

determines appropriate interpretive services, facilities, programs, and media to most effectively communicate the park's purpose, significance, compelling stories, themes, and values while protecting and preserving park resources. Sound interpretive planning defines desirable and diverse experiences, recommends ways to provide those experiences, and ensures that they are accessible. also identifies key visitor experiences and makes recommendations to promote them.

Visitor experience is everything that visitors do, sense, and learn; it includes knowledge, attitudes, behaviours, and values; it is affected by experiences prior to the visit and affects behaviour after the visit.

The visitor experience is also influenced by:

- how the visitor can access key areas and attractions (are there access routes, car parks, footpaths, etc.),
- what information about the area can be obtained before arrival and on site,
- is the area adequately signposted and safe to visit,
- are basic facilities available (e.g. car parks, toilets, waste bins, refreshment kiosks, possibility to buy souvenirs and local products, access to promotional and information material, etc.).

A 7-day site visit will be organised for the consultant(s), covering the main river and three tributaries that are currently part of the National Park with the insight into the wider Vjosa River Valley. During the visit, the consultant(s) will:

(1) assess the current status of natural and cultural values and resources, current visitor flows, natural resource use, and key indicators; and

(2) conduct interviews with key informants associated with the VWRNP (e.g., managers, relevant agencies/ministries, and National Agency for Protected Areas (NAPA) / Regional Agencies for Protected Areas (RAPA) entities, etc.). Interviews will also be conducted with representatives of local communities, stakeholders, NGOs, and the private sector.

The study visit will be organised for the expert(s) working on the Interpretation and Visitor Experience Plan and for the expert(s) working on the development of the Sustainable Tourism Master and Action Plan for the VWRNP.

The costs of international travel to and from Tirana, local transportation, food and accommodation for the selected consultant(s) will be covered by the client.

3.2 VWRNP 10-YEAR INTERPRETATION PLAN

Definition of the interest

