



Innovative Tourism Product Development Competition

The Risi Turistike Award is there to recognize innovative tourism businesses ideas and support them to become reality. If you have an idea, your business could be next!

The Ministry of Economy, Tourism, Trade and Entrepreneurship (METTE), Albanian Investment Development Agency (AIDA) and the Albanian Tourism Industry, with the support of RisiAlbania Project¹ are launching the third edition of the “**Risi Turistike Award**”, this time **in the Korça region** in order to foster the development on new touristic products. The innovative tourism products will help to create new products and itineraries and or add value to the existing ones, by providing a richer and authentic experience for the tourists in both regions.

“Risi Turistike” is inviting all interested companies/ organizations to submit a proposal and business plan to develop and implement a new touristic product in the region of **Korça**. Deadline for submission of the proposals is **November 10th 2016**.

All competition proposals² will be evaluated by a Jury composed by an expert panel. The results of the competition will be announced during the public event on **December 9th 2016**.

1. Aim of the Tourism Product Development competition:

- Attract more tourists in the **Korça** region, through diversification of the tourism product
- Extend the time of stay in the **Korça** region
- Increase the income from tourism in **Korça** region
- Increase employment opportunities for youth in **Korça** region.

2. The technical evaluation criteria

The competition jury will give priority to those proposals that take into consideration the following:

- Innovation
- Cooperation between different actors in the sector, ideas that involve benefits for different businesses and stakeholders in the sector, such as various tourism businesses, local government, etc.
- Sustainability of the product, based on sound business planning
- Ideas of products that generate new jobs especially for young people in tourism sector.
- Ideas that empower women through tourism; rural and undeveloped businesses, etc.
- Ideas that include involvement of the tour operators/ travel agencies to the marketing and sales of the product.

¹ Risi Albania is a SDC project aiming to facilitate youth employment.

² The copy right of the product / itinerary will remain with the company that won and implemented the proposal.



The general following evaluation grid will be applied:

| Technical Criteria of Evaluation | Rating |
|--|------------|
| Innovation | 15 points |
| Cooperation between different businesses/organizations | 10 points |
| Sustainability of the product (market access, sound business plan, etc.) | 20 points |
| Job impact | 20 points |
| Previous experience conducting similar activities. References from the previous customers/clients. | 15 points |
| Financial plan and the amount of cost sharing requested in the proposal | 20 points |
| Total Points | 100 |

This year, Risi Turistike competition will give out nine (9) awards in total, dedicated to the themes of:

- Innovation (1 award)
- Competitiveness (1 award),
- Handicraft (1 award),
- Start up (4 awards),
- Technological innovation (2 awards).

3. Who can apply and how?

Eligible participants to Risi Turistike Award for the “Innovation” prize must be registered tourism business / association or NGO or a consortium of these organizations. Joint proposals of minimum two or preferably more companies / organizations are highly recommended, to ensure the cooperation within the tourism value chain, and increase marketing and promotion of the tourism product.

The eligibility criteria for the remaining eight (8) thematic awards are:

1. Competitiveness - registered business, with experience not less than 2 years and a positive balance
2. Handicrafts - registered business, with experience not less than 1 year and a positive balance
3. Start up - newly registered business
4. Technological innovation - registered business, with experience not less than 2 years and a positive balance





The proposal should include the information required in the template of the business plan attached.

All documents and templates can be downloaded at www.aida.gov.al, www.ekonomia.gov.al, and www.risialbania.al. All interested applicants can participate in two information sessions to be held:

1. September 21st at 11:00 am at Life Gallery in Korça;
2. September 22nd at 10:00 am at Hotel Perla in Pogradec.

In these sessions interested applicants will receive guidelines on the application templates, and answers to their questions.

Please send all completed proposals by e-mail to info@aida.gov.al with the subject line: "Risi Turistike Award". The application deadline is **November 10th 2016**. Shortlisted proposals will be informed by **November 21st 2016** and will be invited to present their ideas in public event organized **on December 9th 2016**. The winning applicants will be announced during the event.

