Smart Tourism Destinations:
From cities to regions – upscaling challenges

By Aida Ciro, Dr. Merita Toska and Dr. Peter Nientied
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Proposed Research Questions:

– In what ways has the concept of "Smart" added value to the tourism sector?

–   What challenges can smart tourism destination management face at a regional level?

(case studies including Albania from SEE)

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"Smart" a buzzword or a tangible reality affecting overall welfare?
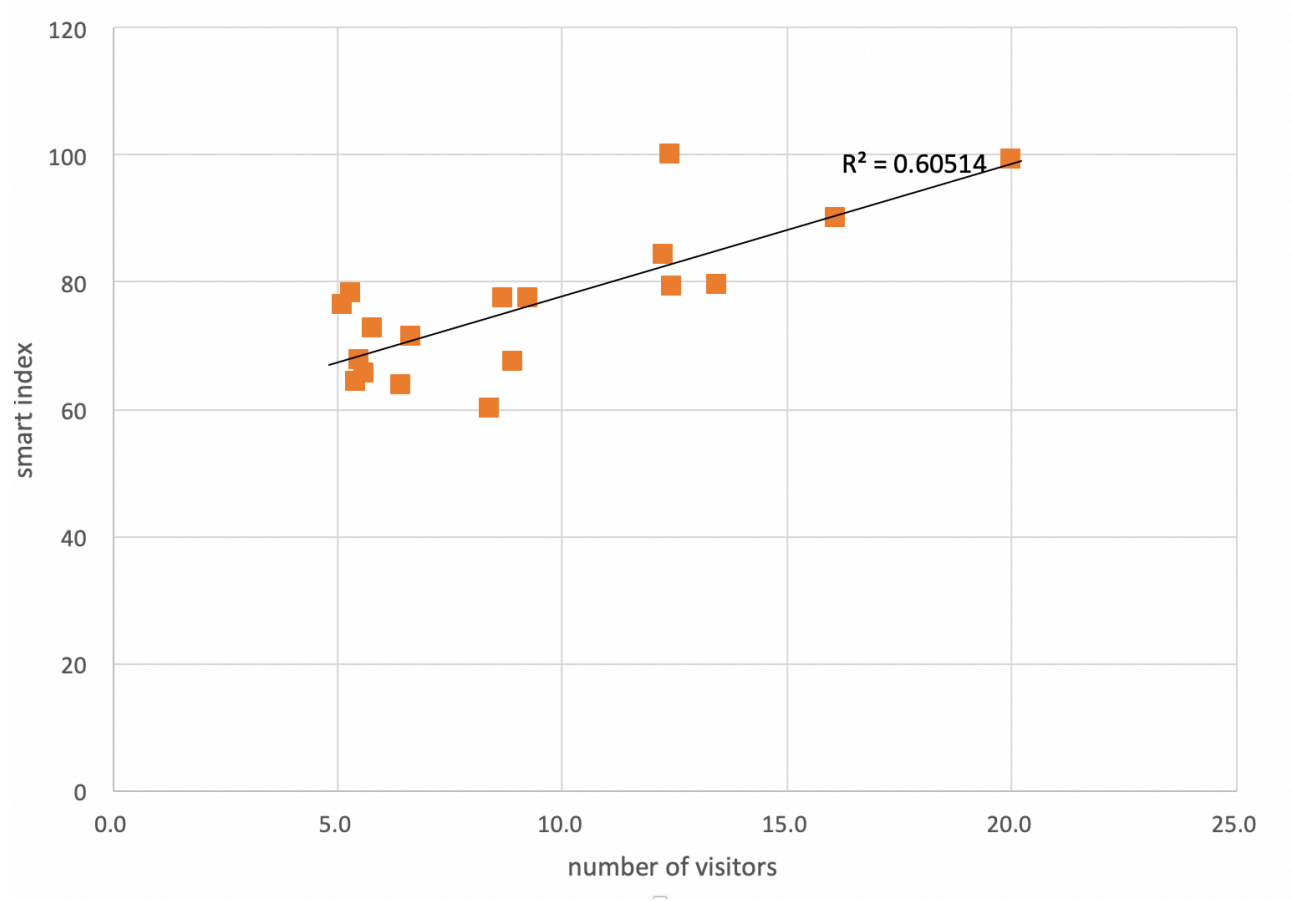
There are limits to what "smart" can do for "tourism destination management"

