



European Union's Cross Border Cooperation Programme

Cross-border Programme the Republic of North Macedonia - Republic of Albania under the Instrument of Pre-accession Assistance (IPA II) allocations for 2018 – 2020
Project “Krusevo and Elbasan – acknowledged tourism CB destination”

Krusevo and Elbasan is a CB destination, with valuable nature, active tourism potentials, protracted history and cultural heritage. The project creates new economic opportunities for urban and rural communities by establishing proposed infrastructure improvements for active tourism, planned joint strategic actions for developing and promoting one CB tourism package, a unique set of capacity-building measures, and actions to strengthen CB stakeholder cooperation. As a result, the overall project goal is to promote long-term stable and sustainable tourism growth that strikes a balance between environmental, economic, and sociocultural components of tourism in order to ensure long-term benefits to both communities and countries as CB region.

The well acknowledged and trendily promoted CB areas of Krusevo and Elbasan with its full touristic potentials will serve to domestic / foreign tourists and visitors, particularly nature enthusiasts, active / adventure tourist, eco-tourists, alternate sportsmen, and cultural heritage travelers (specifically paragliding, mount biking, but likewise, youth groups, families, professionals in culture, etc.). Also, with this project are tackled the tourism service providers, in particular, existing and potential tour guides and rescue service members; Tourism-related SMEs (Hospitality / accommodation / food industry, as well as agro-tourism services) and Tourism related CSOs, Tourist Agencies, Associations, Clubs.

Project objectives

- Contribution to a long-term sustainable tourism development
- Encourage active tourism in both CB areas by developing appropriate, modern, and safe infrastructure
- Develop an integrated touristic promotion, services within cross-border area

Location of the action

- North Macedonia, Municipality of Krusevo, Krusevo town, with its population
- Albania, Municipality of Elbasan, with its population

Activities

- Infrastructure works
- Integrated touristic promotional actions
- International Tourism Fairs
- Online targeted promotional campaign
- Cutting edge One-stop online CBC Krusevo-Elbasan Info Tourism space
- Training and (ASP) advisory support program for tourism and hospitality-related SMEs
- Training set for tourism and hospitality service providers
- Training program for tourist guides and rescue service members

Project Partners

North Macedonia

- Krusevo Municipality (Lead Applicant)
- ALKA -Centre for sustainable development, Skopje, (Co-applicant)

Albania

- Elbasan Municipality (Co-applicant)
- Shoqata Tjeter Vision (TVO) (Co-applicant)



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