



AMERICAN CHAMBER OF COMMERCE  
DHOMA AMERIKANE E TREGTISË

# **Tourism and Hospitality Committee**

**Annual Program**

**Year 2023**

# Mission

The Tourism and Hospitality Committee promotes the Tourism and Hospitality industry of Albania and the U.S. by facilitating communication and developing business between Albania's private and public sector, and within the AMCHAM community of businesses.

The THC discusses travel trends and issues within and affecting the airline, hotel, tour companies, convention, exhibition, business travel, medical tourism, and ground transportation industries.

# Focus Area

Advocacy to support the key requirements of the industry.

Facilitating the public private dialog on strategies to reopen Albania safely and sustainably to international travelers, promote domestic tourism, and provide financial relief for owners, operators, and industry employees.

Developing and improving the Hospitality, Travel and Tourism sector in the country

# Operations

Legislative alignment with the EU (Hospitality investments, environment, national recourses, and assets to be used in the favor of sustainable tourism (such as public beaches), health and safety cross sectorial engagement, and improvement of the awareness in the global markets.

Vocational and training on Hospitality and tourism. Skilling the youth, upskilling and reskilling the existing staff and create a lifelong learning concept for the industry from technical operational staff to higher management.

Digitalization and improving the way hospitality tourism business structures, make it easier, nicer, and more attractive for younger generations and existing ones too.

Sustainability, with all its elements but with the focus at the social aspect, to address the women, youth, minorities empowerment, the integration of the returnees and create a better environment for the entrepreneurs. Engage the tourism and hospitality members to certify on the GSTC standards.

The marketing Strategy, Albania 2033, why Albania? And what has Albania to offer?

Brand identity and global benchmark, for what it stands/ categories!

# 7 Activities

4 Information and training session on different topics

3 Lobbying and advocacy activities with government

# Tourism and Hospitality Committee

## Annual Activities Program Year 2023

### **Advocacy and lobbying activities with Government**

*For better quality of life and a better business environment in Albania*

- Albania Tourism and Hospitality Forum 2023
- AmCham meets with the Minister of Tourism and Environment and the National Tourism Agency
- Working Breakfast with the Director of the National Authority of Qualifications for the new Tourism Committee created by the government (in collaboration with Labor and Ethics Committee)

### **Training and Networking Events**

*To engage with current affairs, connect know-how, and exchange good business practices.*

*At the same time, AmCham events are an excellent opportunity for networking at the highest level*

- Holistic Architecture, Eco lodge Design and Tourism Sustainability, respecting nature and natural resources.
- Meeting other Tourism association- Investing in Albania
- First corporate and business travel forum Albania (every 2 years)
- Joint Meeting between two Committees\_The fight against informality in the tourism sector