

Domestic Tourism

With the introduction of the accommodation kit Albania was introduced with a new challenge in its quest to produce comparable statistics. Working groups were created for the installation of the accommodation kit software in hotels in the major cities in Albania.

Tirana,
Dures,
Vlora,
Saranda

The goal was to complete the installation before the beginning of the Summer Season which brings the biggest flows of visitors.

Training of users

We held conference meetings with the hotel owners and administrators in each city and introduced them to the accommodation kit software. During the meetings we showed them how the accommodation units would individually and collectively benefit from the indicators derived from the accommodation kit software. Training dates were set up with each hotel individually during which the appropriate staff would be instructed on how to properly use the software. Also a work group has been created to provide support for any of the problems encountered by the accommodation units using the software.

Implementation of Accommodation KIT

New intervention (Domestic Tourism)

As in most of the countries, it is the most probably important sector within the tourism industries

Objectives

Use of accommodation by type, category, location and size

Seasonal variation

Duration of stay

Employment

Income

The format

4 interrelated worksheets

- Operations data
- Analysis
- Results
- Data Stream

Operations data

Accommodation capacity

Employment: all staff on payroll

Wages and salaries

Turn-over total revenue for the month

Statistics on rooms: occupied, vacated,
and arrivals/departures

Results

Accommodation ratios

- Room occupancy rate
- Bed occupancy rate
- Bed/room ratio

Average Length of Stay

- Domestic/foreign Guests

Results

Room and beds

- Total room nights
- Total bed nights
(domestic/foreign)
- Arrivals (domestic/foreign)

Economic indicator

- Average room rate
- Average total spend
(room/night, guest/night)
- Employee/room
- Average wage/employee
- Average revenue/employee

Progress up to date

Introduced the Accommodation KIT to the accommodation representatives

Discussed and got the commitment from them to participate in implementing this system

Selected a sample (those ready to participate and with infrastructure)

Trained the respective staff

Started to make the communication work

Difficulties

Getting the regular participation of the industry

- Insisting on the benefits for them
- Providing feedback
- Discussing the results with them

- Updating regularly the directory of establishments in the ACC KIT Systematic process of revision of the estimations when late

Information arrives, forms not filled correctly

Future Challenges

Monitor

Evaluate

Expand

Analysis

Feed back

Pilot project

A very important pilot project has been launched on a regional level in the Korca region in association with SNV Netherlands Development Organisation. As a part of this Development of Tourism Management Destination Program in the Korca region three very important points stand out.

- Accommodation inventory
- Attractions inventory
- Visitor Survey (hotels)

Accommodation inventory

The **accommodation inventory** form which aims to collect information for all the establishments which operate in the area and are complete with 5+ rooms.

Accommodation Grade:	1 Star:	4 Star:
	2 Star:	5 Star:
	3 Star:	None

Other than the basic information such as name, address, and contact information it also collects information on the grade and type of the establishment.

Accommodation Type:	Hotel:	Guest House:
	Family Accom'tion:	Camping:

The number of rooms, beds and employees (full time and part time, high season and low season) round up the accommodation inventory form that will be used in this project.

Attractions inventory

The **attractions inventory** is a form complete for all attractions in the region that record visitor numbers. The form also targets:

Attraction Type:	Historic Building/Castle:	Cultural/Heritage Site:	
	National Parks/Protected Areas	Places of Worship:	
	Museum/Art Gallery:	Wildlife Attractions/Zoos:	
	Archaeological Site:		
Number of Visitors:	2007	2006	2005
Visitor Receipts (LEKE):	2007	2006	2005
Number of employees:	Full time		Part Time

Visitor Survey (hotels)

The third and probably the most important point of this project is the **Visitor Survey** which will be applied to the visitors in the hotels in the region. I stress that this is the most important point of this project for the fact that if the survey is successful in the regional level than it will be applied on a national level which is the ultimate goal of this project.

Some important variables collected by this visitor survey are;

- purpose of visit
- nights spent in Albania
- nights spent in accommodation establishment
- daily expenditures
- service ratings (hotels, restaurants, attractions, cultural and national parks, shops)
- activities undertaken in the region
- age group
- gender
- nationality