RAJONALIZIMI I SHQIPËRISË

—— • Reforma Qeverisëse, Administrative dhe Territoriale • ——
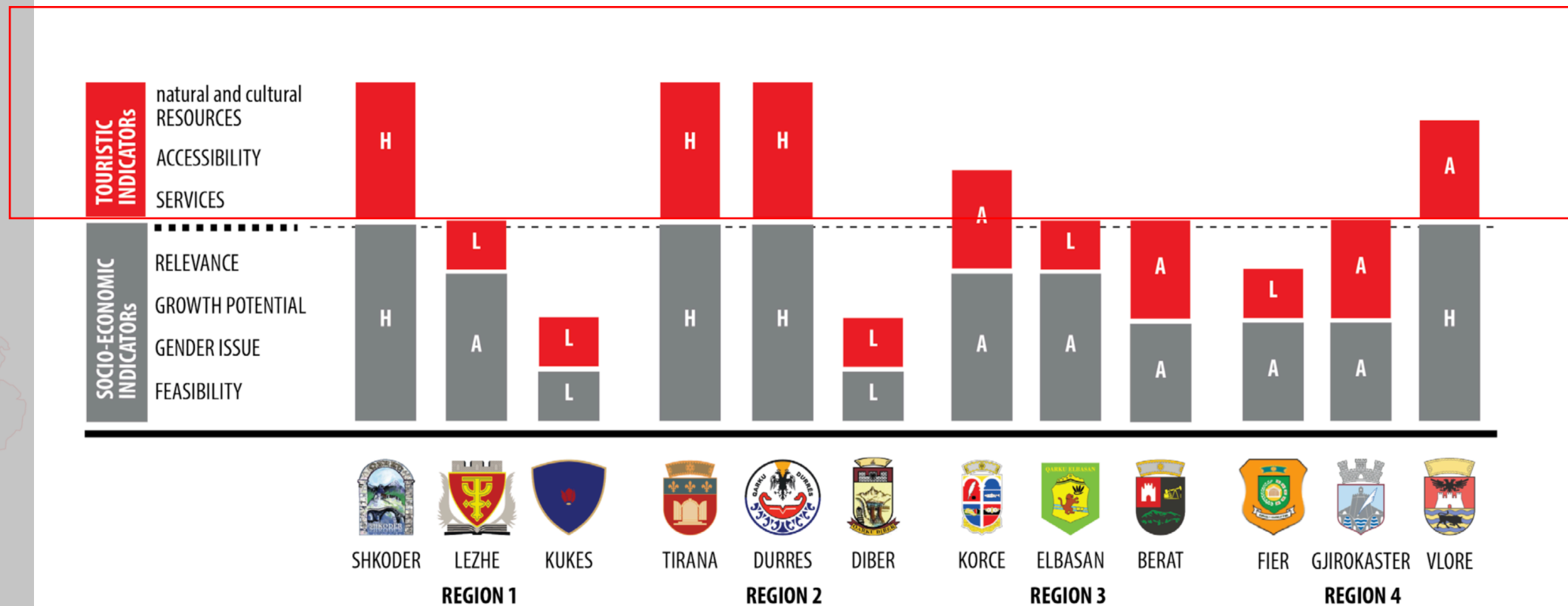që i duhet Shqipërisë në Nivel Rajonal

There is a lack of political will (the example of the "*Qark*" (administrative region in Albania) in region-making/strengthening.

