

ALBANIAN ORGANIZATION OF TOURISM ENTERPRISES (AOTE)



Webinar:

“Crisis management and Communication in terms of SARS-CoV-2“

Speakers:

Prof. Dr. Klodiana Gorica – Department of Marketing and Tourism, Faculty of Economy, UT, Albania
Florian Bilali – General Secretary

RESUMPTION OF TOURISM IN POST COVID

IN THE CONTEXT OF THE SUSTAINABLE
DEVELOPMENT OF ALBANIA

TYPE, POLITICS, ECONOMICS

OBJECT AND MISSION

This organization arises as a real need to express the interest of a good part of private enterprises of all sectors in need of the tourism industry in Albania, left in the shadows and not properly represented for their interests.

Representation / Protection / Lobbying of the interests of the Albanian tourism enterprise inside and outside the country.

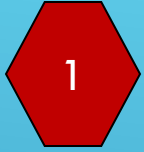
Promotes and protects the commercial, economic as well as professional and sectoral interests of all its members.

Vision

Service, Professionalism, Responsibility and Sustainability in the development of the Tourism Industry and all its components.

Content

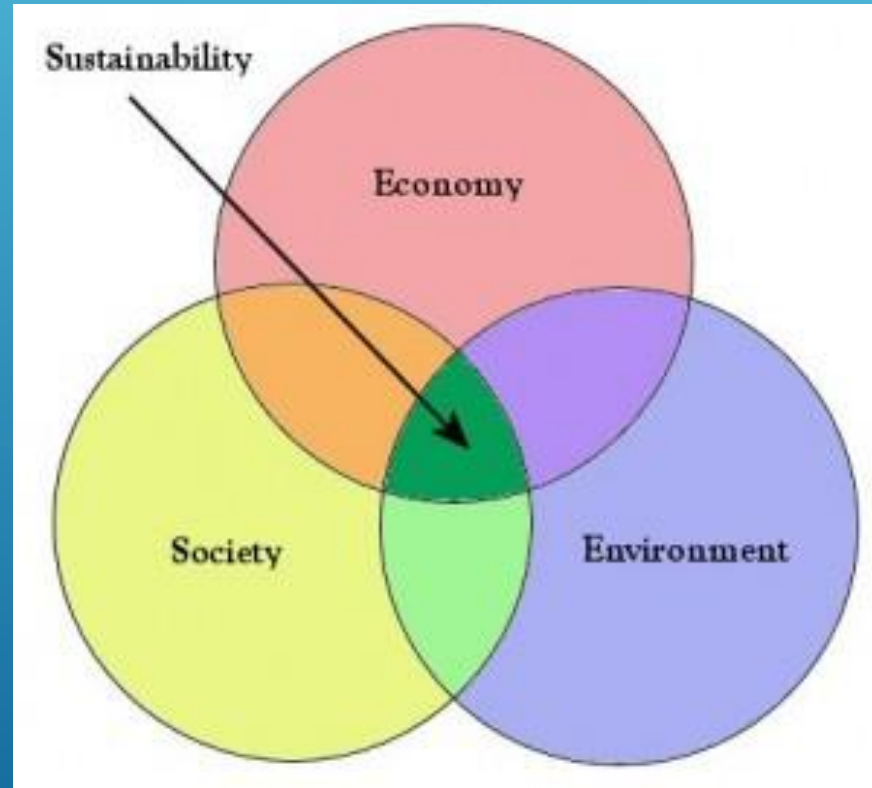
1. **Sustainable development, SDG and Sustainable Tourism**
 2. **Why does Albania need the Blue Economy Concept?**
 3. **Covid Post situation**
 4. **Models of Sustainable tourism: Social and Economic inclusion: Co-Creation and CBT**
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.



