

## OPERATING REGULATION OF CROSS BORDER NETWORK FOR A&S TOURISM

### Structure, regulation, and activities

## Table of contents

Introduction.....	3
1. Vision, Mission and objectives.....	3
2. Structure and regulation of Cross Border Network for A&S Tourism scheme.....	4
2.1 The Operating model network Coordinator.....	6
2.2 Territorial Networks.....	6
3. Proposed legal framework.....	8
4. Proposed support services/ main activities offered to members.....	8

## Introduction

This section presents the proposed Operating regulation of Cross border Network for A&S Tourism, as this was agreed by the partners of the P.A.S.T.4FUTURE project and after taking into consideration their input and a number of consultations that took place between them, during the implementation of the project. A cross-border cooperation networks are proposed between Italy, Montenegro and Albania to to facilitate private and public decisions in matters of regional tourist development or in tourism investments that could improve local economies of rural area.

### 1 Vision – Mission – Objectives

- **Operating regulation Vision**

To operate as a bridge between researchers, enterprises, general public and policy makers in order to improve the awareness on A&S tourism management and in order to improve the environmental, economic and social conditions of the rural areas across the target area.

- **Operating regulation Mission**

Governance's main mission is to stimulate and promote sustainable solutions by facilitating the dissemination and the transferring of the information and innovative marketing among key actors of the tourism sector in the involved territories.

- **Objectives**

#### *General objective*

To propose a network model for the cross-border relations in tourism activities of Italy, Albania and Montenegro that demonstrates the potential strategic actions of those tourism administrators and actors that will be conducive to accessible and sustainable tourism development in the cross-border region.

### *Specific objectives*

- Increase the rate of success and effectiveness of the projects implemented by its members.
- Enhance competitiveness within local and international market, promoting A&S tourism.
- Enhance the quality and increase the management of A&S tourism efficiently.
- Evaluate & deploy new marketing techniques.
- Create & Encourage synergy between members and key actors of the sector.
- Stimulate, assist & promote A&S tourism, identifying financial mechanism and financial opportunities including potential investors.
- Develop & boost the economic development of innovative companies in the A&S tourism sector.
- Produce Economy of Scale (costs decrease when company size increases) and Network Effect (the value of a product or service increases when it is used more).
- Facilitate the introduction of innovative technologies in the A&S tourism sector.
- Evaluate the consensual participation arrived at by the leaders and actors on cross-border A&T tourism.
- To identify the indices of the commitment of all the sectors involved in agreements and consensus reached around the orientation and multiplicity of the tourist offering of Italy, Albania and Montenegro.
- To energize the image of the European regions involved as a tourist destination of A&S tourism.
- To integrate the learning organizations network.

## **2 Structure and regulation of Cross border Network for A&S Tourism scheme**

For the entire regions, successful tourism requires the support and participation of all tourism stakeholders, and particularly for the local populations to favor strategic alliances between public

and private tourist activities in the same way that Non Governmental Organizations (NGO) and institutions of higher education do, with the goals of improving communications and incorporating the most modern tools and technologies. In this sense, a comprehensive approach to planning and cooperation will have to demonstrate the 'characteristics of a cross-border network' in which transactions are achieved in a context of reciprocity and in relationships of interdependency. The organisational chart should be flexible, allowing its members to take a leading part in actions and services that can be offered along with their specialised knowledge and experiences. Having taken under consideration the vision, the role, the main challenges that will jeopardise its viability, as well as the duties of the members of the Network the following structure is proposed:

