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USAID KOSOVO PRIVATE ENTERPRISE PROGRAM (KPEP)

“Stay the Weekend – Experience Kosovo” Tourism Initiative



SCOTT WAYNE
WITH
FISNIK DRAGUSHA, AND SYZANA BAJA
KPEP TOURISM ADVISORS

Implemented by
Booz Allen Hamilton

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DISCLAIMER

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“STAY THE WEEKEND – EXPERIENCE KOSOVO” TOURISM INITIATIVE REPORT FOR JUNE-OCTOBER 2009

Stay the Weekend – Experience Kosovo

As a result of the Kosovo Travel Day Fair, substantial interest in and momentum for tourism experiences was generated in Kosovo. From June to October, the period covered by this report, a Tourism Team was established to focus on maintaining this momentum.

Kosovo Private Enterprise Program project., “Stay the Weekend – Experience Kosovo” Tourism Initiative
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PURPOSE OF ASSIGNMENT

The main purpose of the assignment of the Tourism Team was to further develop and leverage the 'Stay the Weekend – Experience Kosovo' brand activity, as well develop and build the capacity of suppliers to deliver and improve their product offerings.

The main objectives included:

1. Continue developing the knowledge of suppliers to maximize marketing and promotion efforts and sales.
2. Continue working with suppliers who exhibited at the Fair and others, to identify and develop tailored tour packages for selected groups from the international community.
3. Identify a municipality-based 'Stay the Weekend – Experience Kosovo' brand activity, similar to 'Taste of Washington DC'. That event was expected to offer the international community and Kosovo people an opportunity to experience tourism attractions of the municipality/region, taste the diversity of national food, enjoy national music, sample local wines and beer, and purchase local handicrafts.
4. In cooperation with the KPEP Performance Based Management System (PBMS), set up an evaluation system for tourism as a transactional sector to monitor results and ROI.
5. Train local business service providers to ensure skills are transferred.

All objectives were accomplished through the field activities described below. The "local business service providers" were local partners Fisnik Dragusha and Syzana Baja and TPD Consulting; no other business service providers for tourism exist yet. The Tourism Expert assisted both partners and TPD with increasing their capacity to better develop and deliver tourism experiences in Kosovo.

BACKGROUND

On Earth Day, April 22, 2009 the Kosovo Tourism Association (KOTAS) with the support of KPEP, organized the first ever Travel Day Fair with the theme “Stay the Weekend – Experience Kosovo.” The purpose of the fair was to introduce travel tours and packages to internal tourists – international community residing in Kosovo, the international business travelers and also Kosovo people themselves. The Fair also helped solidify the “**Stay the Weekend – Experience Kosovo**” brand for developing, marketing and promoting experiences in Kosovo.

The Travel Fair successfully involved a range of experience providers beyond travel agencies – restaurants, non-governmental organizations, a spa center, a horse ranch, wineries, the Pejë/Peć brewery and handicrafts shops. It helped them succeed in realizing new business opportunities for in-bound tourism. Following the success of the fair, there was considerable interest and enthusiasm among the exhibitors, visitors to the Fair and the media in pursuing travel and tourism opportunities. To maximize the product development, marketing, promotion and sales opportunities that were generated, KPEP followed-up to ensure that the momentum is maintained.

A Tourism Team comprised of Tourism Expert Scott Wayne and Local Tourism Consultants Fisnik Dragusha and Syzana Baja, along with the Transactional Sector Specialist, Valbona Rraci, and TPD Consulting was established to maintain the momentum and advance the activities described in this report. Their collaboration culminated in the successful first ever Pejë/Peć Tourism Street Fair on September 26, 2009.

EXECUTIVE SUMMARY

This report focuses on the activities and findings of the KPEP Tourism Team from mid-June to the beginning of October, which build upon the progress achieved in USAID Kosovo Private Enterprise Program tourism activities during the preceding nine week period from late February to the beginning of May. That period was summarized in a separate report submitted in May 2009.

The Tourism Team that was hired by KPEP on an STTA basis was Tourism Expert Scott Wayne and local partners, Fisnik Dragusha and Syzana Baja. The Team worked with the KPEP Transactional Specialist, Valbona Rraci, and the Event Organizer for the Pejë/Peć Fair, Zeke Ceku of TPD Consulting. As mentioned above, the Team's main purpose was to further develop and leverage the 'Stay the Weekend – Experience Kosovo' brand activity, as well develop and build the capacity of suppliers to deliver and improve their product offerings. This purpose was achieved through the following Field Activities in keeping with the scopes of work of each Tourism Team member:

- 1) Establishment of the Tourism Team and integrated SOWs.
- 2) Development and administration of criteria for suppliers.
- 3) Matching of demand and supply.
- 4) Group and individual advisory sessions
- 5) Design and implementation of the first municipality-based 'Stay the Weekend – Experience Kosovo' brand activity in Pejë/Peć - the Pejë/Peć Tourism Street Fair.
- 6) Establishment of an evaluation system.
- 7) Development of proposals for follow-on work.

Results were achieved in each of these field activity areas. Highlights included the following:

- Fifteen new tours developed with three tour operators and marketed to the international community by KPEP: Groups from OSCE, EULEX and International Women's Club. All three operators sold tours during the 4th quarter.
- First ever Tourism Street Fair organized with the Municipality of Pejë/Peć on September 26 with over 60 vendors and more than a thousand visitors spending almost 7000 Euros of direct sales and more than 18,000 Euros in indirect sales.
- Intours organized a wine tour for **nine visitors from a targeted group of embassies** in the region. They paid 40 Euros per person for the tour and spent an average of 45 Euros per person at the wineries they visited, thus a total of 765 Euros of direct spending.
- With KPEP assistance, Intours also received 31 visitors from Albania for a four day tour of Kosovo. Regent Holidays has sent 38 visitors to Intours for three-day tours of Kosovo.
- In the 4th quarter, with KPEP assistance, **Rugova Experience** organized a 50 kms mountain biking tour of Rugova Valley in August with seven participants.
- Rugova Experience also organized a hiking tour of Rugova Valley in September with five participants from EULEX and OSCE, which was marketed by KPEP via the Experience Kosovo blog.
- Rugova Experience organized a cultural event and dinner for a group of 65 Norwegian visitors in September. These activities earned Rugova Experience approximately 2000 Euros.

- With KPEP assistance, Intours also received 31 visitors from Albania for a four day tour of Kosovo. Regent Holidays has sent 38 visitors to Intours for three-day tours of Kosovo.
- In the 4th quarter, with KPEP assistance, **Rugova Experience** organized a 50 kms mountain biking tour of Rugova Valley in August with seven participants.
- Marketing by email to over 1000 in the international community, establishment of the Experience Kosovo blog at experiencekosovo.wordpress.com blog, creation of a Facebook page and Shutterfly site for The Ranch, and Shutterfly sites for ORTA, Rugova Experience, and the Pejë/Peć Tourism Street Fair.
- Over 60 vendors participated and began setting up several hours before the Fair officially opened at 12 noon and over a thousand people attended. Vendors sold over 7000 Euros of products and services and indirectly an additional 18,000 Euros at the Fair.

Based on the Field Activities and Findings, the Tourism Team recommended five sets of key actions:

- 1) Maintain the Tourism Team
- 2) Build Capacity
- 3) Market and product emphasis on selected product offers
- 4) Destination emphasis on Pejë/Peć, Dukagjini Region and Rugova Valley
- 5) Leverage the American Tourism Society relationship to maximum advantage for Kosovo tourism.

Of these recommendations, the highest priorities are maintaining the Tourism Team and building capacity. Without greater capacity, tourism cannot grow as a transactional sector and its great income and employment generating potential would remain stifled. The Tourism Team has been a key catalyst for launching the process of unlocking this potential.

FIELD ACTIVITIES TO ACHIEVE PURPOSES

In order to achieve the objectives mentioned above, the following main field activities were undertaken by the Tourism Team between mid-June and the end of September, 2009:

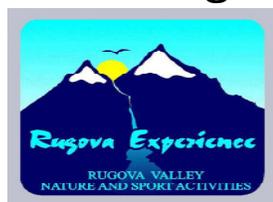
[Note: The results of these activities are included in the below section “Task Findings.”]

