# Virtualand Project

## PB4 "Eqrem Cabej" University of Gjirokastra

# UGJ- Project Participation

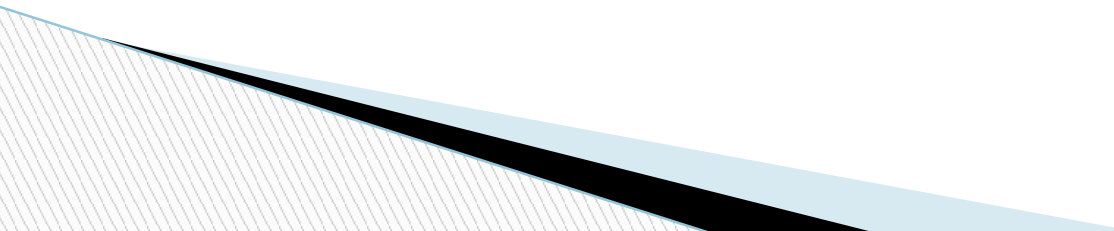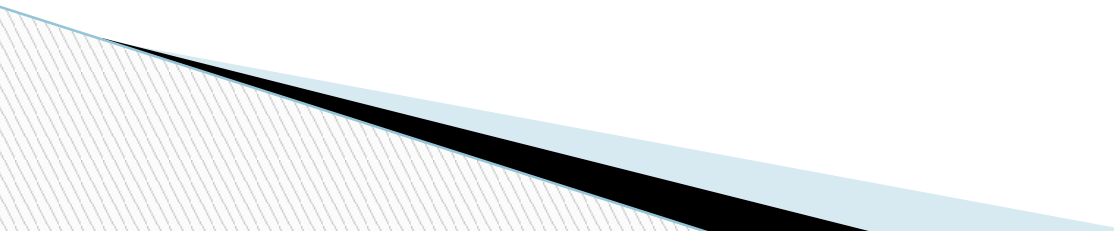❑ University of Gjirokastra has been partner in several projects co financed by the European Union and different programs such as **ERASMUS**+, **Interreg IPA** CBC Greece –Albania, Tempus, Jean Monnet;

❑ An Ongoing Interreg IPA project **StoneArt**….

❑ Actually, 3 successful IPA projects have already been completed with Greek universities and organizations;
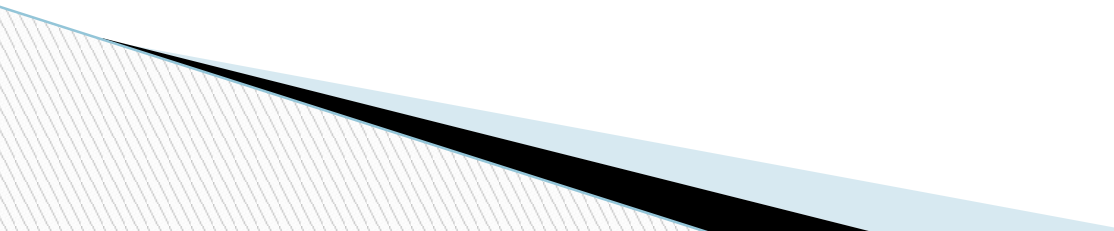
# BRIEF DESCRIPTION OF THE PROJECT

- **The cross-border area is rich** in unique cultural heritage that can form the basis for tourism development.

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  ? These materials, which include the history, tradition, and culture of the two nations, can be found in bookstores in the area, but a good part of them are **quite old** and are not of interest to foreign or local visitors.

- Also, these **assets** cannot be **digitalized** as they are very sensitive and their quality is very low due to depreciation.
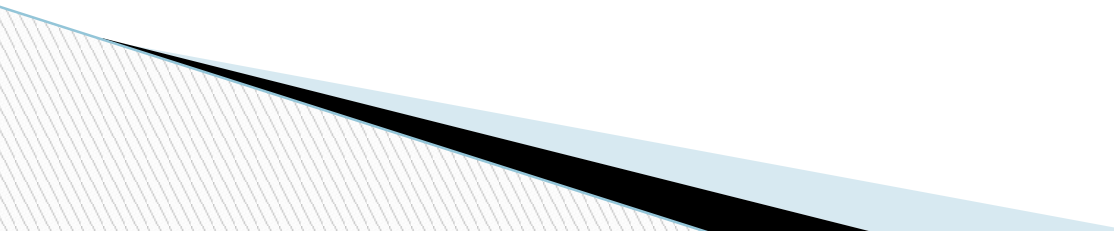
# OBJECTIVEs OF THE VIRTUALAND PROJECT

❑ To **identify**, **protect** and **preserve** the cultural heritage of the cross-border area by highlighting the contents contained in rare, very old, but extremely important assets contained in libraries.

❑ To act as an **attractive tourism package** resulting in a common **reference** point for all tourists visiting the area to have an in-depth experience with the tangible and intangible assets and to better understand the traditions, history and culture of the locals .

# UGJ LIBRARY

The UGJ **library** is rich in materials related to the culture, traditions and way of life of the southern region over the centuries.

? This material is **accessible** to academic staff, UGJ students and a small number of foreign individuals, but the same cannot be said for the general public, who have **little or no access** to this material.

? As part of the **VIRTUALAND** project, library staff have sought to **organize** and **select** existing physical materials, a good part of which **were digitalized** to provide a valuable virtual experience.
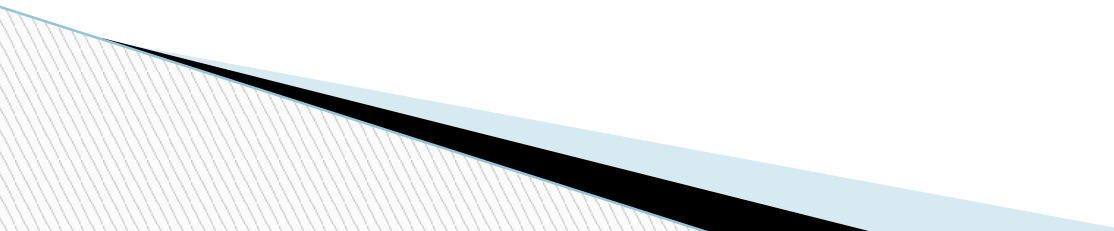
# RESULTS OF THE PROJECT FOR UGJ

- Creation of a physical and **digitalized database** of cultural assets of the Albania-Greece cross-border region.

- This database will be **maintained**, processed and continuously developed by UGJ staff and students for the best possible virtual experience through 3D devices.

- Inclusion in the touristic offer to encourage tourist to make a long tour of the area after being already informed by the VirtuaLand data.

# Project Result for our University

- The university **library** has been equipped with **15 3D glasses**.

- These devices will be used by **academic staff**, **students, local schools**, **foreign** and **domestic** tourists to conduct virtual tours of the cross-border region to get to know more deeply the culture, traditions and cultural assets of the area.

# *Student participation:*

❑ It is imperative to give the young people to be part of cross border projects which enables them to feel involved and part of the contribution this generation should give, as well as giving them the necessary information to promote to tourists and people who are interested in Gjirokaster and the cross border area.

❑ The students of study of programs of history, tourism and IT are working to maintain and update the software of the equipments product of this project.

❑ They are going to create virtual videos of tourist attractions in order to include them in the tourist offer and encourage their willingness to visit.

❑ With the support of their professors they have to be part of EU, IPA projects as it is essential to lay the foundations of mindset which motivates the new generation to live, contribute and build their future in their country.

# Thank you!