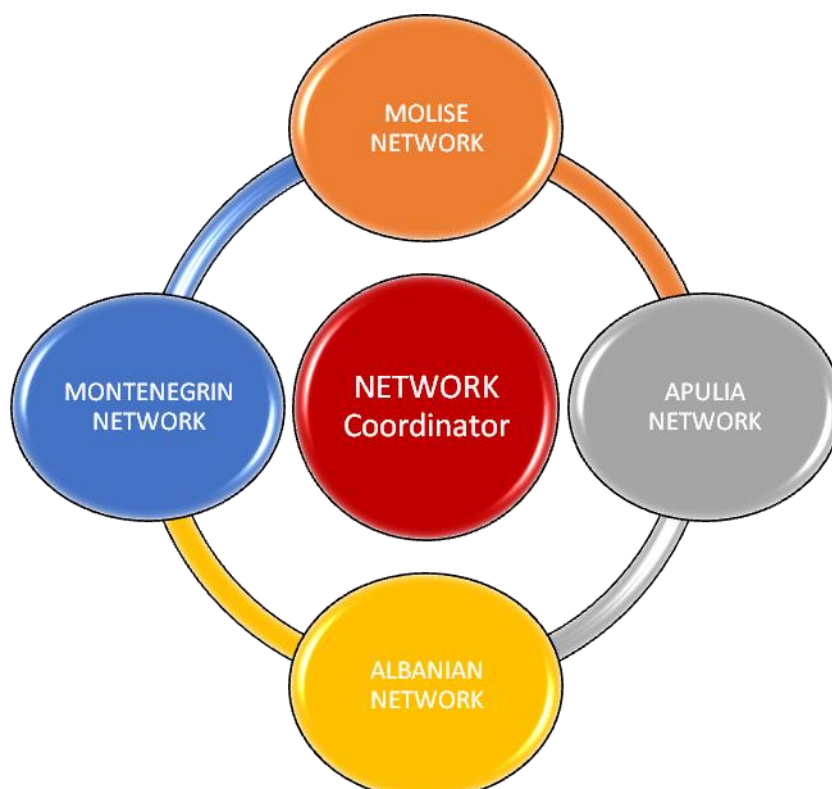


Figure 1 – Operating model networks

Network Management is required in managing the resources, accounting, finances and training. With this tool, verifying the use of the resources that are available and its reorientation to

desirable schemes is possible. Therefore this approach focuses on dialectical relations between actors and structures, seeking to break down the unhelpful dualism between agency and structure. Actor interactions, power configurations, and network relations in connection with tourism-related policy making.

### **2.1 The Operating model network Coordinator**

The Coordinator will be responsible for the overall management of the Network and coordination of the networks. The Coordinator could be the Project Coordinator of the PAST4FUTURE project or a representative from one of the partners.

#### **Main duties:**

- ✓ Prioritisation of project objectives throughout the operation of Network.
- ✓ Engage and support the National Networks for their effective collaboration.
- ✓ Represent the Network in national and international key meetings.
- ✓ Monitor and assess the overall performance and sustainability of network.
- ✓ Monitoring and facilitating information and general communication within network, anticipating and dealing with potential risks, recognising and evaluating available opportunities and ensuring effective communication between the Management Team (Networks' managers) and the Working Groups (advisors & members) of the National Networks.
- ✓ Organisation of transnational meetings between National Networks, one every 6 months.
- ✓ Promote the launch of transnational projects.
- ✓ Expand the network in other EU countries, persuading key actors of the sector and trigger them to establish New National networks.

### **2.2 Territorial Networks**

The Network will consist of 3 National Countries (Italy, Albania, Montenegro), the partners' territory of the PAST4FUTURE project.

Each Territorial Network is recommended to be represented by 2 persons (in the early stages of network operation): One Network Manager and one advisor. These could be representatives/staff of the project partners.

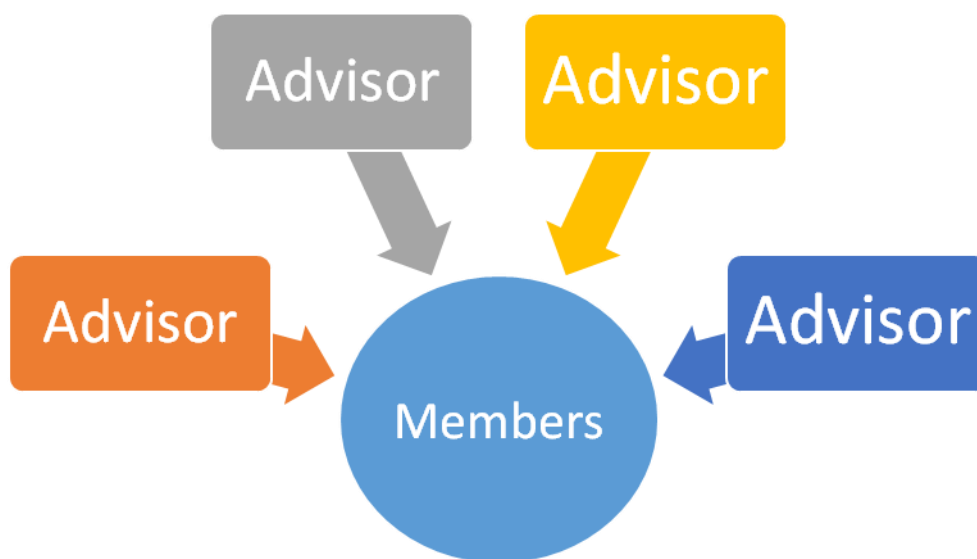


Figure 2 – Territorial Network Structure

Main duties of the Network Manager:

- ✓ Support the objectives of network at both national and international level.
- ✓ Identify financing schemes and opportunities.
- ✓ Promote international tactics and transferring know-how at a local level.
- ✓ Engage stakeholders – register members.
- ✓ Communicate with the other network managers.
- ✓ Develop information campaigns.
- ✓ Organise capacity building seminars/webinars.

