

# Traditional Breakfast of the C/B area

**Branding Scheme and Mobile Application for the  
preservation and promotion of common traditional  
gastronomy**

**Title of the study: Definition of CBTB traditional breakfast and  
identification of common traditional products of Vlora region and  
Gjirokastra region (Output 3.5.2)**

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## Brief description of the CBTB Project

The ECOPartners for Sustainable Development, together with its local (National Coastal Agency and Vlora Chamber of Commerce), from the Albanian side and international partners Chambers of Grevena and Corfu, from the Greek side, have been involved in the last years in projects aiming to enhance sustainable development mainly in the general field of entrepreneurship and tourism. In this effort, they have identified the need for the development of tourism, not only at entrepreneurial level, but also in terms of the preservation of local products and traditions. Based on the fact that there is a recent trend in the cross-border area to preserve and promote local cultural heritage, the two chambers responded to the challenge of combining this trend with the wider efforts for sustainable tourism development, through mapping and promotion of traditional gastronomy. Furthermore, stakeholders in the tourism industry have already acknowledge the fact that tourists are becoming more sophisticated and they seek a holistic experience including discovering cultural and gastronomical secrets instead of the conventional sea and sun pattern. Thus the need for upgrading tourism product towards that direction is common in both sides of the borders.

The main challenge of the tourism sector nowadays is the identification and development of concepts characterised by uniqueness and locality, since the concept of "sea+sun" is easy and cheap in most neighbouring countries. The 2nd challenge is the holistic promotion of a thematic concept, since technology penetrated the procedure of organising holidays/ travels and since exhibitions and fairs lose points of effectiveness.

The local traditional gastronomy of the cross-border area has its own special character and could be developed as a tourism product and promoted as such. Local/ traditional gastronomy can be combined in a very strong promotional advantage that will enhance the attractiveness of a rough cross-border area and will develop a new targeted destination. Expected change: New approach to tourism development with respect to common culture and traditions.

The main outputs are the development of a common brand for the tourism enterprises (mainly hotels, but also others serving breakfast as well) that will wish to apply the "Cross-border Traditional Breakfast" and a targeted mobile application for the promotion of this brand. The hotels of the cb area will benefit directly by the project, while the local actors (regional authorities, municipalities, local associations) and the rest of the tourist enterprises (restaurants, tourism agencies) will have a holistic promotional tool for the destination management of the area.

Quality tourists have become more demanding and are looking for locality, tradition and distinctive characteristics. The tourism enterprises were operating alone towards the development of the area as a quality tourist destination. All the efforts were done in micro level and were, thus, ineffective. The project combines the collective associations representing the tourism enterprises in 4 regional units (Grevena, Corfu, Vlore and Gjirokastër) of the cross-border area

and aims for the 1st time to provide an integrated branding procedure and mobile application for a holistic promotion of local and gastronomic products.

The overall objective of the cross border project of which this product will be a part and is contributing to, is as follows:

- Preservation and promotion of cross-border traditional gastronomy
- Development of a new integrated sustainable tourism product for the promotion of the cross-border area as a tourist destination.

## Methodology

### Introduction

Sustainable tourism development is a major issue as part of most EU, regional and national policies of Greece and Albania. In the framework of “Europe 2020 Strategy” tourism development is characterized as key sector for all cross-border productive systems. Despite the applied measures, the cross-border area lacks a holistic management and promotion plan for the development of mild tourist products, hence the main tourist product remains the “sea-sun” concept. The CBTB project aims, thus, to provide a holistic management and promotion toolkit for the attraction of quality tourism in the area and the support of local economy.

Vlore and Saranda are the most popular areas for tourism in Albania and are both part of Vlore Region. In 2018, about 950,000 tourists visited museums, national parks, castles and other attractions. In the region of Vlora there are 698 registered and functional accommodation units. Rural tourism and agritourism seems to be less developed, despite the great potential available. Villages along the Albanian Riviera, such as Palasë, Dhërmi, Vuno, Himarë, Qeparo, Borsh and Lukovë, represent excellent opportunities for the development of agritourism. However, since most visitors come to enjoy sun and sea, accommodation units are usually hotels that are active only during the summer season. Creation of agritourism units that combine staying on the farm with enjoying the beaches of beautiful and offering a unique experience to tourists visiting the region would make it possible tourism in these areas to take place throughout the year.

