαν την ευκαιρία να εκτιμήσουν τα αποτελέσματα που πέτυχαν οι μαθητές κατά τη διάρκεια των 2 ημερών θεωρίας και πράξης.

2. Klasat Master

Në kuadër të projektit-i-Thea (INTERREG Greqi-Shqipëri 2014-2020) në datat 10 dhe 11 Mars 2022, Qendra për Bashkëpunim dhe Zhvillim Rajonal- RCDC organizoi 6 klasa master për profesionistë-sipërmarrës që operojnë në sektorin e turizmit dhe sektorin e shërbimeve të hotelerisë në zonën e Gjirokastrës në Shqipëri. Këto klasa u krijuan për t'iu përgjigjur një prej objektivave kryesore të projektit, që është forcimi i ofertës turistike nëpërmjet zhvillimit të produkteve gjithëpërfshirëse të turizmit kulturor, me pjesëmarrjen paralele të komuniteteve lokale në një model të menaxhimit dhe qeverisjes së integruar. Temat e përzgjedhura për këto klasa master që zbatën secila katër orë, ishin marketingu i turizmit, shërbimi ndaj klientit dhe gastronomia antike duke mbledhur mbi 50 pjesëmarrës, kryesisht përfaqësues të sipërmarrjeve në turizem dhe mbuloi tema të tilla si:

- Paketat turistike që do të krijohen në bazë të Rrugës Kulturore duke u konsultuar paraprakisht me aktorët e turizmit në Gjirokastrë.
- Gjirokastra si "markë"; Pikat e forta dhe të dobëta të saj në funksion të segmenteve potenciale të turizmit që pasurojnë ofertën në përputhje me pritshmeritë e klienteve
- Recetat historike të Gjirokastrës të kthyer në gatime; përdorimi i përbërësve modernë.
- Klienti në Turizëm, pasqyrë e tipologjive të klientëve. Imazh dhe siguri gjatë qëndrimit, efikasitet në cilësi dhe shërbim.

Prezantimet u kombinuan me diskutime të hapura midis folësve dhe pjesëmarrësve duke theksuar dhe inkurajuar



bashkëpunimin e popullatës vendore, bizneseve dhe organeve rajonale për të rritur ndërgjegjësimin për trashëgiminë kulturore dhe për të bashkë-krijuar produkte turistike të markës përmes mjeteve inovative. Bashkëkrijimi çon në menaxhimin dhe promovimin efektiv të destinacionit turistik, përmirësimin e cilësisë së produkteve dhe shërbimeve, përmirësimin e inteligjencës së tregut dhe uljen e sezonalityt në destinacionet e trashëgimisë. Staf i RCDC bashkëpunoi ngushtë me një grup ekspertësh të njohur dhe grupe interesi në Gjirokastrë për të ofruar në mënyrë efektive dhe profesionale këto klasa master.

2.Master Classes

In the framework of the project i-Thea (INTERREG Greece-Albania 2014-2020) during March 10th and March 11th 2022 the Regional Center for Development and Cooperation-RCDC organized 6 Master Classes for professionals-entrepreneurs operating in tourism and hospitality services sector in Gjirokastrë area in Albania.

These Master Classes were designed to respond to one of the main objectives of the project, that is, to strengthen the tourism offer through the development of holistic cultural tourism products, with the parallel participation of local communities in a model of integrated management and governance.

The themes selected for these Master Classes each lasting four hours, wrapped around Tourism Marketing, Customer Service and Ancient Gastronomy gathering over 50 participants, mainly tourism entrepreneur's representatives covering such topics as:

- Tourist packages that will be created based on the Cultural Route upon consulting stakeholders of tourism in Gjirokastrë in advance
- Gjirokastra as the "brand"; Its strengths and weaknesses in view of potential tourism segments enriching the offering in line with evolving customers' expectations
- Historical recipes of Gjirokastrë turned into dishes; how to use modern ingredients.
- The client in Tourism, overview of client typologies. Image, safety and security during the stay, efficiency in quality and service.

The presentations were combined with open discussions between the speakers and the participants emphasizing and encouraging the cooperation of the local population, businesses and regional bodies to raise awareness about cultural heritage and to co-create branded tourism products

through innovative tools. Co-creation leads to effective management and promotion of the tourist destination, improved quality of the products and services, improved market intelligence and reduced seasonality in heritage destinations. RCDC staff collaborated closely with a group of well-known experts/key speakers and Gjirokastra stakeholders to efficiently and professionally deliver these master classes.

