ALBERGO DIFFUSO KRUJA

AD Kruja offers a distinctive experience as the first of its kind in Albania and the broader Balkan region. This model plays a key role in revitalizing local communities and promoting sustainable tourism.

Guests at *AD Kruja* can immerse themselves **in the authentic charm of the city**, **explore its historic landmarks, and engage with the local community.**

BE THE NEXT TO REPLICATE THE AD MODEL!

🏕️ ***Are you passionate about preserving cultural heritage, promoting sustainable tourism, and supporting the local economy?***

🔭***Do you have the vision and commitment to bring the Albergo Diffuso model to life in your own village?***

Transform Your Guest Houses into the next Albergo Diffuso!
Enrich Your Community's Tourism Experience and
Bring New Life to Your Neighbourhood!

Contact:

AD Balkan
Mrs. Brunilda Licaj, Administrator
Mob: +355 (0) 692092590
Email: info@ad-balkan.com
Web: www.ad-balkan.com

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AD Balkan
MINISTRIA E TURIZMIT DHE MJEDISIT

'ALBERGHI DIFFUSI' MODEL IN ALBANIA

An innovative concept aiming to transform abandoned villages with untapped tourism potential into authentic tourist destinations. Firstly introduced in Italy in the early 1980s, developed and implemented by the Alberghi Diffusi Association (ADI).

EMBRACING TRADITION
THE ALBERGHI DIFFUSI CONCEPT

The *Albergo Diffuso (AD)* concept was created by Prof. Giancarlo Dall'Ara, to develop tourism in hamlets and old town centers, while preserving their unique character, ensuring harmony with local communities, and protecting the lifestyle, attractions, and natural environment of these areas.

A defining feature of *Alberghi Diffusi*—also known as "Scattered Hospitality"—is that the various guest accommodations are interspersed among residential homes. This allows visitors to experience life as temporary residents, rather than merely as tourists.

SPECIFIC FEATURES OF THE AD MODEL:

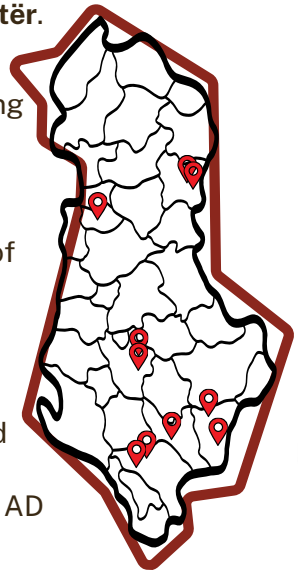
- One management
- Hotel services
- Common services
- Reasonable distance between buildings
- A lively community
- Authentic environment
- Being recognizable
- Sustainable tourism

ALBANIA'S ALBERGHI DIFFUSI

A NEW CHAPTER IN HOSPITALITY

POTENTIAL INITITATIVES IN ALBANIA

The *Alberghi Diffusi Association* conducted an assessment of Albanian villages' potential for implementing the AD model. Carried out in two phases, the assessment covered 10 villages: Rabdisht and Bellovë in **Dibër**, Qytezë in **Korçë**, Leus in **Përmet**, Roshnik and Berati Castle in **Berat**, and Dhoksat, Mingul and Old Bazzar in **Gjirokastër**.



The following **five villages** have been identified as having strong potential to replicate the AD model, along with their key features:

📌 **Bellovë, Dibër:** Hospitality, sence of community, commitment.

📌 **Caka House, Berat:** Cultural monument; existence of traditional houses.

📌 **Qytezë, Korçë:** High interest; village regeneration; sustainable development; historic village.

📌**Rabdisht, Dibër:** Variety of services offered to guests; widespread hospitality and museum-dedicated space; management and entrepreneurial spirit.

📌 **Roshnik, Berat:** Willingness and interest to develop AD model; traditions and history to be told.

DISCOVERING KRUJA

A STORYTELLING OF A SUCCESSFUL ALBERGHI DIFFUSI TRANSFORMATION

In May 2023, Albania's first Albergo Diffuso, *Kruja Albergo Diffuso,* was officially launched. Situated within the historic Kruja Castle, a fortress dating back to the 5-th and 6-th centuries, this unique destination features thirteen guest rooms across three beautifully restored buildings.

AD Kruja provides tourists with the opportunity to immerse themselves in local arts and culture while experiencing life as temporary residents.