Shushica Valley also offers a good opportunity for agritourism development. Geographical position, beautiful landscape and the quality of local products make a good start for this type of tourism. Twelve villages in the region of Vlore are included in the program “100 villages”, identified as villages with great potential for the development of agritourism.

Gjirokastra was included in the UNESCO World Heritage List in 2005 and is one from the most visited regions in Albania for tourism purposes. Gjirokastra has many two-story houses built in the 17th century. The city also has a bazaar, a mosque of 18th century and two churches of the same period. During 2018, about 150,000 tourists visited museums, national parks, castles and other attractions in the Gjirokastra region. The county is well-developed in agriculture and livestock, with more than 10,000 mixed farms involved in agricultural and

livestock production. Gjirokastra has an ancient culinary tradition, with many traditional cooking. Gjirokastra region registers 62 functional accommodation units, a part of which are inns and agritourism units.

This region has been identified as the county with the largest number of villages included in the “100 villages” program. Overlapping of agriculture and tourism in this region would generate additional income for farms and new jobs, making rural areas more attractive to young people.

The CBTB project focuses on the local traditional gastronomy of these above mentioned targeted territories, as a significant element of the cultural heritage. Breakfast is the focal point of the project for numerous reasons:

- Hotels are the cornerstone of the tourism sector and breakfast is a meal that almost all hotels provide. In addition, other tourism enterprises (restaurants, coffee – bars, etc) occasionally serve breakfast, hence they could also apply the brand.
- Breakfast gives travellers the first taste of the gastronomic culture of each place/area.
- Breakfast was also chosen because it capitalizes an initiative of the Greek Tourism Organisation (“Greek Breakfast”), which – in the case of CBTB project – will be applied in the cross-border area as a unified area and will be enriched with products from both countries.
- The novelty of the project lies in the exploitation of branding procedures and mobile marketing tools (applications), towards the development of a cross-border gastronomic tradition that will be actually applied in tourism enterprises of the cb area. A new brand that will supplement an already existing (and widely promoted) brand (“Greek Breakfast”) will be a strong asset for the whole cross-border area, as the products will be jointly selected and the brand will be designed in a way that will approach the area as one destination and will be not differentiated in country level. Additionally, the connection of tourism enterprises with local producers of traditional goods will boost the local economy and reduce unemployment.

The main target groups of the assignment are the local traditional producers, as well as the hotels and restaurants in Vlore and Gjirokaster Municipalities, promoting the use of local traditional products part of their breakfast servings. Along with them, the tourists and the local authorities of the area (regional authorities, municipalities, etc), the enterprises belonging to the wider tourism sector (restaurants, bars, tourism agencies etc) will benefit directly and indirectly from the project, as they will have additional tools for the promotion of the area.

The purpose of this assignment is the identification of common traditional products of Vlora and Gjirokastra regions from Albania and the definition of Traditional Breakfast for the purpose of this project in the Albanian territory.

The experts have produced an analytical analysis of the traditional and local products that are produced, cultivated, originated in Vlora and Gjirokastra

regions from Albania, which can be used for the breakfast menus of the relevant tourism area. Analyses focus on the contribution of quality agro-food to the sustainable rural development, economic, social and environmental benefits. The expert will also assist with the registration of all the Albanian common traditional & local products that are usually used for breakfast, traditional recipes (like pies, special soups and cakes) that are usually served for breakfast, which will be further promoted through the CBTB Mobile Application and social media. The similar approach is followed in the Greek targeted territory Grevena and Corfu, thus, as a second step, the common local and traditional products from both countries, will be further analysed and presented for the common Mobile Application and social media.

This deliverables will be connected and will enrich the "Greek Breakfast Initiative" and will synergise with any other similar initiative or project that was implemented in Albania.

### **Methodology used for the realization of this study**

Methodology for this study is mainly qualitative and uses both primary and secondary data.

Secondary data are mostly used and consist in collection and interpretation of data and information from research papers, studies in the respective field, technical reports, different documents, specific strategies (sectorial, national, local ones), specific laws and decisions/orders of relevant ministries.

