

Interreg - IPA CBC

Italy - Albania - Montenegro



P.A.S.T.4Future

Interreg IPA CBC Italy – Albania – Montenegro Programme 2014/2020
Promoting Accessible and Sustainable Tourism for Future – P.A.S.T.4Future
Project No. 176/ 1st call for standard projects

A.T3.6 Joint Training of 4 DMOs staff in Albania

D.T3.6.1 Training Plan

12 – 13 – 14 March 2019

Hotel Rozafa – Rruga Teuta, Shkoder 4000, Albania

Capofila



Partner 2



Partner 3



European Social Cooperative
Cooperativa Sociale Europea s.c.e

Partner 4



Partner 5



Bashkia
Malësi e Madhe

Partner 6



Opština Tuzi

12 MARCH 2019

10:00 PARTICIPANT REGISTRATION

10.15 Marco Sbarra

Technical Secretary and Cross border Network for A&S Tourism Coordinator – ESCOOP

P.A.S.T.4Future Project and its Cross border Network for Accessible & Sustainable Tourism

10.30 Margarita Franja

Italian Coordinator of the transnational Network of Accessible and Sustainable Tourism – ESCOOP

Destination Management Organization: a gateway for a destination!

Camillo Marracino

Expert in Planning and Management of Touristic Systems – GAL Molise verso il 2000

Strategic processes to manage attractiveness and tourist services

13:30 Lunch Break

15.00 Margarita Franja

Italian Coordinator of the transnational Network of Accessible and Sustainable Tourism – ESCOOP

Destination Management Organization: mission and objectives
From the organization of the information to the territory brand

Camillo Marracino

Expert in Planning and Management of Touristic Systems – GAL Molise verso il 2000

20:00 End of the first training day

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13 MARCH 2019

08.30 **Margarita Franja**

Italian Coordinator of the transnational Network of Accessible and Sustainable Tourism – ESCOO

DESTINATION TOURIST: A GEOGRAFIC AREA MADE OF ATTRACTION AND ATTRACTIVENESS

11:00 **Coffee Break**

11.15 **Margarita Franja**

Italian Coordinator of the transnational Network of Accessible and Sustainable Tourism – ESCOOP

DMO: field of action

The assessment of the impact of tourism on the local system

Camillo Marracino

Expert in Planning and Management of Touristic Systems - GAL Molise verso il 2000

DMO: field of action

The creation, coordination and management of the relationships with the territory stakeholders

13:30 **Lunch Break**

15.00 **Camillo Marracino**

Expert in Planning and Management of Touristic Systems - GAL Molise verso il 2000

Market research – product development – management of infrastructures and services – marketing – brand = Creating horizontal and vertical networks

20:00 **End of the second training day**

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Opština Tuzi

14 MARCH 2019

08.30 Margarita Franja

Italian Coordinator of the transnational Network of Accessibile and Sustainable Tourism – ESCOOP

MARKETING AND PROMOTION ACTIVITIES

EXAMPLES OF ORGANIZATION OF WORKSHOPS AND PROMOTIONAL TOURISTIC EVENTS

Camillo Marracino

Expert in Planning and Management of Touristic Systems - GAL Molise verso il 2000

INSTRUMENTS FOR PROMOTION AND COMMERCIALIZATION OF TOURISTIC DMO PRODUCTS

11:00 Coffee Break

11.15 Margarita Franja

Italian Coordinator of the transnational Network of Accessibile and Sustainable Tourism – ESCOOP

Questions and Answers

Camillo Marracino

Expert in Planning and Management of Touristic Systems - GAL Molise verso il 2000

13:30 Lunch Break

15.00 Margarita Franja

Italian Coordinator of the transnational Network of Accessibile and Sustainable Tourism – ESCOOP

Comparing territorial experiences of the 4 DMOs to implement the Cross-border DMO.

20:00 End of the third training day

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INFORMATION

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