- 1) Established a Tourism Team of local partners with scopes of work for the implementation of the above objectives. An STTA team of Scott Wayne, Fisnik Dragusha and Syzana Baja was established; TPD Consulting was contracted as the event organizer for the Pejë/Peć Tourism Street Fair.
- 2) Developed and administered criteria for the selection of suppliers to be tour operators/travel agents. The criteria are included below in the findings section.
- 3) Matched suppliers with “pockets” of demand for selected groups from the international community. These groups included: Camp Bondsteel, OSCE, EULEX, and the International Women’s Club and, in the process, increase the quality of product offers and suppliers’ capacity to develop, market and distribute offers.



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Targeted Companies and Organizations



Rural Tourism in Novo Brdo

ORTA



TPD Holidays



Kosovo Tourism Group

**Stay the Weekend –
Experience Kosovo**

- a. Expanded media coverage of tourism in Kosovo
 - i. Press releases and success stories generated for most of the above activities.
- 4) Advisory sessions – The Tourism Team delivered both group and individual sessions:
 - a. In Pejë/Peć, advisory sessions were conducted with municipal officials and local businesses and organizations to provide guidance for the Tourism Street Fair.
 - b. Also in Pejë/Peć, a customer service and sales training session was conducted with 14 fair participants to help prepare them for the Fair. The powerpoint presentation is included in Annex II.
 - c. Syzana Baja and Scott Wayne established an organizing committee in Pejë/Peć for the Fair and met with the group in July to begin event coordination activities.
 - d. Individual business advisory sessions were held with The Ranch, Fibula Travel, Kosovo Tourism Group, Cultural Heritage with Borders, Fibula Travel, NGO ORTA, TPD Consulting, Rugova Experience and Intours&Travel.
 - e. A customer service and sales training session was conducted in Pristina with 11 participants to assist with their business development, marketing and sales efforts.
- 5) Designed and implemented the first municipality-based ‘Stay the Weekend – Experience Kosovo’ brand activity in Pejë/Peć. The First Pejë/Peć Tourism Street Fair was developed and organized by the Tourism Team, TPD Consulting as the event organizer. The Street Fair was held on September 26, 2009 in the central square of Pejë/Peć, a day before World Tourism Day.

The Fair was opened by Mayor Ali Berisha, Minister of Trade and Industry Lutfi Zharku, Ministry US Ambassador Christopher Dell, and USAID Mission Director Patricia Rader.

The Street Fair included businesses and organizations that sold food and beverages, tours and sports activities, and handicrafts and traditional clothing. A central stage presented the music and dances of Pejë/Peć and an exhibition of traditional clothing. The following businesses and organizations co-sponsored the Fair: Company Dukagjini, Stone Castle Winery, Podrumi i Vjeter winery, Rugova Experience, TPD and Intours&Travel.

- a. A local partner, Syzana Baja, Executive Director of Rugova Experience, was selected as the Tourism Expert’s local partner. A scope of work was developed for her, implemented and monitored on a regular basis. This SOW is in Annex I.
- b. Terms of reference were drafted for the selection of an event organizer, a copy of which is included in Annex III. As previously mentioned, TPD Consulting was selected as the event organizer.

- c. Baja and Wayne drafted a letter of commitment with Mayor Ali Berisha of the Municipality and conducted a signing ceremony followed by the formation of an organizing committee with local stakeholders.
 - d. Baja then coordinated closely with TPD, the event organizer, to obtain letters of commitment from 46 Fair exhibitors followed by multiple meetings with several exhibitors to ensure their continued participation. It was the first time for many exhibitors to participate, so they were not sure what to expect.
- 6) An evaluation system for tourism as a transactional sector was set up to monitor results and ROI as follows in cooperation with the KPEP PBMS specialist:
- a. Surveys were conducted with the Kosovo (Pristina) Travel Fair exhibitors and entered into an excel sheet for further tracking of results. A copy of the Survey and Excel sheet are included in Annex IV; the results are included below and were also included in the IV Quarterly and Annual Report.
 - b. Sales logs were completed by all of the Pejë/Peć Fair participants. A sample is included in Annex V.
 - c. Surveys were administered with all Fair participants, both at the beginning and near the end of the Fair.
- 7) Proposals for follow-on activities to maintain the momentum of the Pejë/Peć Fair, as well as marketing and product development activities in Pristina and other destinations, were drafted by the local partners, Fisnik Dragusha and Syzana Baja; these are described in the Recommendations section and copies are included in Annex VI.

TASK FINDINGS & RESULTS

KPEP achieved significant results with its first major initiatives, the “Stay the Weekend – Experience Kosovo” Exhibition in Pristina and the Tourism Street Fair in Pejë/Peć. The former attracted more than 40 local travel operators, hotels, and other tourism establishments, over 1000 participants and was opened by Prime Minister Thaqi and USAID Director Patricia Rader.

A successful tourism product presentation followed in Tirana, Albania, which is reported separately because the Tourism Team was not involved in this event. And on September 26, the first ever Tourism Street Fair in Pejë/Peć was organized, which attracted over 60 vendors and over a thousand visitors.

The Tourism Team achieved significant progress, especially in the 4th Quarter. Below are highlights of the results of the abovementioned field activities.

- Fifteen new tours developed with three tour operators and marketed to the international community by KPEP: Groups from OSCE, EULEX and International Women’s Club. All three operators sold tours during the 4th quarter.

August 15th, Tourism Promotional Tables



- First ever Tourism Street Fair organized with the Municipality of Pejë/Peć on September 26th with over 60 vendors and more than a thousand visitors spending almost 7000 Euros of direct sales and more than 18,000 Euros in indirect sales.





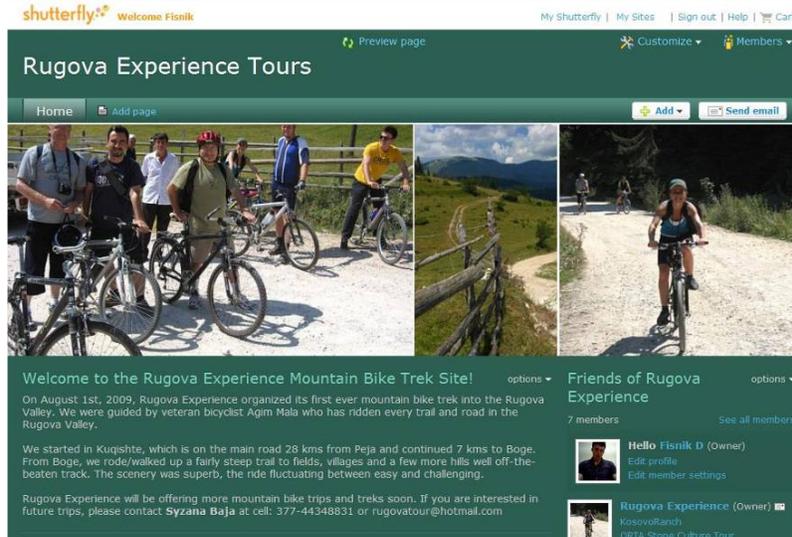
A Full Shutterfly Album was posted at <http://Pejë/Peć tourismstreetfair.shutterfly.com>



- Intours organized a wine tour for **nine visitors from a targeted group of embassies** in the region. They paid 40 Euros per person for the tour and spent an average of 45 Euros per person at the wineries they visited, thus a total of 765 Euros of direct spending.



- With KPEP assistance, Intours also received 31 visitors from Albania for a four day tour of Kosovo. Regent Holidays has sent 38 visitors to Intours for three-day tours of Kosovo.
- In the 4th quarter, with KPEP assistance, **Rugova Experience** organized a 50 kms mountain biking tour of Rugova Valley in August with seven participants.



- Rugova Experience also organized a hiking tour of Rugova Valley in September with five participants from EULEX and OSCE, which was marketed by KPEP via the Experience Kosovo blog.



- Rugova Experience organized a cultural event and dinner for a group of 65 Norwegian visitors in September. These activities earned Rugova Experience approximately 2000 Euros.



Specific Results of Field Activities

Field Activity 1: Establish Tourism Team

Established Tourism Team with TPD as the Event Organizer. The Tourism Team implemented Scopes of Work. Terms of Reference were set for TPD. The SOWs are in Annex I. The Team and TPD worked closely with the KPEP Transactional Specialist, Valbona Rraci, who had overall responsibility for the Pejë/Peć Event with the Tourism Expert, TPD and local partners regularly reporting to her.