SUSTAINABLE DEVELOPMENT, SDG AND SUSTAINABLE TOURISM

- ▶ **“Sustainable development is development that meets current needs without compromising the ability of future generations to meet their needs.”** (WCED, 1987, Raporti i Brundlandit)
- ▶ **“The development of sustainable tourism meets the need of today's tourists and host regions, while preserving and protecting opportunity for the future”** (WTO, 1989)
- ▶ **“We do not inherit the land from our ancestors, but we borrow it from our children”** (Swarbrooke, 2002)

“Sustainable development represents attractive opportunities for sustainable economic development which does not exceed the carrying capacity, social, cultural and environmental of the land”



SUSTAINABLE DEVELOPMENT SPECTRUM

Very weak

- Anthropocentric
- Orientation towards growth and use of resources
- Use of natural resources at optimal economic levels through free markets
- Replacement to infinity, possible between natural and human-made capital
- Continuous well-being provided by economic growth and technological innovations

Weak

- Anthropocentric and user
- Resource conservator
- Growth is manageable and modified
- Concerns about the distribution of development costs and benefits
- Refusal of substitutions between natural and man-made resources
- Human and natural capital remain unchanged over time or at growth levels
- Differentiation of environmental impacts from economic growth

Strong

- Ecosystem perspective
- Resource protection
- The value of maintaining the functional integrity of the ecosystem is known in advance, regarding the second values from the use of human resources
- Interest in the collective carries more weight than in the individual
- Equality between generations
- There is no economic and population growth

Too strong

Bioethics and ecocentrism

Saving resources to the point where their utilization is minimized

Natural values are compared to human ones, reduction of human population

From...

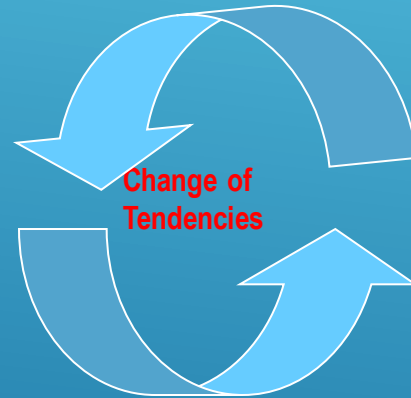


ENVIRONMENT

NATYRE

CULTURE

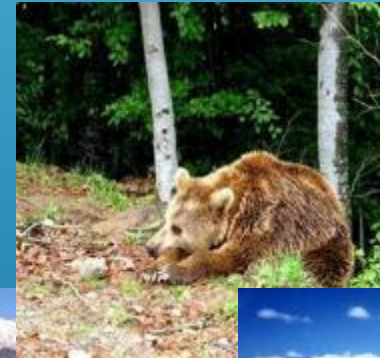
...TO



SUN

SEA

SAND



Sustainable Tourism as the right policy for development and some UNWTO specifications



About sustainability!



Tourism is an economic powerhouse with the potential to contribute, directly and indirectly, to all of the Global Goals.

In particular, the sector has been singled out as a key contributor to achieving Goals 8, 12 and 14.

Tourism Drives growth especially in the regions it needs more

On 17.10.2018, by UNWTO's considered that "improving

Sustainable Tourism focus

Optimal use of
environmental
resources

Host communities

Viable long-term
economic
operations, benefits
of stakeholders,
employment



2. Why does Albania need the Blue Economy Concept?

TO TRANSFORM THE GENERAL ALBANIAN COASTLINE, INCLUDING TERRITORIES, REGIONS AND INDUSTRIES RELATED WITH IT, IN AN ENGINE OF REGIONAL ECONOMIC DEVELOPMENT!

TO ENABLE AN INTEGRATED PROGRAM OF THE MARITIME SECTOR, WHICH WILL CONTAIN INTERVENTIONS AND CONCRETE MEASURES PHASED IN TIME ACCORDING TO A PRELIMINARY GUIDE!

INVESTING IN MAJOR INFRASTRUCTURE PROJECTS, WHICH WILL PREPARE THE NECESSARY CONDITIONS TO ENCOURAGE THE ACTIVATION OF PRIVATE CAPITAL AND INVESTMENTS FOR ECONOMIC GROWTH!