The data collected from these documents served us to clarify:

- the legal framework and what the law provides for the definition of local products, i.e. which products will be considered local and what characteristics/features should have the products to be called local for each of the regions, Vlora and Gjirokastra;
- criteria for certification of local products produced in Vlora and Gjirokastra regions; (Are local products certified according to European standards?)
- the list of certified products produced in Vlora and Gjirokastra regions;
- identification of tourist entities/subjects (hotels, restaurants, agro tourism units) that serve local products.
- Connection of local products of Vlora and Gjirokastra regions with businesses that offer / serve traditional breakfast (based on these typical local products) in these areas.

Due to the lack of specific data and updated indicators related to the identification and definition of local products served for breakfast, it was necessary to collect some primary data.

These data were taken mainly through meetings and semi-structured interviews with key factors / individuals, such as representatives of central institutions operating at the local level (Directorate of Agriculture and the National Food Authority, Regional Council, Regional Directorate of Taxes) in Vlora and Gjirokaster regions; with tourism (agro tourism) entrepreneurs.

Discussions with local actors (local/regional authorities) were important to have official, complete and updated information:

- On the number of local producers (registered and exercising legal activity) in Vlorë and Gjirokastra counties.
- On the categories (agricultural, livestock, cultivated plants, produced, traded, certified or not) of local products in these regions.
- On the list of local products that local producers produce and sell (mainly to the accommodation units that serve traditional breakfasts)
- On the exact location of the production units of local products in these regions. Information that serves to differentiate the typical features of a local product offered in both regions, (e.g. honey differs in aroma, depending on the type of flowers with which the bees are fed; also by-products of milks differ in taste strength), which is determined by the type of pasture field/mountain where cattle graze).
- On the typology of these production units (technology they use, automated factories, semi-automated, craft)
- On hotel, tourism and agro tourism units in Vlorë and Gjirokastra regions, that serve traditional breakfasts.

Discussions with tourism entrepreneurs in Vlorë and Gjirokastra regions gave us concrete and more complete information regarding:

- Local products that these units serve for breakfast.
- Typical local recipes required by tourists / served for breakfast.
- The origin of the local products that these tourist units use (i.e. if they produce them themselves or buy them from local producers in the area).
- The type of local products that hotel and tourist units buy from local producers (i.e. if they are standardized products; that have food safety; are controlled or not).
- Local products and traditional local recipes that are most often used / served for breakfast (on the basis of which we draw conclusions and recommendations).

# Quality agro-food and sustainable rural development in Vlora and Gjirokastra

## The notion of quality in agro-food products

In general, the term of quality is the Degree to which a set of inherent characteristics fulfills requirements (ISO 9000:2005). Standard ISO 9000:2000 provides a fairly broad definition of quality: "The totality of features and characteristics of a product, process or service that bear on its ability to satisfy stated or implied needs". When it comes to food it depends greatly on the intended use. More specifically regarding the agro food products the characteristics contributing to quality are safety, nutritional, origin, authentic, convenience, ethical, sensory.

Another added value to quality is Certification. Since Albania inspires to be part of the European Family its regulations and laws regarding to food quality, certifications etc, are adapted from EU directives.

### **QUALITY ADDED VALUE – certification which includes:**

- **Organic Integrated Production**
- **Designation of Origin Protection (PDO)**
- **Geographical Protection Indicators (PGI)**
- **Traditional Guaranteed Specialty (TSGs)**

## The contribution of quality agro-food to the sustainable rural development Economic benefits

The local production systems are made up of networks of small and medium enterprises and agricultural farms, constrained to a specific territory, that specialise in a particular agro-food niche. They integrate a spectrum of interdependent relations, which may be mercantile (e.g., purchase–sale, or extra-market in character (e.g., formal and informal cooperation agreements, exchange of information). This network generates economic value external to associated businesses, and provides a social space where knowledge diffusion and innovation is intensified. Products covered by geographical quality requirements have associated values of specificity or typicity and excellence. Product typicity is a characteristic in which local production systems can gain advantage over large businesses. The establishment of labels means that food chain players can obtain different incomes that increase the added value of the product and serve in turn to reduce the price elasticity of the demand (Vaceschini 1999). In case of geographical designations all the information implicit in the seals embraces the geographical provenance of the food, so the attributes go with such provenance and so the property of excellence. Having rules, establish references that reduce the uncertainty of the information, lowering the transaction costs. Having a seal



of quality can boost the marketing strategies such as promotion, joint marketing, and innovation diffusion.

