

Programme "Sustainable Rural
Development" (SRD), Albania

Basic Assessment and Advice for the Development and Promotion of the Rural Camping Offer of Albania



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The study is only available in English language, but in case any of the data and/or recommendations in it is for you of particular interest, please feel free to contact by e-mail at: srd@giz.de and/or Ms. Kirsi Hyvaerinen - Project Consultant, HYVÄ Coaching & Consulting d.o.o. e-mail: kirsi@hyvae.com - www.hyvae.com

Foreword

Thinking about my best memories of travels, they are mostly about nature experiences, and since my childhood in Finland, camping and activities in nature have been part of them. Therefore, already before starting this task with the Albanian rural campsites, I had an idea what can make or break a good experience. In Lapland, Alaska, or walking across the Alps, my trips tend to be a bit challenging and preparing well is key. Around the Mediterranean, be it in Spain, Greece, Italy, or in the Balkans, summertime camping would be more laid-back, also relying on the genuine hospitality and “no frills”, especially in rural places. However, there are other circumstances to deal with that this report will also talk about.

Segments in travel and tourism that have been growing steadily in Europe – already well before 2020 – are self-guided or even self-organised trips, tours with campers (mobile homes), and nature-based activities. During the COVID-19 pandemic, many of us have been deprived of freedom, space, mobility, and health. Especially urban populations have been locked down and masked up. There is a pent-up need for the opposite. The momentum to develop regenerating offers that serve basic human needs is stronger than ever.¹ On top, domestic, regional and European travels are the ones that are bouncing back first.

It is an interesting task, honour and pleasure to support Albania and the entire region develop new offers that would respond to the Sustainable Development Goals (SDGs) as well as global megatrends. For any of the above fields, I am happy to stay at the disposal of decision makers and partners as required and help in the further efforts to make it happen. Today, I would like to thank all local, national and international partners and supporters, above all my interviewees all over Albania and abroad, as well as the project management of GIZ Albania, for their dedicated contributions and cooperation.

Sincerely,



Kirsi Hyvaerinen

• ¹ Cf. <https://www.globalecotourismnetwork.org/wp-content/uploads/2020/06/World-Changed-Post-COVID19-ENG.pdf>, date of access: 15th October 2021

Abbreviations and Acronyms

ADAC	Allgemeiner Deutscher Automobilclub GmbH
ADFC	Allgemeiner Deutscher Fahrrad-Club e.V.
B2B	Business-to-Business
B2C	Business-to-Consumer
CAP	Common Agricultural Policy of the European Union
CCU	Croatian Camping Union
EFCO&HPA	European Federation of Campingsite Organisations and Holiday Park Associations
ETC	European Travel Commission
EU	European Union
GDP	Gross Domestic Product
GEN	Global Ecotourism Network
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
GSTC	Global Sustainable Tourism Council / Criteria
MSME	Micro-, Small- and Medium-sized Enterprise
NGO	Non-Governmental Organisation
NTA	Albanian National Tourism Agency
OECD	Organisation for Economic Co-operation and Development
RCC	Regional Cooperation Council
SDG	Sustainable Development Goals
SRD	Sustainable Rural Development
SWOT	Strengths, Weaknesses, Opportunities, Threats
UNWTO	United Nations World Tourism Organization
USP	Unique Selling Proposition
WTTC	World Travel and Tourism Council

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1. Background and scope

1.1 Rationale and objective

Following the Organisation for Economic Co-operation and Development's (OECD) 2011 definition, Albania is classified into rural, intermediate and urban regions. There are nine predominantly rural regions, two intermediate and with the capital of Tirana, one primarily urban region. In 2019, the predominantly rural regions (Berat, Diber, Elbasan, Fier, Gjirokastër, Korçë, Kukes, Lezhë, and Shkodër) and the intermediate regions (Durrës and Vlorë) accounted for 93.6% of the territory and 68.7% of the population.²

Rural areas are of crucial importance for the socio-economic development of Albania: They count for the highest share in total employment in the Western Balkans (Albania 38%, Bosnia and Herzegovina (BiH) 17%, Montenegro 30%, Serbia 16%), the agricultural sector counting for 20% of the national Gross Domestic Product (GDP). On-farm employment is the main source of employment in rural areas in all Albanian regions.³

However, most agricultural holdings are characterized by fragmented land use and small stock sizes. In view of the aspired accession to the European Union (EU), a large proportion of farms and smaller processors are not sufficiently competitive. The consolidation of agriculture in the context of EU common agricultural policy (CAP) and the current situation in rural areas require that the rural population has *alternative employment and income opportunities*. This is especially true for women and young people. Younger generations have been leaving rural regions temporarily or completely in search of more attractive income opportunities. Albania faces one of the world's highest emigration rates relative to its population: Around 28% of all citizens settled outside the country in 2015. The high migration from rural areas results in their gradual depopulation. In the intercensal period 2001-2011 the population of predominantly and significantly rural areas decreased by 20%.⁴

Today, multifunctional development, particularly of rural tourism is a priority for most of governments of the enlarged EU. Rural tourism is much more than farm or agricultural diversification: It is the rural economy diversification efforts to develop rural economy from primary-manufacturing based into the *service-based economy*. According to the Albanian law⁵ "rural tourism" is rather simply defined as the tourism activity performed in a rural environment and that is oriented towards the use of local tourism resources. This leaves space for the necessary, more diversified picture of what it can be (**Figure 1**). Camping is one of the most feasible and interesting segments.

Already 2009-2011 there has been a major GIZ effort to support "*The establishment and stabilization of the camping sector in the West Balkans*", including Albania. The project description and indicators are introduced and analysed shortly in chapter 6.2 - what has worked, what not?

² Regional Rural Development Standing Working Group in SEE (SWG): Economic diversification policies and rural tourism in South East Europe, Skopje 2020, p.36 (SWG RRD)

³ Ibid, p.19

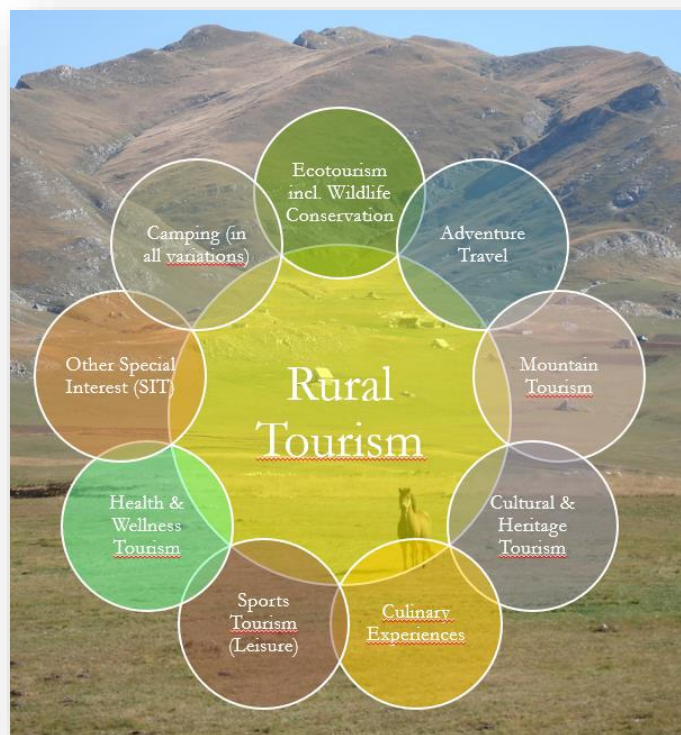
⁴ Ibid, p.37

⁵ Law No. 93 / 2015 on Tourism

The Albanian Tourism Development Strategy 2017-2022 puts the market related objectives for camping this way: *“Quality of touristic destinations, natural resources and proximity to major markets, make Albania get recognized as an attractive destination for camping. Construction of new camps includes development of small family camps near main urban roads, near tourist attractions and adjacent to protected areas, always taking into consideration the fulfilment of criteria for environmental protection.”* Further as an objective: *“Increased three times the number of sites for camping, offering international standard”*.⁶

The problem here is that this goal is set without a status quo analysis, i.e. statistics of how many of them exist today, where they are, what their occupancy rates and employment structures are, where do their guests come from, what is their level of satisfaction, and which “international standard” is referred to.

Figure 1: Diversification Opportunities in Rural Tourism



However, sustainable rural tourism, including camping in all its contemporary variations, ecotourism, nature-based activities, cultural and culinary experiences, etc. are recognized as an option for diversification of rural economies especially in mountainous areas, at the seaside and in the vicinity of tangible natural and cultural heritage sites. Their further development depends heavily on the protection of natural and cultural landscapes and the sustainable use of natural resources in rural areas. In this context, rural development policies offer a range of possibilities to support diversification which is necessary for recovery and resilience in the long run.

⁶ Tourism Development Strategy 2017-2022, Tirana 2016, p. 41 f.,

Since January 2019, a program on rural development, funded by the German Federal Ministry for Economic Cooperation and Development, promotes new income opportunities in rural areas. The program applies an integrated approach on rural development with a focus on agriculture and rural tourism. It consists of three interrelated fields of interventions (outputs):

- Policy advice for rural development
- Promotion of selected value chains (Cluster I: tourism; Cluster II: agriculture)
- Improvement of education and training in agriculture and rural tourism
- The knowledge of sustainable rural development among the relevant stakeholders has improved

The Sustainable Rural Development (SRD) program is supporting both Ministries, the Ministry of Agriculture and Rural Development as well as the Ministry of Tourism and Environment to develop and promote new tourism products in the rural areas. The aim is to help diversify the economic activities in villages and give perspectives for increasing income for the people living there. Camping is one of the potential tourism products that SRD is supporting. The so far existing offer can be mostly found in rural areas of the North and in southern villages next to the seaside.

Purpose of this report

In order to support the qualification and promotion of the Albanian camping offer in the domestic and foreign markets, this report will

- evaluate main aspects of the existing product/s; their strengths, weaknesses, opportunities, threats – linking to the other tourism offers and activities as described above
- analyse target groups, their needs and expectations, proposing the most interesting segments in Europe and the region
- recommend marketing instruments and mechanisms to promote the rural camping offer of Albania
- reflect the needs of local small rural camping business owners to be successful
- explore cross-border cooperation opportunities in the Western Balkans countries

A further task within this assignment has been to prepare for SRD another short report containing the best-established adventurous cycling / mountain biking bloggers and influencers in the Western Balkans and Europe and recommend promotion channels for this type of tourism. The findings and recommendations are delivered as a separate short report.

1.2 Methodology and activities

For a successful product development and marketing program, we are using the „AIDA“ funnel concept of potential customers: The model is used in marketing to describe stages that occur from the time when a consumer first becomes aware of a product or brand, through to making a purchase decision.

On the side of the **destination** and its **service providers**, facing new market needs as to create rural camping offers, the steps are similar: The first need is to simply raise Awareness by generally introducing the idea, the opportunities and needs, which should lead to more Interest.

For this, it is necessary also to inform and motivate **multiplicators** (specialised media, national and international partners and platforms) as well as final the **target groups**, i.e. campers, so that their awareness and interest can grow to conviction and *Desire* to actually take those trips.

Then the concrete *Action* on both sides, offer and demand, should come together: On the one side there are *rural camping products* created, communicated and delivered for profit – and on the side of the target markets, waterproof information is received, and easy buying of those products and services is enabled.

