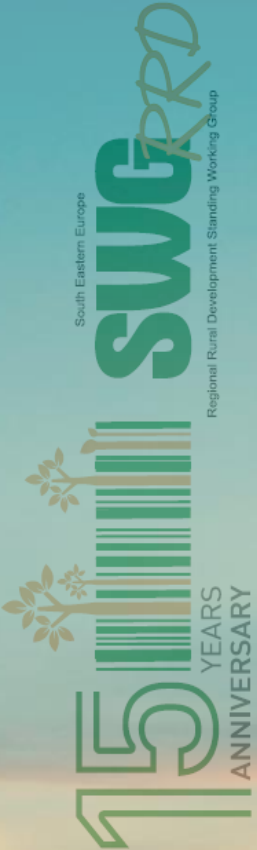


Support to the Inbound Tourism Development in the Western Balkans Cross-Border Rural Areas



Trends in the Travel Industry

- global pandemic with the spread of the covid-19
- traveling will never be the same as we will now travel according to the rules and measures
- a new ecological approach in life
- nature – friendly holidays
- niche needs – focus on quality and individual tours



Today's Travels – Eco

- **Ecotourism** is a type of nature-based tourism - observe, learn, discover, experience and appreciate biological and cultural diversity with a responsible attitude to protect the integrity of the ecosystem and enhance the well being of the local community.
- **Eco-tours** usually involve visiting of the scenic or remote natural areas attempting to minimize negative impacts on the environment and on the local inhabitants. This is a holiday that either contributes to the protection of the environment or minimizes damage to it.



Today's Travels – Rural

- **Rural tourism** is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing.
- **Rural travel tours** are conceived as tourism activities in a non-urban territory where human (land-related economic) activity is going on, primarily agriculture: a permanent human presence seems a qualifying requirement.



Today's Travels – Adventure

- **Adventure tourism** is a type of tourism which usually takes place in destinations with specific geographic features and landscape and tends to be associated with a physical activity, cultural exchange, interaction and engagement with nature.
- **Adventure tours** should allow the consumer to participate in their area of interest for the length of the tour and should provide an experience. These are mostly physical and require a certain level of fitness, however, can sometimes be modified to meet your needs depending on the other travelers.



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Benefits of Cross-Border Products

- Differentiate the product
- Income, jobs and investments
- Filling the gap in between institutions and the market
- Know-how and marketing support
- Growth of the local communities

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Far – Away Markets

- Target far-away markets as the region
- Staying at least 3 weeks – flying longer, staying longer
- Small countries in a small continent

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15
YEARS
ANNIVERSARY

Benefits of Joint Marketing

- New generations of travelers – Millennials and Gen Z
- the location of WB is defined as excellent for traveling
- chances for development are almost unlimited
- Digitalization and AI; e-payments; social media and reviews
- Environment protection and eco-friendly mindset
- Promotion of local experiences and culture on a higher level
- Solving the branding problem/Unity, friendship, stability and safety
- Targeting the niche
- Community creation



Elements of a Well-Organized Tour

- User experience (online and offline)
- Long-term goals and benefits for all the participants
- A competitive price that is not too low
- Trustworthy partners
- Promotion and digital marketing to the target markets
- Creativeness, uniqueness, and authenticity

Eligible Participants

- Minimum 2 WB countries/territories involved
- Legal entities
- One of the team members needs to be a tour-operator who leads the sales
- An applicant may submit more than one proposal under this Project
- An applicant must provide a list of partners (service providers)





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Content of the Tour

- The analysis of the target tourism market
- Description of the tour
- Partnership
- Promotional plan
- Environmental Policy
- Natural resources preservation

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Selection of the Proposals & Further Steps

- Administrative check
- Evaluation by Ranking Criteria
- Final selection
- Score-cards created for testing the tours
- Training after the testing
- Promotion and Sales