Summarizing the effects:

- Increase revenues for agribusiness, access to new markets through contracts with potential buyers, expansion of wholesale and retail sales.
- Reduction in overall costs, better management, staff motivation and accountability, efficient production process.
- Increased product stability, longevity and product characteristics with less waste and loss.
- Mandatory legal completion for the implementation of national minimum standards of operators in agriculture

### **Social and cultural benefits**

Preserving traditional products, traditional landscape (where products are grown), using traditional ways of production, brings sustainability because tradition is a guarantee of sustainability.

### **Environmental benefits**

Diverse natural resources are mobilized in the production process. These become a local priority and very often change status with the protection of geographical name. Imposing the use of a particular animal breed or plant variety with geographical area calls for careful definition and collective management, giving resources greater importance than previously and devising ways of qualifying them. Similarly, the use of spontaneous vegetation, summer pastures, mountain ranges, wetlands, etc., represents a value investment whose low productivity is advanced as justification for protection.

### **Objections to the contribution of quality agro-food products**

If small farmers are asked for quality certification and food safety they will see their costs increased, and they will need higher productivity and they will feel obliged to lose some patterns of traditional way of food processing asking for modernization and automatization.

### **Organic farming products (explanations + list)**

Certified organic products are those which have been produced, stored, processed, handled and marketed in accordance with precise technical specifications (standards) and certified as "organic" by a certification body. Once conformity with organic standards has been verified by a certification body, the product is afforded a label. This label will differ depending on the certification body but can be taken as an assurance that the essential elements constituting an "organic" product have been met from the farm to the market. It is important to note that an organic label applies to the production process, ensuring that the product has been produced and processed in an ecologically sound manner. The

organic label is therefore a production process claim as opposed to a product quality claim.

List of certified organic operators by AlbINSpekt <sup>1</sup>:

- Lunxheria Honey
- Olive Oil Musai Vlore
- SHBB Straight Gjirokaster
- Gjikondi Olive Oil Vlore
- Fig Manjufactory Haruni Ksamil
- Organic Flavours shpk Gjirokaster
- Butrinti Ferm (eggs production)

### **Geographical indication products (explanations + list)**

A geographical indication (GI) is a sign used to indicate that a product has a specific geographical origin and possesses a certain reputation or qualities due to that place of origin. A GI typically includes the name of the place of origin. This name can be used by all organisations from the area which manufacture a given product in a prescribed way.

### **Integrated farming products (explanations + list)**

**Definition: Integrated Farming - UNI 11233-2009 new European agriculture organic standard (IF)**, integrated production or Integrated Farm Management is a whole farm management system which aims to deliver more sustainable agriculture. It is a dynamic approach which can be applied to any farming system around the world. It involves attention to detail and continuous improvement in all areas of a farming business through informed management processes. Integrated Farming combines the best of modern tools and technologies with traditional practices according to a given site and situation. In simple words, it means using many ways of cultivation in a small space or land.

### **Traditional products (explanations + list)**

After the collection of primary data, a table of traditional and local product (from Vlore Region and Gjirokastra Region) was designated. There are specifications regarding the product category, type and origin (geographic location). Mostly of the product were individualized during the semi structured interviews realized with the managers/owners of the restaurants, hotel, agritourism units and guesthouses. The products chosen to be part of the list have also been classified taking in considerations all the information gathered by websites that promote traditional gastronomy, reviews of the tourists, initiatives that promote traditional gastronomy (local food festivals).

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<sup>1</sup> Albinspekt is the only Albanian inspection / certification body that is accredited and listed by the European Commission to perform the inspection-certification activity according to the European organic regulation.

