



Frea Project
Joint Action plan - Activity 1.5
“Model of intervention - Toolbox”

Deliverable 1.5.2

Reports for the ApMM in Albania

Synthesis of documents and attachments



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A. Introduction: the JAP rationale

The definition of a Joint Action Plan has as its fundamental objective of mapping and verifying the essential characteristics (features) of the services useful for the organization of the tourism activities connected to the topic of workation.

The understanding of the needs of operators and related market trends allows us to rationalize information on a front-line issue, considering that in many cases it is not clear how to optimize the efforts of different actors.

The parallel design of a “toolbox”, understood as an overall system of information, tools, and potential support services, allows to better organize economic activity and personalize the offer for tourists.

The activities envisaged by the project also include a testing phase of the proposed package and the formalisation, through the signing of a memorandum of understanding, of the specific desire to support the development of the specific Workation tourism niche.

B. The JAP four steps



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a) Analysis Step

A cross-border mapping of the essential services features required by the tourism operators will be arranged, also considering the results of the workshop and targeted trainings implemented in the 1st period of the project.

b) Model Step

A standard model based on financial advice documents, enterprise creation quick referral guide, synthesis on funding opportunities, communication tips&tricks, project management templates, handbook for actors will be developed. The set of tools will form a complete “toolbox”.

c) Testing Step

A concept test for the model of services is implemented - based on the toolbox - and personalized on the specific socio-economic features of all the partners' territories.

Practical tests are made on those hospitality operators able to deepen the characteristics of their business environment and access to a set of highly operational services.

d) Follow-up Step

A memorandum of understanding is defined and signed by each partner which has the objective to set up their willingness to follow up on the proposed model of services. The agreement specifies all the features of the model.

➤ Deliverables

4 reports for the ApMM are provided by each of the following partners:



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- Molise Region (D.1.5.1)
-

- Albania (D.1.5.2)
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- Montenegro (D.1.5.3)
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- A summary of the contributions provided by the partners to develop the ApMM for the model of services will be prepared by Molise in collaboration with Unisalento (D.1.5.4)

The following table summarizes the JAP phases throughout the period of implementation of project activities.



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JAP - PHASES AND ACTIVITIES	MONTHS						
	July	Aug	Sept	Ott	Nov	Dic	Jan
Analysis Step (collecting materials)							
• Workshop in Apulia	▲						
• Workshop in Montenegro	▲						
• Training in Apulia	▲						
• Training in Albania	▲						
• Training in Molise	▲						
Analysis step (questionnaire)				▲			
Model Step - Toolbox					▲		
Testing Step							
• Italy (Apulia and Molise)						▲	▲
• Albania							▲
• Montenegro							▲
Follow up Step							
• Memorandum of understanding						▲	
BtB Meetings	To be finalized within the end of Jan 2025						

▲ Deliverable



1. First step: Analysis/mapping of the essential services features from each partner

In order to be able to develop new potential tourist market segments, with particular attention to the principles of inclusion and sustainability, hospitality operators need adequate information to answer customer needs so as to launch or improve their business ideas. Smart working, e.g., a lot of times carried out in a holiday location (workation), represents a great potential for relaunching the economy of regions and inland areas and can help to deseasonalize traditional tourism.

Hence, by considering the results of the workshop and targeted trainings implemented in the first period of the project, a **cross-border mapping of the essential services features required by the tourism operators** will be arranged to set out the categories of entrepreneurs who will be interested in developing new potential tourist market segments. In this way, the possible gaps with respect to the operators' and customers' needs will be highlighted in a cross-border approach. The first activity is related to the preparation of a specific questionnaire.

1.1 – Services' features Questionnaire

The preparation of the questionnaire takes into preliminary account the activities conducted during the 2 workshops (Puglia and Montenegro) and the 3 training activities (Puglia, Albania, Molise). The underlying methodology involves administering the questionnaire to a selected basket of operators, based on a



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sampling procedure that takes into account the geographical location in the area. In particular, starting from a complete list of the tourism operators (Resorts, Residential Hotels, 2-3 Stars Hotels, Farmhouse, B&Bs) operating over the involved Partners' territories (a regional/national organization of tourism activities can provide the list), a stratified sample will be constructed.

The stratification will be carried out in terms of the type/category of tourism operator as well as in terms of specific characteristics (socio-economic and/or environmental) of the sub-areas where the tourism operator is located over the Partners' territories. Each Partner will set up the classes to be considered for the stratification (for example, with reference to the geographical profile, midland/coastal/rural/mountain area).