Field Activity 2: Establish Criteria for the selection of suppliers.

The criteria were developed and implemented with Cultural Heritage without Borders, Intours&Travel, Kosovo Tourism Group, ORTA, Rugova Experience, Rural Tourism in Novo Brdo, and The Ranch.

Criteria for selection of tour organizers

- 1) Interest in offering tours and organizing activities in Kosovo
- 2) Access to transport (mini-van for at least 8 pax) and a licensed driver with the required insurance
- 3) At least one person who is knowledgeable about the target destination(s) and/or has extensive experience with the activity (i.e. mountain biking, cooking, etc)
- 4) At least one person in the company or organization focused on organizing and managing the logistics and arrangements for internal tours.
- 5) Willingness to sign an agreement of cooperation with KPEP.
- 6) Able to communicate in English and/or other foreign languages (according to the group)

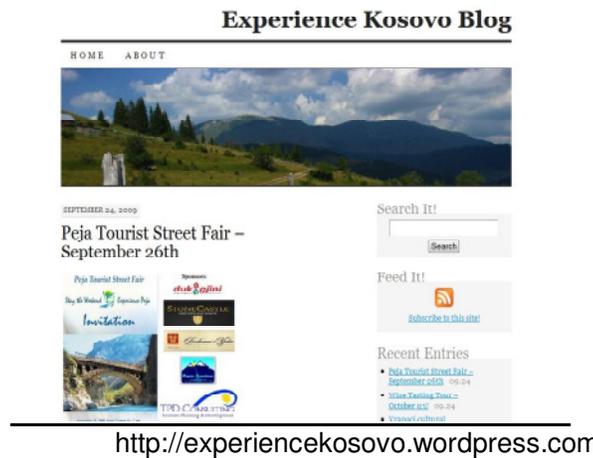
Field Activity 3: Matching suppliers with “pockets of demand.”

Marketing and promotion activities were conducted directly with Camp Bondsteel, OSCE, EULEX, and the International Women’s Club by email and through promotional tables. As a result, OSCE and EULEX representatives joined tours and activities offered by Intours&Travel, the Kosovo Tourism Group, Rugova Experience, and The Ranch.

The “matchmaking,” product development and capacity building with suppliers was achieved through:

- a. Online channels – Marketing by email to over 1000 in the international community, establishment of the Experience Kosovo blog at experiencekosovo.wordpress.com blog, creation of a Facebook page and Shutterfly site for The Ranch, and Shutterfly sites for ORTA, Rugova Experience, and the Pejë/Peć Tourism Street Fair.

The blog received over 300 page visits in one week.



- b. Enabling suppliers to distribute their promotional materials directly to EULEX, OSCE and the International Women’s Club through table-top presentations at these organizations. See EULEX photo above.
- c. Pilot tours launched with a process of converting these tours into regularly scheduled offers with KPEP assistance has begun. Most of these tours have been promoted on the Experience Kosovo blog.
 - i. Rugova Valley mountain bike tour via Rugova Experience.

- ii. Rugova Valley hiking trip via Rugova Experience for EULEX and OSCE representatives.
- iii. Wine tour via TPD Intours & Travel
- iv. City tour for British visitors via TPD
- v. Prizren and Lepnica cultural tour for a French group on a regional tour via TPD.
- vi. Vranoci cultural tour package for Croatian Embassy via TPD.
- vii. Stone culture tour via ORTA
- viii. Luboteni hiking trip via Kosovo Tourism Group
- ix. Mirusha waterfalls tour for the International Womens' Club via Kosovo Tourism Group (upcoming in October)

Field Activity 4: Advisory Sessions

Individual and group advisory sessions to prepare vendors for the Fair, improve their business planning, marketing and sales. Twenty five people received training in the group sessions. Individual sessions were conducted with Art Design Restaurant, Cultural Heritage without Borders, Fibula Travel, Hotel Amazona, Hotel Dukagjini, Intours&Travel, Kosovo Tourism Group, ORTA, Rudi Group, Rugova Experience, Rural Tourism in Novo Brdo, TPD Consulting, and The Ranch.

In Pejë/Peć, Baja and Wayne met with municipal officials and local stakeholders and worked on plans for advancing with the Fair. The meetings led to a signing ceremony with Mayor Ali Berisha to initiate the first Pejë/Peć Tourism Street Fair – also a first for the country.



Just before the Pejë/Peć Fair, Wayne, Dragusha and Baja also conducted a customer service training workshop, which assisted exhibitors with preparing for the Fair. A copy of the presentation is in Annex II.



After the Fair, the session was repeated in Pristina with eight travel businesses.

Field Activity 5: Design and implementation of the Pejë/Peć Tourism Street Fair

Design and implementation of the Pejë/Peć Tourism Street Fair first municipality-based ‘Stay the Weekend – Experience Kosovo’ brand activity in Pejë/Peć -- the Pejë/Peć Tourism Street Fair.

The Street Fair exceeded expectations. Over 60 vendors participated and began setting up several hours before the Fair officially opened at 12 noon and over a thousand people attended. Vendors sold over 7000 Euros of products and services and indirectly an additional 18,000 Euros at the Fair.

As mentioned above, a full photo album of the Fair was posted at: <http://Pejë/Peć tourismstreetfair.shutterfly.com>



Field Activity 6: Evaluation System

Results of Post-Prishtina Travel Day Fair Survey

Nr .	Description	Results
1.	Participation in KPEP Tourism Activities before	YES:15 NO: 5
2.	Number of new brochures and / or promotional materials prepared	100
3.	Number of brochures distributed	6600
4.	Contacts made at the fair	1542
5.	Sales at the fair	€ 1,550.00
6.	Number of followed-up contacts	975
7.	Number of sales as a result of follow-up	€ 295,000.00
8.	Number of new employees	46 Full time employees 34 Part time employees
9.	What could be improved	
	All companies responded mostly on:	- Customer Services - Marketing and Sales and - Product Development

NOTE: The total number of companies surveyed was 35; the data shown above are representing 75% of all respondents (Experience Providers).

Results of the Pejë/Peć Tourism Fair

As mentioned above, over 60 vendors participated and began setting up several hours before the Fair officially opened at 12 noon and over a thousand people attended. Vendors sold over 7000 Euros of products and services and indirectly an additional 18,000 Euros at the Fair.

The vendor selling pickled peppers sold over 500 Euros of products nearly selling out before noon.



As with the Pristina Fair, additional results are expected in the months following the Pejë/Peć Fair. Follow-up surveys and monitoring should be conducted.

Field Activity 7: Proposals for follow-on work.

The “Stay the Weekend – Experience Kosovo” brand has been established and could continue to serve as a catalyst for tourism-related growth and development in Kosovo. As both travel fairs and related support activities demonstrated, substantial interest from visitors and experience providers, as well as growing sales transactions were generated. However, this interest needs to continue to be nurtured, encouraged and developed.

The USAID Kosovo Private Enterprise Program Tourism Team has played an important in bringing suppliers together with pockets of demand, especially in the international community, over a period of about 20 weeks since February – this is really just a beginning for launching tourism as a key industry for Kosovo. To maintain and build on the momentum, the Tourism Team has drafted several proposals, which we believe support and reinforce the USAID Kosovo Private Enterprise Program Tourism Sector Work Plan.

Following are summaries of proposals that have been submitted to KPEP for follow-on work. Copies of these proposals are included in Annex VI:

Scott Wayne

- 1) Lead a study tour as a capacity building activity for existing and aspiring entrepreneurs.
- 2) Expand travel industry coverage and understanding among media in Kosovo and increasing understanding of media relations among experience providers.
- 3) Leverage social media for tourism marketing

Fisnik Dragusha

- 1) Maintain and expand the catalogue of offers
- 2) Develop and maintain a national calendar of events
- 3) Link calendar of events and catalogue of offers to the Tourism Portal with links to Experience Providers
- 4) Establish a discount coupon system in the Tourism Portal

Syzana Baja

- 1) Develop and implement an event action plan for the replication of versions of the Pristina and Pejë/Peć tourism fairs around the country. This action plan will focus on the following steps:
 - a. Concept development – Based events on more specific themes, i.e. Pepper Festival at Dukagjini, Blueberry Festival, etc.
 - b. Organization & Logistics plan in the form of an “Event Kit” that could be applied in other destinations in Kosovo.
 - c. Marketing & Promotion plan, including close linkage with the calendar of events that Fisnik is proposing.
 - d. Funding options for individual events
 - e. Sponsorship plan

CONCLUSIONS AND RECOMMENDATIONS

Following the success of the Pejë/Peć Tourism Street Fair, there was considerable interest and enthusiasm among the exhibitors, visitors and the media in travel and tourism related experiences.