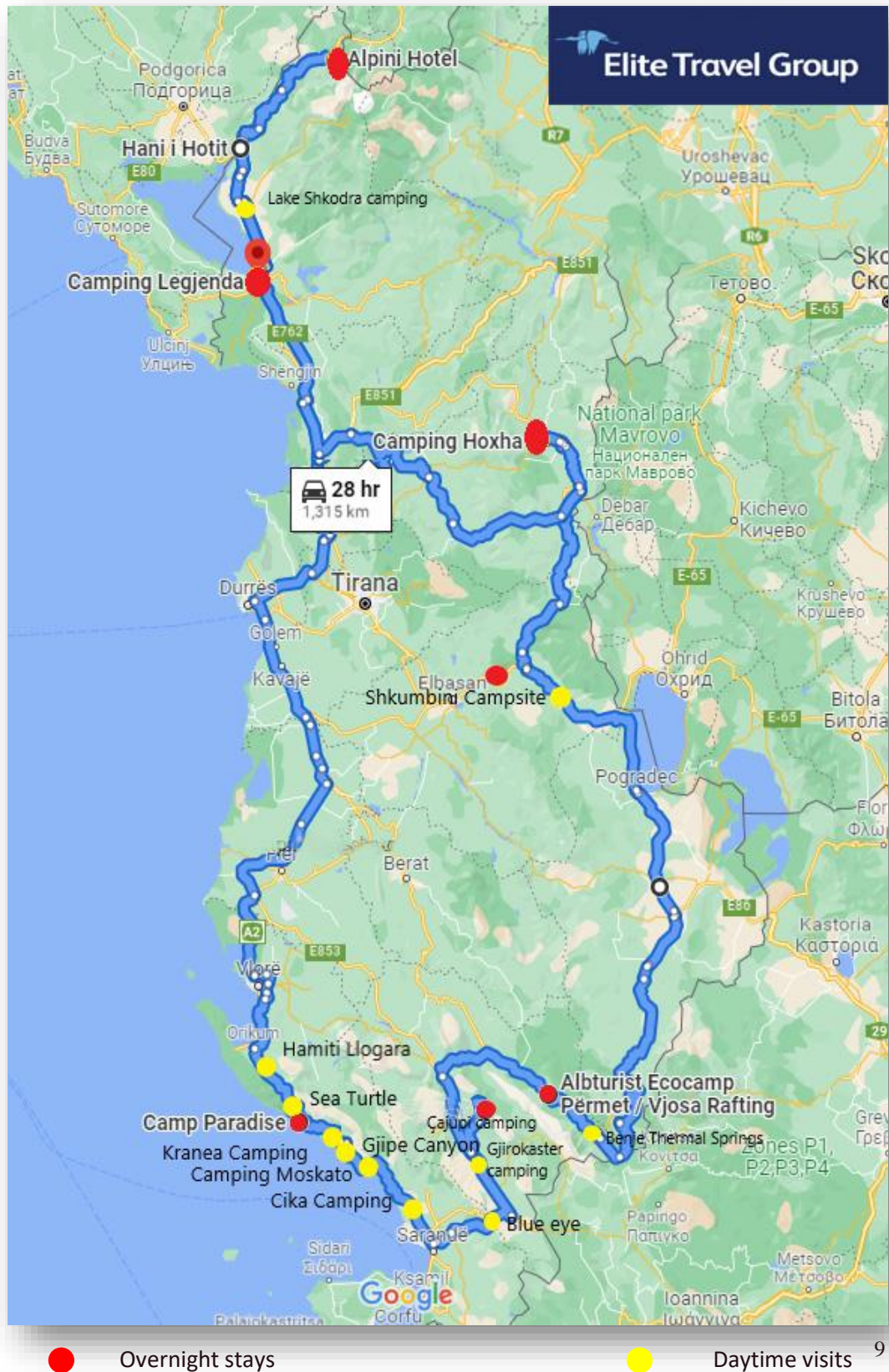
In tourism of emerging destinations like Albania, these steps on both sides take at least 3-4 years, from the first stages of awareness raising until good quality products are sold and reliably delivered. Meaning: without losing quality and maximizing good impacts over time. To prepare this report it was necessary to investigate both sides, the offer and the demand:

Since June 2021, the consultant has

- Organised a kick-off meeting online with SRD representatives (the Ministries were invited as well) to discuss the
 - name and understanding of the potential product that was introduced as “ecocamping” as the first working title
 - scope, questions, information sources
 - linkages with existing strategies, regulations, plans and related projects
 - current situation of Albania’s tourism development strategy and action planning, destination management situation, and capacities of future development
 - methodology and limits of the task
 - possible further stakeholders to be involved
- Prepared and made available an online survey for the 41 campsite owners as listed by GIZ
- Conducted desk research on the
 - existing camping offer of Albania
 - international (focus: European) tourism market and its demand potentials for camping in Albania
 - communication of the current offer online, especially on specialised portals, apps and social media
 - source documents and further literature
- Planned and organised a field trip / assessment across a sample of Albanian campsites 21-31 July 2021, with the logistics support of a 4WD and two driving guides, by Elite Travel Albania, Elbasan
- With a potential customer viewpoint, visited and stayed in a pre-selected sample of camps, at mixed locations and styles; the purpose was not pre-announced but discussed during the interviews:
- Personally met and interviewed owners and managers of those sites, and of further ones on the way: all together 18 sites were visited; 13 interviewed, 2 more answered the online survey independently – (Sites and itinerary, see **Figure 2**)
- Conducted further stakeholder, campsite customer and expert interviews, including semi-structured surveys and personal conversations with
 - experts who are practically familiar with the camping tourism offer in Albania and Europe, and specifically the South-East European region, mainly from countries of origin (target markets)

- market-participating experts of relevant operators and platforms, which already offer or plan to offer travel Albania and the South-East European region
- campsite clients from 14 countries that stayed at the same sites in July 2021
- cross-border cooperation projects, agencies, local NGOs, and other consultants active in sustainable tourism product development in Albania, the region and in Europe

Figure 2: Campsites Visited, Itinerary 21-31 July 2021



2. Definitions and demand

2.1 Definitions and requirements for competitiveness

What does it take to be competitive as a small campsite? The basic requirements are the same as for any other business. The best competitive advantage is something that is difficult, if not even impossible, to duplicate. If a service is easily copied or imitated, it probably will. And to be successful, business needs a good framework.

For tourism, the potential and importance of a product must be analysed and recognised in a consistent tourism development strategy. The situation of two strategy papers of Albania is the following:

- The Tourism Development Strategy 2017-2022 is mentioning camping as described earlier
- The National Strategy for Sustainable Tourism Development 2019-2023 is not mentioning camping at all.

In Albania, the highest-level unique selling proposition (USP) is the location, the country, its diverse landscapes between the seaside and the mountains and its climate. This means, the image, perception of Albania and the concrete information given in the public on the official site <https://albania.al/> are very important for the basic AWARENESS and INTEREST – the first two phases of choosing a destination.

Currently, the Albanian National Tourism Agency (NTA) page on camping stays very general and partly even vague: *“in some places can be forbidden”* is not encouraging but too vague. And the suggestion *“...anyway to contact with the info points of the National Agency of Protected Areas or Municipalities that you visit”* is an unrealistic requirement when those info points cannot be easily found in the first place, or are even closed, or don't have competent staff for the topic.

The main competitive advantage of Albanian campsites in general could be described by their natural and people-related assets (more detailed in the analysis of Strengths, Weaknesses, Opportunities and Threats, chapter 3.1).

The most impressive and promising message from all interviewees was the very high value everyone sees in their land, i.e. the space the campsites are at. All owners want to protect, stay proud of those sites and keep them well also for the next generations. No one gave the feeling to do what they do just for a quick money-making, but to be there with full enthusiasm, to serve their guests, even in challenging environments.

As micro-, small- and medium-sized enterprises (MSME) the understanding for the key requirements of competitiveness was in that sense well developed. Be it at the coast or in the mountains, it was clear to everyone what are

- the target markets, i.e. where from and who are their clients, how they find to the place and how they book
- the benefits and values that their individual location and services provide (but not necessarily knowing of others of their kind in other regions of Albania)

To strengthen the competitive advantage, a campsite must be able to protect and grow the value that they provide to their target market/s, in ways that competitors cannot. Those competitors are not in the first place in Albania – therefore it is very important to grow the joint competitiveness and improve the image! Most importantly, you must be able to keep what you promise – or even overperform. Therefore, to work with the word “*ecocamping*” would be a mistake, at least until a campsite (or more) is actually “eco” – and today that means a lot more than a beautiful location.



Today, ecological management of a site and its surroundings is in Albania still extremely hard to reach as most of the visited sites showed. Despite the good will of the owners, all of them struggle to fulfil even the lowest requirements of sustainability, e.g. waste and waste water management, availability of clean water (which is not from plastic bottles) – not to even talk about globally recognised standards of sustainability in tourism. Plastic is cheap, and it feels cheap.

Before defining the target group relevant requirements of competitive advantage and the opportunities that Albania has, here a short analysis of the overall situation in tourism pre-pandemic.

Table 1: Selected Competitiveness Indicators Compared 2019⁷

	Rank of 140 countries			
Indicator	Albania	Montenegro	Croatia	Slovenia
Degree of customer orientation	35	82	115	29
Prioritization of travel & tourism	43	52	57	33
Safety & security	47	64	35	15
Health & hygiene	74	48	22	35
Tourist service infrastructure	73	24	5	27
Environmental sustainability	62	26	14	8

The importance of travel and tourism measured by the international visitor spend and the percentage of jobs created is much higher in Albania and Montenegro than in Slovenia (**Figure 3**). The gap between policymaking and realities as shown above is in both countries too deep.

One reason why Croatia and Montenegro are ranking worse than the average in the “degree of customer orientation” could be partly due to the fact that they have been partly suffering of overtourism, (*read: undermanagement*), i.e. too much transportation, of too many people, in too little time, for too short stays, to too few places, or to vulnerable ones. Rural tourism and camping can provide ways to better regional and seasonal dispersion.

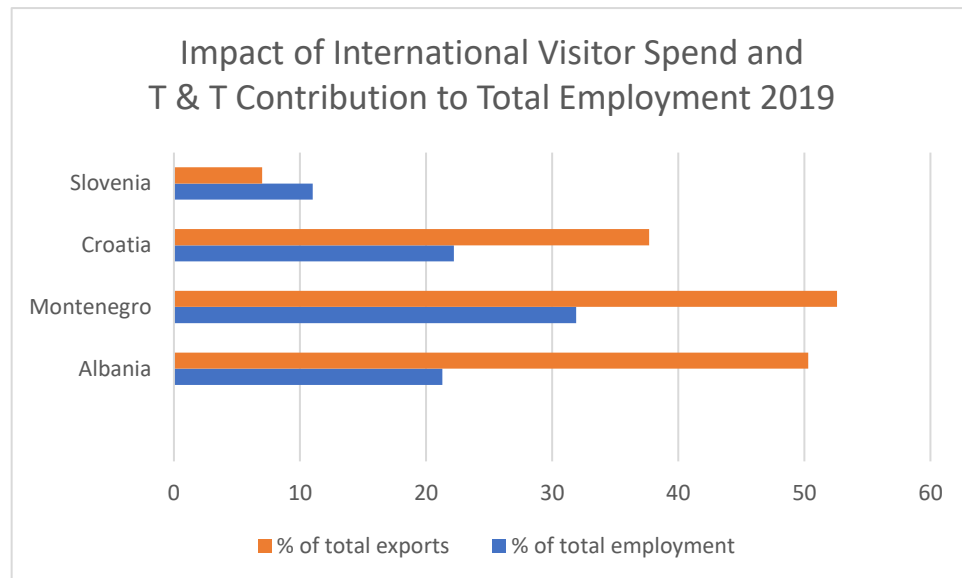
“Albania: The feeling to be a well esteemed guest, hospitality from heart, no rip-offs. Flexibility – not all is 120% organized, but everything works out: Solutions are always found in the interest of guests. Also: trail & tour tips of locals who know the location’s roundabouts from their childhood.”

Carmen Schrodt, Managing Director of
ACTIVIGO Travel & Events GmbH



⁷ World Economic Forum: Travel & Tourism Competitiveness Index 2019 edition, <https://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/country-profiles/>, date of access: 10th October 2021

Figure 3: Travel and Tourism Socio-Economic Indicators Compared 2019⁸



The level of prioritization of travel and tourism should be higher in countries that are most dependent on it. This pillar measures the extent to which the government actively promotes and orchestrates the development of the sector. Here Albania should do better, because the business side is largely doing their job: In the degree of customer orientation, i.e., the perception of locals, how well companies treat customers, Albania is second best of the four countries compared. This impression can also be confirmed by own experience, the interviews, as well as other visitor met.

The safety and security indicator talks about the extent to which a country exposes tourists and businesses to security risks mainly related to serious harm to people (e.g., violence and terrorism), meaning that petty crime is not considered. In this category Albania is doing better than Montenegro.

The most critical destination framework conditions that are important for camping travellers have quite some room for improvement as well. Those are health & hygiene, i.e. access to improved drinking water and sanitation. This is also closely related with the management of waste and wastewater.