To date, we have no successful working model of an administrative of functional region model or intermediary governance level in Albania.
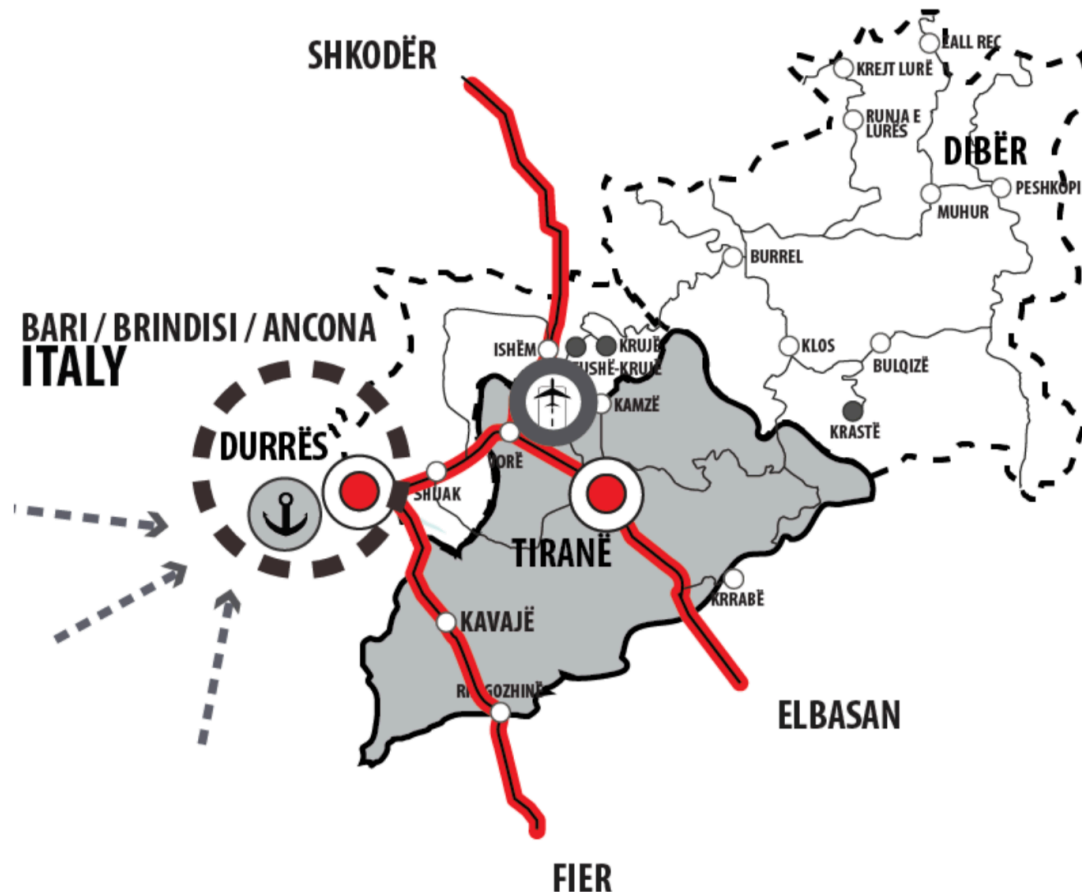
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Smart tourism can work on a regional level if it enhances the valorisation of a region's specificities , but it cannot replace them.

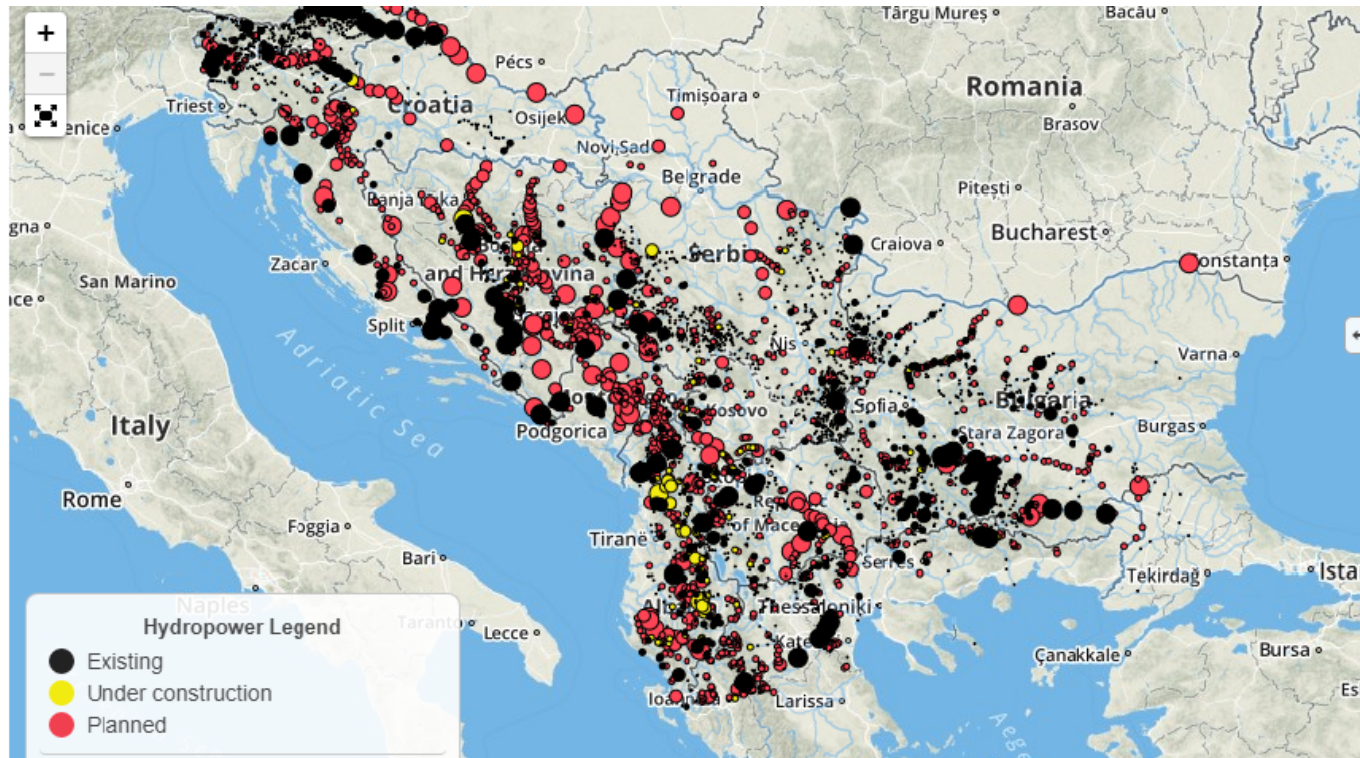|		SHKODER	LEZHE	KUKES	TIRANA	DURRES	DIBER	KORCE	ELBASAN	BERAT	FIER	GJIROKASTER	VLORE
TOURISTIC INDICATORs	natural and cultural RESOURCES / ACCESSIBILITY / SERVICES	H			H	H		A					A
SOCIO-ECONOMIC INDICATORs	RELEVANCE / GROWTH POTENTIAL / GENDER ISSUE / FEASIBILITY	H	L / A	L / L	H	H	L / L	A	L / A	A	L / A	A / A	H

