

Domestic Tourism

Pilot project

A pilot project is already in progress on a regional level in the Korca, Theth and Vermosh region in association with SNV Netherlands Development Organisation. The Development of Tourism Management Destination Program in the above mentioned regions has these very important points that stand out.

- Develop the region as an international and domestic tourism destination
- Efficient marketing in international and domestic tourism markets based on the regional product
 - Put to use its many natural and cultural products to attract more tourists in the regions
- The results will be distributed to existing and potential investors through tourism forums and fairs by 2nd quarter 2010.

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 **Visitor Survey** which will be applied to the visitors in the hotels in the region.

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