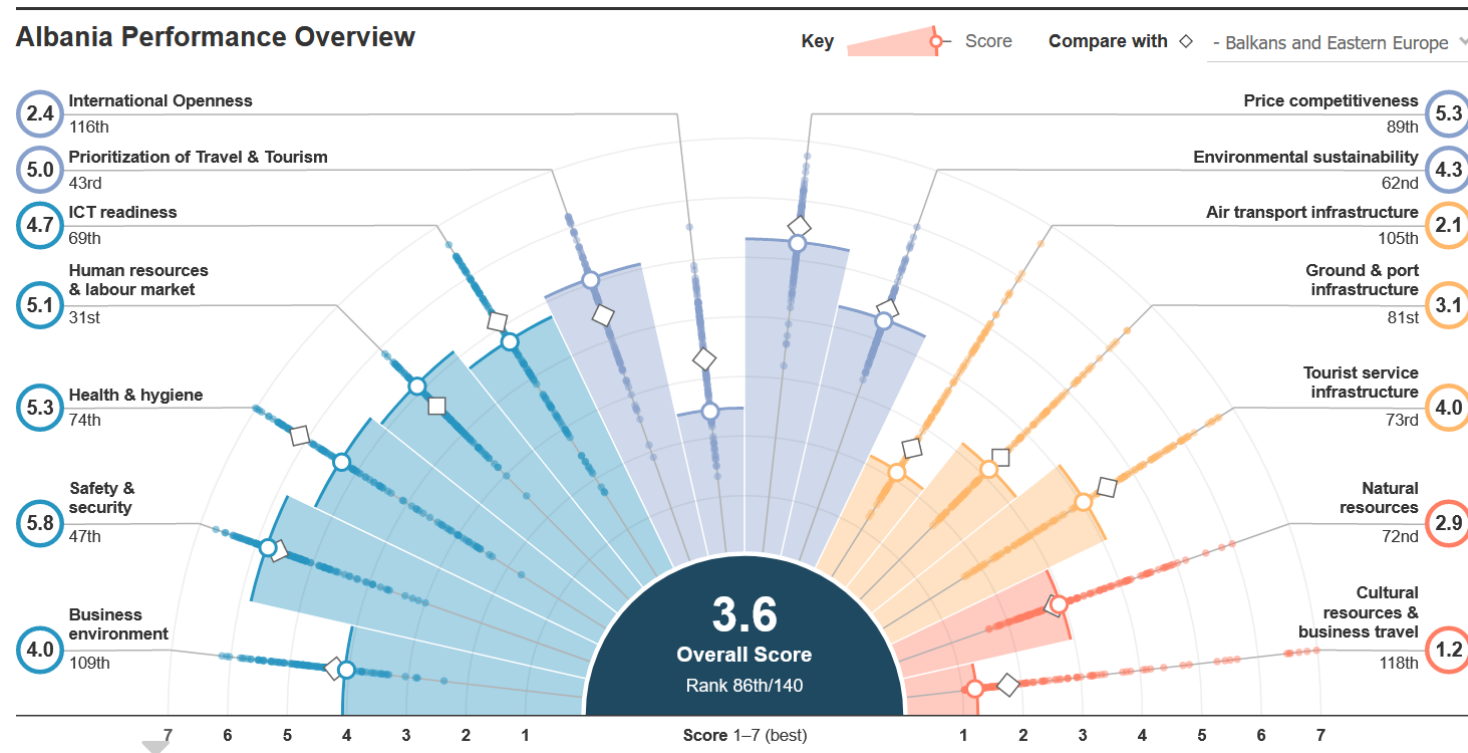
- Tourist service infrastructure, meaning the availability and the quality of key tourism services.
- Environmental sustainability: This pillar measures the extent to which environmental protection limited to those aspects that impact tourists directly.



⁸ World Travel and Tourism Council, Country Reports 2019

Figure 4: Travel & Tourism Competitiveness - Albania vs. Balkans and Eastern Europe 2019

Albania, rank 86 of 140 countries⁹



This overview shows where the major gaps of competitiveness are, compared with the rest of the Balkans and Eastern Europe. The most relevant ones for the camping market development would be International Openness, Business environment, Health & hygiene, but also the Environmental sustainability and Tourist service infrastructure. With the words of a German active and camping travels tour operator to the question **“What has been the hardest part or even „show stoppers“ in Albania?”** 1. Sanitary facilities 2. Bad maintenance of the camp site greens 3. Cheap plastic furniture 4. Too small tent area, too close to neighbours, being too loud.

⁹ World Economic Forum: Travel & Tourism Competitiveness Index 2019 edition, <https://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/country-profiles/>, date of access: 10th October 2021

2.2 Demand: facts & figures

Not only has Albania been able to grow the number of overnight visitors more than excursions only, but also the number of actual holidaymakers has grown. However, the proportion of “other personal purposes” is even bigger, and looking at the statistics where those people come from (see **Table 3**), it becomes clear that the reason of visiting friends and relatives, i.e. Albanian diaspora travels from the neighbouring countries, has been predominant. But the main mode of transport is also interesting: The majority have come to Albania over land. This is also the expression of the growing meaning of cross-border tours, i.e. combination of two or three countries during the holiday.

On the demand side, the growth of camping and caravanning holidays, as well as the newly registered motor caravans in Europe show that this market is a good one to pay attention to.

Figure 5: Albania Inbound Tourism Arrivals by Purpose 2015-2019¹⁰

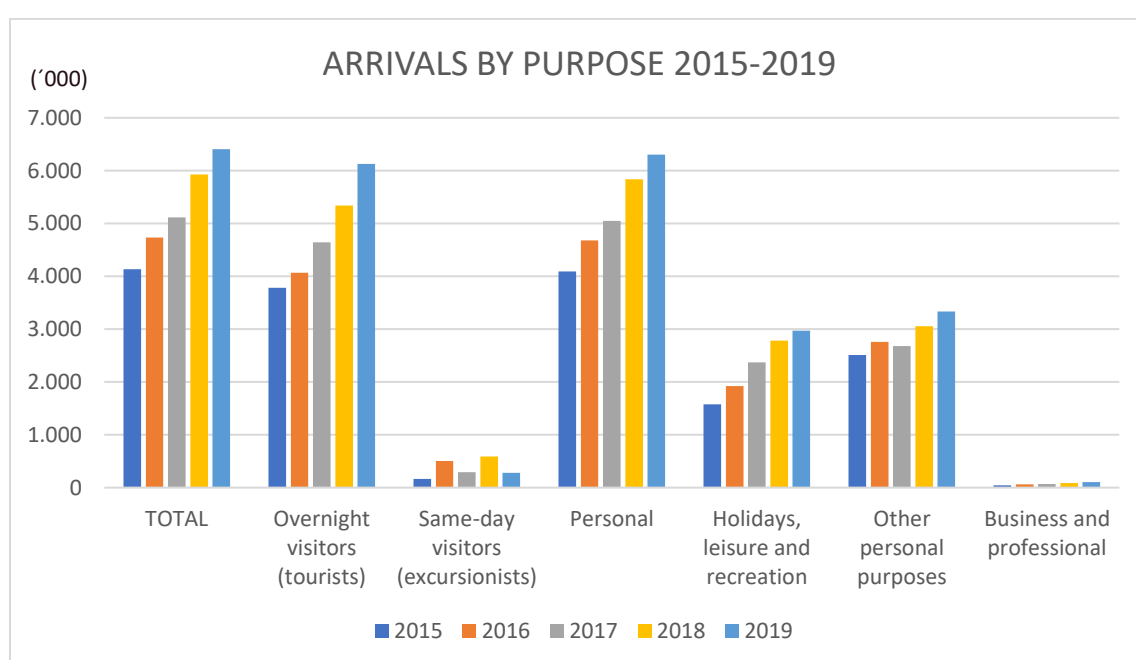


Table 2: Albania Inbound Tourism Arrivals by Purpose and Mode of Transport 2015-2019

	2015	2016	2017	2018	2019
ARRIVALS ('000)					
TOTAL	4.131	4.736	5.118	5.927	6.406
Overnight visitors (tourists)	3.784	4.070	4.643	5.340	6.128
Same-day visitors (excursionists)	162	507	293	587	278
By main purpose					
Personal	4.089	4.677	5.050	5.840	6.305
holidays, leisure and recreation	1.579	1.919	2.372	2.784	2.972
other personal purposes	2.510	2.758	2.678	3.056	3.333
Business and professional	42	59	69	87	101
By mode of transport					
Air	401	457	578	692	784
Water	211	276	393	439	468
Land (= road only)	3.519	4.003	4.147	4.796	5.154

¹⁰ World Tourism Organization (2020), Compendium of Tourism Statistics dataset [Electronic], UNWTO, Madrid, data updated on 13/07/2020: Albania: Country-specific: Basic indicators (Compendium) 2015 - 2019 (07.2020)

Figure 6: Albania Inbound Tourism Arrivals by Mode of Transport 2015-2019¹¹

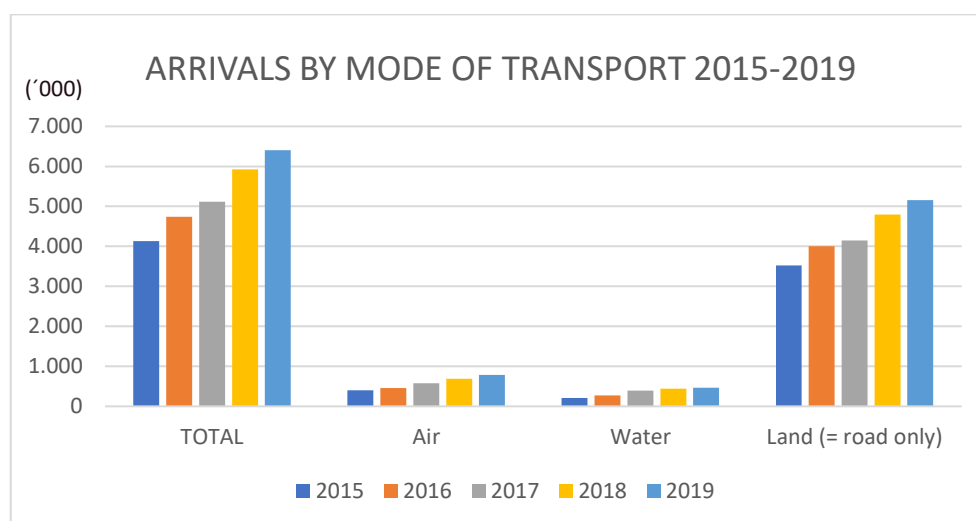
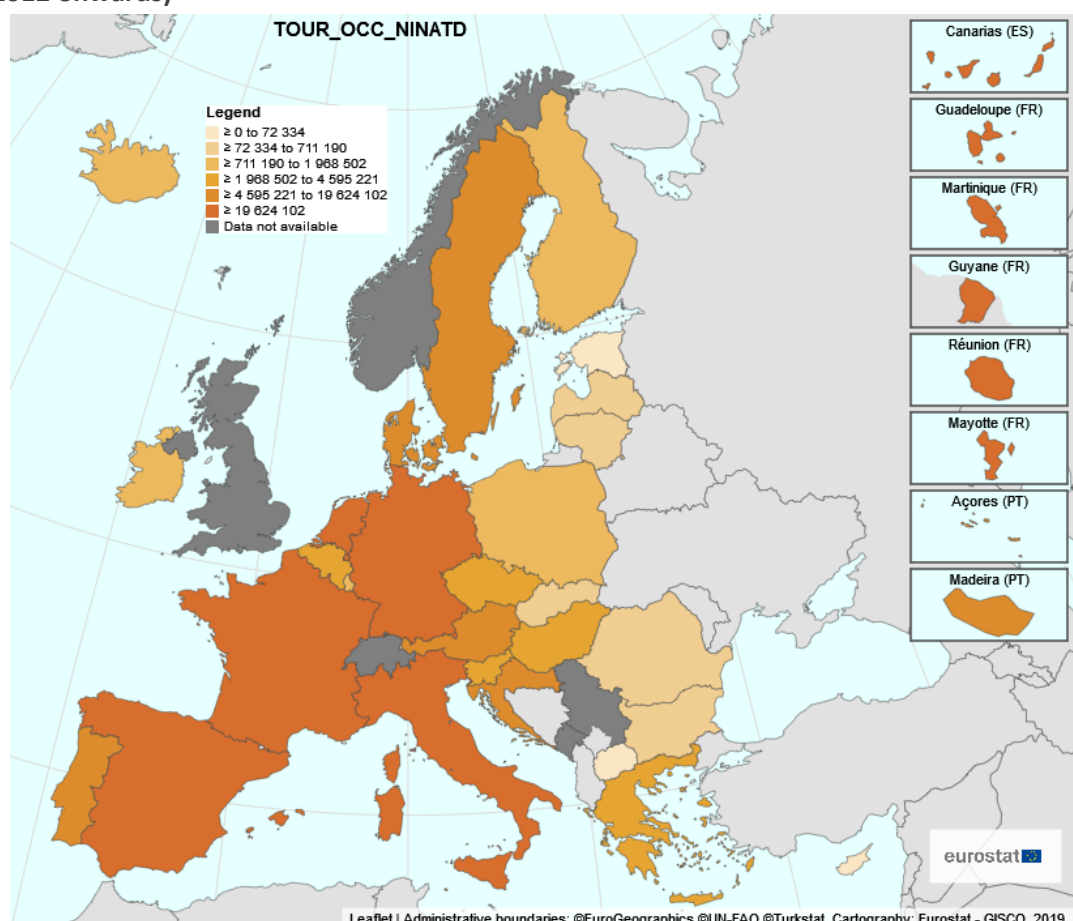