| | REGION 1 | | | REGION 2 | | | REGION 3 | | | REGION 4 | | |

Source: Nientied, P.; Porfido, E., Ciro, A. (2016), Regional Tourism Comparative Analysis in Albania

The model of a (function-based) region too ambitious in conditions where cooperation among cities is lacking (as it is)

Overlapping strategies that lack alignment or harmonisation (the example of development priorities vs. energy

Source: https://www.thegwpf.com/tsunami-of-renewable-energy-projects-threatens-europes-last-wild-rivers-campaigners-warn/

http://www.qeverisjehapur.com/

There is significant lack of data which can be developed into information, knowledge and intelligence to drive such processes.

Quality

Intelligence

Knowledge

Information

Data

Quantity

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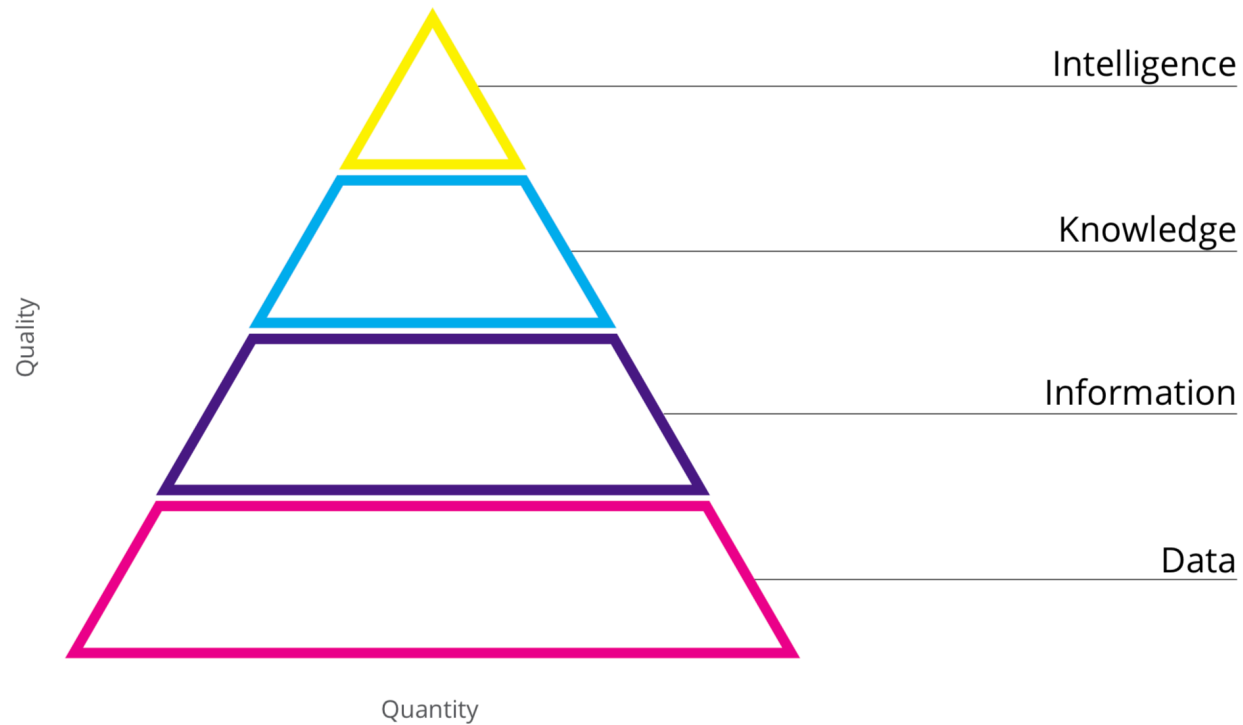
Is this what the people want?

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Thank you.