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Italy - Albania - Montenegro



INNOTOURCLUST



INNOTOURCLUST

Innovative Cross Border Tourism SMEs Cluster

Strengthening the cross - border cooperation and competitiveness of SMEs

Grow your business opportunities

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This project is co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA II)

Total value of the project **813 341.00 €**

Vrijednost projekta: **813 341.00 €**

For National tourism organization of Montenegro
145 201.00€

Za Nacionalnu turističku organizaciju Crne Gore:
145 201.00€

Project Duration: **24 months**

Period trajanja: **24 mjeseca**



Project “**INNOVATIVE CROSS BORDER TOURSIME CLUSTER**” is intended to improve the competitiveness and cooperation of Italian, Albanian and Montenegrin small and medium enterprises (SMEs) through the creation and implementation of one innovative cross-border tourism cluster (INNOTOURCLUST) focused on the integration and training of local economic operators for a better and innovative match of local enterprises with international tourism industry.

Projekt **INOVATIVNI PREKOGRANIČNI KLASTER ZA TURIZAM MALIH I SREDNJIH PREDUZEĆA (MSP)** namijenjen je poboljšanju konkurentnosti i saradnji italijanskih, albanskih i crnogorskih malih i srednjih preduzeća kroz stvaranje i sprovođenje inovativnog prekograničnog turističkog klastera (INNOTOURCLUST) koji je usmjeren na integraciju i obuku lokalnih predstavnika preduzeća za bolju i inovativnu utakmicu na međunarodnom turističkom tržištu.



The project aims to enhance cooperation, through the collection of cross-border business agreements among local institutions, business organizations, tourism operators (tour operators, travel agencies, hotel and non-hotel units), service and social actors (social organizations, eco-sport organizations, sea-based activities, events and festival managements) and local production SMEs (agro-food, fisheries, handcrafts, Ho.re.ca).

Projekat ima za cilj jačanje saradnje, kroz sklapanje prekograničnih poslovnih sporazuma između lokalnih institucija, poslovnih organizacija, turističkih operatera (turoperatori, turističke agencije, hoteli i privatni smještaj), pružaoca usluga i društvenih aktera (društvene organizacije, eko-sportske organizacije, pomorske aktivnosti, menadžment manifestacija i festivala) i lokalnih proizvođača MSP (agro-hrana, ribarstvo, rukotvorine itd.).



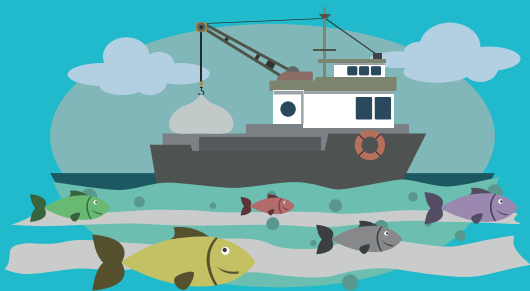
Tourism is one of the most important economic sector for the area and it can be strategically important to help Italia, Albania and Montenegro countries in rebalancing local economy, offering opportunities for long-term economic growth, supporting competitiveness, internationalization of SMEs and improving youth labour market conditions.

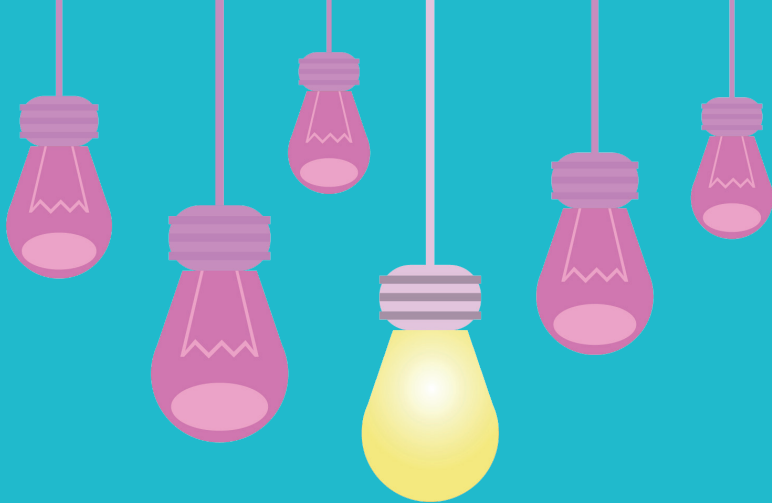
Turizam je jedan od najvažnijih privrednih sektora za ovu regiju i može biti strateški važan za pomoć zemljama u Italiji, Albaniji i Crnoj Gori u rebalansu lokalne ekonomije, nudeći mogućnosti za dugoročni ekonomski rast, podržavajući konkurentnost, internacionalizaciju MSP-a i poboljšavajući uslove za mlade na tržištu rada.



SMEs (agriculture, food processing, fisheries, sea-based services, handicraft, Ho.re.ca, eco-sport organizations, social organizations, etc.) through innovative networking model INNTOURCLUST can improve economic competitiveness and thus satisfy the new international tourism market trends.

Mala i srednja preduzeća (poljoprivreda, prehrambena industrija, ribarstvo, pomorske usluge, rukotvorine, hoteli, restorani, kafeterije, eko-sportske organizacije, društvene organizacije itd.) kroz inovativni model umrežavanja INNTOURCLUST mogu poboljšati ekonomsku konkurentnost i time zadovoljiti nove međunarodne trendove na turističkom tržištu.