NAME	Product category*	Type**	Origin
<b>Fruit Jams</b> (fig, cherries, quinces, oranges, strawberries)	Marmalade	Recipe	Albania/Vlora (Ksamil Fig Manufactory) Gjirokastra
<b>Buke misri (Corn bread)</b>	Bread	Recipe	Albania/Vlora, Gjirokastra
<b>Revani</b>	Sweet Cake	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora)
<b>Manxurane</b>	Mountain herb for Tea	Product	Albania/Gjirokastra
<b>Mountain Tea</b>	Mountain herb for Tea	Product	Albania/Vlora (Dukat) Gjirokastra (Cajup Mountain)
<b>Karkanaqe</b>	Sweet Cake	Recipe	Albania/Gjirokastra (homemade)
<b>Dhalle / Buttermilk</b>	Diary product: Caw Yogurt drink	Product	Albania/Vlora (Tragjas, Dukat) Gjirokastra (Gjirofarm)
<b>Sheep yoghurt with honey and nuts Llogora</b>	Diary product: Sheep Yogurt	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora)
<b>Butter (cow, sheep, goat)</b>	Diary product: Butter	Product	Albania/Vlora, Gjirokastra (Libohove, Lunxheri, Gjirofarm)
<b>Juices (oranges, tangerines, pomegranates, peach)</b>	Fresh fruit juice	Product	Albania/Vlora (Radhime, Llakatund) Gjirokastra(Xarre)
<b>Harapash/memelige</b>	Pie	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora), Gjirokastra (Guesthouse)
<b>Byrek</b>	Pie	Recipe	Albania/Vlora, Gjirokastra
<b>Mjalti shumelulesh Lunxheria/ Lunxheria Honey</b>	Honey	Product	Albania/Gjirokastra (Lunxheri)
<b>Petulla, Kila, Kulece, Pite (donuts)</b>	Pie	Recipe	Albania/Vlora Gjirokastra
<b>Trahana</b>	Pie	Recipe	Albania/Vlora (homemade)Gjirokastra (Trahana Lunxheria)

<b>Paçe</b>	Soup	Recipe	Albania/Gjirokastra
<b>Omelettes, scrambled or boiled eggs</b>	Chicken or duck egg	Product	Albania/Vlora, Gjirokastra
<b>Cottage cheese from Tragjas Vlora</b>	Diary product : Cheese	Product	Albania/Vlora (Tragjas), Gjirokaster (Libohova)

\*Product categories: Selection of one of the following categories (those are specifically selected for breakfast): olive oil, olives, citrus fruit, meat, wine, milk, yogurt, cheese, honey, egg, fresh fruit juice (not packed) (i.e. orange juice), fresh drinks by herbs (i.e. tea), fresh drinks by fruits (i.e. lemonade), pies, soups, cakes, omelettes, bread, sweet, marmalade.

\*\*Type: selection if it is traditional/local product or a recipe made using local products

\*\*\*Origin: selection of one of the following categories: Greece/Corfu, Greece/Grevena, Albania/Vlora, Albania/Gjirokastra

### **Other certified products (explanations + list)**

The only certified organic products are those listed at the point 3.3. The law "On quality schemes of agricultural and food products" was approved one year ago, which focuses on assessing the unique characteristics of Albanian products. Till now there are only 11 products all over Albania that has the quality brand. Only one of them is in Vlora Region (Olive oil from Borsh).

### **New tourism products which utilize the quality agro-food products**

#### **Rural tourism**

Any form of tourism that shows rural life, art, culture and heritage in rural areas, which brings economic and social benefits to the local community, as well as enabling interaction between tourists and locals for a richer tourist experience, can be defined as rural tourism (OECD).

Rural tourism in inner areas cannot constitute an alternative to the tourism of sun, sea and sand. For its characteristics this kind of tourism-the number of existing beds, feasible or retrievable and their concentration in space- are not comparable with the one on the coast. For this reason the rural tourism is a form of complementary tourism, which is useful to improve and promote the dynamics of natural and cultural heritage without substituting the conventional coastal model as a strategic sector of tourism. The integration between two types of activities can serve to grow the peculiar potentiality of tourism and reestablish a balance in the development process. What we need to promote is the establishment of a basic, minimum standard for a visitor who attends a certain area. This means that every guest house or guesthouse must have cleanliness, a

comfortable bed, well-cooked food from the local menu and it is understood that personal services for the tourist are guaranteed.

In the same time we should keep in mind that tourists prefer to do cross-border guides, wanting to walk from one territory of one state to another.

The case of Vlora and Gjirokastra, where besides the part by the sea, there is also the side behind the mountain, along the river of Vlora. For a tourist who stays a few days, a combination of offers with mountain and coastal terrain is created.

### **Agritourism**

Agritourism is a host activity that takes place on the farm or in other agricultural units with aimed at attracting visitors, often enabling them to participate in agricultural activities or other ancillary activities taking place in the agricultural environment. (DCM No. 22, dated 12.1.2018).