Main Recommendations

- 1) Maintain the Tourism Team
- 2) Build Capacity
- 3) Market and product emphasis on selected product offers
- 4) Destination emphasis on Pejë/Peć, Dukagjini Region and Rugova Valley
- 5) Leverage the American Tourism Society relationship to maximum advantage for Kosovo tourism.

Recommendation 1: Maintain the Tourism Team

USAID Kosovo Private Enterprise Program provided a great “kick-start” to tourism in Kosovo this year. It happened because we had a great team in place, a memorable brand (Stay the Weekend – Experience Kosovo), a great supply of “raw material” and not so “raw material” to work with in the form of the country’s cultural and natural heritage, and potential demand. It takes a team effort to tackle an industry as complicated and fickle as tourism. So,

Recommendation Number One – keep the team engaged.

Scott’s personal opinion after five separate visits to Kosovo, thus a total of 10 weeks this year, is that you will not find two young professionals who are more motivated, committed and willing to grow and develop than Fisnik Dragusha and Syzana Baja. I wish that there would have been Fisniks and Syzanas on some of my other projects.

Recommendation 2: Build Capacity

Transaction potential limited by capacity

On a more general note, a focus on transactions will soon reach a ceiling, if it has not already. The businesses and organizations that are providing and developing experiences in Kosovo are very limited in their capacity and capital – usually having only one or two staff, no formal guide training, no formal business management experience, no vehicles owned, and rudimentary accounting. While increases in business, especially from the international community residing and working in Kosovo, have been gradually happening through the online and offline marketing and promotion efforts of KPEP, as well as efforts of the businesses, given these limitations, it is fortunate that a flood of customers has not yet happened. It can happen – the market exists in Kosovo! But, it is Scott’s opinion that having more than one group of 10-15 customers per weekend would overwhelm the experience providers’ capacity – unless that capacity were increased, thus

Recommendation Number 2 – Build Capacity!

Building capacity in tourism and business in Kosovo, especially among younger professionals such as Fisnik and Syzana, will further unlock the country’s tourism potential and enable Kosovo to become more of a destination for Kosovo people themselves, the

international community in Kosovo, Albanians from Albania, the relatively limited number of international visitors on regional tours and the international backpacker market. Below are recommendations for capacity building activities.

Recommendations for Capacity Building Activities

- 1) **Business Planning** – Every business should have a business plan. Tourism-related businesses are no exception, which is why Scott and Fisnik began working with The Ranch, Kosovo Tourism Group and Rugova Experience on the development of business plans. This effort should continue first with an introductory session on business plans followed by continued efforts to develop individual plans emphasizing tour operations.
- 2) **Business Management** – A crash course on Management 101 would also be extremely helpful. *Give everybody a copy of the “One Minute Manager” by Kenneth Blanchard and Spencer Johnson.* The book is based on a simple management premise: One Minute Goals, One Minute Praisings, and One Minute Reprimands. As summarized on Amazon.com, “the underlying message is that people want to be managed and tend to flounder when their efforts are not directed and nurtured. The program is a reminder that quality work doesn't happen without organized and disciplined leadership. People need challenging and worthwhile goals, respect, emotional security, and a sense of being part of a community that makes them feel connected and invested.” An “off-the-wall” idea: perhaps the project can fund a translation of the book and arrange with the publisher for costs to be recovered as royalties are paid on sales of the translation.
- 3) **Tourism specific training**
 - a. **Event Management** – The market potential for events, conferences and meetings in Kosovo is tremendous. Fisnik Dragusha and/or Syzana Baja and other young professionals in Kosovo would benefit from obtaining a “Certificate in Professional Event Management” from The George Washington University School of Business. The entire program can be completed in residence or through distance learning. Tuition for the latter is \$3,150. [Note: Scott is an Adjunct Professor at the GWU Business School.]
 - b. **Outward Bound or National Outdoor Leadership School program** should be established in Kosovo – This activity is related to event management, especially in regards to the training programs of international organizations, donors and larger companies (i.e. Ipko, Coca Cola, HP, thus across multiple sectors). The leisure-related tours that KPEP assisted experience providers with developing would be natural complements to an Outward Bound or NOLS program. [Note: SW Associates, LLC assisted the USAID PRIME Project in Uganda with establishing a NOLS base program in Rwenzori National Park. And David Cowles has a personal connection to the Outward Bound program, which might be helpful in introducing the program to Kosovo.]
 - c. **Hotel staff training** – It is urgently needed in Kosovo. There is no program currently in the country, but it is our sense that hotel owners do not realize they would benefit from formally training their staff, even one week of training would be beneficial. Hospitality training and certification programs using the

- American Hotel & Lodging Association Educational Institute's curricula, including front desk, back office, customer service, business planning skills development are the gold standard of hotel training. Their programs were successfully applied in Albania through the USAID EDEM program resulting in the creation of a core group of 20 certified hotel trainers. [Note: SW Associates, LLC sent a trainer to Albania who conducted both the training and exam processes.]
- d. **Tour Guide Training** – Trained tour guides are non-existent in Kosovo. To fully and professionally offer tours in Kosovo requires trained guides. The World Federation of Tourist Guide Associations offers nine day training programs for guides and trainers from their center in Cyprus for 980 Euros and 1370 Euros respectively, including room and board. The USAID EDEM program supported a group of Albanian guides, which resulted in a core group who established a tour guide association and were prepared to create a group of additional guides in Albania.
- e. **Study tour** – A proposal is under consideration now by World Learning for a study that would enable young entrepreneurs and aspiring entrepreneurs in tourism to experience firsthand international standards in tourism operations, product development and quality, marketing, promotion and sales that well established destinations such as the regional countries have to offer. It is difficult to know what potential customers expect.
- 4) **Association Development** – Ideally, tourist associations in a destination pool their resources and, as member services, offer their members discounted training, such as the above programs. However, KOTAS, the main tourism association in Kosovo, is very much in an early stage of development with members not accustomed to paying dues and KOTAS not consistently delivering or creating benefits for members. At the time of writing, KOTAS had appointed a new executive director who has no association management experience. It will be difficult for her to develop and deliver services without guidance. While there are many association management programs that could be offered, even replicating the management and operations of a well-run association from another sector in Kosovo would be beneficial.

Recommendation 3: Market and Product Emphasis on Selected Product Offers

Product Offers

The KPEP project has been emphasizing the development of products that would appeal to the international community in Kosovo, which is appropriate since they have disposable income available to spend on experiences in the country. We assumed that getting information about available experiences in front of them would increase interest and thus sales. This has been true, but targeting this market has not instantly produced sales.

The international community, especially those representatives and consultants from Western Europe and the US, is the market of lastminute.com, online bookings with hotels that provide lots of details and compete on quality, customers used to providing and getting instant feedback about hotels and restaurants, getting maximum value at reasonable prices, expecting at least a shower curtain in a hotel room bathroom (which was missing at the Hotel Dukagjini, at least in Scott's room) and many other details that are taken as givens.

The international community in Kosovo is a relatively sympathetic market because many are involved in some aspect of development work to help the country, but they cannot be taken for granted; it cannot be assumed that they will spend their money because they have nothing better to do.

Adventure travel activities, which do not require much infrastructure, have been marketable to an international community, but knowledgeable guides are needed – thus returning to the capacity building recommendation. Cultural tours have also been emphasized, but “interpretation” – signage, information, and guides -- is lacking and the management of cultural attractions is weak.

Linking to existing regional itineraries, as Zeke Ceku has begun to do, is also critical. For the international market outside Kosovo, it is difficult to market the country as a single destination – as a destination on a regional itinerary is more feasible and already happening, albeit on a limited basis.