The innovative way to think at tourism business, in line with regional and national strategies of the involved areas, can strengthen local business specificities, cooperation to develop cross-border markets and promotion of territorial identities. Increased cross border cooperation and sharing of common models of new tourist approach can attract new kind of touristic requests.

Inovativni način razmišljanja u turističkom biznisu, u skladu sa regionalnim i nacionalnim strategijama, može ojačati specifičnosti lokalnih biznisa, saradnju u razvoju prekograničnih tržišta i promociju teritorijalnih identiteta. Povećana prekogranična saradnja i dijeljenje zajedničkih modela novog turističkog pristupa mogu privući nove vrste turističke potražnje.

The expected change is an innovative way to look at tourism industry. Tourism business should be more organized and integrated with local SMEs (agriculture, fisheries, sea-based services, handicraft, Ho.re.ca, eco-sport and social organizations) in order to meet the growing international “tourism experiences” demand and put the tourists in touch with local enterprises and producers.

Promjena koja se očekuje je inovativan način gledanja na turističku industriju. Turističko poslovanje bi trebalo da bude bolje organizovano i integrisano sa lokalnim malim i srednjim preduzećima (poljoprivreda, ribarstvo, pomorske usluge, rukotvorine, Ho.re.ca, eko-sport i društvene organizacije) u cilju zadovoljenja rastuće međunarodne potražnje za “turističkim iskustvima” i kako bi turista ostvario lični kontakt sa lokalnim preduzećima i proizvođačima.



Fostering the cooperation and agreements among local SMEs, through the creation of the INNOUTOURCLUST cross – border cluster should involve the most important stakeholders of local economic and social sectors, and moreover to suggest the creation of innovative products and services in tourism business, under a common Service Charter that will ensure smart, sustainable and inclusive growth of local stakeholders.

Podsticanje saradnje i sklapanje sporazuma između lokalnih MSP-a, kroz stvaranje prekograničnog klastera INNOUTOURCLUST, treba da uključi najvažnije aktere iz lokalne ekonomije i društvenog sektora, a pored toga da predloži stvaranje inovativnih proizvoda i usluga u turističkom biznisu, koristeći zajedničku Povelju o uslugama, koja će osigurati pametan i održiv rast članova klastera.



This project is oriented also to implementation of specific knowledge transfer activities (best practice exchange, workshops and digital tools) for local SMEs, stakeholders and business organizations.

Ovaj projekat je takođe orijentisan i na implementaciju specifičnih znanja kroz razne aktivnosti (razmena najboljih praksi, radionice i digitalni alati) za lokalna MSP, zainteresovane strane i poslovne organizacije.



SMEs in **INNOTOURCLUSTER** will benefit from mentoring and coaching workshops (capacity building digital lab). B2B events will strengthen and empower international promotion system of local SMEs and business institutions.

Mala i srednja preduzeća će u klasteru **INNOTOURCLUST** imati koristi od radionica za mentorstvo i treniranje (digitalna laboratorija za izgradnju kapaciteta). B2B događaji će ojačati i osnažiti međunarodni sistem promocije lokalnih MSP i poslovnih institucija.



Working together, different regions can jointly identify and address the specific challenges and opportunities, establishing a link in their cultural and economic interests. The project creates a strong cultural and economic link between Italia (Apulia, Molise), Albania and Montenegro, due to common key topics like food, fishery and sea, handicrafts and art, culture and traditions.

Radeći zajedno, različiti regioni mogu zajednički identifikovati i rješavati specifične izazove i mogućnosti, uspostavljajući vezu u kulturnim i ekonomskim interesima. Projekat stvara jaku kulturnu i ekonomsku vezu između Italije (Apulije, Molize), Albanije i Crne Gore, zbog zajedničkih ključnih tema kao što su hrana, ribarstvo i more, rukotvorine i umjetnost, kultura i tradicija.



INNOTOUR cluster will provide strengthened and empowered international promotion system of local SMEs and business institutions. The project will support pilot initiatives (business agreements) between SMEs, focused on innovative “travel experience” services to be promoted on international tourism market.

INNOTOUR klaster će obezbijediti ojačan i snažan međunarodni sistem promocije lokalnih MSP i poslovnih institucija. Projekat će podržati pilot inicijative (poslovne sporazume) između malih i srednjih preduzeća, fokusiranih na inovativne usluge “vrhunskih iskustava sa putovanja” koje će se promovisati na međunarodnom turističkom tržištu.



Context studies, knowledge transfer activities, workshops, digital supporting tools, B2B events and project's sustainability plan will ensure that cluster members obtain all needed support to keep cooperating even after the project closure.

Kontekstualne analize, aktivnosti prenošenja znanja, radionice, digitalni alati za podršku, B2B događaji i plan održivosti projekta će osigurati da članovi klastera dobiju svu potrebnu podršku kako bi nastavili saradnju i nakon završetka projekta



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Partnership:

LEAD PARTNER:

Chamber of Commerce of Lecce

PARTNERS:

Department of Management, Economics,
Mathematics and Statistics, University of Salento

Autonomous Agency for Hospitality and Tourism of Termoli

National Tourism Agency Albania

Chamber of Commerce and Industry, Tirana

National Tourism Organisation of Montenegro