OBJECTIVES AND INDICATORS OF THE BLUE ECONOMY FOR ALBANIA

“TO PROMOTE THE DEVELOPMENT OF THE MARINE ECONOMIC ECOSYSTEM”

ATTRACT SUSTAINABLE INVESTMENTS IN MARINAS

CREATE NEW COLUMNS OF DEVELOPMENT

INTERNATIONALIZATION OF THE ALBANIAN COAST

SOME PROPOSED INDICATORS:

PDO1: NUMBER OF PLEASURE BOATS ARRIVING IN ALBANIA

PDO2: INCREASING THE PERCENTAGE OF INCOME FROM TAXES (ON INFLATION) IN THE MUNICIPALITIES AROUND THE IMPROVED PORTS / MARINAS

1.1: NUMBER OF PROFESSIONALS AND YOUNG PEOPLE TRAINED IN THE FIELD OF MARINE ECONOMICS

2.1: NUMBER OF MARIAN COUNTRY ACCESSIBLE TO FOREIGN PLEASURE BOATS

2.2: NUMBER OF FUNCTIONAL FISH MARKETS

3.1: NUMBER OF PRIVATE INVESTMENTS ATTRACTED (7 SITES FOR SEASONAL ANCHORS)

4.1: THE AMOUNT OF MICRO-CREDIT ALLOCATED FOR FISHERIES AND SEA TOURISM

5.1: NUMBER OF DETAILED DESIGN PROJECTS PREPARED

PDO3: PUBLIC AND PRIVATE INVESTMENTS IN 3 PORTS OF ENTRY

PDO4: ADVERTISING AND BRANDING - INCREASED AWARENESS OF ALBANIA AS A MARINE HUB

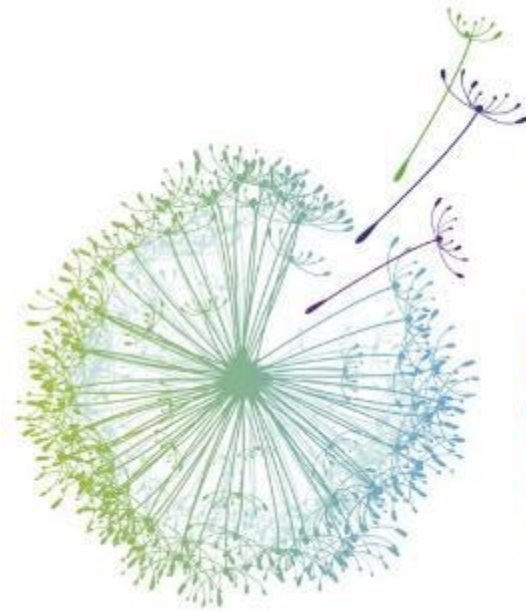
International Tourist arrivals

(% change)



■ ■
Source: World Tourism Organization (UNTWO)

Sustainable tourism as the right policy for Balkan development (some UNWTO specifications)



We celebrate

2017

**INTERNATIONAL YEAR
OF SUSTAINABLE TOURISM
FOR DEVELOPMENT**

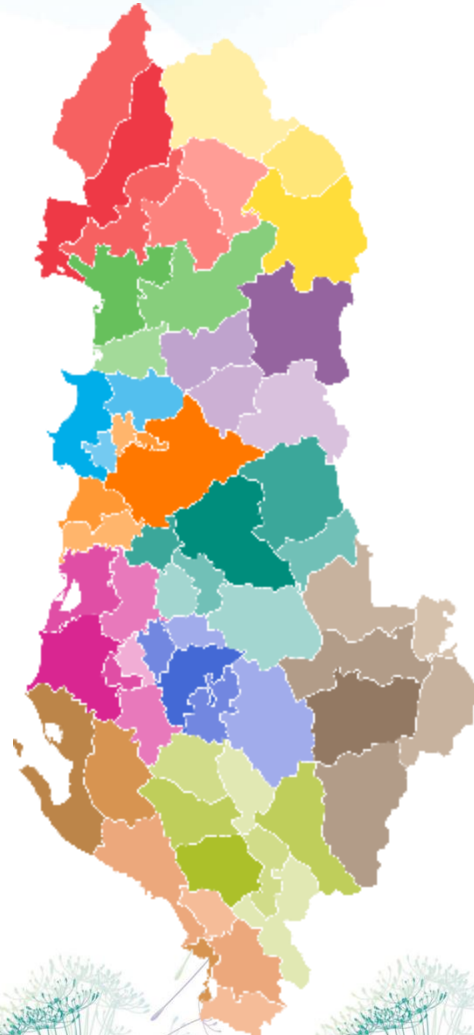
2017 International Year of Sustainable Tourism for Development