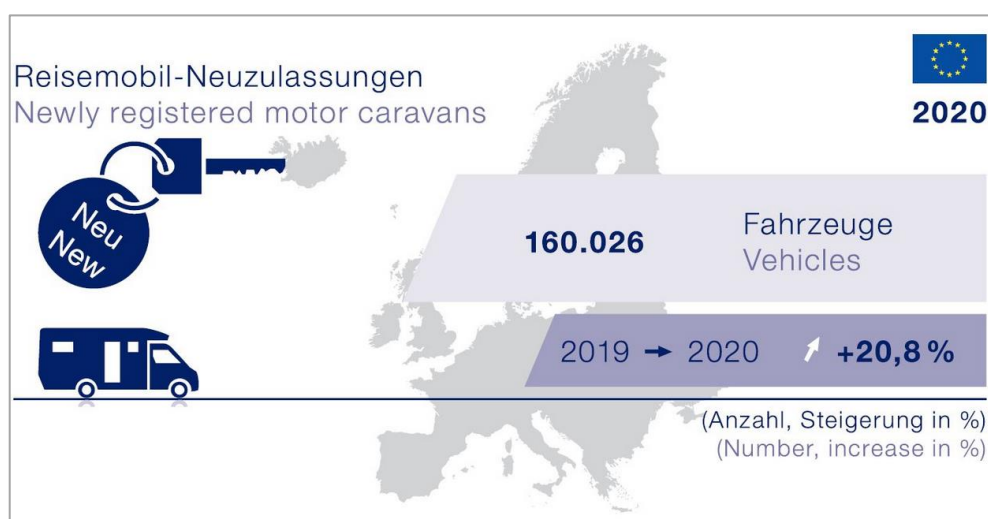
Figure 7: Europe: Nights Spent at Camping Grounds, Recreational Vehicle Parks and Trailer Parks (total from 2012 onwards)¹²



¹¹ World Tourism Organization (2020), Compendium of Tourism Statistics dataset [Electronic], UNWTO, Madrid, data updated on 13/07/2020: Albania: Country-specific: Basic indicators (Compendium) 2015 - 2019 (07.2020)

¹² Eurostat: <https://ec.europa.eu/eurostat/>, online data code: TOUR_OCC_NINATD, date of access: 1st October 2021

Figure 8: Europe: Newly Registered Motor Caravans 2019, 2020¹³



Country	2019	2020	Change %
Germany	53.922	78.055	44,8
France	23.776	24.961	5
UK	15.342	12.613	-4,4
Sweden	4.147	4.011	-3,3
Italy	6.092	6.515	6,9
Switzerland	5.345	6.731	25,9
Belgium	5.007	5.437	8,6
Spain	5.977	6.149	2,9
Norway	3.590	3.384	-5,7
Netherlands	2.099	2.449	16,7
Finland	1.727	1.984	14,9
Austria	1.704	2.969	74,2
Denmark	764	1.298	69,9
Slovenia	380	311	-36,3
Portugal	282	309	9,6
Luxembourg	237	321	35,4
Other	2.105	2.529	20,1
Total	132.496	160.026	20,8

Camping and caravanning holidays remain one of the most popular pastimes of Europeans. The European caravanning industry has registered an impressive sales growth. The more than 210,000 new motor caravans and caravans sold over the course of the year 2019 represent the second-best result in the industry's history. Sales in almost all national markets have been up as well; despite or because of the COVID-19 pandemic, there is a record number of new motor caravan registrations. And the buyers are not poor people; the basic average cost just for the purchase are between 30,000 and 50,000 Euro.¹⁴ And they spend money on their trips as well.

The top 5 countries by overnights have strong domestic markets (**Figure 9**). Looking at Germany alone, holidaymakers with motor caravans, caravans and tents generated for the German economy a turnover of 14 billion euros through their consumption during the 2018 holidays. This was a significant increase of

¹³ <https://www.civd.de/en/artikel/european-market/>, date of access: 1st October 2021

¹⁴ <https://www.pincamp.de/magazin/ratgeber/fuer-einsteiger/kosten-gebuehren-steuern>, date of access: 15th October 2021

11.5 percent compared to 2016. In France, during the past summer holidays, the motorhome boom was undoubtedly confirmed as well. According to summer 2021 online research in France, around 500,000 French motorhome owners would remain in their own country¹⁵ that has more than 8,000 campsites – more than any other country except the U.S.¹⁶

Figure 9: Camping Overnights Growth Rates in 29 European Countries 2013-2018¹⁷

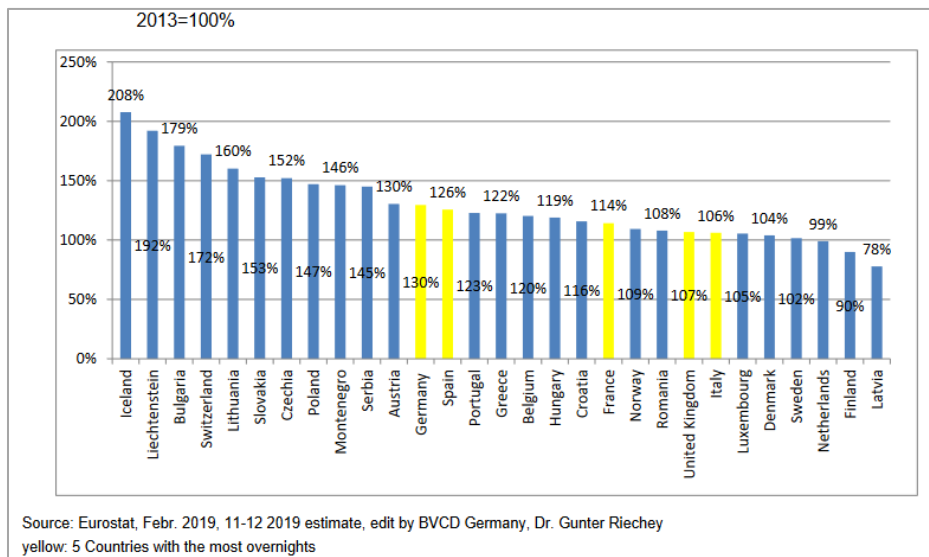
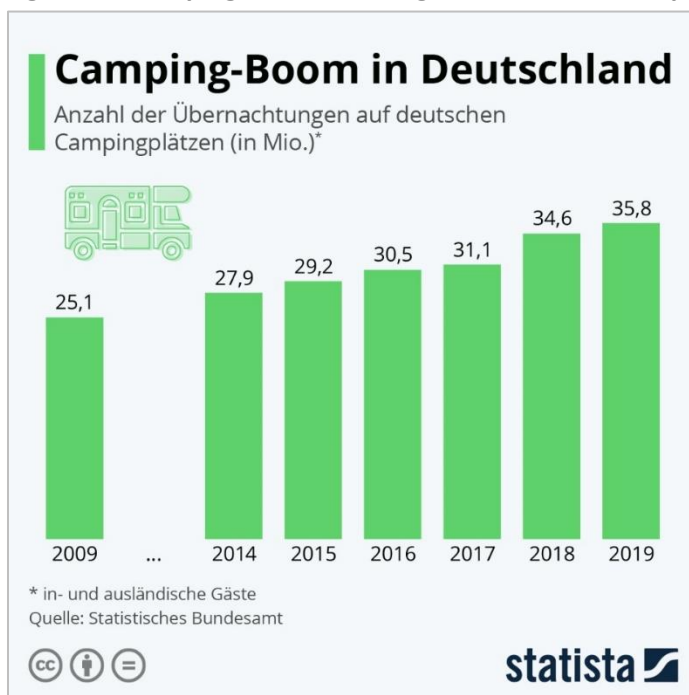


Figure 10: Camping-Boom: Overnights on German Campsites 2009/2014-2019¹⁸



¹⁵ <https://bulletindescommunes.net/boom-camping-car-succes/>, date of access: 15th October 2021

¹⁶ <https://www.forbes.com/sites/alexledsom/2019/09/09/the-boom-in-posh-camping-people-want-wilderness-combined-with-creature-comforts/>, date of access: 15th October 2021

¹⁷ <https://www.efcohp.eu/reports>, date of access: 18th September 2021

¹⁸ <https://de.statista.com/infografik/21580/anzahl-der-uebernachtungen-auf-deutschen-campingplaetzen/>, date of access: 1st October 2021

2.3 Market potentials & competitors

Comparing the proportion of inbound arrivals from Germany alone, one of the strongest source markets of camping and mobile home holiday makers, it becomes clear that Croatia has been able to attract them best (see **Table 3**). This is underlined by the statistic of ADAC, where 26 of the Top 100 most popular camping sites are located in Croatia.¹⁹ On top, the Croatian offer has convinced the higher-spending customer segments.

So far, Albania has 11 campsites visible on the camping portal of the ADAC, just 4 of them are bookable. Montenegro has 20 sites visible, 9 bookable. Croatia shows 28 sites, and all of them can be booked on this platform, which serves also as an inspirational source for German and Swiss campers. With an international team of more than 50 online experts, and a team of full-time site inspectors from Germany, the mission is to “digitalize the camping industry, backed up by the experience and reputation of the ADAC, Europe's largest motoring association with over 21 million members 2020.” More on the international marketing and sales channels in Chapter 5.

Table 3: Inbound Arrivals by Countries Compared 2019-2020²⁰

ALBANIA		MONTENEGRO	
2019	2020	2019	2020
1. North Macedonia 12%	1. North Macedonia 16%	1. Serbia 26%	1. Serbia 28%
2. Greece 9%	2. Greece 8%	2. Russian Federation 18%	2. Russian Federation 15%
3. Italy 8%	3. Italy 7%	3. Bosnia-Herzegovina 9%	3. Bosnia-Herzegovina 9%
4. Montenegro 6%	4. Montenegro 7%	4. Poland 3%	4. Albania 5%
5. Germany 3%	5. Poland 3%	5. France 3%	5. Poland 4%
Rest of world 63%	Rest of world 60%	Rest of world 41%	Rest of world 39%

CROATIA		SLOVENIA	
2019	2020	2019	2020
1. Germany 17%	1. Germany 26%	1. Italy 13%	1. Germany 24%
2. Slovenia 8%	2. Slovenia 14%	2. Germany 12%	2. Italy 13%
3. Austria 8%	3. Poland 11%	3. Austria 8%	3. Austria 12%
4. Italy 7%	4. Czech Republic 9%	4. Croatia 5%	4. Croatia 7%
5. Poland 5%	5. Austria 6%	5. Hungary 4%	5. Hungary 5%
Rest of world 55%	Rest of world 34%	Rest of world 57%	Rest of world 39%

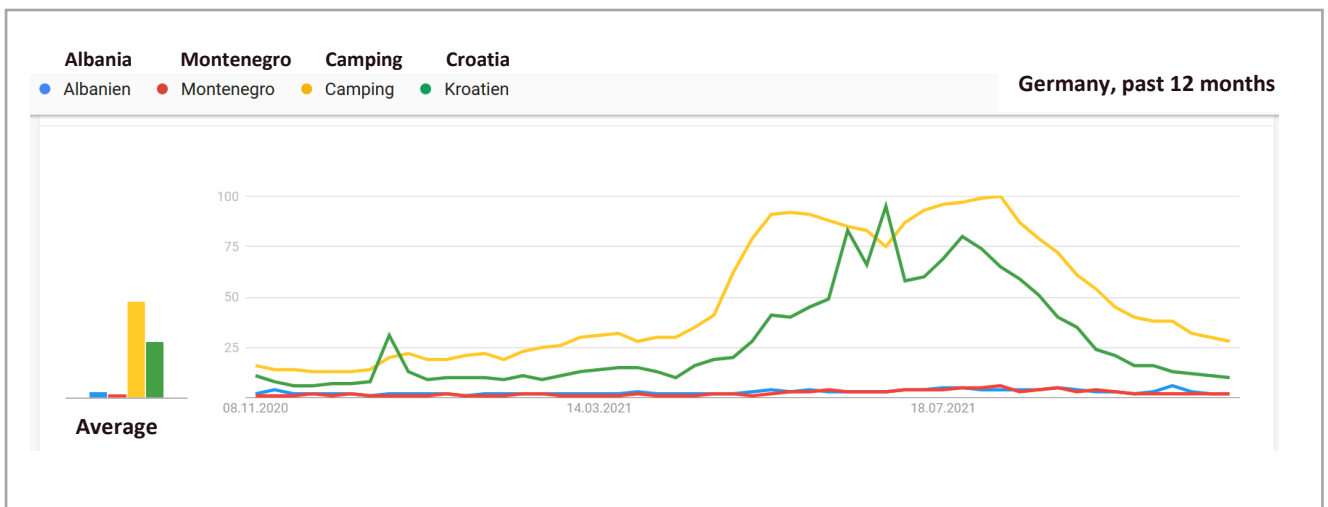
¹⁹ <https://www.pincamp.de/unternehmen/camping-statistik/>, date of access: 20 October 2021

²⁰ World Travel and Tourism Council: Country Reports 2021

However, the fact that countries like Albania and Montenegro are rather far behind in the imagination of for example German camping and caravanning travellers is underlined by a Google search comparison of the past 12 months. The interest in Croatia correlates strongly with the main travel months between May and September and the search for “Camping” (Figure 11)

“Croatia has done everything right.”
Uwe Freers, CEO of PiNCAMP I
ADAC Camping GmbH

Figure 11: Google Search Comparison (Germany, 8th Nov 2020-8th Nov 2021)



3. Current camping offer of Albania

3.1 SWOT analysis

The following table lists the main *strengths* and *weaknesses* of the current offer, as experienced in summer 2021 and reported in the interviews. The perceived *opportunities* set the focus on suggested alternatives, from the viewpoint of marketability and the *threats* list eventual risks if the situation stays unchanged. The points marked with ** will be more closely described in the chapters 5 and 6.