Agritourism is treated as a high priority sector in the Albanian government program. Most of central and local level strategies have considered agritourism for agriculture and rural diversification. In terms of public sector efforts for it supporting agritourism, there seems to be no conflict in roles, but only in coordination.

So far, the agritourism sector in Albania has developed mainly abroad farms. Start-ups on the farm are currently more prevalent than businesses in farm. These ventures in most cases are not owned by traditional agricultural producers, but nevertheless have substantial positive effects on farm incomes.

Since now there are 13 certified agritourism subjects by Ministry of Environment and Tourism, but none of them is in Vlora or Gjirokastra.

### **Festivals that deal with agro-food products**

Festivals regarding agro-food products are organized in the region of Vlora and Gjirokaster but not on a regularly basis. In general, these activities are related with other events. The last festival of food in Gjirokaster was organized for celebrating the 15th year of being part of UNESCO.

## **Criteria for the selection of products that will form the food basket and criteria for the selection of enterprises that will participate to the CBTB Project**

### **Criteria for the selection of products that will form the food basket**

The products that will be selected to form the common food basket should have the below listed criteria:

1. quality
  2. provenience of the tourists
  3. cost
  4. typicity
  5. authentic
  6. unique
  7. common
1. 5. nutritional
  2. 6. similarity with other types of foreign breakfasts

### **Criteria for the selection of enterprises that will participate to the CBTB Project**

The enterprises that will be selected in order to participate in this project will be enterprises that serve breakfast such as: Hotels, restaurants, agritourism units, guesthouses.

The primary criteria in order to be selected should be the fact that these enterprises do offer local products and traditional recipes.

It will be important to assess the connection that these enterprises do have with the local farmers and how do they assure the quality of the products (especially hotels and restaurants, since agritourism and guesthouse in general do have they own cultivated products).

It is understood that only those enterprises that do exercise their business under the national legal framework will be chosen to be part of the project.

## The CBTB logo

In order to create the CBTB logo, and to select those products which will be part of the common basket, some other indicative criteria to use are the following:

**COMMON:** The traditional & local products & recipes should be common for the whole cross-border area

**UNIQUE:** It is highly recommended to promote products that are unique in the cross-border area, are not produced anywhere else

**ORIGIN/AUTHENTIC:** The product should be produced/cultivated in the project cross-border area and the recipes mainly include as ingredients the local cross-border products

**SAMPLE:** It is highly recommended that a sample of products could be able to be available to the public via festivals, events, WSs and other cross-border events taken place in the project

**PRODUCTION:** The product selected should have a good production capacity and are still produced till today.

**STILL UNKNOWN:** Priority could be given to products/recipes that are not already included in the National Breakfasts and other initiatives.

## Conclusions - suggestions

### Conclusions (table of the local products suggested to be further promoted by this project)

The table below with the suggested products to be part of the common basket, was designed taking in considerations the above criteria's (point 4 and 4.3) and also the fact that the products to be chosen should be the most preferred, well known to the tourists, and also common to the cross border area

In the same time the recipes that use these products should be unique.

NAME	Product category*	Type**	Origin
<b>Fruit Jams (fig, cherries, quinces, oranges, strawberries)</b>	Marmalade	Recipe	Albania/Vlora (Ksamil Fig Manufactory) Gjirokastra
<b>Manxurane</b>	Mountain herb for Tea	Product	Albania/Gjirokastra
<b>Mountain Tea</b>	Mountain herb for Tea	Product	Albania/Vlora (Dukat) Gjirokastra (Cajup Mountain)
<b>Karkanaqe</b>	Sweet Cake	Recipe	Albania/Gjirokastra (homemade)