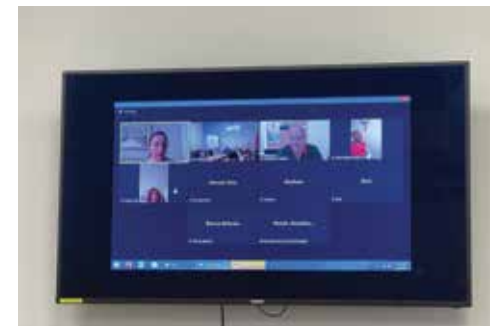
2. Master Classes

Στο πλαίσιο του έργου i-Thea (INTERREG Ελλάδα-Αλβανία 2014-2020) στις 10 Μαρτίου και 11 Μαρτίου 2022 το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας-RCDC διοργάνωσε 6 Master Class για επαγγελματίες-επιχειρηματίες που δραστηριοποιούνται στον τομέα των υπηρεσιών τουρισμού και φιλοξενίας στην Περιοχή Αργυροκάστρου στην Αλβανία.

Αυτά τα Master Class σχεδιάστηκαν για να ανταποκριθούν σε έναν από τους κύριους στόχους του έργου, δηλαδή την ενίσχυση της τουριστικής προσφοράς μέσω της ανάπτυξης ολιστικών προϊόντων πολιτιστικού τουρισμού, με την παράλληλη συμμετοχή των τοπικών κοινωνιών σε ένα μοντέλο ολοκληρωμένης διαχείρισης και διακυβέρνησης.

Τα θέματα που επιλέχθηκαν για αυτά τα Master Class διάρκειας το καθένα τεσσάρων ωρών, περιελάμβαναν το Τουριστικό Μάρκετινγκ, την Εξυπηρέτηση Πελατών και την Αρχαία Γαστρονομία συγκεντρώνοντας πάνω από 50 συμμετέχοντες, κυρίως εκπροσώπους τουριστικών επιχειρηματιών που καλύπτουν θέματα όπως:

- Τουριστικά πακέτα που θα δημιουργηθούν με βάση την Πολιτιστική Διαδρομή κατόπιν συνεννόησης με τους ενδιαφερόμενους τουριστικούς φορείς στο Αργυροκάστρο
- Το Αργυροκάστρο ως «εμπορική επωνυμία»: Τα δυνατά και τα αδύνατα σημεία του ενόψει πιθανών τουριστικών τμημάτων που εμπλουτίζουν την προσφορά σύμφωνα



- με τις εξελισσόμενες προσδοκίες των πελατών
 - Οι ιστορικές συνταγές του Αργυροκάστρου μετατράπηκαν σε πιάτα. πώς να χρησιμοποιήσετε σύγχρονα συστατικά.
 - Ο πελάτης στον Τουρισμό, επισκόπηση τυπολογιών πελατών. Εικόνα και ασφάλεια κατά τη διάρκεια της διαμονής, αποτελεσματικότητα σε ποιότητα και εξυπηρέτηση.
- Οι παρουσιάσεις συνδυάστηκαν με ανοιχτές συζητήσεις μεταξύ των ομιλητών και των συμμετεχόντων, δίνοντας έμφαση

και ενθαρρύνοντας τη συνεργασία του τοπικού πληθυσμού, των επιχειρήσεων και των περιφερειακών φορέων για την ευαισθητοποίηση σχετικά με την πολιτιστική κληρονομιά και τη συνδημιουργία επώνυμων τουριστικών προϊόντων μέσω καινοτόμων εργαλείων. Η συν-δημιουργία οδηγεί σε αποτελεσματική διαχείριση και προώθηση του τουριστικού προορισμού, βελτιωμένη ποιότητα των προϊόντων και υπηρεσιών, βελτιωμένη ευφύια της αγοράς και μειωμένη εποχικότητα σε προορισμούς πολιτιστικής κληρονομιάς. Το προσωπικό του RCDC συνεργάστηκε στενά με μια ομάδα γνωστών ειδικών/βασικών ομιλητών και ενδιαφερόμενων μερών του Αργυροκάστρου για να παραδώσει αποτελεσματικά και επαγγελματικά αυτά τα master classes.