Events

Events should be emphasized further. While the Fairs attracted crowds, they did not bring out the international community in great numbers. One reason, perhaps, is that although the Fairs were unique to Kosovo, they were not sufficiently compelling to the international community. As mentioned above, Syzana has submitted a proposal which leverages the momentum of the Fairs through the development and implementation of an event toolkit and specific themed events, i.e. an Apple Festival, the Pepper Festival of Pejë/Peć, a Rugova Mountain Biking Race, etc.

In addition to these types of events, the tourism business aspects of professional events, conferences and meetings should be recognized and leveraged by KPEP. For example, tourism services – meals and often accommodations – are required for every off-site meeting by the international organizations and donors in Pristina and any international meetings and conferences held in Kosovo. The Tourism Team can assist with maximizing the tourism business value of these activities. As Scott mentioned in the staff meeting on Monday September 28th, every KPEP sector is involved with tourism. Outward Bound types of activities, for example, would fit this model.

Complementary to this proposal is one submitted by Fisnik for the establishment and maintaining of a regular events calendar with discount offers matched with events and experience providers.

Media Relations

None of these activities can progress unless people are informed. The Tourism Team has continually emphasized online and offline outreach efforts, especially media relations through the KPEP Communications Specialist, Lindita Baleta. Again, as mentioned above, Scott has submitted a proposal to help develop media relations capacity and understanding among journalists, editors, publishers and businesses. Related to this is the recommendation that the Tourism Team work with media providers on developing tourism-related editorial calendars that facilitate coverage of destinations and advertising related to this coverage.

And also leveraging the fast growing value of social media channels for marketing and promoting tourism – to reach the international community in Kosovo, the Kosovar Diaspora, and the backpacker market.

Tapping a new international market: Backpackers

Why backpackers? A few years ago, the Australian Tourism Corporation conducted an analysis of this market and discovered the following:

- 1) Backpackers tend to stay longer in a destination and spend comparatively more money than international visitors on a package tour.
- 2) They tend to have lower expectations of services and facilities. Less developed destinations and thus services are part of the adventure, part of the experience. Their expectations match what is available in Kosovo today.
- 3) Interest in local culture and communities and thus comparatively greater spending at a local level.
- 4) Active users of social media and thus can be reached at relatively low cost.

Recommendation 4: Destination Emphasis on Pejë/Peć, Dukagjini Region and Rugova Valley

KPEP has invested time and money in the region. With the Pejë/Peć Fair, the Tourism Team was a catalyst for growing tourism. Similar potential exists and should be encouraged in others parts of the country, but without diluting the emphasis on Pejë/Peć and surroundings. It behooves KPEP to build on the momentum of the Fair and not let that fade into the past.

Related to this is encouraging the market that Florim Bajraktari, owner of KosovaWood and Stone Castle Winery, would like to launch in Pejë/Peć . This market could accelerate and focus tourism development efforts in the region.

Recommendation 5: Leverage the American Tourism Society relationship to maximum advantage for Kosovar tourism.

The ATS is organizing an annual meeting in October 2010 in Kosovo. The organization was founded in 1989 with the belief that “by merging business know-how with the core values of sustainable tourism, ATS serves as a bridge of communication and understanding between countries and peoples of the world.” ATS members include some of the world’s most prominent tour operators and travel companies: AARP Travel, Academic Travel Abroad, American Express, Collette Vacations, General Tours, Globus, Insight Vacations, Radisson Hotels, TRAVCOA, Vacation.com and, of course, Tauck. The National Tour Association and the US Tour Operators Association are also members.

By linking some of KPEP’s tourism activities to ATS, a win-win is created. Kosovo tourism benefits by a growing association with ATS and the project benefits from the knowledge and experiences of ATS members.

ANNEXES

- Annex I. Workshop presentation
- Annex II. Terms of Reference for Event Organizer
- Annex III. Evaluation System
- Annex IV. Sales Log for the Pejë/Peć Fair

Annex I



CUSTOMER RELATIONS AND HOSTING

Presented by:
Scott Wayne
USAID KPEP



What is Customer Service?



WORKSHOP OVERVIEW

- Who is a customer?
- What is hosting?
- What is customer relations?
- "PLEASE"
- "SERVICE"
- Service vocabulary
- Handling complaints
- Scenarios
- Wrap up

Why Customers Leave?

- Dissatisfaction with product, delivery, installation, service, or price
- Poor handling of a complaint
- Disapproval of changes
- Dissatisfaction with treatment
- New people or new policies at the account
- All of these factors are controllable aspects of customer service – even number 6, because if customer service is at a high level competitive offers will be less attractive.
- Acceptance of a competitive offer



WHO IS A CUSTOMER?

- Is someone who is seeking one or more of the many services your property or business offers. Customers will satisfy their desires either here or with one of your competitors.
- A guest is the reason for your being in business. Keeping this in mind will help to bring our success to our property and to us, as employee.

IDEA OF HOSTING

- What is hosting?
- Trying to make a special person feel comfortable when they are with you.
- Imagine that a customer is visiting your home.

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**Customer Relations/
Customer Service**

What is Customer Relations?
•An attempt to "PLEASE" a customer by giving "SERVICE" and taking a "LEAD."

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1. .
2. .
3. .
4. .
5. .
6. .
7. .
8. .
9. .
10. .

**SERVICE
VOCABULARY**

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• P
• L
• E
• A
• S
• E

PLEASE

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1. L
2. E
3. A
4. D

**REFINING
HOSTING SKILLS
– Handling
Complaints by
taking a LEAD**

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• S
• E
• R
• V
• I
• C
• E

SERVICE

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1. PLEASE
2. SERVICE
3. Service
vocabulary
4. LEAD

**THIS IS HOW
TO HOST**

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Handling guest complaints

1. Listen
2. Respond by apologizing and offering solutions
3. Take action to solve the problem
4. Follow up by monitoring co-workers actions and checking to be sure the guest is satisfied. *Dear clients to maid service to restaurant managers need to be trained to follow-up.*
5. This seems obvious, but step 4 is almost never undertaken in hotels and other establishments where people have not been explicitly trained to follow-up – step 4 is the key

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- Hotel
- Travel agency
- Restaurant

Role Playing Scenarios

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Selling Strawberries

- Plaza Hotel, New York
 - Customer service = salesmanship
 - Everybody selling "strawberries"
 - Knowing the product
 - Everybody "sold" → Everybody can and should "sell" the product

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- Customer checks into hotel, goes to his room. He does not smoke, but the room smells like cigarette smoke. He complains to the front desk.
- Hotel reception does not have another room available at that rate. What do you do?

Hotel Deluxe

Suggestive selling

- Suggestive selling benefits everyone—
- The Hotel, the Restaurant, The Travel Agency
- The Server
- Most Importantly—the Guest
- Teach the staff that service and sales are synonymous
- When training servers, stress they make better tips, the guest gets better service – employee gets recognized
- Management must reward good performance with percentage of pay from sales commissions

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- Customer has just returned from 10 days in Turkey booked by the Extra Special Travel Agency and complains to the Agency that she had a terrible experience: hotel room was dirty, food was bad, excursions were overpriced.
- How does the Agent respond? What should the Agency do?

Extra Special Travel Agency



<ul style="list-style-type: none">• Waiter pours glasses of water for customers, but needs to return with more water for third customer. As third customer sips water, he spits it out because it does not taste like water. It is bleach.• What should the waiter say? What should the restaurant do?	<h2>Restorant i Shkëlqyeshëm</h2>
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<h2>Faleminderit! Questions & Comments</h2>

Annex II

Terms of Reference for Event Organizer

Kosovo Private Enterprise Program (KPEP)
USAID PRIME CONTRACT NO EEM-I-00-07-00007-00 Task Order No.2

Request for Proposal
SAF # WY1_FPS_013_TS

Name of the RFP: “**Stay the Weekend – Experience Pejë/Peć**”

I. Required Qualifications

- Registered company that has been in business for at least one full year
 - Copy of registration should be provided with proposal.
- Experience and demonstrated ability to manage similar multi-faceted events such as festivals, trade shows, conferences, especially in the Pejë/Peć region.
- Demonstrated ability to work well with tourism-related businesses and organizations and municipalities
- CVs of designated key contact person (see below) and other key staff.
- At least three references from clients with similar activities.
- Familiarity with and a network of contacts in Pejë/Peć and the region is preferred.

