

Tourism sector

Making the Labour Market Work for Young People in Albania

Tourism is one of Albania's most promising sectors in terms of potential economic-growth. WTTC (World Travel & Tourism Council) estimates that this sector will employ 6% of the total workforce in Albania by 2025. Meanwhile, the number of visitors to Albania is steadily increasing, as well as the income generated by travel and tourism companies in the country.

The interventions of RisiAlbania in the tourism sector aim at supporting tourism-businesses to develop and create more jobs for the youth by:



- Developing and diversifying tourism products offered in Albania;
- Supporting the establishment of a tourist guide training and accreditation system;
- Improving the legal framework for the long-term professional development of the tourism industry.

RisiAlbania's Intervention Areas

New products for more tourists and longer stays

To foster the development of new, innovative and diverse tourism products, the "Risi Turistike Award" has been established. This competition strives to be a yearly tradition celebrating new products that enrich the tourism experiences of domestic and foreign visitors, prompting them to stay longer, and come back.

Professional tourist guides "made in Albania"

Tourist guides are ambassadors of their country, and therefore essential to an enjoyable tourism experience. RisiAlbania is assisting the stakeholders in this sector to develop a harmonized system for the training and accreditation of qualitative tourist guides.

A new legal framework to build on

Building on the newly approved tourism law, RisiAlbania is further supporting the establishment of a sound legal framework in areas such as tourist guide standards and hotel classification.



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