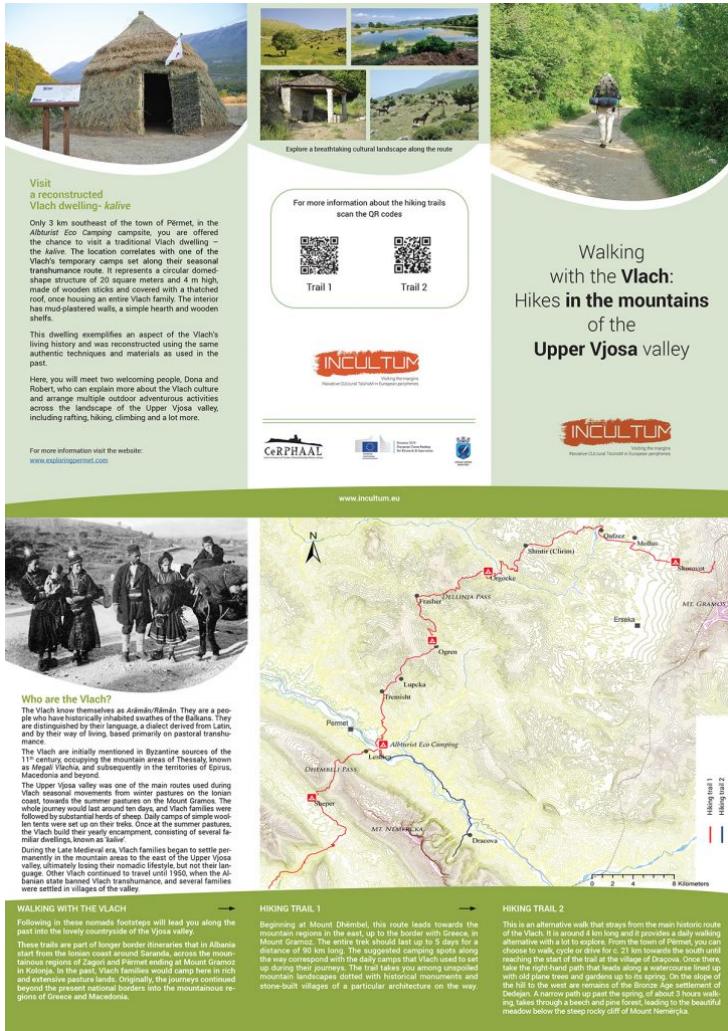


New visitors? leaflets launched in the pilot area of the Upper Vjosa valley



Article and images courtesy of Eglantina Serjani (CeRPHAAL)

In April 2023, INCULTUM partner CeRPHAAL in Albania launched new visitor leaflets about the cultural heritage assets of the Upper Vjosa valley. CeRPHAAL is coordinating pilot 8, Vjosa the shared river, aiming at highlighting and promoting the diversity of cultural heritage resources embodied in the mountainous landscape of the Vjosa valley.

In line with this, two leaflets were designed and published, presenting for the first time to the public some of the lost and neglected heritage of the area, such as the Vlach culture, as well as several landmarks related to the Second World War and the Communist Period.

One of the leaflets is an introduction to the historic city of Përmet and its surrounding, accompanied by easy-to-read maps, brief explanatory texts, and images. The second brochure broadcasts historical information about the Vlach ? a people who have historically inhabited swathes of the Balkans and are distinguished by their language, which derives from Latin and their ways of living based primarily on pastoral transhumance, while also inviting the visitors to hike in the mountains of the Upper Vjosa valley following the footprints of the Vlach nomadic journeys.

During the second half of May, these promotional materials were introduced to the heritage specialist in the tourist office of Përmet

and shared with some of the hotels in the city. The materials are now available for the visitors and provided at these locations both in printed and as downloadable versions.

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