More detailed qualifications can be found in the SOW section.

II. BUSINESS REGISTRATION

Inability of the Bidder to prove that it is registered with Ministry of Trade and Industry, Agency for Business Registration will render Proposal non-responsive and ineligible for consideration.

III. SELECTION CRITERIA

- A. Bidder shall assume that there is only one opportunity to submit a Proposal in response to this Request for Proposal. Therefore, careful attention is required in order to insure that all of the technical documentation and other information necessary to support the Proposal are included therein.

The level of responsiveness to the details of this proposal as well as the overall quality and clarity of the proposal will be considered by KPEP as an indicator of the work quality that the bidder is likely to provide during project implementation assuming award.

- B. The evaluation will result in a determination that the Bidder's Proposal is acceptable or unacceptable. When the Proposal is determined to be unacceptable, no further consideration will be given to the offer. Proposals will be evaluated according to following criteria:

Example of Criteria evaluation form

	Criteria	Score (From 1 to 5)	Weight	Total
1	Technical Proposal (Understanding of Scope of Work)	5.00	35%	1.75
2	Proposed Staff (Experience Implementing Similar Activities)	5.00	40%	2.00
3	Cost (Cost Proposal is Realistic, and include necessary cost for implementation of SOW)	3.00	25%	0.75
	Score			4.50

STATEMENT OF WORK

For “Event Management Company”

Kosovo Private Enterprise Program

Contract Number: EEM-I-00-07-00007-00 Task Order Number 02

I. General Background

In September 2008, USAID awarded the Kosovo Private Enterprise Program (KPEP) to Booz Allen Hamilton. USAID designed KPEP to build on the successes achieved to date and transforming Kosovo’s economy through lasting improvements in private sector competitiveness.

KPEP includes four main components: 1) private sector support in targeted sectors with potential for growth and competitiveness; 2) identify demand driven development for business support services; 3) improve business enabling environment; and 4) workforce development. The Kosovo Private Enterprise Program will also address several cross-cutting areas including gender, youth and minority development. Finally, the program will manage a Strategic Activities Fund (SAF) valued at \$3,760,000.

II. Component or Sector Objectives

Agriculture is a major part of Kosovo’s economy, contributing 19% to gross domestic product and employing 42% of the population. Within agriculture, fruit, vegetable production makes the largest contribution to the agricultural economy relative to impact upon incomes and the number of people participating in the value chain. During its assessment and early work, KPEP has identified opportunities to promote fresh products for domestic consumption as well as export – products that can meet regional and international standards.

Tourism is among the transaction sectors KPEP will assist. This means KPEP support will be opportunistic – that is, primarily responding to opportunities or transactions that arise. Kosovo offers a variety of cultural and nature-based experiences, many of which are unknown to the international community residing in Kosovo, the Kosovo Diaspora and Kosovo people themselves. To assist with matching opportunities with potential pockets of demand, i.e. the thousands of expats residing and working in Kosovo, KPEP partnered with the Kosovo Tourism Association (KOTAS) to organize the Kosovo Travel Day Fair on April 22nd, 2009 under a theme of “Stay the Weekend – Experience Kosovo.” The Fair attracted 40 exhibitors who presented over 100 experiences and products to over 1000 visitors. As follow-on to the Fair, KPEP is supporting the organization of the “Stay the Weekend – Experience Pejë/Peć ” Street Fair on Saturday September 26th starting at 12 noon and ending at 9 pm with tours and experiences offered by exhibitors on Sunday, September 27th, World Tourism Day.

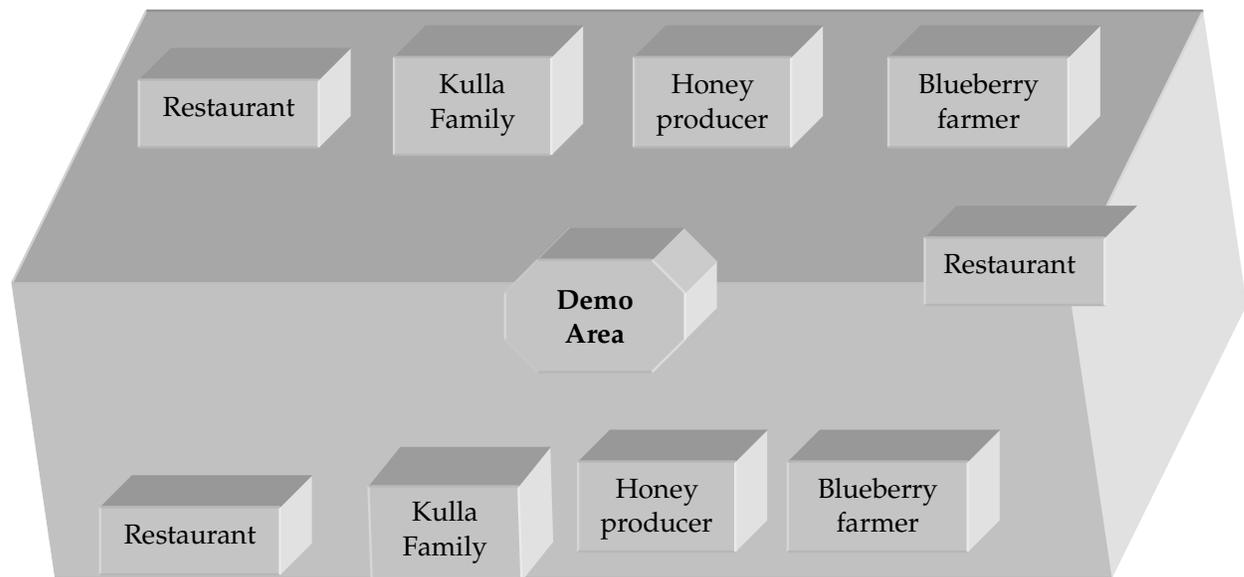
The Street Fair will present four groups of tourism-related activities, products and services: Food and Beverages, Handicrafts (including traditional clothing), Tours and Activities, Music and Dance performances (on a central stage).

Each group will be in a separate “pavilion” or area with a central area for demonstrations in the central square of Pejë/Peć adjacent to the Mayor’s office. See photos below.

The Municipality will close the area to traffic and make the area depicted in these photos (grey arrows) available to Fair participants beginning Friday evening September 25th at 6 pm.



An approximate example: Food and Beverage Area.



Each area's exhibitors will be selling and demonstrating their products and services. The Food and Beverage Area will sell tickets which can be redeemed for food and beverages.

An Event Organizing Committee has been formed in Pejë/Peć with one Sub-Committee for each of the above-mentioned areas and a Sub-Committee for marketing and promotion.

The event will be branded and promoted regionally and possibly internationally. KPEP expects that one or more Kosovo travel agents/tour operators will offer tours to the selected municipality, incorporating the Street Fair and other tourism opportunities. Additionally, the municipality will support the event by activating organizations and businesses to participate and by promoting the event.

KPEP is open to creative ideas and suggestions from the event company that will enhance the event, its promotion and planning. Additions to the scope of work should be clearly identified. The Event Management Company (referred to as Event Company) may partner for portions of this activity with qualified registered companies, but the Event Company is wholly responsible for the work of partner organization(s).

The terms "event management company" and "event company" are generic and may include marketing agencies, promotion companies, trade show organizers and other companies or non-government organizations with the experience, expertise and equipment/furnishing (tables, chairs, exhibit tents) or easy access to these needed to execute the contract successfully. A full list of the items needed, which might be supplemented by the bidder, is included at the end of this RFP.

III. Assignment Objectives

The Event Company shall be responsible for planning and coordinating the details of the event and supporting the KPEP Tourism Team¹. The Event Company will have the following main objectives:

1. A successful event that can become a sustainable annual event.
2. Promotion of local experiences, tours and products, including locally grown and produced food and beverages, tours and activities, dance and music.
3. Assist in the development of tourism by supporting experience providers and the municipality by directing a promotional campaign for this event domestically and regionally.