Therefore, given the total number of the tourism operators listed above specified (population size), and by fixing an estimation error ranging from 7 to 9 percent, the following sample sizes can be considered, for different levels of the population size:

Population size	Sample size	
	Error equal to 7%	Error equal to 9%
80	57	48
100	66	54
150	85	66
200	99	75

Evidently, after fixing the target sample size, the sample distribution is proportionally split among the different classes according to the percentage of the same classes.



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Each partner will be able to optimize the composition of the sample taking into account its own specificities. The objective is to collect a minimum number of questionnaires useful for explaining the actual characteristics of the services requested on the topic of Workation.

In Albania, the questionnaire was administered by People in Focus aiming to give an overview of the needs of tour operators and the availability of the features of workation in the sector of tourism.

Approximately 200 businesses in the field of tourism were reached with the purpose of introducing the FRea project and the objectives of the questionnaire. Travel agencies, tour operators, hotels, Airbnb, guesthouses, and experts in the field of tourism were contacted via email, phone, or in person. The companies were identified through a database of tour operators published by the Ministry of Tourism and Environment followed by a desk search on the accommodation units and the publication on social media.

There were **36 units** which filled out the survey from all over Albania (from North to South like Tropoja, Theth, Lezhe, Durres, Kruja, Tirana, Gjirokaster, Permet, Saranda, etc.).

Attachment: *Questionnaire results*

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2. Model step

A standard model based on financial advice documents, enterprise creation quick referral guide, synthesis on funding opportunities, communication tips&tricks, project management templates, handbook for actors will be developed. The set of tools will form a complete “toolbox”.

The toolbox is composed of 4 guides (Enterprise creation, Finance & Funding Opportunities, Communication Tips & Tricks, Project management & Handbook) and related attachments.

The guide on the funding opportunities tools and the enterprise creation process have been developed according to the Albanian law.

In detail, the “FRea_JAP_2_Model (Toolbox)” folder contains the following sub-folders:

-  1_Enterprise creation guide
-  2_Finance & Funding opportunities
-  3_Communication tips&tricks
-  4_Project management & Handbook

➤ Enterprise creation

- FRea_JAP_2_Toolbox_ENTERPRISE CREATION GUIDE



➤ Finance & Funding Opportunities










- FRea_JAP_2_Toolbox_SYNTHESIS ON FUNDING OPPORTUNITIES

➤ Communication Tips & Tricks

- FRea_JAP_2_Toolbox_Communication Tips & Tricks
- FRea_Communication Activities_tool.xls

➤ Project Management & Handbook

- FRea_JAP_2_Toolbox_Project mgmt & Handbook
- Annexes

-  Tool 0_Project Charter
-  Tool 1_BMC
-  Tool 2_Stakeholders map
-  Tool 3_Risks
-  Tool 4_Budget
-  Tool 5_Communication plan
-  Tool 6_Planning Check list
-  Tool_PM_Manual
-  Tool_Project Management Dashboard

Attachment: *FRea_JAP_2_Toolbox.doc*

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3. Testing step

Based on the toolbox available from the previous step, a concept test for the model of services is implemented. Practical tests are made on those hospitality operators able to deepen the characteristics of their business environment and access to a set of highly operational services, such as business creation, developed mainly through digital marketing solutions (internet pages, online folder sharing, thematic database, single meetings, networking assistance).

The aim is to prevent aspiring entrepreneurs from neglecting problematic aspects connected to the activity they intend to carry out. Importance is given to the analysis of the capacity to access financial aid and the technical-economic sustainability of each initiative, through specific items or indicators.

The concept test, based on an Excel tool (attached), is personalized on the specific socio-economic features and services of all the partners' territories, while the concrete possibility of implementing a cross-border network ("Networking with other IPA countries" item) is analyzed.

Attachment: *FRea_JAP_3_Testing.doc*

For Albania, 3 concept tests have been collected, with positive results.

 [Frea Concept test Template N'Konak](#)

 [Frea Concept test Template PalaceandPalaceCollection](#)

 [Frea Concept test Template Kenzy Apartments](#)



4. Follow up step

A memorandum of understanding will be defined and signed by each partner which has the objective to set up their willingness to follow up on the proposed model of services. The agreement will specify the main features of the model.

The memorandum of Understanding was signed by 14 tourism operators in the B2B in Tirana, Albania.

Attachment: *FRea_JAP_4_Follow up (MoUs)*

Attachment: [FRea JAP Memorandum of Understanding operators](#)