The United Nations 70th General Assembly has designated
2017 as the International Year of Sustainable Tourism for
Development



Models of Sustainable tourism: Social and Economic inclusion: Co-Creation and CBT

Albania: Tourism, Sustainable Development and Cultural Tourism issues



1. Focus of National Strategy of Tourism (some recent data regard)
2. 100 Villages Project
3. Cultural tourism in Albania and some perspectives

100 Villages

100 Villages

Domestic tourism

Albanian government make sustainable tourism through domestic tourism and realize it through 100 villages project!



AKADEMIA FSHATRAT 100+
gusht-dhjetor 2018
4 javë në fshat

DELLIMI I AKADEMIËS
Akademia 100+ Fshatrat 100+ është një Program i ri i shtetit dhe i Programit kombëtar të Turizmit dhe Kulturës "100+ Fshatrat". Ky program ka si qëllim të përcaktimit të 100 fshatrave të cilat do të jenë pjesë e kësaj iniciative. Akademia 100+ është një platformë e cila do të ofrojë informata dhe shërbime të nevojshme për të gjithë interesuarit në këtë proces. Gjithashtu, akademia do të ofrojë edhe shërbime të tjera të cilat do të jenë të nevojshme për të gjithë interesuarit në këtë proces.

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AFTËSITË E KËRKUARA
Kandidatët duhet të jenë qytetarë të Republikës së Shqipërisë, të cilët kanë qelqerë në fshat dhe të cilët janë të interesuar në të përcaktimin e fshatit të tyre si pjesë e kësaj iniciative. Kandidatët duhet të jenë të aftë të punojnë në fshat dhe të jenë të interesuar në të përcaktimin e fshatit të tyre si pjesë e kësaj iniciative.

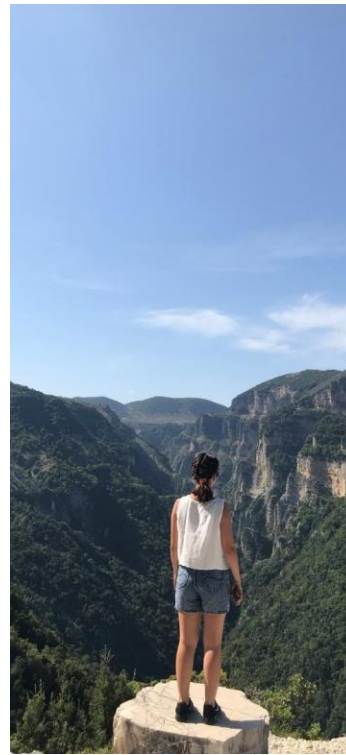
Aktiviteti i kësaj iniciative do të zhvillohet nga 15 korrik 2018 deri më 31 dhjetor 2018 dhe do të jetë i hapur për të gjithë qytetarët e Republikës së Shqipërisë.

APLIKUENE
www.plam@kimi.gov.al

AKPT
ALBANIAN KAMPAIGN OF
RURAL TOURISM

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RURAL TOURISM

100 Villages



100 Villages

https://www.washingtontimes.com/news/2017/aug/14/project-aims-to-attract-tourists-to-remote-albania/

The Washington Times

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HOME \ CULTURE \ TRAVEL

Project aims to attract tourists to remote Albanian villages



In this Tuesday, July 18, 2017, goats are seen in the village of Nivica, southern Albania. An ambitious project is aiming to open up remote villages in the highlands of southern Albania to the outside world and to tourists wanting ... [more >](#)



Print

By ELENA BECATOROS - Associated Press - Monday, August 14, 2017

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House Republicans move to lock in cuts with Tax Reform 2.0



Quiz: How well do you know your guns?



