

Tourism and Related Industries

REFERENCE

- Visitors (Traveler) are paramount
- To provide an excellent services with maximal perfection
- Mutual and productive relationship between stakeholders

AIMS

Tourism and related industries aims to provide an important in the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector and related industries can play an important role as a driving force of economic development. The mission is to create a new company in form and content, which will offer the products and services in tourism and related industries, transforming Albania in the main touristic destination in region.

TRIPLE HELIX Partnership

- Traveler/ Visitor / Tourist
- Touristic business
- ETNO Tourism Enterprise (Startup – Spin of)
- Academy(Barleti University / Adriapol Institute / BTTC)

PARTNERSHIP

The key elements to building up a new enterprising tourism sector and related industries, with new Products and Services in Albania, are:

- Value Chain: Promote the Destination and Region
- Cluster: Collaboration between Stakeholders (Business operative, Tour operator/Local Tourist Guide / Local Community)
- Raise Capacity of Local Businesses

BUDGET

Planed Budget:

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PROJECT DESCRIPTION

Global tourism is now widely recognized as one of the largest industries in the world and one of the largest sources of employment and Gross Domestic

Product (GDP). Tourism benefits in particular the economies of developing countries, where most of the tourism sector's jobs and businesses are created.

Tourism and related industries tends to provide a regional tourism product, which includes the determination of new tourism destinations, marketing of digital tourism products and services, activities and events that can be organized in these destinations. It will try to Integrate Visitors – Touristic Bussiness - Stakeholders in a digital bussiness platform that could work to improve the market readiness and quality in a tourism businesses and startups. Agencies and key stakeholders of tourism and related industries collaboration together to identify existing and potential investment tourism opportunities which will attract inward investment.

The business platform of tourism and related industries is drafted in 4 main pillars. **The first EXPERIENCE DEVELOPMENT** focus towards experiences of tourists and recommendation to their friends indicate the success of that destination. **The second DESTINATION DEVELOPMENT** aims to help rural communities diversify their economic base, creates jobs for all ages and provides customers for local businesses, helping to make them sustainable. **The third BUSINESS DEVELOPMENT** focus towardsto workwith new and existing tourism operators to identify compelling business opportunities and provide coaching aligned with our target markets, based on research and market intelligence. **The fourth REGIONAL TOURISM DEVELOPMENT** tends to gather all stakeholders of tourism development (Cluster Building/Value Chain Enforcement /Tourism Partnership/ Master Plans/ Planning and Strategies/ Research and Insights).

OVERALL OBJECTIVE

The main objective is to create a business plan for helping tourism sustainable development throught products and services. Close co-operation between tourism businesses, tour operators and the local community will meet the requirements of tourists. On the other hand, defining and promoting natural, cultural and sports tourism destinations increases the interest of tourists by causing the strengthening of the value chain.

IMPLEMENTATION MODALITY:

1. **Regional Competitive Ecosystem for Start-Up** (Experience Development)
2. **Capacity Development** (Start-up Learning Centre)
3. **Business Support** (Marketing, Growth, Promotion)
4. **Values Chain Enforcement** (Promote the Destination and Region)
5. **Tourism partnership** (Unite of stakeholders); Drafting Master Plan of Tourism Development; Planning and Strategies of Regional Tourism Development

TARGET GROUPS

Travellers/Local Community/Tour Operators/Local Business (hotels, restaurants, souvenirs, etc.)/Travel Agencies/

IMPACTS

- New Destination / Products / Services
- Tourism Master Plans
- Defining new tourist destinations
- Tourism & Conservation Planning
- Tourism SME financing agreements
- Destination Management
- Workforce Development
- Domestic Marketing
- International Marketing
- Startup ETNO Tourism Enterprise
- Promotion of local products (souvenirs, artisans, traditional food, etc.)
- Knowledge and Technology Transfer
- Products and Business Development
- Empower Value Chain
- Promoting your experience
- Work with industry and destination,
- Visitors safety and security.

PROGRAM Action Lines:

- **DESTINATION: Top Tours (Nature/ Sport/ Culture)**
- **TRAVEL: By air/ By Sea/ By land/ Mix**
- **HOSTING: Hotels, Residences, Restaurants, Agritourist/ Clubs**
- **EXPERIENCE: Sports/Hiking/Cycling/Climbing/Nature/P**

ilgrims/ Culture/ Culinary/ Religion/ Traditions

MAIN ACTIVITIES:

- Digital Traveler Website....
- Travel Agency.....
- Tour Operator.....
- Event Company
- ETNO HoReCa Brand
- Measuring Tourism Impacts
- Tourism Master Plans

WORKING PACKAGES:

1. **Regional Competitive Ecosystem for Start-Up**
 - a. Something to Do
 - b. Something to See
 - c. Something to Buy
 - d. Tours
 - e. Events
2. **Capacity Development**
 - a. Tourism Management and Operation
 - b. Marketing and Sales
 - c. Workforce Development
 - d. Tourism Service Training
 - e. Guide Training
3. **Business Support**
 - a. Enterprise Functions
 - b. New Products and Services
 - c. Tourism Marketing and Branding
 - d. Knowledge and Technology Transfer
 - e. Digital Marketing (website - social media – PR)
4. **Values Chain Enforcement and Tourism Partnership**
 - a. Cluster Building
 - b. Value Chain Enforcement
 - c. Tourism Partnership
 - d. Master Plans
 - e. Planning and Strategies
 - f. Destination Management
 - g. Infrastructure and Physical Interventions
 - h. Tourism Information Centers
 - i. Circuits and Route Development
 - j. Touristic Site and Tours Signs
 - k. Brand Resources