BEYOND BORDERS -
INTRODUCING SMART TOURISM AND SHARING ECONOMY

General Info:

Target Region: Ohrid, Struga, Vevchani, Debar, Centar Zhupa, Mavrovo and Rostusha, Mat, Diber, Bulquze, Klos

Key facts & figures relevant to the project:

Project duration: 27 months 01st December 2017 – 28th February 2020

Cost of action: 304,054.00 €

EU contribution: 258,445.90 € (85 %)

National co-financing: 45,608 € (15 %)

Project Partners:

CSO Local Agency for Development - LDA Struga

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Get Ready

Engage and Transform

Innovate

Succeed and Promote

Project background:

Online presence and smart tourism development (based on knowledge and innovation) are

becoming deciding factors about competitiveness and visibility of tourism destinations. In order to be

successful on the global market, the whole region needs to overcome large number of challenges.

Implementing digitalization and ICT technologies in the tourism sphere could result with exponential

growth of the region. Tourism businesses in our region should keep up with these new trends and

need to reposition themselves on the market and rebrand their offers to be more appealing to the

contemporary tourists searching authentic experiences and added value.

Overall objective of this project is to introduce smart tourism development concept based on

more innovative and efficient use of our current cultural and natural resources and existing human

capital. This will result in increased business opportunities for local tourism service providers, greater

number of tourists in the region and generated new employment.

The key stakeholders in this action are individual entrepreneurs living and working in target

municipalities (artisans, craftsmen, farmers, athletes) not involved directly in tourism sector; local

tourist service providers (tour guides, local agencies, family restaurants) who are already in the

tourism sector; public institutions related with managing cultural and natural heritage such as

museums, galleries, national parks that need to modernize and become part of the tourist offer.

Activities and outcomes:

Project will start with research and development phase, supported with the training phase, and will result with creating innovative people to people online platform that will provide range of tourism experiences (combining products and services) to contemporary consumers and promote the region.

1st GET READY - is the Research and Development (R&D) component that will conduct quantitative and qualitative analysis of demand and supply in target region, compare currrent situation with benchmarking trends using the European Tourism Indicator System. Outputs will be 5 studies on various relevant elements such as tourist potential, sustainability aspects , cultural and natural heritage, profile of tourists, Tourism flows model, market segmentation. These studies will provide strategic insight for the project activities and serve as framework for developing trainings in the next component.

2nd ENGAGE AND TRANSFORM - is the training component that will mobilize key stakeholders and help them to transform their existing products/services into more attractive experiences. 5 module training course, webinars and online trainings will be designed and implemented for 100 representatives from the target groups using classroom and practical experiences, mentoring and peer support. Second phase of this component will be the infrastructure rehabilitation of the Ethnographic Museum in Mat area that will contribute to the positioning of this area on the tourist map.

3rd INNOVATE - cthis cmponent will contribute to promote cross-border region as all-year-round, attractive tourism destination. We will create people to people online platform (web and mobile) and physical info points, and use them for promotion of unique touristic experiences offered by localsfrom the cross-border region. The platform will be built using cutting-edge technology in an innovative and simple to use approach. The main usability focus is in its simplified user experience in order to make it available for a wide range of users. The platform will have global applicability and will be highly scalable. The uniqueness of this tool is in the fusion of the latest tourism trends with innovative IT solutions. We expect to have at least 30 unique experiences offered on the platform the first year.

4th SUCCEED AND PROMOTE - covers the visibility and promotion of the project results. It will start
with creating a focus group of first experience providers for the platform. Additionally, it envisions creating a digital community for idea and experience sharing, recommendations, feedback, etc. which will serve as a channel for bringing new customers to the platform and therefore new tourists to the region.