Bolton bolsters Trump's 'America first' foreign policy with robust defense

100 Villages



Some main proposal in regional level (South Albania Region):

1. Back to the roots
2. Historical itinerary
3. 100 Churches
4. Itinerary of faith
5. Itinerary of Lord Byron

Cultural tourism in Albania and some perspectives



Heritage Tourism is a sustainable form of tourism.

Heritage is mostly a public good and the role of the state is fundamental in protecting heritage sites/objects.



Added value services for heritage destinations' public institutions are very important (activities, souvenirs, facilities, information).

Public institutions are missing resources and capacities to provide such services.

4. Model 1: Co-Creation An alternative to PPPs?

“Partnership” with visitors: tourists can be supporters which in Marketing terms they can be called co-creators.

Co-creation can happen in the marketing of culture tourism and in services related to heritage destinations.



An Albania Solution?



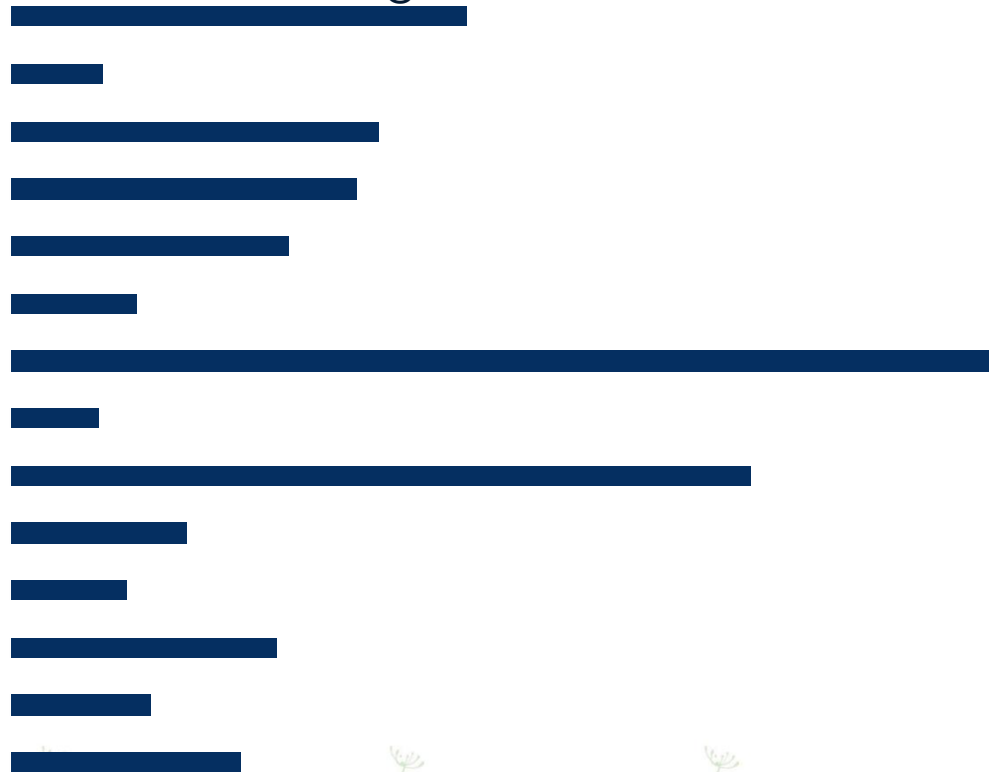
According to the new law of Culture Heritage, forms of Public Private Partnership are encouraged for investments and management of culture site/objects.

However, considering recent studies on Public Private Community Partnerships are encouraged instead of classic PPPs?

Some cases of collaboration between NGOs (Gjirokastra Foundation for the restoration of a monumental house called the Babameto).

