

Interreg - IPA CBC



Greece - Albania

GET GRALB Experience Tourism

13.12.2021

Final Event



THREE ROUTES ONE PROMISE
THESSALY - VLORË

Institute of Public and Private Policies (IP3)

The project GET (General Overview & results)

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Institute of Public and
Private Policies



Chamber of
Thesprotia



Regional Council of
Vlora



InnoPolis: "Centre for
Innovation and
Culture"

PROJECT PARTNERS



Tourism Sector

- Tourism is one of the largest sectors in both countries.
- The tourism industry is ranked as an important factor in economic development, exports and employment, showing positive trends even during economic crises.
- The region is mainly targeting on maritime tourism. It is a major source of income for many coastal communities, but can have major effects on coastal environments unless the scale and type of activities are being managed properly.

Nice beaches attract people, but too many tourists on the beach decrease its attractiveness, not to mention its relatively limited carrying capacity and the great potential of less populated places.

Tourism Sector

- Like all Mediterranean countries, the tourism sector is characterized by the summer season. It is important to address the seasonality problem for the region.
- In recent years, however, there has been a slight extension of the tourist season, due to the development of cultural and natural tourism products and services, but also due to the expansion of connections of national tourism actors with international operators.
- Based on the natural, historical and cultural potential of the cross border region, a sustainable development of tourism can be oriented, placing the focus not only on the development of coastal and natural tourism, but also on thematic tourism where cultural tourism is part.

Cultural tourism

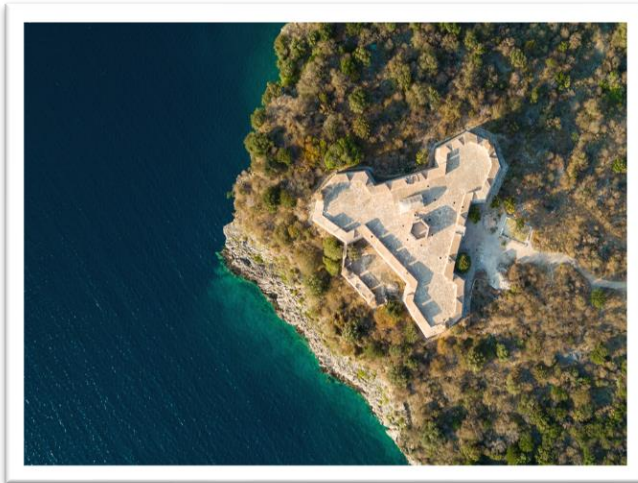
The role in promoting a touristic destination

- Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations. Culture is an Important element of the tourism product, which creates distinctiveness in a crowded global marketplace.
- Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive as well as more competitive as locations to live, visit, work and invest in.
- The EU promotes a balanced approach between the needs to boost growth on one side, and the preservation of artifacts, historical sites, and local traditions on the other.
- The region has to organize its resources in the most efficient way to produce competitive advantage in the tourist market.
- The idea is to create a positive synergy between culture and tourism to be a successful destinations

Cross border Region

A Unique Destination

A rich historical, cultural and spiritual region can harmoniously combine the traditional with the modern and the past with the present in order to strengthen its potential and used it to infrastructure, tourism and human resources.



New tourist markets

- It is important to access new tourism markets.
- About 90.1% of international visitors to Albania come from European countries. Only 2.4% of international visitors come from Americas and 1.1% from East Asia and Pacific.
- The general trends show an increasing number of visitors coming from other continents of the world (mainly from Asia).
- Positioned in the spotlight of many tourist destinations, the Chinese market with about 150 million trips abroad in 2018 has occupied a privileged position in the global tourism market.

Cross border Region

Sustainable tourism development Potential

- Excellent geographical position, climate, highest tourist potential of the country, known for its numerous natural resources and rich biodiversity, with amazing coastline, hidden bays, caves and rich underwater world, archaeological, historical, cultural and human.
- Access by land, sea and air. The whole region is accessible by a network of connecting and distribution corridors of the country, both by land and sea.
- One of the most important tourist destinations with Mediterranean Climate, coastline with wonderful beaches with excellent water quality, making it frequented by a large number of tourists especially the "*sea and sand*".
- Given the positive trends of tourists and the potential for diversification of the tourist offer related to cultural and natural monuments, the region shows a concrete potential for the development of year-round tourism.

Project goals

What it addresses?

- The project responds to a common challenge of the area, the fact that the cultural and historical heritage is not capitalized to its potential value in terms of sustainable cross-border tourism.
- The project seeks to boost the local economy by encouraging other forms of tourism apart from mass and maritime, specifically that of culture.
- In line with the overall work of the European Commission that emphasizes the integrated approach which combines the promotion and protection of cultural diversity, through the enhancement of tourism

OVERALL OBJECTIVE

**“Promoting the Region as
a unique destination for
cultural & historical
tourism”**

01

Improve the connectivity of
cultural and historical heritage
sites

02

Enhance the skills of local travel
stakeholders

03

Improve the potential of tourism
offer & product diversification

04

Reach out & attract potential
tourism markets mainly
China

SPECIFIC
OBJECTIVES

05

Create new branded touristic products

06

Understand Local CBC Tourism Market dynamics

07

Link CBC Travel Agents with mainly Chinese Travel agents

08

Promote synergies & dialogue with other CBC Projects

SPECIFIC OBJECTIVES

Conduct a Study of
candidate touristic paths

Brand Identity of each
touristic path

4 training sessions
with travel
stakeholders

Participation in travel
fairs in China &
familiarization trips

Mapping of potential
stakeholders in the
fields of tourism

Tourism Market
Demand assessment
in new Markets

Establishment of six
touristic Info Kiosks

Public promotion of
developed products

OUTPUTS

RESULTS

R1	●	Well-defined potential stakeholders in the fields of Tourism
R2	●	Preserve and develop regional assets with historical and cultural relevance
R3	●	Cultural and historical sites, local communities and destinations connected in touristic routes
R4	●	Facilitated touristic information tools, including the opening of Info Kiosks and well-informed tour operators, guides and accommodation businesses
R5	●	Tourism Market Demand Conducted
R6	●	Increased visibility and accessibility of the cross border area as integrated and unique
R7	●	Facilitated market cooperation mainly for China
R8	●	Marketable content & the Brand Identity for each touristic path established

TARGETED STAKEHOLDERS



Enterprises of the
Tourism sector



Small family
businesses related to
tourist offers



Tourist agencies &
operators, targeting
Far East markets



Other related
stakeholders and local
communities

Project challenges



Thank you very much for your attention !!!

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