Table 4: Strengths – Weaknesses – Opportunities – Threats

Strengths	Weaknesses
<ul style="list-style-type: none"> Natural and cultural spaces, with a taste of adventure; diverse resources such as peaceful nature, rivers, lakes, beaches, thermal springs, mountain sites, UNESCO sites Local hosts and their staff: <ul style="list-style-type: none"> understanding clients, with an “enabling” and authentic hospitable attitude very friendly local people 	<ul style="list-style-type: none"> Waste management along 80% of the route; <i>nice surprises e.g. in and around Ulez and across the South-East rural areas!</i> Unregulated wild camping for free** Missing (or bad quality of) public information services (signposting, online data) Tendency to pack a site too tightly = loss of what campers are looking for

<ul style="list-style-type: none"> ○ creativity: small interventions and ideas to make guests happy ○ local pride with space and land ownership; protective attitude (“not selling this land”) • Culturally and historically rich; European crossroads of civilizations • Rich in rural, authentic local food and drinks; traditional, family recipes, served on pottery/ceramics (no plastics) • Authentic local stone & wood architecture; rustic wood furniture • Relaxed, chilled atmosphere • Price competitiveness; depending on the guests, even at the low end 	<ul style="list-style-type: none"> • Weak space management, mixing different camping styles on one site (mobile homes, private cars, tents) • Badly managed burdens such as construction sites, waste, noise • Traffic overload in some parts of the country • Road infrastructure, partly (<i>however, only 4WD accessible roads should partly stay that way, they are rare in Europe!</i>) • In peak season, time consuming border procedures • Missing destination management²¹
Opportunities**	Threats
<ul style="list-style-type: none"> • Scenic Roads of Albania • Product innovations (Albania Country Camping, AstroAlbania²²) • The taste of uncharted territories (former “North Korea of Europe”²³) • “Travel in time” – in parts, a retro feeling of 1960s-70s • Product and marketing cooperation with the neighbouring countries • Chances for an all-year destination (partly campsites are open 12 months already) • Space for income improvement (e.g. local spending per day) • Diversification of small businesses; better country-wide cooperation • Next generation of young entrepreneurs 	<ul style="list-style-type: none"> • Overbuilding (especially next to coastal campsites) • Misinformation and –interpretation • Safety and security partly questionable (e.g. prevention, rescue response; health services) • Brain drain; young people leaving especially from rural areas • Small entrepreneurship “left alone” to market themselves and fight against problems, and burdened with too much administration paperwork**

²¹ As there is a separate GIZ project dealing with this issue with pilot regions, this report will not deal with this topic in depth; however, good product and marketing management belong to it also in the camping segment

²² “Astrotourism”, now packed onto one page with camping on the NTA site, deserves its own niche development; see e.g. <https://www.niueisland.com/darkskynation>, <https://www.darksky.org/>, date of access: 9 November 2021, and Blundell, E., Schaffer V. & Moyle Ba. (2020) Dark sky tourism and the sustainability of regional tourism destinations, Tourism Recreation Research and

²³ <https://www.post-gazette.com/life/travel/2013/03/30/Hiking-Beyond-Borders-in-the-Balkans/stories/201303300201>, date of access: 1st October 2021



"There can be no such thing as a sustainable business within an unsustainable system."
Anna Pollock, Conscious.travel

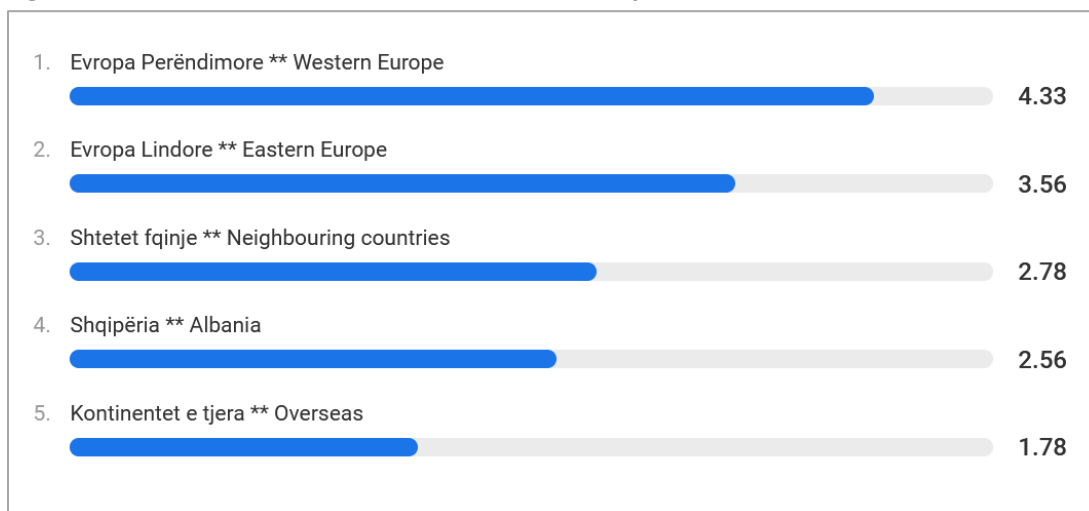
3.2 Campsite owner interview results

The below findings must not be understood as representative in statistical sense, because of the rather small sample of answers, collected through personal and online interviews. However, they show the tendency which allows to draw conclusions, especially if the former GIZ project 2009-2011 lessons learnt are used as well: What was successful, what not and why? Most importantly, the needs expressed by the campsite owners on what would help them to be successful should be fulfilled.

1) Where do your guests come from? Please put the options into an (estimated) ranking.**

Nga cilat shtete vijnë klientët tuaj? Ju lutemi të vendosni opsionet në një renditje nga numri më i madhi tek më i vogli.

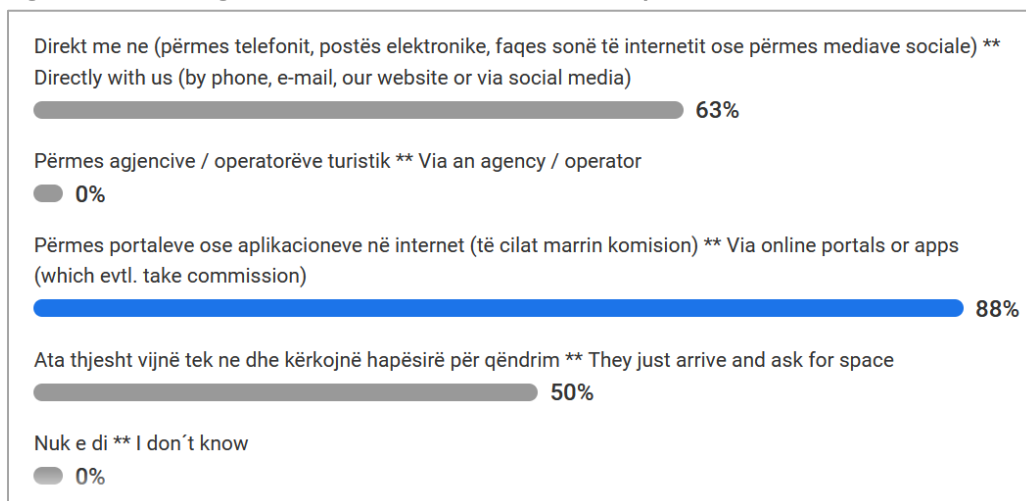
Figure 12: Source Countries of the Interviewed Campsites



2) How do they make their bookings with you? Please tick the most usual 2 options that apply.**

Si i bëjnë ata rezervimet e tyre me ju? Ju lutemi shënoni 2 nga opsionet më të zakonshme që zbatohen.

Figure 13: Booking Channels to the Interviewed Campsites



3) To be successful with your work, what are the most important problems to solve in or around your camp? ** Për të qenë të suksesshëm në punën tuaj, cilat janë problemet më të rëndësishme për t'u zgjidhur në/përreth kampit juaj? (Listojini)

- **Missing infrastructure and organisation at municipality level; corruption; general living conditions; education:**
 - Waste, which does not have an organization in the municipality but we have to try to manage it; no containers, no recycling even if separating cans etc.
 - Weak electricity, often even disconnected
 - The side road infrastructure in the immediate vicinity of many sites is non-existing: in summer they are dry, dusty and/or full of potholes; asphalt or other fixation needed
 - Water and wastewater management
 - Lightning systems
 - Even by the coast, water must be partly individually brought from the village; hotels nearby would work 3-4 hours overnight, bringing water in tanks = noisy
 - Construction site started 4-5 years ago, working only at weekends ("never ending")
 - Unlimited noise: partying outdoors, regulations neither controlled nor respected "calling the police would only mean problems to us, not to the powerful rule breakers"
 - Camping sites without licenses; lowering the standards of Albania
 - Hard to get qualified workforce that would be willing to work
- **Unregulated free / wild camping:**
 - Is not only unfair competition to family businesses; especially if they are near, the possibility to make a sustainable business is very hard; despite quality improvements, the price against zero Euro is always high
 - On such unregulated sites fireplaces are made, not found so bushfires, and other kind of accidents may occur - the consequences for the image of Albania are then only negative; the missing waste management of such uncatered sites grows the already existing problem; stealing and robberies are not out of question either
- **Information and marketing:**
 - Unified signposting system is missing – individual signs get removed
 - Missing publicity and marketing by the NTA – the current website shows nothing and the Ministry "currently talking only about the South"
 - Promotion in general: Camping publications missing (printed and online)

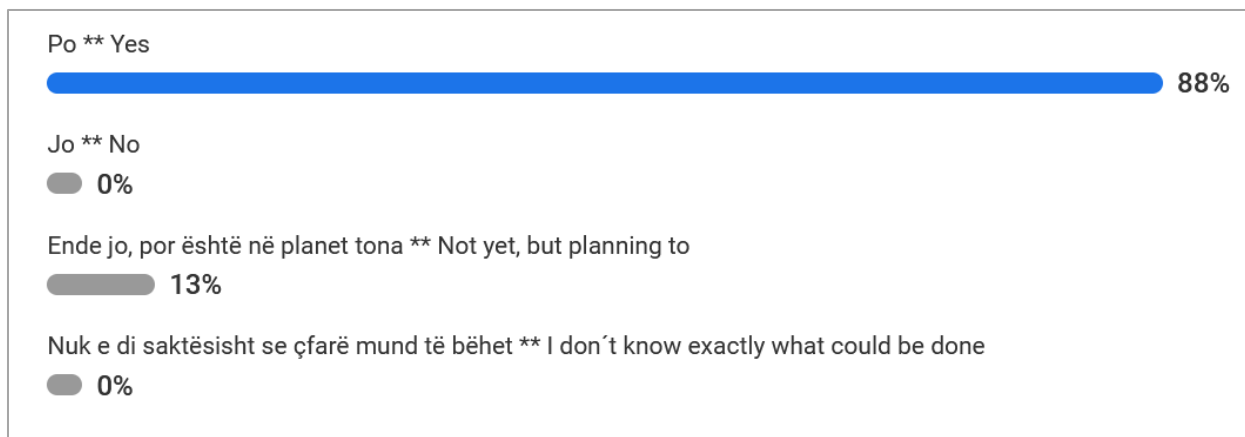
4) Which other kind of support would be MOST HELPFUL for your business? ** Cfarë lloj tjetër mbështetje do të ishte e DOMOSDOSHME për biznesin tuaj?

