



This project is funded by the European Union

Programme for cross border cooperation



OPEN CALL FOR PARTICIPANTS

in the Cross-Border Tourism Boosting Program "Entrepreneurship as a challenge" addressed to Macedonian and Albanian tourism stakeholders

The aim of the program is to increase capacities of small tourism business, start-ups, individuals eager to learn, develop and create networks of friends, partners and competitors, while working together on tourism development in Pelagonija and Korca region.

We invite:

- **Legal entities or individuals from Pelagonia and Korca region;**
- **Local artists (craftsmen, musicians, actors, poets, etc.);**
- **Cultural heritage experts;**
- **Tourism related stakeholders;**
- **Civil society organizations**

We invite all those who are engaged in creative crafts, such as making jewelry, filigree, souvenirs and other types of crafts from wood, copper, etc., making of traditional clothing; preparing food in a traditional way, traditional confectioners, bakeries etc., micro and small tourist-catering businesses - tourist guides, ethnic restaurants, ethnic accommodation facilities, B&B hotels, tour operators, etc., sport clubs and others subjects/ persons from the field of adrenaline and alternative tourism.

** This list is not exhaustive and serves only to give direction as to which types of participants are most suitable for this program.*

This package of activities includes Training sessions, Mentorship process and Opportunity for networking and will:

- lead you through the process to explore opportunities in the tourism sector,
- will offer opportunity to understand what it takes to be a tourism entrepreneur and
- will help you to find out what you need to have ready prior to identify their business as a tourism business.

The application form is available on the following link:

<https://forms.gle/2L8V7HnRNAbZWh6y7>

The deadline for application is (Wednesday) 17th of May 2023

The program starts 29 – 31 May 2023 with training sessions in Bitola, North Macedonia. Next training sessions will be organized in June and July 2023.

Working language is English.

Only selected participants will be contacted to participate in the training by submitting the detailed work program and logistical information. *Accommodation, food, refreshment, travel expenses and working materials are fully covered by the project. The selected participants must be actively involved in all stages of the process.

For more information please contact us on: mkcbt@t.mk



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Additional information:

The main Program objective that SMART4YOU2 project refers to, is the development of touristic potentials of the cross-border region, through the promotion of the cultural heritage and values that the region possesses.

The Cross-border Tourism Boosting Program "Entrepreneurship as a challenge" addressed to Macedonian and Albanian providers of touristic products and services will give the opportunity to receive a full package of educational and practical support in order to become competitive, successful players in the regional tourism market. In the same time, the program will initiate cross-border cooperation and foster networking, thus enabling the tourism stakeholders to increase their visibility on tourism market by becoming part of the integrated cross-border touristic offer, increase the number of visitors/customers and consequently create new jobs and generate higher income.

22 participants will be involved in the process (11 from Pelagonia region in North Macedonia and 11 from Korca Region in Albania).

This activity is appropriate and useful for those who already have a tourism business to improve their work and to become competitive in the market, and for those who wants to explore new ideas.

The program includes training sessions, mentorship process and networking

1. The program of training sessions will be organized in three parts (2 -3 working days each) in Bitola, North Macedonia starting end of May 2023 and finishing in mid July 2023.

The aim is to develop, refresh, update touristic products & services to be ready to offer to the touristic market in the region.

2. The mentorship process will be organized according the needs and availability of the participants.

This process will support participants individually according their level of development, needs and opportunities.

3. **The networking process will be organized with the aim to offer opportunities for networking and cooperation between participants, sharing experience after the second phase of the process and joint creative work.**

Additional benefit for participants:

- At the end of the program the Online Book: DESTINATION PROMO PORTFOLIO will be produced. The material will be promoted as a Mandatory reading material for tourists and travelers and will include information, photos and stories of all involved participants to be shared with tour operators in the region and the EU tour operators, online tour guides, etc. This e-book will promote the newly developed/upgraded touristic products/services as attractive touristic points and will involve them in the tourism market.

- As an addition of this, products/ services that are part of the program will be promoted in newly established "PIT/Stop for tourists and travellers" in Bitola, North Macedonia and in the Museum house of Sterjo Spasse in Globocani, Albania.

We can't wait to collaborate!

*This activity is organized in the framework of the "SMART4YOU2" project, that is co-financed by the European Union within the IPA - Cross-border program Republic of North Macedonia - Republic of Albania under the Instrument for Pre-Accession Assistance (IPA II) for 2018-2020



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