



## Project Title

Training in hotel and guesthouse management combined with agro-tourism

## Project Type

Strategic tourism sector

## Project Location

Functional Area- Malësi e Madhe

## Total Pre-Estimated Budget

30,000 Euro

## Project Background and Analysis

One of the key components of economic and social development of the functional area of Malësi e Madhe, along natural resources and infrastructure, is the workforce education towards more strategic sectors. In the analysis on the functional area, educational and employment indicators highlight a greater need for specialization of the working age individuals, who have mainly 8 or 9 years education. The analysis also identifies tourism as one of the two sectors with the greatest potential income in Malësi e Madhe.

In order to create proper conditions for the development of this sector, it is necessary to train the workforce in the field of hotel, hostel management or other forms of nature tourism services and gastronomy, leading entrepreneurs towards natural agricultural and animal products or slow-food, typical of the province.

## Specific Objectives of the Project

The objective of the project is to provide training in management, service or gastronomy to working age individuals, in the functional area of Malësi e Madhe, who are interested to work in the mountain or lake tourism sector.

## Expected Results and Project Indicators

The expected result of this project is to have a more specialized workforce to work in the tourism strategic sector in the functional area, as well as aware of the values of traditional and natural food products and their synergy with tourism development.

# PROJECT 8



functional area programme  
**fap**

## Project Activities

The main potential activities under the project are as follows:

1. Launching an informative and promotional campaign directed to working age individuals in the functional area that actually work or are interested in working in the tourism sector.
2. Organization of training in the field of hotel, hostel management, customer service.
3. Guiding entrepreneurs in the field of tourism in the area to provide natural food, characteristic of typical dishes of the province, in order to increase the number of visitors.

Training in the field of hotel and tourism can be developed based on a program in successive stages over a period of several months up to one year.

## Project Maturity

The project for the training of workforce in Malësi e Madhe in the field of hotel, hostel management or agro - tourism, is an idea for the sustainable development of tourism strategic sector. A similar venture is regularly performed in the local unit of Shkrel and Kelmend by the Italian company VIS, and it is worth expanding its location in the rest of population of the functional area.

## Financial Resources and Implementation Partners

Potential donors of this project are: central government budget, EU and UNDP, based on the focus of the project on human capacity development, aiming at the sustainable tourism development in the functional area.

## Project Cost

The basic cost of this project will be training staff and specialist salaries in various fields, which will be part of the training program. Training may include two to three sessions on different topics.