- Easier financing by loans / favourable business credit programs
- Better regulation and implementation of standards while reducing the administrative burdens
- Expanding the use of solar panels; the solar energy potential is much bigger than currently used, and developing very slowly in the last years, mostly by private people who construct new houses; the share of use of solar energy collectors mainly for water heating in the national energy balance is very small.²⁴
- Prevention of the opening of camps without standards and licenses
- Staff education; need for more and better qualified employees

²⁴ Cf. also <https://cordis.europa.eu/article/id/124474-renewable-energy-potentials-of-albania> and <https://globalsolaratlas.info/global-pv-potential-study>, date of access: 1st November 2021

5) In your camp, have you started with any sustainability measures ? (e.g. reducing waste, plastic, saving energy, water, or other)** Në kampin tuaj, a keni nisur masa për mbrojtjen e mjedisit? (p.sh. zvogëlimi i plastikës, kursimi i energjisë, ujit etj)

Figure 14: Sustainability Measures at the Interviewed Campsites



Examples provided to this question demonstrate that many campsite owners try to do their best at company level but struggle with the circumstances:

- Local production in all food (only soft drinks are bought), own fruit & juices without sugar etc.; local products make up to 80% of the supply chain and coming from max. 150km surroundings
- Growing vegetables around the campsite
- Waste free breakfast and separation - Shkodra municipality is buying the cans (e.g. of Hotel Alpin, Lopushe); however, the surroundings have an unmanaged waste problem
- Upcycling (creative use of materials to make camp

infrastructure)

- Aluminium separated
- Solar panels used
- Energy saving lamps
- Waste separated (but not collected regularly by the municipality! (Permet)
- Offer wise: 400km hiking trails marked and maintained
- Other nature-based activities such as horse rides, biking, kayaking, rafting, canyon visits
- Socially: Full-time employees were kept also during the pandemic
- Own festival (OKLA) introduced recycling bins separating paper-glass-plastic-cans with over 1,000 people and replaces single use plastic straws with paper ones²⁵



²⁵ Here at Camping Legjenda a private company Borshi from Shkodra, takes over the recycling. Contact: daniel.borshi@gmail.com

6) Would you find it interesting to be member in an association of campsite owners? ** A do të ju dukej me interes anëtarësimi në një shoqatë të pronarëve të kampeve?

Figure 15: Interest in an Albania Camping Association



Not only is the interest 100% but there has already been the idea / attempt when Albania was CMT Stuttgart partner country 2018.²⁶

4. Potential visitor segments

As shown further above, camping and caravanning have been booming in Europe already well before the COVID-19. The collectively life-limiting experience of the pandemic just rocketed tourism forms and activities that promise freedom, space, social but safe experiences, less crowds and more nature, onto an all-time high on the priority list of most travellers.²⁷ Close to nature (68%), flexibility (50%), less costly than luxury hotels (47%), slowing down/simple life (45%), adventure (42%), remoteness (26%) and sustainability (16%) are the aspects appreciated according to a representative German market study of 2021. And every 2nd would like to go camping abroad.²⁸

Figure 16: Motivations to Camping, Germany 2021



²⁶ By Mrs. Linda Nikaj of Camping Legjenda, with the family-owned site working since 2014, already since 2002 with the restaurant. She gave in summer this short interview: https://www.linkedin.com/posts/kirsihyvaerinen_albania-countrycamping-fieldtrip-activity-6827244368554934272-nCKK

²⁷ <https://www.rnd.de/reise/camping-urlaub-mit-wohnmobil-oder-zelt-bei-deutschen-immer-beliebter-VEMR45NMYNBWBUKHGTVVJMRHI.html>, date of access: 1st October 2021

²⁸ <https://www.expat-news.com/life-style/jeder-zweite-deutsche-moechte-im-ausland-campen-46774>, date of access: 1st October 2021

Four target groups are interesting for Albania. They crystallize based on the research made online, offline, through interviews, trend data, research papers and observations. They are not necessarily mutually compatible for several reasons, so that the marketing strategy of Albanian campsites should consider those differences. The expectations must match with the different types of sites and experiences that they deliver.

The below traveller types are described with buyer “personas”. In marketing, these are semi-fictional representatives of a group of customers who have similar desires, buyer journeys and personal profiles. The aim is to help internalise the ideal customers to attract and relate to the prospects as real humans.²⁹ They are on purpose chosen as individual, self-organized travellers, i.e. not tour operator organized, from the Western and Northern European countries. Eastern European campers and caravanning customers are already detecting Albania, often motivated by the lower costs in comparison to other countries around. Tour operators needs are partly business-specific (e.g. putting focus on a certain age group, or activities, or sustainability requirements) but the basics are the same.

4.1 Silver Society – Anja & Peter from Germany

“The old ones” no longer exist; today the limits of old age are being broken and “the old” or retired people can no longer be lumped together. Older people also sometimes think and act “more youthfully” than the younger ones themselves. In the era of post-demography, the sociographically defined target groups are replaced by lifestyles that are defined by values, attitudes and consumption patterns. For the 60+, *quality of life* becomes the highest goal.

The older generation is a strong driver in slowing down many areas of life, while staying active, mobile and enjoying travelling. The intensity of travel has increased particularly sharply within the group of 65- to 74-year-olds. While “only” one in two of them (50%) traveled in 2017, in 2018 it was almost two in



three (61%).³⁰ Pro-aging and post-growth go hand in hand, also supporting economic change in the direction of a post-growth economy: just like the new olds, the next economy also relies on reflected “enoughness”.³¹

Anja and Peter³² from Germany are 65 and 67 of age, a former teacher and manager in an ICT company, with grown up children and a household near Stuttgart. Since 10

years, they own a comfortable mobile home, and keep travelling across Europe between the Nordics and the Mediterranean – depending on the route and main destination, they would hit the road between April and November and stay 4-8 weeks. On their tours, Anja and Peter are reflective and conscious customers and have a high focus on quality. Price/quality ratios must be therefore of an

²⁹ Cf. <https://www.engagingpartners.co/blog/how-to-create-marketing-personas>, date of access: 1st September 2021

³⁰ BAT-Stiftung für Zukunftsfragen: Deutsche Tourismusanalyse 2019, Hamburg 2019, p. 9

³¹ Cf. <https://www.zukunftsinstitut.de/dossier/megatrend-silver-society/>, date of access: 1st September 2021

³² Photo: <https://www.dokuh.de/ueberwintern-wo-die-sonne-scheint-im-wohnmobil-durch-europa-2-3-swr-doku/>, date of access: 25th September 2021

acknowledged and accepted standard. They like to visit natural and cultural highlights and appreciate the socializing on the campsites – they like to return to the same ones as well. They like it *green, clean and peaceful*. They practice light sports like walking and cycling, so they pack their own bicycles (which today are more often e-bicycles) to be able to take enjoyable tours. Anja and Peter often visit local markets, as they like fresh homemade food and also try the ingredients and specialties of the different regions. The campsites and their restaurants should recognize this important fact. Service wise, at least part of the staff should speak English. Necessary further elements are loading stations for mobile phones, a good WiFi to stay in touch with the family, and meal cooking possibilities.

Anja and Peter prefer service standards that are provided by the best rated campsites. Although travel experienced, they value safety, security and hygiene standards of a site high. Anja and Peter like to travel off the main seasons, avoiding crowds and traffic jams. When reserving a place on a new site, they would rely on personal recommendations, locations and ratings shared on globally established apps such as Google Maps, navigation solutions like Sygic³³ and the ADAC PinCamp portal. They are also candidates for longer stays in the warmer regions, especially in the winter months but have not tried it out yet.

4.2 Families with children - **Kristina & Jan from Austria with the twins Lotte & Ole**³⁴

Kristina and Jan live with their daughter and son in the surroundings of Graz, Austria. The 35-year-old parents are both employed and Jan's parents take care of the kids in the afternoons. Kristina works in customer service management of a private health insurance; Jan is finishing his medical doctor studies and works already as an assistant at the local hospital. Lotte and Ole are 9-year-old twins. Lotte loves animals and takes riding lessons at a stable with ponies; Ole plays football and is a fan of the virtual world game "Roblox". The family has a young Labrador dog "Sunny", whom they always take along on holidays. They have neither the budget nor desire to book air travels. Four weeks in an all-inclusive club



are also out of question, nor can they afford to keep a mobile home or a caravan all year long – and it would be too small for them anyway. However, the parents like the idea of flexibility, safety and getting close to nature with their kids; they live in a rental apartment in a block of flats. This is one reason why they have become fans of mobile home rentals (examples:

³³ <https://www.sygic.com/>, date of access: 1st September 2021

³⁴ Photos: www.eurocamp.de, date of access: 25th September 2021

<https://www.eurocamp.de/>, <https://www.vacanceselect.com/de/>)³⁵ – located at campsites by the sea, with a good beach, and / or a swimming pool landscape, absolutely safe environment (e.g. fence around the site) as well as entertainment opportunities for the kids in- and outside the camps. Especially during the COVID-19 pandemic, where digital home schooling and home office was keeping them inside a lot, the desire to “get out there”, relax and have fun got bigger and bigger. Last autumn, they also tried out the <https://www.werkhaus.de/destinature> concept near Hamburg for a week.

Earlier, the family used to book certified family friendly farm holidays in Bavaria <https://erlebe.bayern/kinderland/>, and are in the past four years extending their travel radar towards the Mediterranean. So far, they have booked mobile homes on campsites in Spain, Italy and Croatia and have been very satisfied with their choices.

4.3 “Overlanders” & “Adventure riders” – Mario, Italy and Manfred, Germany

Overlanding describes self-reliant adventure travel to remote or new destinations where the journey is the primary goal. Typically, by off-road capable vehicles with two, four or more wheels, whether fully equipped or with a minimal setup. The trips are often about extended lengths and spanning international, cross-border and overseas boundaries. Overlanding is about exploration and adventure but also about challenging situations (e.g. technical, nature-based). One typical goal is to see and learn about the world, whether on a weekend trip from home or a 30,000-km expedition across another continent. The group of overlanders, explorers and adventure riders is a niche which typically belong to the early adopters of emerging destinations in the marketing product life cycle sense. To live this lifestyle, you should not have financial sorrows. The conversations about countries, places, routes, camping spots, equipment, and generally, experience exchange happen largely on social media in groups of interest / privately organised communities, but also in specialized magazines.³⁶

Mario is a divorced, 57-year-old Italian and likes to hit the road solo or with his adventure buddy Manfred of the same age, who comes from Munich, Germany. Mario is self-employed as a financial analyst and consultant; Manfred has been able to retire early, having sold his highly successful start-up company 2017. They made friends on a trip where both were driving from Georgia to Armenia and further across Turkey. Both own a 4WD which they have tuned to expedition mobile homes that can handle rough road and weather conditions.³⁷



Most important for Mario is the sense of freedom on his trips. Manfred likes to explore new territories. He has crossed South America with his vehicle and wrote a book about it – after returning he was also invited to present his trip at a prestigious overlander “insiders” meetup in Germany. Both prefer wild

³⁵ There are more such operators in Europe that might be interesting as partners for larger sites with lots of free space. Their concept will be described in the section 5.1.