IV. Tasks

To achieve these objectives, the Event Company will implement the following tasks and others under coordination and monitoring of the international KPEP Tourism Expert. For event related aspects, a local KPEP Tourism Consultant will be a key liaison between the Event Company, the Municipality of Pejë/Peć, the Event

¹ TOURISM TEAM consists of the International KPEP Tourism Expert and local KPEP Tourism Consultant

Organizing Committee and the international KPEP Tourism Expert. With regard to contract-related aspects, the liaison person between Event Company and KPEP is the KPEP Transactional Sector Specialist.

GENERAL

Prepare and submit to the KPEP Tourism Team for approval a detailed action plan complete with timeline no later than agreed date, including but not limited to:

1. Assign a project manager as the key liaison person for this activity.
2. Provide overall management of the event and ensure good turnout, successful partnerships and good relationships with all involved.
3. Recommend promotional opportunities that can be implemented by municipality, tour companies, KOTAS (Kosovo Tourism Association), and other stakeholders.
4. Develop and prepare marketing materials sufficient for promoting the event – printing and distribution of at least 1000 invitations to the event in English and Albanian, posters for wall and storefront displays in Pejë/Peć, Pristina and Prizren, street banners for Pejë/Peć. Please indicate quantities.
5. Provide regular communication in the form of written weekly status reports to the KPEP Tourism Team.

DEMONSTRATIONS IN EACH AREA

Plan, organize and coordinate with the KPEP Tourism Team and the Event Sub-Committee Chairs, the logistics and promotion for at least one demonstration in each of the three “pavilions” of the Fair. The tasks include, but are not limited to:

1. Prepare schedule for organizing and promoting demonstrations
2. Work with the KPEP Tourism Team and Organizing Committee and Sub-Committees to ensure all of the necessary equipment is provided for each demonstration area – for example, cooking utensils, culinary equipment, ingredients, sound system, translator, for the cooking demonstration etc.
3. Promote availability of demonstrations in cooperation with KPEP Tourism Team
 - a. Cooperate with the Marketing and Promotion Sub-Committee on a marketing and promotion plan for the event.

ADDITIONAL REQUIREMENTS

Develop a plan that includes the following ideas as well as others that provide promotional support to partners and stakeholders involved with the event (municipality, tourism companies, etc.)

1. Work with interested travel agents/tour operators and other potential experience providers (i.e. associations) in Kosovo and throughout the Balkans region to incorporate the Fair into their day and weekend packages.
 - a. Assist in promotion of the tours through inclusion in event news media, posters, brochures, etc.
2. Use the brand “Stay the Weekend – Experience Pejë/Peć” in marketing and public relations activities and ensure proper USAID branding on all materials, news releases etc.
3. Develop and implement marketing and public relations campaign for the event as part of day/weekend tours to selected municipality, including communications to print, online and broadcast (radio and television) media
4. Provide advice to the organizing committee and sub-committees and other stakeholders who will participate on how to best expand event and market appropriately.
5. Participate actively in a debriefing to USAID and other stakeholders.
6. Work in cooperation with the KPEP Tourism Team to create a template for this event that can be replicated in other municipalities that want to implement similar events in the future.
7. Develop a “structured mechanism” for tourists to provide feedback on the Fair
 - a. Prepare “scorecards”
 - b. Establish and implement a system for collection and delivery of feedback to the KPEP Tourism Team.
8. Other tasks as identified by the KPEP Tourism Team

V. Deliverables

The Event Company will be responsible for the following deliverables to the international KPEP Tourism Expert:

1. Specific action plan, budget, timeline, and detailed checklist for completion of all tasks related to each area of the Fair (Food and Beverage, Sports and Sightseeing, Handicrafts and Traditional Clothing, and the Central Stage) described above, including but not limited to:
 - a. Final schedule of demonstrations
 - b. Final outline for completion of marketing and public relations activities
2. Weekly written status reports

3. Final report of the project within 7 days of completing the assignment including schedule of events, and marketing activities, evaluation of event considering feedback scorecards, budget monitoring, recommendations and suggested next steps where appropriate.
4. Draft written guide that shows how to organize a similar event so that others can replicate the event in coming years, to be submitted for KPEP Tourism Team review and comments
5. Final written guide that incorporates KPEP Tourism Team review and comments and includes items such as checklists, samples and lessons learned.

VI. Period of Performance

The period of performance for this assignment is tentatively from August 1st to October 10th, 2009.

VII. Reporting

The Event Company's designated key person reports to the international KPEP Tourism Expert and works closely with the local KPEP Tourism Consultant, local tourism partners, municipality, stakeholders and other local partners, as well as with KPEP Transactional Sector Specialist where appropriate. Specific reporting relationships and authority levels will be identified once the entire team is organized.

VIII. Qualifications required

Event Company

- Registered company that has been in business for at least one full year
 - Copy of registration to be provided with proposal.
- Experience and demonstrated ability to manage similar multi-faceted events such as festivals, trade shows, conferences, especially in the Pejë/Peć region.
- Demonstrated ability to work well with tourism-related businesses and organizations and municipalities
- CVs of designated key contact person (see below) and other key staff.
- At least three references from clients with similar activities.
- Familiarity with and a network of contacts in Pejë/Peć and the region is preferred.

For the designated key contact person, he or she should have:

- At least three years experience successfully managing similar types of events (for example, festivals, trade shows, conferences). Preference will be given to festival organizers.
- Ability to speak and write effectively in English and Albanian; Serbian desirable.
- University degree in tourism or related field and an understanding of tourism, especially event management preferred.
- Experience and contacts in the region will be considered important factors for the evaluation of bids.

If partnering organizations are being proposed, the Event Company must submit:

- A brief description of the scope of work for each partnering organization.
- Capability statements based on partner's role in the contract.
- CVs of key personnel working on partnering organization.
- At least three references from clients for whom partner organization has executed similar activities.

Stay the Weekend – Experience Pejë/Peć

Draft Planning Checklist

(Subject to changes by the bidding companies)

Actions needed	Done	Who	Timing
Before the Event:			
Determine event goals and objectives.	√	Tourism Team, municipality, and stakeholders	
Identify possible dates	√	Tourism Team, municipality, and stakeholders	
Prepare a preliminary program		Tourism Team, municipality, and stakeholders	
Prepare a preliminary participant list.		Tourism Team, municipality, and stakeholders	
Determine site requirements:		Event organizer	By end of July

Actions needed	Done	Who	Timing
Number of tables, chairs, table top signs and table cloths.			
Four tents or area dividers (?)			
Add deadlines and other requirements to timetable. Establish milestones for the event.		Event organizer	By end of July
As the Event Gets Closer:			
Form committee and sub-committee – Main event committee and sub-committees for each of the four parts of the event: Food & Beverage, Sports and Sightseeing, Handicrafts and Traditional Clothing, Center Stage. Also sub-committee for marketing and promotion.		Tourism Team, Municipality	By end of July
Set up ticket system for the Food and Beverage Area		Event organizer.	
Do some PR for the event. Calendar notices, press releases, interviews.		Tourism Team, Municipality, and KPEP	
Arrange for sponsors. Prepare and mail letters to potential event sponsors requesting consideration in their budgets.		Event organizer	
Prepare preliminary budget categories and set preliminary budget.		Event organizer	
Insurance coverage.		Event organizer	
Confirm key speakers: Mayor, USAID, US Ambassador		Tourism Team and KPEP	
Review, update, and confirm final event budget.		Event organizer with Tourism Team	
Prepare name badges for exhibitors.		Event organizer	
Identify and communicate on-site responsibility areas for committees and volunteers. Includes training volunteers and educating them about our expectations.		Event organizer with Tourism Team	
Arrange for t-shirts and/or caps for volunteers		Event organizer	
Determine security needs.		Municipality	
Prepare sign list; order signs.		Event organizer	
Arrange for all staff and VIP travel and housing.		Event organizer	
Day of the Event:			
Have a staff/volunteer meeting to review responsibilities, procedures, and overlap areas like registration.		Event organizer with Tourism Team	
Confirm and monitor pickup of all rental equipment and supplies.		Event organizer	
Walk through the venue and check the following:		Event organizer	
The Venue			
___ Tables and tablecloths at locations		Event organizer	
___ Beer and Wine companies		Event organizer	
___ Preparation of exhibitors		Event organizer	
___ Availability of toilets		Event organizer	
___ Photographer		Event organizer	
___ Information Table		Event organizer	
___ Availability of trashcans		Event organizer	
___ Welcome Sign		Event organizer	
___ Band Backdrop		Event organizer	
Directional Signage			
Street banners		Event organizer	
Promotional posters		Event organizer	
Center Stage			
Stage platform		Municipality	
Sound system		Event organizer	
Entertainment			

Actions needed	Done	Who	Timing
DJ		Event organizer	
Types of Entertainment		Event organizer, municipality, Tourism Team and Sub-Committee	
Special Presentation: Who to emcee? Who to present?		Event organizer	
Audio/Visual Needs?		Event organizer	
Immediately After the Event:			
Perform post-budget performance review.			
Prepare list for thank-you letters. Prepare and email and/or mail letters.		Tourism Team and Municipality	First week of October.