Marketing of Culture Heritage Tourism in Albania

What *foreign visitors* would have improved in/about the Albanian Culture Heritage sites:



Marketing of Culture Heritage Tourism in Albania

What *foreign tourists* would co-create on, (have been given the chance) in the Albanian heritage sites visited:

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]



Models of Sustainable tourism: Social and Economic inclusion

Review of theoretical literature : **Analysis of concepts and definitions**



Theoretical concepts

● **Sustainable development:** Three - dimensional integration closely related to each other: economic, environmental, social. (WSSD, 2002)

● **Sustainable tourism:** Respects and preserves natural resources, cultural and social in the long run and contributes positively to the economic development and well-being of individuals living and working in these areas. (OBT, 1989)

● **Tourism based in community (CBT)** – Sustainable tourism model that promotes local participation "Bottom up"

REVIEW OF THEORETICAL LITERATURE: TOURISM BASED IN COMMUNITY(CBT)

01

CBT – a strategy to contribute to poverty alleviation in developing countries, create new places of jobs, provide opportunities for the community. *(Rogerson, 2012)*

02

CBT – model for developing countries to take economic growth, utilizing their resources in the region in order to increase the micro-level of the socio-economic well-being of their inhabitants *(Nyaupane et al., 2006)*

03

CBT – includes almost all forms of where they are involved and where they benefit community members *(Mann, 2000)*.

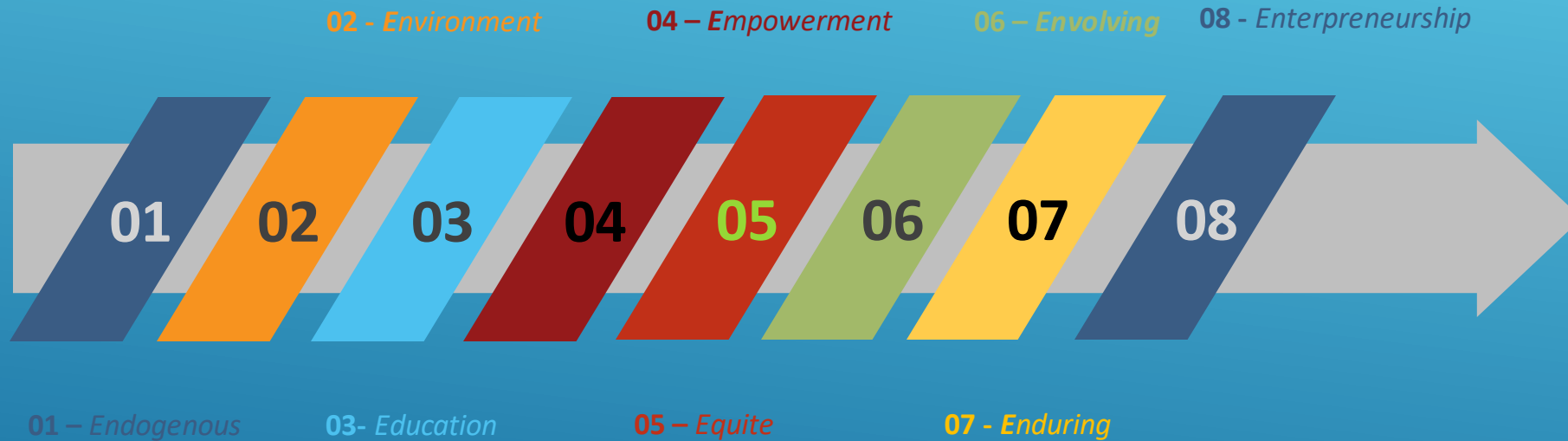
04

CBT – është një formë e turizmit “në pronësi” të komunitetit dhe i manaxhuar from the community to meet their needs. *(Giampiccoli dhe Nauright., 2010)* .

05

CBT – usually includes informal enterprises, small and micro at the basic level, managed individually or collectively. The whole community should benefit from these enterprises *(Giampiccoli dhe Nauright., 2010)* .

8th model Es-ve (E- based model) regarding the basic principles of CBT or columns within which CBT should be monitored and evaluated. (*Champiccoli et al., 2015*)



These characteristics of CBT give the general direction and determine the development of CBT.