³⁶ Cf. on Facebook: <https://www.facebook.com/groups/AllradundFernreiseFreunde> with over 13,000 members and “Overlanding Nomads”: <https://www.facebook.com/groups/384664138642498> with over 10,000 members, date of access: 2nd November

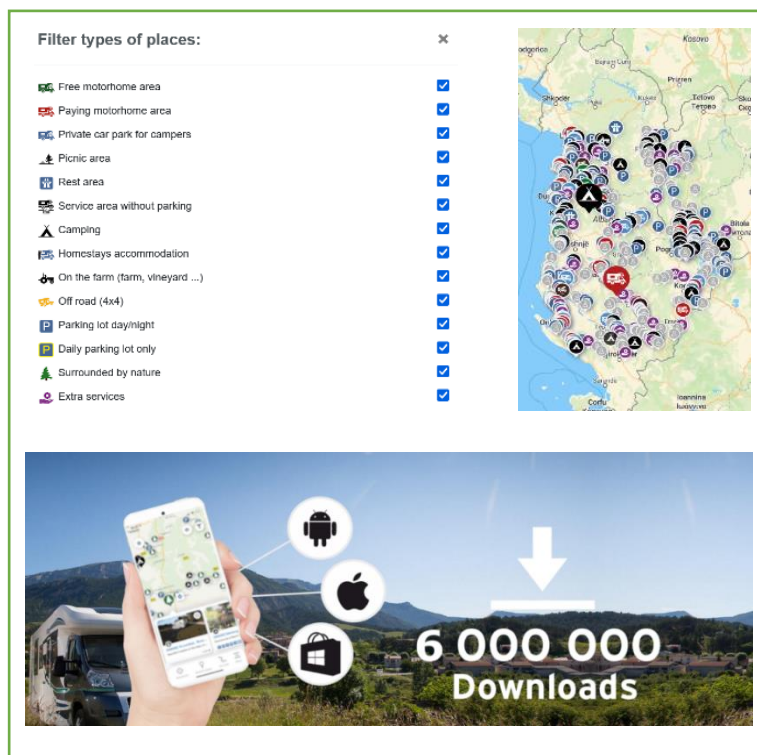
³⁷ Photo: <http://offblock.site/>, date of access: 28th September 2021

campsites with fantastic nature, peace and without other people around. They feel comfortable in new cultures and don't fear unexpected situations or language barriers. Being largely self-sustaining on their trips, it is only sometimes that a mechanic workshop has turned out to be necessary to get a bigger repair done. Flyfishing equipment is always in their vehicles; a campfire with a fresh catch is one big source of joy for Mario and Manfred. The food shopping they mostly do in local supermarkets and also directly at farms or local markets by the roadside. Mario is a food lover and opts for the best restaurants during his trips as well. Despite good navigation equipment, skills and still the often-spontaneous overnight parking space decisions, they would use applications such as ioverlander.com³⁸ and park4night.com, which allow them – also offline – to...

- ...find nearby places on a map or in a list view,
- ...see the amenities, descriptions, and reviews of each place
- ...add new places, including photos
- ...leave comments and reviews on places already in the database
- ...update existing information (campsite closed? WiFi added?)
- ...see a history of own reviews³⁹, etc.

On their trip from Turkey to Italy respectively Germany, Mario and Manfred drove through Greece and Albania, using the app park4night. It has currently 6 language versions, 6 million downloads and already an overwhelming list of wild and registered sites in Albania.

Figure 17: App Example park4night: Wild and Registered Sites, Downloads



³⁸ <https://www.iverlander.com/>, date of access: 25th September 2021

³⁹ Photo: <https://www.park4night.com/?langage=en>, date of access: 7th October 2021

Although partly using the same sources of information, but having rather different expectations, and with more experience and skills giving them a superior feeling, these older “overlanders” don’t necessarily like to mingle with the next generation of adventurers described here below.

4.4 “Millennial Vanlifers” – Chloé & Levi, from France & the Netherlands⁴⁰

A typical younger European couple like Chloé and Levi, 26 and 28 years, living in Utrecht, Netherlands, has just finished the university studies, or can already be described as young urban professionals. They are not married and don’t have children. Chloé and Levi are taking 6 months’ break period before continuing their careers as societal architects. In future, they can also well imagine travelling the world and working remotely for their current employer, delivering sustainable architecture projects in several countries.



On social media like Instagram, TikTok and Facebook, that Chloé is more responsible for, she likes to use the hashtags #vanlife and #vanlifeEurope; their blog is behind the posts as well. Like many other long-distance “vanlifers” Chloé and Levi partner with gear producers that help gear up or even co-finance their trips – a reason more why fast and free WiFi is a must for them.

Chloé and Levi are socially conscious and try to find places that are “under the radar”, to meet and mingle with local people. At (big and small) events they often make international and local friends. 2016, when they travelled for the first time across the Balkans, they ended up at the Turtle Fest⁴¹ and in 2021, they became fans of the OKLA festival – both at campsites in Albania.⁴²

On their travels, they wish to experience new things, e.g. in Slovenian Istria, Chloé and Levi tried out the Olive tasting with the community “Locals from Zero”.⁴³ They both prefer vegetarian food and like fast and varied activities: mountain biking, hiking, climbing, rafting, canyoning, kayaking, kitesurfing... Though budget conscious, Chloé and Levi are not stingy. Their average spending per day in Europe has been around 50 €, which of about 30% is spent on fuel. In future, they dream to buy an e-van.

They spend also to curate once-in-a-lifetime travel memories; in essence, they want bragging rights, which is why on their travels, the couple collects experiences, not souvenirs. At home, they live quite a minimalist lifestyle and don’t collect material items; instead, they want unique and interesting experiences to share with friends and family. They want amazing photo (and selfie) places for their stories and social media posts.⁴⁴

⁴⁰ Photo: <https://tripmapworld.com/a-trip-to-the-balkans-and-half-a-year-vacation/>, date of access: 18th September 2021

⁴¹ Turtle Fest: https://turtle-fest.com/?page_id=2795, date of access: 31st August 2021

⁴² OKLA festival: <https://www.youtube.com/watch?v=E54tQ3sMg4o>, date of access: 31st August 2021

⁴³ <https://www.localsfromzero.org/experience-detail/olive-oil-tasting-in-slovenian-istria>, date of access: 31st August 2021

⁴⁴ Cf. <https://www.adventuretravelnews.com/the-millennial-generation-is-changing-the-way-we-travel>, date of access: 31st August 2021

Instead of merely visiting the “Top 10 sightseeing” of a country, they want to get “under the skin” of their destinations, break bread with locals, learn new skills and dive into new cultures. An occasional adrenaline rush to document and recount is welcome – but never taking too big risks, as their own skills in any activity are not very well developed.

Interacting with locals, experiencing everyday life in a destination, and increasing their knowledge – is important, but being in a calm atmosphere is not of any top priority.

Chloé and Levi are used to getting information easily and immediately (online, mobile), and if digital information takes too long to find, they will simply choose a new site - expecting comprehensive online information and if not found quickly, and in English language, they are happy to turn to information giants such as Google, Tripadvisor, and community-based information and communication portals – they are active members of the Facebook group “VanLife – Europe”, with over 30,000 members.⁴⁵ An app they would pay for only for a longer trip and if the information is easy to find, well organized and up-to-date.⁴⁶ In their choice of campsites, they would choose family-run “small and charming” sites as well as wilderness campsites. Occasionally they would also stay at a site with higher standards to enjoy some more comfort in between.

4.5 Conclusions

Currently, Albania is more popular among the campers of the adventurous kind (3 and 4), with some pioneering spirit and prepared to overlook some infrastructure weaknesses – and also preferring nature against any “Disneyland” feelings. The country has campsites to offer also for the ones that would like to see higher comfort standards at work. The target group families with children would still be rather recruited from the domestic, regional and Eastern European markets; however, if a site has the space and will to start competing in the category of mobile home rentals, that kind of offer would be booked also by family clients described above (2).

It is only a question of time until the mobile home rental business comes to Albania, so the municipalities and the campsite owners with this extension in mind for their lines of business should be well informed of the pro and contra. Also trendy niches like the so-called glamping should be part of the education – what it means, what are the potentials and pitfalls. On the field trip it was visible that the upmarket meaning of the word is not yet understood well: A simple hut with simply clean and colourful interior, but very little space is NOT glamping (but was marketed as such).⁴⁷

Most importantly, Albania must decide which story does it want to tell in the next 5-10 years? Which kind of camping products should be the “flagships”? Which segments are the most interesting and from which source markets? To stand out in the competition, the choice to cater for the adventurous clients would be easier and less costly than starting to invest in sites that could be found today also in other (EU) countries around the Mediterranean. And the ones that want to compete in the “full service” category, must meet the same quality requirements as their peers in Croatia and other market leaders.

⁴⁵ <https://www.facebook.com/groups/vanlife.europe>, date of access: 18th October 2021

⁴⁶ Cf. <https://www.adventuretravelnews.com/the-millennial-generation-is-changing-the-way-we-travel>, date of access: 31st August 2021

⁴⁷ Cf. <https://www.glamping.com/> and <https://www.forbes.com/sites/alexledsom/2019/09/09/the-boom-in-posh-camping-people-want-wilderness-combined-with-creature-comforts/>, date of access: 15th October 2021

The basic standards to use in Albania should lean on European ones⁴⁸, and with special interest groups such as cyclists in the country's marketing radar, the requirements can get a bit more specific (example: the cycling friendly campsites of the Allgemeiner Deutscher Fahrrad-Club e.V., ADFC).⁴⁹

An absolute must is enough space between neighbouring pitches (be it tents or caravans). Cosy, authentic, rustic and sustainable design of campsites – away with old / shabby plastic furniture and loud music. Good and easy to spot information for excursions, local experiences and sites will help people stay longer and spend more money locally.

For the case of (tour operator- or self-) organised groups, allowing up to 30 persons to form group tent areas, with own fireplace for chill evenings is required. These would also appreciate sports facilities such as volleyball, handball, slacklining, table tennis, table football, bouldering, table games, boule-courts, feather ball games as well as program offerings for half or full day activity outdoors, excursions & tours (hiking, bike-trekking, guided SUP and kayak excursions, or at least individual rental facilities and for foreign tour operators: trained certified local guides. Group seating facilities in the restaurant areas not to forget.

A camping product are never the sites alone, but the whole framework that they operate in. Therefore, the government should invest in education and favourable policies for product, service and marketing improvements. The NTA should strengthen the Albanian image. In this context, the country brand “Go your own way” fits well. After choosing the best markets (= that help maximize positive impacts, socio-economically and environmentally), a communication strategy needs to get built that lasts over years to attract good guests and keep them coming.

“8x peaceful camping in Europe - Undiscovered camping areas to get 'Zen' Peaceful in your head, peaceful around you. Where else can you find that in Europe? Camping without crowds? In these eight lesser-known places you can talk to yourself without anyone hearing it.”

8 countries and regions, including “Unknown Albania”
listed by ANWB, Netherlands

<https://www.anwb.nl/kamperen/camping-tips/rustig-kamperen-in-europa>

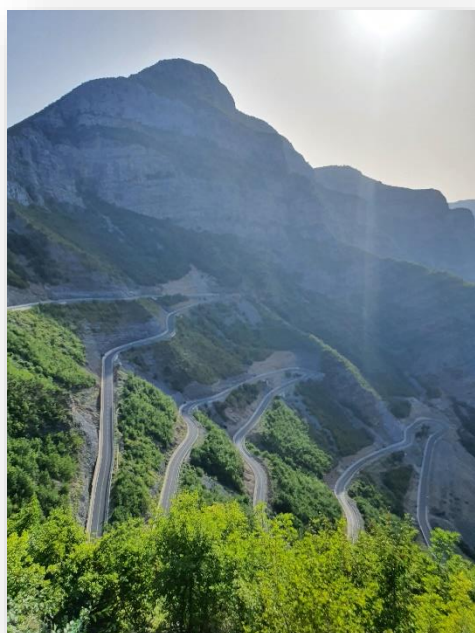
⁴⁸ E.g. Bundesverband der Campingwirtschaft in Deutschland e.V.: <https://www.bvcd.de/en/classification/list-of-criteria.html>
<http://www.european-economic-chamber-eeig.eu/documents/Standards/European%20Camping%20Standard+Checklist.English%20version.pdf>, date of access: 31st August 2021

⁴⁹ https://www.bettundbike.de/fileadmin/user_upload/PDF/bett_bike_qualitaetsauszeichnung_camping.pdf, date of access: 31st August 2021

5. Recommendations for marketing

5.1 Product & Pricing

As one storytelling backbone, reason to stay longer and explore the rural areas around the country, the suggestion is to create **“Scenic Roads of Albania”** as a concept of 4-5 most panoramic routes with a story behind them. Ideally, one can stay on one circular route only or combine several. There are many national models in the world such as the Norwegian Scenic Routes⁵⁰ or Montenegro’s Panoramic Roads.⁵¹ Albania is not missing anything to create this “backbone” – only good maintenance is a must.



Often such tips get shared also in communities and blogs.⁵² However, as a strategy to better dispersion of tourism flows, seasonally and regionally, they offer a good story potential for the future camping and caravanning marketing of Albania.

It is very important to

- Prepare exact information on the suitability of the routes for different vehicles. Therefore, it is advised to hire very camper-experienced people into the conception and inspection of the routes and the services and possible activities on the way; the actual target group for such a concept will be the best advisors.⁵³
- Develop a unified & clear signposting for the routes.
- Keep the information up-to-date and infrastructure along the routes maintained well.
- Make the information easily available and motivate people – locals and foreigners – to make use of those routes, i.e. promote them well.
- Providing audio guides and the GPS data of the routes make them individually enjoyable.