Annex III Evaluation System

Sample page of the tracking system that was established in July 2009 to monitor those companies that responded to the Post-Prishtina Travel Day Fair survey. A full version of this Excel spreadsheet was submitted separately.

COMPANY PROFILE	COMPANY PROFILE CATALOG
<i>Support of the continued development of "Stay the weekend-experience Kosovo" travel/tour suppliers to maximize marketing and promotion efforts and sales</i>	
Company Name	1 FIBULA TRAVEL
Contact information	Mr. Petrit Riza 038 242 526
	Rr. Nëna Terezë nr. 47, Prishtinë (përball Hotelit Grand) info@fibula-ks.com petritfibula@hotmail.com www.fibula-ks.com
Current Offers	Only One offer: Kosovo Tour (4 days) Day 1 - Prishtina "Ethnological Museum" "Emin Gjiku's House", "The Imperial Mosque" Day 2 - Outskirt of Prishtina - "Sultan Murat Mausoleum" "The Monument to the Kosova Heroes", "Ulpiana" "Artana Castle", "Brezovica Ski center" Day 3 - "Stone Bridge" in Prizren "Prizren Hammam – bath", "Sinan Pasha Mosque", "Museum house of Prizren's Albanian League" Prizren to Gjakova visit of "Old Prizren Castle", The Tailors Bridge""Traditional old shopping center" Day 4 - "Mirusha Waterfalls" - Deçani - Peja " Deçani Monastery", "Patriarchate in Pejë"
Travel fair impact	More interest on their products and services, more visits on their agency, distribution of 300-400 brochures. Comparing to the past they feel more comfortable with their Kosovo tourism products after the fair, according to the high level of awareness and interest shown
Recommendation for improvement	Changes on their web-site, converting their four day tour to ONE day or TWO day tours, and marketing it to more media and international community (including diaspora) Other recommendation included some web-page example
KPEP tourism team (SW, FD)	

Post-Pristina Fair Survey Forms

Tourism Day in Kosovo "Stay the Weekend – Experience Kosovo!"

Pristina, April 22nd 2009

Dear Colleague,

It has been more than 8 weeks since the "Stay the Weekend - Experience Kosovo" Travel Day Fair in Prishtina. In order to continue helping to develop tourism and support your businesses and organizations, we kindly ask you to complete the following survey. Over the next week, Fisnik Dragusha will be contacting you to meet in person and discuss how to move forward from your experiences at the Fair:

Name of Company or Organization: _____

Contact Person: _____ Tel/Cell _____

Before the Fair

1. Did you participate in KPEP workshops before the Fair? If yes, product development ___and/or travel fair participation___?

2. Did you prepare any special offers for the Fair?

a. If yes, did you prepare brochures and/or other promotional materials for the Fair?

b. Did you prepare materials for each new product offer? If yes, what did you prepare?

At the Fair

3. How many brochures did you distribute at the Fair? _____

5. How many contacts did you make at the Fair? Less than 50___ 51-100___ More than 100_____

6. Did you sell products or services or make bookings at the Fair? _____

a. If not, what do you think are the reasons?

b. If yes, how much did you sell? Less than 200 Euros_____ 200 to 500___ More than 500_____

After the Fair

7. What did you do to follow-up with the contacts you made at the Fair?

8. How many contacts did you follow-up with from the Fair? Less than 50__ 51-100__ More than 100__

9. How many people contacted you as a result of the Fair? Less than 50__ 51-100__ More than 100__

a. How many of them bought or booked after the Fair? Less than 50__ 51-100__ More than 100__

b. What was the total amount sold in Euros? _____

10. If your business grows as you expect, how many new employees do you expect to hire?

a. Full-time _____

b. Part-time _____

11. Which of the following parts of your business could be improved to help you grow?

__Product development __Customer service and sales __Back office training

__Marketing and Promotion __ICT/Website __Guide training

Thank you for your cooperation.

USAID Kosovo Private Enterprise Program

Tourist Street Fair “Stay the Weekend – Experience Pejë/Peć!”

Pejë/Peć , September 26, 2009

Survey for Handicraft Vendors

Name of Company or Organization: _____

Contact Person: _____ Tel/Cell _____

1. Number of brochures at beginning of Fair _____ Number of brochures at end of Fair _____.

2. Number of items available for sale at the beginning of Fair _____

_____ | Photos taken?

3. How many visitors came to your table? Less than 50 ___ 51-100 ___ More than 100 _____

4. How many visitors bought from you? Less than 50 ___ 51-100 ___ More than 100 _____

5. On average, how much did each visitor spend? ___ 5 Euros ___ 10 Euros ___ 15 euros ___ 20 euros ___ 25 Euros

6. Number of items at the end of the Fair _____

_____ | Photos taken?

7. How many individual sales did you register on your log sheet? _____

8. What was the total amount sold in Euros? _____

9. Your sales were ___ more or ___ less than you expected? If less, what needs to be done to increase your sales? _____

___ Product development ___ Customer service and sales ___ Business management training

___ Marketing and Promotion

Tourist Street Fair

“Stay the Weekend – Experience Pejë/Peć!”

Pejë/Peć, September 26, 2009

Survey for Food, Beverage and Producer Vendors

Name of Company or Organization: _____

Contact Person: _____ Tel/Cell _____

1. Number of brochures at beginning of Fair _____ Number of brochures at end of Fair _____.

2. Amount of food, beverages or produce available at beginning of Fair _____
_____ | Photos taken?

3. How many visitors came to your table? Less than 50 _____ 51-100 _____ More than 100 _____

4. How many visitors bought from you? Less than 50 _____ 51-100 _____ More than 100 _____

5. On average, how much did each visitor spend? __1 euro __2 euros __3 euros __4 euros __5 euros
__ More than 5 euros

6. Amount of food or produce at the end of the Fair _____
_____ | Photos taken?

7. How many individual sales did you register on your log sheet? _____

8. What was the total amount sold in Euros? _____

9. Your sales were ___more or ___less than you expected? If less, what needs to be done to increase your sales? _____

__ Training for cooking __ Customer service and sales __ Business training

Tourist Street Fair “Stay the Weekend – Experience Pejë/Peć!”

Pejë/Peć, September 26, 2009

Survey for Tour Operators

Name of Company or Organization: _____

Contact Person: _____ Tel/Cell _____

1. Number of brochures at beginning of Fair _____ Number of brochures at end of Fair _____.

2. Photos taken?

3. How many visitors came to your table? Less than 50 ___ 51-100 ___ More than 100 _____

4. How many visitors expressed an interest in your tours? Less than 50 ___ 51-100 ___ More than 100 _____

5. Did anyone book tours with you during the Fair? ___Yes ___No

6. If yes, how many bookings did you receive? _____

7. If no, why do you think bookings were not made? _____

8. Do you expect future bookings from your participation at this Fair? ___Yes ___No

9. If yes, approximately how many? _____

10. If no, what can be improved? _____

11. Areas for further assistance:

___Product development ___Customer service and sales ___Business management training

___Marketing and Promotion ___Tour guide training ___Tour operations

___Website

Annex IV
Sales Log for the Pejë/Peć Fair
Panairi i turizmit “ Qëndroni për fundjavë – Përjetoni
Pejën!”

Pejë, 26 shtator, 2009

Emri i kompanisë ose organizatës:

Personi kontaktues:

_____ Tel/Cel _____

Produkti	Sasia	Euros