- ✓ Organise working groups with members.
- ✓ Promote synergies and develop joint projects.
- ✓ Transfer knowledge to members.
  
- ✓ Support the Coordinator in the evaluation and quality control of network actions through the collection and provision of quantitative and qualitative objectives).

Main duties of the Advisors:

- ✓ Support Networks' Managers with the offered activities/services,
- ✓ Communicate and advice/inform members for technical and financial issues,
- ✓ Register new members following the marketing/communication strategy of the network,
- ✓ Assess the profile of the members (offered services/products & their needs),
- ✓ Search for grants for network's sustainability,
- ✓ Support the manager in the organisation of working groups with
- ✓ Communicate with the advisors of the other networks, identifying possible collaboration & synergies between members of the networks.

### **3 Proposed Legal Framework**

Due to the limited available time, the network will operate without having any legal form, at least for the first 3years of its operation. After this period, the form of a Non-governmental organization will be assessed. Actually, the realization of a Cross Border Destination Management Organization for Accessible & Sustainable tourism that involves the territories involved in the project is a point of start.

### **4 Proposed support services / main activities offered to members**

#### 1. Technical expert & Policy maker missions to end-users

The personal contact and the presentation-promotion of the offered products/ services of SMEs of A&S tourism industry-policy maker to end-users / beneficiaries (locals of rural areas) in individual meetings are an important step for creating collaborations. These missions can include, among others, B2B meetings between selected members of the network and tourist industries such as



owners of accommodation facilities to present, promote and match the compatible services offered by the entire network

## 2. Networking & Matchmaking

The network coordinator and the Networks' managers, with the support of their advisors, will analyze the activities of the members of the network, identify and propose transnational synergies - collaborations between the members of each Countries, taking into account the offered services/products. They will also seek for networking and matchmaking with actors outside the Network.

## 3. Other offered services to members:

- ✓ Interactive European framework for the creation of innovative projects.
- ✓ Sharing success stories from different actors.
- ✓ Advice and technical suggestions.
- ✓ Provide a database of European actors.
- ✓ Offer/propose innovative tools for tourism management
- ✓ Promotions of members' activities and products.
- ✓ Financial advices and suggestions of financial mechanism.
- ✓ Chance to share opinion with policy makers – organization of consultations.



<https://www.facebook.com/P.A.S.T.4FutureInterreg>

#### Partnership

- Lead Partner: Ministry of Economy and Finance - Republic of Albania – Albania  
<http://www.financa.gov.al/>
- Partner 2: GAL Molise towards 2000 – Italy <http://www.moliseversoil2000.it/>
- Partner 3: ESCOOP - European Social Cooperative - Cooperativa Sociale Europea – sce – Italy  
<http://www.escoop.eu/en/>
- Partner 4: Municipality of Gravina in Puglia – Italy <https://www.comune.gravina.ba.it/>
- Partner 5: Municipality of Malesi e Madhe – Albania <http://bashkiamalesiemadhe.gov.al/>
- Partner 6: Municipality of Tuzi – Montenegro <https://tuzi.org.me/>

#### Associated Partners

- PA 1: ITRIA - Intercultural and Accessible Religious Tourist Itineraries - Italy <http://www.itria.org/>
- PA 2: Alta Murgia National Park – Italy <https://www.parcoaltamurgia.gov.it/>

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

This document has been produced with the financial assistance of the Interreg IPA CBC Italy-Albania-Montenegro Programme. The contents of this document are the sole responsibility of Ministry of Economy and Finance - Republic of Albania, GAL Molise towards 2000, ESCOOP - European Social Cooperative - Cooperativa Sociale Europea – sce, Municipality of Gravina in Puglia, Municipality of Malesi e Madhe, : Municipality of Tuzi and can under no circumstances be regarded as reflecting the position of the European Union and of the Interreg IPA CBC Italy-Albania-Montenegro Programme Authorities.