3. Paneli i parë i diskutimit mbi "Planin e Përbashkët të Menaxhimit Strategjik dhe Rrjeteve të Marketingut për zonat nderkufitare të Gjirokastrës dhe Epirit"

Të premten, më 6 maj 2022, Qendra për Bashkëpunim dhe Zhvillim Rajonal organizoi në Gjirokastrë, një panel diskutimi mbi Planin e Përbashkët të Menaxhimit Strategjik dhe Rrjeteve të Marketingut për zonat nderkufitare të Gjirokastrës dhe Epirit. Pjesëmarrës në këtë panel diskutimi ishin partnerë të projektit dhe aktorët të turizmit nga Gjirokastra.

Ekspertja e RCDC, znj. Bediava, shpjegoi se çfarë është Planin i Rrjeteve të Menaxhimit Strategjik dhe Marketingut dhe cilat janë përfitimet e këtij plani për komunitetin. Sipas saj, ky plan i përbashkët synon të mbështesë zhvillimin e projektit i-Thea dhe përhapjen e ndikimit të tij në komunitet. Në këtë takim u ngritën disa tema nga pjesëmarrësit e panelit si: aktorët dhe faktorët e përfshirë në këtë plan, segmentet e tregut turistik që synon të tërheqë ky plan strategjik etj.

3. First Panel Discussion on “Common Strategic Management & Marketing Networking Plan for the CB areas of Gjirokastrë and Epirus”

On Friday, May the 6th 2022, Regional Center for Development and Cooperation organized in Gjirokastrë, a panel discussion on the topic of Common Strategic Management & Marketing Networking Plan for the CB areas of Gjirokastrë and Epirus. Participants in this panel discussion were partners of the project and tourism stakeholders from Gjirokastra.

The RCDC expert, Mrs Bediava, explained what a Strategic Management & Marketing Networking Plan is and which are the benefits of this plan for the community. According to her, this common plan aims to support the development of the i-Thea project and the dissemination of its impact on the community. In this meeting, several topics were raised by the panel participants, such as: the actors and factors included in this plan, the segments of the tourist market that this strategic plan aims to attract, etc.

3. Συζήτηση πρώτης ομάδας με θέμα «Κοινό Σχέδιο Δικτύωσης Στρατηγικής Διαχείρισης & Μάρκετινγκ για τις περιοχές Αργυροκάστρου και Ηπείρου»

Την Παρασκευή 6 Μαΐου 2022, το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας διοργάνωσε στο Αργυρόκαστρο, πάνελ συζήτησης με θέμα το Κοινό Στρατηγικό Σχέδιο Δικτύωσης για τις περιοχές Αργυροκάστρου και Ηπείρου. Συμμετέχοντες σε αυτό το πάνελ συζήτησης ήταν εταίροι του έργου και φορείς του τουρισμού από το Αργυρόκαστρο. Η εμπειρογνώμονας του RCDC, κυρία Bediava, εξήγησε τι είναι ένα Στρατηγικό Σχέδιο Δικτύωσης Διαχείρισης & Μάρκετινγκ



4. Paneli i dytë i diskutimit mbi “Planin e Përbashkët të Menaxhimit Strategjik dhe Rrjeteve të Marketingut për zonat ndërkufitare të Gjirokastrës dhe Epirit”

Të shtunën, më 21 maj 2022, Qendra për Bashkëpunim dhe Zhvillim Rajonal dhe organizoi në Libohovë, Gjirokastrë, panelin e dytë me temë Planin e Përbashkët të Menaxhimit Strategjik dhe Rrjeteve të Marketingut për zonat ndërkufitare të Gjirokastrës dhe Epirit. Në këtë takim u identifikuan disa objekte të trashëgimisë kulturore që ofrojnë mundësi për zhvillimin e turizmit në zonën e Gjirokastrës. Tema të tjera që u diskutuan në këtë panel ishin markimi i destinacionit dhe identifikimi i grupeve të interesit, institucioneve, bizneseve, organizatave, të cilat do të përfshihen në këtë plan duke krijuar një rrjet.

Synimi kryesor sipas pjesëmarrësve është krijimi i një plani strategjik trevjeçar i cili do të shërbejë si udhërrëfyes për zhvillimin e turizmit në zonë dhe do të përdoret nga aktorët e përfshirë në këtë rrjet.

