

Tourism value chain mapping in Prespa region

Eco tourism routs in Prespa region

June 8th, Korca, Albania

Mapping tourism value chains in Prespa region, as a process has started in April 2018. We had one group workshop in the frame of the CB event organized in this ABD region, in Oteshevo on 16/05, with 12 participants. Also we used data from the region's baseline study, additional documents for each the countries (CBC programing docs, regional docs, official statistics and the support of the SWG regional office.

Unofficial tourism data for 2016 :

- more than 350.000 Guests
- more than 1.000.000 overnights (region has also more than 300.000 one-day visitors)
- region has 15.000 available beds, in more than 600 premises: hotels, apartments, private accommodation, etc.

DEFICITS

- Insufficiently promoted area, limited promotional budget,
- Insufficiently usage of booking IT tools,
- No authentic ambient, non standardized offer,
- Lack of big capacities (hotels),
- Solid waste problems,
- Underused potential of local assets,
- Not enough guides,
- Foreign languages issue,
- Problem with the spatial planning, and the lake limits (elevation points),
- Prespa Lake has no traffic and no safety standards,
- Problems with sewage and water supply,
- Weak transport infrastructure,
- Lack of TIC & TO,
- Insufficient signalization and
- Weak horizontal coordination

SWG
RPRD

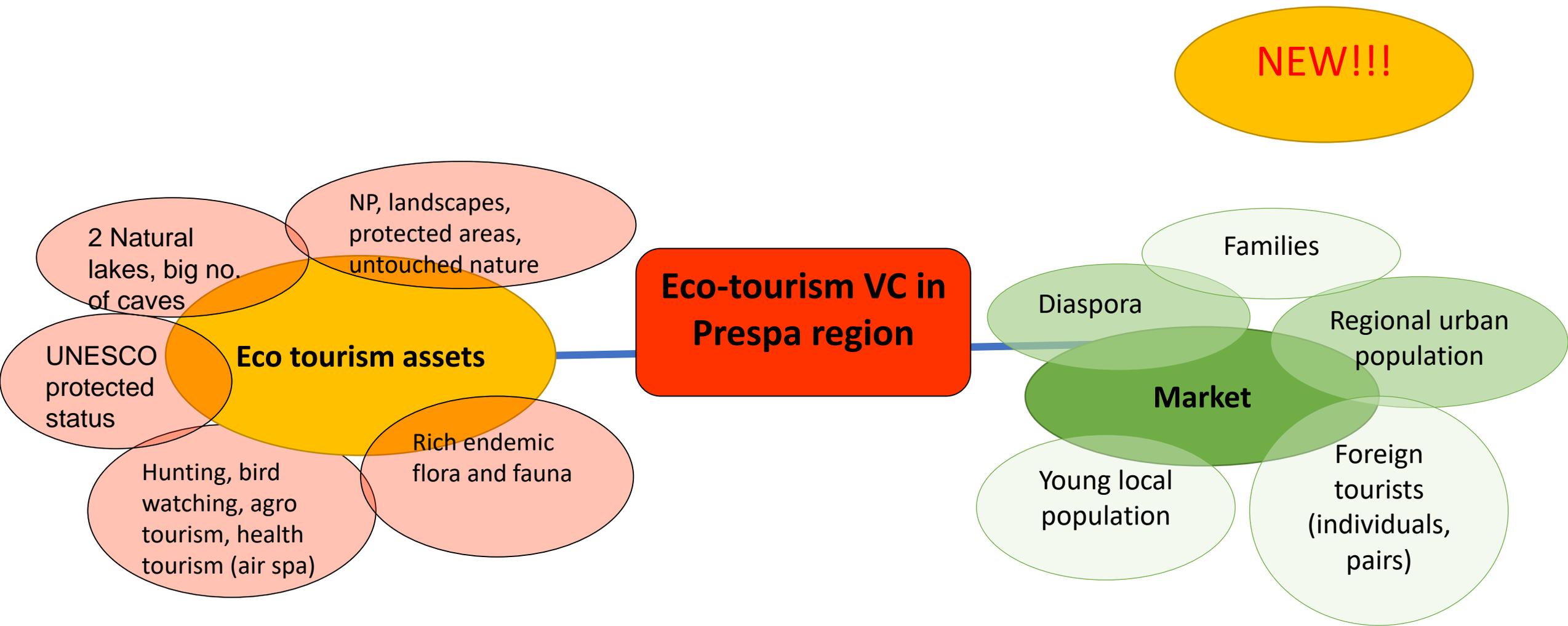


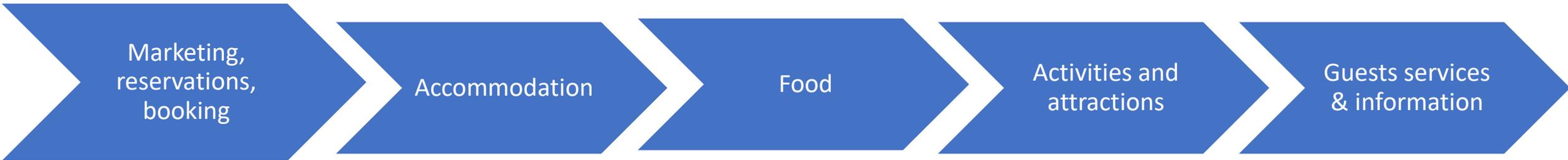
POTENTIAL INTERVENTIONS

- Stronger cooperation with specialized (aviturismo & other specialized eco-tourism) tour operators from abroad (Germany, Holland, Bulgaria, USA)
- Fun tours & other promotional activities for Prespa; promotion of caves visits
- Training in using IT booking tools
- Standardizing the accommodation capacities, education (+ tutorials for rural accommodation)
- Re-activating existing big capacities
- Adaptation of abandoned mountain objects
- Additional infrastructure for bird watching, additional signalization, mapping the fauna potential
- Establishment of TO, new signposting
- Protection of UNESCO status
- Development of new services (sailing boats, kayaking)

SEERD
SUNGS







Internet, social media, booking.com, recommendations, international fairs	Nice & clean rooms, adequate designed rooms, sanitary standards, good host, foreign languages јазици	Good breakfast, locally prepared food, hygienic standards	Untouched nature, NP, protected areas, mountain landscapes, 2 natural lakes, rich endemic flora & fauna, hiking (marked routes, signposting, resting areas), MTB, scuba diving, cultural monuments, religious objects, events, bird watching	Organized tours, signalization, info posts / boards, digital data, guides, maps, public enterprises (water, forests), port authorities, safety, transport info, renting equipment
Tour operators (incoming agencies), booking.com, trip adviser, (air bnb)	Hotels, apartments, mountain huts, villas, rural households,	Hotels, private accommodation capacities, villas	Associations, NGOs, sports clubs, touristic agencies, NP, companies	Private sector, associations, tour operators, municipalities, RDAs
Insufficiently promoted area, limited promotional budget, insufficiently usage of booking IT tools	No authentic ambient, non standardized offer, lack of big capacities (hotels)		Solid waste problems, underused potential of local assets, not enough guides, foreign languages issue	Weak transport infrastructure, lack of TIC & TO, insufficient signalization, weak horizontal coordination
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