<b>Dhalle / Buttermilk</b>	Diary product: Cow Yogurt drink	Product	Albania/Vlora (Tragjas, Dukat) Gjirokastra (Gjirofarm)
<b>Sheep yoghurt with honey and nuts Llogora</b>	Diary product: Sheep Yogurt	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora)
<b>Butter (cow, sheep, goat)</b>	Diary product: Butter	Product	Albania/Vlora, Gjirokastra(Libohove, Lunxheri, Gjirofarm)
<b>Juices (oranges, tangerines, pomegranates, peach)</b>	Fresh fruit juice	Product	Albania/Vlora (Radhime, Llakatund) Gjirokastra(Xarre)
<b>Harapash/memelige</b>	Pie	Recipe	Albania/Vlora (every restaurant and agritourism in Llogora), Gjirokastra (Guesthouse)
<b>Byrek</b>	Pie	Recipe	Albania/Vlora, Gjirokastra
<b>Mjalti shumelulesh Lunxheria Lunxheria Honey</b>	Honey	Product	Albania/Gjirokastra (Lunxheri)
<b>Petulla, Kila, Kulece, Pite (donuts)</b>	Pie	Recipe	Albania/Vlora Gjirokastra
<b>Omelettes, scrambled or boiled eggs</b>	Chicken or duck egg	Product	Albania/Vlora, Gjirokastra
<b>Cottage cheese from Tragjas Vlora</b>	Diary product : Cheese	Product	Albania/Vlora (Tragjas), Gjirokaster (Libohova)

## Suggestions

The main objective of the project is the creation of a new integrated sustainable tourism product that will preserve the heritage (traditional gastronomy), will attract more tourists and will offer sustainable economic development. For this reason the suggestions are addressed to the project team in charge of implementing this project, and relate to gaps or challenges of the main target, local traditional producers in Albania, identified through the desk research.

In terms of the CBTB definition: **Local traditional products are locally produced products that are grown or produced, processed and then sold within the project territory, respecting local traditions and environment. CBTB Local traditional products must produce profit for the local producer, and offer employment opportunities to the local community of the targeted rural area. The basket of the CBTB common traditional products must consist of those products than are characteristic for both sides of the cross border area.** The identified recipes are also traditional and the preparation and the cooking are local. The same recipe such as Donuts (petulla) has different names in different localities and taste slightly different.



Suggestions of the project include:

- Project can work on building capacities of the local producers on the weaknesses identified through the desk research. All the small dairy farms do not have enough information regarding the legal framework under which they can certify their products. Workshops can be organized under this theme, to guide the producers through the necessity and the steps of the certification process.
- Local tourism brings together different local stakeholders at the local level. The link between accommodation units, local producers, local authorities, chamber of commerce could be further strengthened with keeping in mind the impact of the local traditional tourism is to empower the local economy.
- All the local and traditional products and recipes that will be part of the common basket can be chosen based on the CBTB definition, in particular considering the similarities of the cross border products.

As a conclusion the CBTB project can reflect on the following consideration:

- The natural environment is the greatest resource for tourism development. Agriculture is the largest utiliser of natural resources, and has the capacity to influence the appearance of the rural setting. Development of sustainable rural tourism can positively impact environmental protection, and facilitate the sustainable use and management of natural resources with economic and environmental benefits of the local community. Eventually the total revenue generated by households engaged in rural tourism is low, therefore its contribution to the Albanian economy is also low. However, in local terms, rural and local tourism makes an important contribution to the development of local economy and, where possible, tourism sector.
- Considering the Sustainable Development principles and practices (product with 0 kilometer), Rural Tourism does stimulate cost-effectiveness of the local economy, where the transport of the local product is an insignificant cost. This way the ecological footprint of the local products is also lower than the ones coming from the distance. The local rural tourism network created (Hotel, Restaurants, transportation, crafts, services, guides) does have a positive effect on reducing ecological footprint of products (local farmers are near accommodation unit) and in the same time agricultural tourism allows keeping the natural vegetation areas intact by reducing environmental costs.

- Rural tourism has a positive effect on local economy by diversifying the local economy, particularly in rural areas, especially where agriculture does not have opportunities to develop, enforce the connection with the local community, promotes intercultural tolerance and free communication between locals and tourists. Rural tourism represents an opportunity for small farms that cannot compete with the conditions imposed by the globalization of market.
  - Coastal rural and local tourism in Vlorë Municipality is more developed, diversified and formalized. This project can give a boost to the local economy with a more diversified local and traditional touristic offers, especially integrating the sustainability principles within these offers.
  - In Gjirokastra Municipality, the tourism activities are more locally and family oriented, and the number of accommodation units is smaller per area compare to Vlorë Municipality. Local tourism is mostly located in Gjirokastra town. The positive effect of this type of managing touristic activities is that tourists can live their experiences inside the traditional houses, consuming locally produced traditional local products which this project is promoting.

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