4. Second Panel Discussion on “Common Strategic Management & Marketing Networking Plan for the CB areas of Gjirokastrë and Epirus”

On Saturday, May the 21st 2022, Regional Center for Development and Cooperation organized in Libohovë, Gjirokastrë, the second panel discussion on the topic of Common Strategic Management & Marketing Networking Plan for the CB areas of Gjirokastrë and Epirus. In this meeting, were identified several cultural heritage objects that offer opportunities for the development of tourism in the Gjirokastra area. Other topics that were discussed in this

panel were the branding of the destination and the identification of stakeholders, institutions, businesses, organizations, which will be included in this plan by creating a network.

The main goal according to the participants is the creation of a three-year strategic plan which will serve as a guide for the development of tourism in the area and will be used by the actors involved in this network.

4. Συζήτηση δεύτερης ομάδας με θέμα «Κοινό Στρατηγικό Σχέδιο Δικτύωσης και Μάρκετινγκ για τις περιοχές Αργυροκάστρου και Ηπείρου»

Το Σάββατο 21 Μαΐου 2022, το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας διοργάνωσε στη Libohovë, Αργυρόκαστρο, τη δεύτερη συζήτηση με θέμα το Κοινό Στρατηγικό Σχέδιο Δικτύωσης Δικτύωσης για τις περιοχές Αργυροκάστρου και Ηπείρου. Στη συνάντηση αυτή εντοπίστηκαν αρκετά αντικείμενα πολιτιστικής κληρονομιάς που προσφέρουν ευκαιρίες για την ανάπτυξη του τουρισμού στην περιοχή του Αργυροκάστρου. Άλλα θέματα που συζητήθηκαν σε αυτό το πάνελ ήταν η επωνυμία του προορισμού και ο προσδιορισμός των ενδιαφερομένων, ιδρυμάτων, επιχειρήσεων, οργανισμών, που θα συμπεριληφθούν σε αυτό το σχέδιο με τη δημιουργία ενός δικτύου.

Βασικός στόχος σύμφωνα με τους συμμετέχοντες είναι η δημιουργία ενός τριετούς στρατηγικού σχεδίου που θα χρησιμεύσει ως οδηγός για την ανάπτυξη του τουρισμού στην περιοχή και θα χρησιμοποιηθεί από τους φορείς που εμπλέκονται σε αυτό το δίκτυο.

5. Publikimi i vëllimit të punimeve të klasave shumëditore



zhvilluara nga data 11 deri më 13 nëntor 2021, në qytetin e UNESCO-s, Gjirokastrë, Shqipëri. Ai përmban të gjithë materialin didaktik të përdorur për qëllimin e këtyre kurseve si dhe punimet e realizuara nga studentët gjatë praktikës së tyre. Ky trajnim 3-ditor në fushën e arkeologjisë shënoi një aktivitet të rëndësishëm të projektit i-THEA (<https://i-thea.eu/>) i realizuar me sukses nga Qendra për Bashkëpunim dhe Zhvillim Rajonal RCDC (<https://www.rcdcalbania.org/>) me mbështetjen e Qendrës Shqiptare për Arsim, Turizëm dhe Sipërmarrje-CEAPAL.

5. Publication of Multiday Classes Proceedings Volume

Upon the implementation of Del. 3.3.1 («Multiday Theory & Practice Classes»), the Regional Center for Development and Cooperation published the volume of proceedings. The volume is approx. 138 pages and is published in 200 copies (in Albanian and English). Copies of this Volume are distributed to project partners, national library and organizations relative to the project's theme. This publication was produced by RCDC upon the completion of the Multiday Theory and Practice Classes conducted from the 11th till the 13th of November 2021, in the UNESCO city of Gjirokastrë, Albania. It contains all the didactic material used for the purpose of these courses as well as the papers produced by the students during their practice. This 3-days training in the domain of archaeology marked an important activity of the i-THEA project (<https://i-thea.eu/>) successfully accomplished by the Regional Center for Development and Cooperation RCDC (<https://www.rcdcalbania.org/>) with the support of the Albanian Centre for Education, Tourism and Entrepreneurship-CEAPAL.

5. Έκδοση Τόμου Πρακτικών Πολυήμερων Μαθημάτων

Με την εφαρμογή του Παραδοτέου 3.3.1 («Πολυήμερα Μαθήματα Θεωρίας & Πρακτικής»), το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας δημοσίευσε τον τόμο των πρακτικών. Ο όγκος είναι περίπου 138 σελίδες και κυκλοφορεί σε 200 αντίτυπα (στα αλβανικά και αγγλικά). Αντίγραφα αυτού του τόμου διανέμονται σε εταίρους του έργου, εθνικές βιβλιοθήκες και οργανισμούς σχετικά με το θέμα του έργου. Αυτή η δημοσίευση δημιουργήθηκε από το RCDC μετά την ολοκλήρωση των Πολυήμερων Μαθημάτων Θεωρίας και Πράξης που διεξήχθησαν από τις 11 έως τις 13 Νοεμβρίου 2021, στην πόλη Αργυροκάστρο της UNESCO της Αλβανίας. Περιέχει όλο το διδακτικό υλικό που χρησιμοποιείται για τους σκοπούς αυτών των μαθημάτων καθώς και τις εργασίες που παρήγαγαν οι φοιτητές κατά τη διάρκεια της πρακτικής τους άσκησης. Αυτή η 3ήμερη εκπαίδευση στον τομέα της αρχαιολογίας σηματοδότησε μια σημαντική δραστηριότητα του έργου i-THEA (<https://i-thea.eu/>) που ολοκληρώθηκε με επιτυχία από το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας RCDC (<https://www.rcdcalbania.org/>) με την υποστήριξη του Αλβανικού Κέντρου Εκπαίδευσης, Τουρισμού και Επιχειρηματικότητας-CEAPAL.

6. Zhvillimi i produkteve të reja të trashëgimisë kulturore

Qendra për Bashkëpunim dhe Zhvillim Rajonal finalizoi përcaktimin e 30 pikave të interesit të "Rrugës së Teatrove dhe Vendeve Antike". Eksperti i RCDC, i ndihmuar nga stafi i organizatës, mbledhi të gjitha materialet, dokumentet, tekstet, publikimet, ilustrimet e nevojshme dhe përpunoi tekstet interpretuese për çdo pikë interesi. Në fund, këto materiale u përkthyen nga shqipja në anglisht dhe greqisht.



6. New cultural heritage product development

Regional Center for Development and Cooperation finalized the designation of 30 points of interest of the "Ancient Theatres and Sites Route". The expert of RCDC, assisted by the organization's staff, collected all the necessary materials, documents, texts, publications, illustrations and elaborated

the interpretative texts for each Point of Interest. In the end, these materials were translated from Albanian into English and Greek.

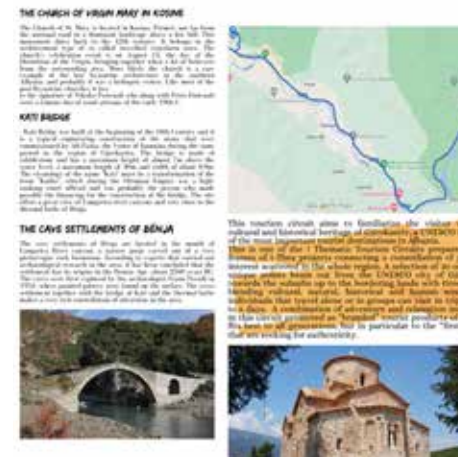
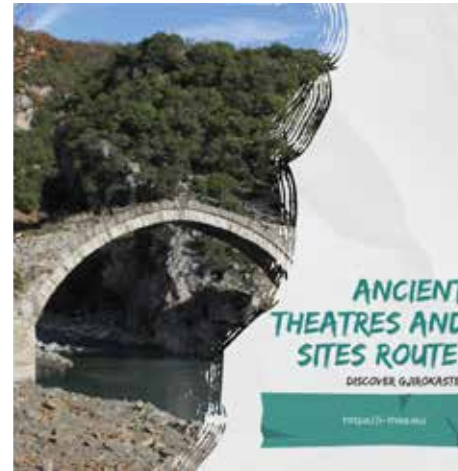
6. Ανάπτυξη νέων προϊόντων πολιτιστικής κληρονομιάς

Το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας οριστικοποίησε τον χαρακτηρισμό 30 σημείων ενδιαφέροντος της «Διαδρομής Αρχαίων Θεάτρων και Τοποθεσιών». Ο εμπειρογνώμονας του RCDC, επικουρούμενος από το προσωπικό του οργανισμού, συγκέντρωσε όλα τα απαραίτητα υλικά, έγγραφα, κείμενα, δημοσιεύσεις, εικονογραφήσεις και επεξεργάστηκε ερμηνευτικά κείμενα για κάθε Σημείο Ενδιαφέροντος. Τελικά, τα υλικά αυτά μεταφράστηκαν από τα αλβανικά στα αγγλικά και στα ελληνικά.

7. Paketat Turistike

Qendra për Bashkëpunim dhe Zhvillim Rajonal hartoi 6 itinerare Tematike Turistike që lidhin një plejadë pikash interesi të shpërndara në të gjithë qarkun e Gjirokastrës. Kjo është një përzgjedhje prej 30 pikash unike që shtrihen nga qyteti i Gjirokastrës drejt periferisë deri në territorin kufitar me Greqinë, ku secila ndërthur pasuri kulturore, natyrore, historike dhe njerëzore që mund të vizitohet në udhëtime nga 1 deri në 6 ditë.

Të gjitha këto itinerare turistike e njohin publikun me pika interesi të grupuara sipas: ndërtesave të kultit, si kisha, xhami, anastire dhe teqe; kështjella dhe kala që datojnë nga antikiteti në mesjetë, vende dhe qytete të lashta romake dhe helenistik e, banesa dhe pallate mesjetare, ura dhe shpella prehistorike.



7. Tourist Packages

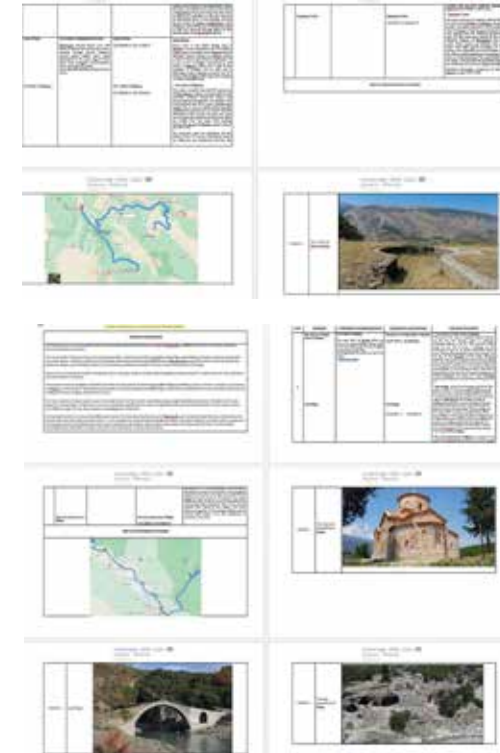
Regional Center for Development and Cooperation designed 6 Thematic Tourism Circuits which connect a constellation of points of interest scattered in the whole region of Gjirokastra. A selection of 30 out of 100 unique points beam out from the UNESCO city of Gjirokastrë towards the suburbs up to the bordering lands with Greece, each blending cultural, natural, historical and human wealth that one can visit in trips from 1 to 6 days.

These tourism circuits altogether introduce the public to these points of interest grouped by religious buildings, such as churches, mosques, monasteries and tekkes; castles and forts dating historical periods varying from antiquity to Middle Ages, ancient Roman and Hellenistic sites and cities, dwellings and medieval mansions, bridges and prehistoric caves.

7. Τουριστικά πακέτα

Το Περιφερειακό Κέντρο Ανάπτυξης και Συνεργασίας σχεδίασε 6 Θεματικές Τουριστικές Διαδρομές που συνδέουν έναν αστερισμό σημείων ενδιαφέροντος διάσπαρτα σε όλη την περιοχή του Αργυροκάστρου. Μια επιλογή από 30 από τα 100 μοναδικά σημεία εκπέμπεται από την πόλη της UNESCO του Αργυροκάστρου προς τα προάστια μέχρι τα σύνορα με την Ελλάδα εδάφη, το καθένα συνδυάζει πολιτιστικό, φυσικό, ιστορικό και ανθρώπινο πλούτο που μπορεί κανείς να επισκεφθεί σε ταξίδια από 1 έως 6 ημέρες.

Αυτές οι τουριστικές διαδρομές συνολικά εισάγουν το κοινό σε αυτά τα σημεία ενδιαφέροντος ομαδοποιημένα ανά θρησκευτικά κτίρια, όπως εκκλησίες, τζαμιά, μοναστήρια και τεκέδες, κάστρα και οχυρά που χρονολογούνται σε ιστορικές περιόδους που ποικίλλουν από την αρχαιότητα έως τον Μεσαίωνα, αρχαίες ρωμαϊκές και ελληνιστικές τοποθεσίες και πόλεις, κατοικίες και μεσαιωνικά αρχοντικά, γέφυρες και προϊστορικά σπήλαια.





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