⁵⁰ <https://www.visitnorway.com/plan-your-trip/travel-tips-a-z/norwegian-scenic-routes/>, date of access: 6th November

⁵¹ <https://www.montenegro.travel/en/info/panoramic-roads-around-montenegro> and the overview map, https://www.montenegro.travel/files/multimedija/Panoramski_putevi-2020-DE-web.pdf, date of access: 6th November

⁵² Cf. on outdooractive, with nearly 12 million registered users, <https://business.outdooractive.com/>, <https://www.outdooractive.com/de/route/panoramastrasse/panoramic-road-durmitor-ring/218321414/#dmdtab=oax-tab3>, <https://motorcycle-diaries.com/en/blog/ten-great-biking-roads-italy>, date of access: 5th November

⁵³ Recommendation: Marianne & Paul Wennekes (contact: see list of interviewees).

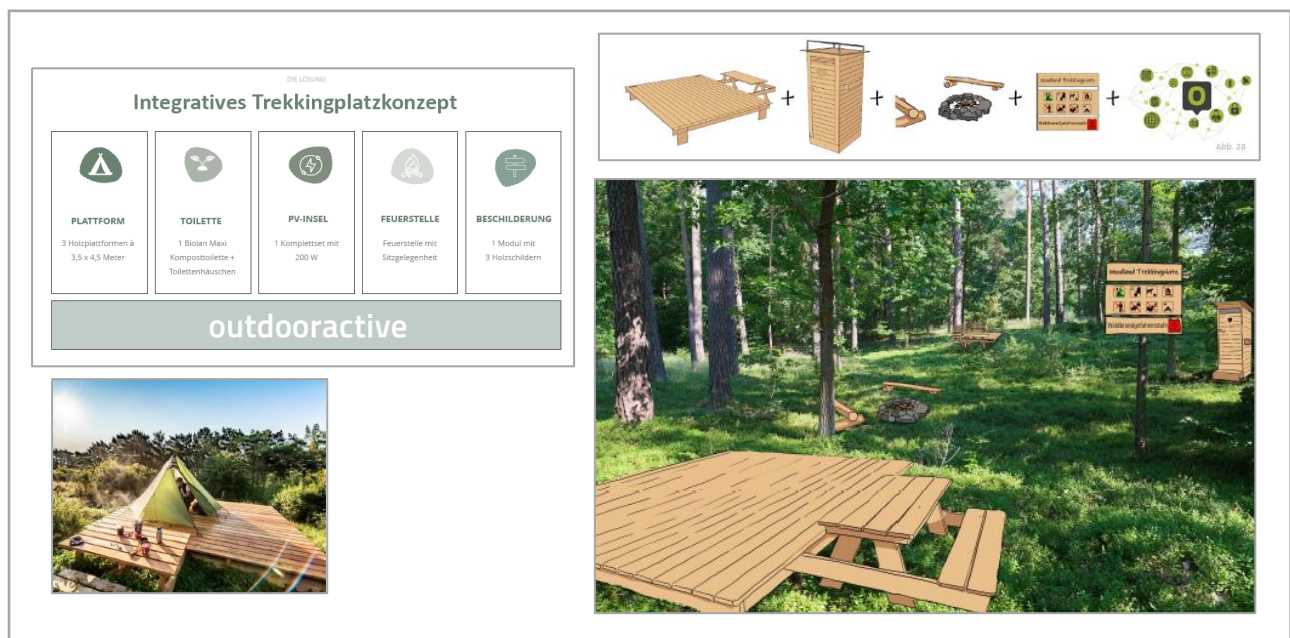
The brand name suggestion for the camping and caravanning brand, to go together with the Scenic Roads of Albania, is **“Albania Country Camping”**. This is to be able to cover **the whole offer of registered sites**, and not give partly still impossible promises such as “eco” – which soon can turn to the opposite, also known as “greenwashing”.⁵⁴

Under this brand *all the different registered campsites should be promoted*. As a renewal to the current unhealthy situation with a (growing number of) free wild sites, it is advised to select a good number of such natural sites, with *lots of free space*, and prepare them with *very basic infrastructure* for the ones that prefer to camp without a service – always or occasionally. The maintenance of a network of (for example 20) such **“Albania Wilderness Camps”** could be either outsourced to a private company or divided between the municipalities that they would be located in.

These sites would be made available for Albanians and foreigners alike with a so-called backcountry permit system. It should be bookable online for a full year, or for a certain time frame.⁵⁵ The permit can be produced also as a physical **Albania Country Camping Card**, which would be sold at gas stations and at the campsites, with a good map to go with it. The money collected from the card (permit) sales must be reinvested in the basic infrastructure, including signposting also to the serviced, family-owned sites.

What type of basic infrastructure would be needed – made of natural, local materials – depends partly on the location. For the below idea made for Germany, the research and full concept incl. marketing was developed 2021 by eight Master students of the [Eberswalde University](https://www.eberswalde-university.de/) for Sustainable Development, course Sustainable Marketing Management Cases, with outdooractive as the partner company.⁵⁶

Figure 18: Albania Country Camping incl. Wilderness Camps with Basic Infrastructure



⁵⁴ Cf. <https://www.ethicalconsumer.org/transport-travel/what-greenwashing>, date of access: 5th November

⁵⁵ Example of an online booking system, <https://www.discovercamping.ca/BCCWeb/Default.aspx>, date of access: 8th November

⁵⁶ The Master students who worked on this: Annabel Horndasch, Anna Maren Thalia Stave, Carla Rohde, Caroline Huber, Christine Kintscher, Helen Herold, Paul-Peter Rohde and Vivien Kucher; for further fine tuning and possible use for Albania, the author would be happy to help make contact with the team and outdooractive.

Albania Country Camping would work with the principle of a “one stop shop”.

The choice of which kind of campsite is preferred must be left to the customer!

This may vary from day to day.

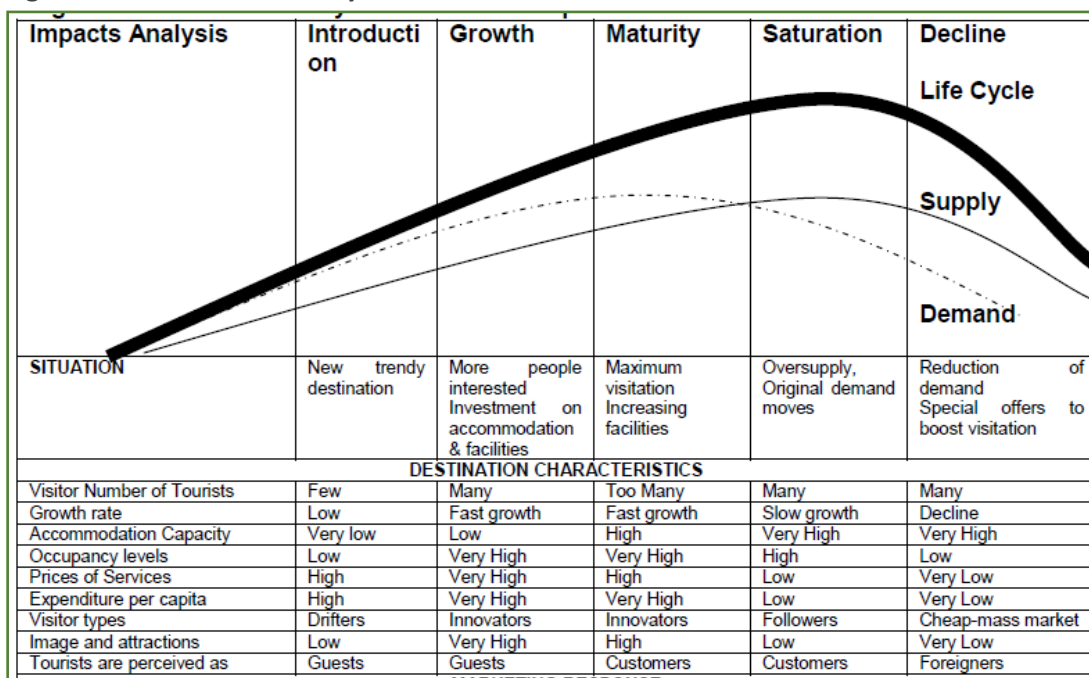
So far, the pricing policies of Albanian campsites are perceived as competitive or even at the low end, at least for Western European clients. However, with quality improvements also the income of small family investments must be able to grow. Another reason why the fully free wild camping should be replaced with an attractive alternative offer.

5.2 Promotion

In promotion alone, the main tasks for the coming years are

- to bring Albania into the awareness of camping travellers – apart from the first adopters,
- develop an alone-standing brand that orchestrates the country’s strengths and,
- keeps the quality promises given in such a brand,
- gradually raising and maintaining (!) the quality of all sites,
- according to what the target groups want (and not what a local politician might find attractive!),
- not to lose the existing strengths as the destination moves forward from an introductory and growing to a mature destination (**Figure 19**).

Figure 19: Destination Life Cycle⁵⁷



⁵⁷ Most destinations have already a history/development, which must be taken into consideration when developing tourism management and marketing strategies (→ images, stakeholders, limits, problems).

Butler, R., 1980, The concept of a tourism area cycle of evolution: implications for resources,

Canadian Geographer, Vol. 24(1), pp.5-12, in: Dr Dimitrios Buhalis, Marketing the competitive destination of the future

Web-based marketing and sales is already working for the Albanian campsites but have space for improvement (more in next chapter). Printed materials are less and less used, and online education for the country as a good destination for campers can be done via social media, including a storytelling video series, for various reasons (reach, lower price, can be easily updated, shared, multilingual options)⁵⁸. Webinars in the right context (e.g. adventure travel)⁵⁹ are an efficient tool to reach international (professional and traveller) audiences as well.

During the pandemic, fairs as a promotion platform disappeared. At the same time, it raised the meaning of good digital marketing to an all time high. Therefore, it would be wise to invest more into the product and service quality than physical fairs.

However, if fairs will still be visited, the promotion must be based on the existing products and concrete information. The choice is big: Alone in the German speaking market there are nearly 100 possible fairs to choose of, either with the main theme camping and caravanning or as a side topic. All the other European countries with the highest camping demand have them as well.⁶⁰

Specialized journalists and operators have partly detected Albania already. To invite new ones (or to simply support their research, reporting and product development B2B when requested) – is the task of the NTA, that should treasure an inventory of media and operator contacts, their profiles, so far coverage of Albania and the Balkans and their needs for the future.

All in all, the main players should be the NTA, small businesses and municipalities including DMOs. The Ministries should keep the role of strategies, enabling policy making, taking care of a healthy framework. There are no developed countries where a Ministry would start doing the job of a marketing institution or agency – if not as a dedicated department.

New partners from the region are interesting untapped potential, for example from Slovenia with camper rentals.⁶¹

So far, there is no joint cross-border promotion of the Western Balkans' camping products or itineraries. Keeping in mind that many campers would love to try out combinations of the different countries, being accessible also by ferries, it should be possible to create a cooperation with the support of the GIZ regional support (SEDRA 2), the Regional Cooperation Council (having already created cultural routes etc.) and with the hiking and cycling cross border megatrails like Via Dinarica, Peaks of the Balkans or High Scardus trail – partly leading from one site to another.

⁵⁸ Example of Erika Gilsdorf on Western Balkans' Fight for a Sustainable Future: <https://arcg.is/1eGuOv>, date of access 21st October 2021

⁵⁹ <https://www.adventuretravel.biz/education/webinars/>, date of access: 8th October 2021

⁶⁰ <https://www.messen.de/de/1031/branche/camping-und-caravan> - France e.g. <http://www.salonsett.com/fr/>, date of access: 9th October 2021

⁶¹ <https://balkancampers.com/> and <https://www.nestcampers.com/en/blog/60-partner-campsites-slovenia-and-across-europe>, date of access: 9th October 2021

5.3 Place & Process

Starting with the obvious: The content of the NTA site should allow structured, decentral entries by owners, of all campsites, supported by professional photography. For the content, it is also interesting to know guesthouses that allow for tent campers or mobile homes on their rural grounds (so one is not a „wild“ camper), with the use of shared sanitary facilities of the guesthouse.

Apart from the long-time established ADAC, ANWB, and the like, there are many international portals whose business models work often with app sales or “in-app” sales (of more service). With altogether 56 campsites in Albania, which of 17 sites have been rated (but often by very few users only!) with 4 points and more points (of maximum 5) is **camping.info**, talking in 27 languages.⁶² Another example of such an application solution that also work offline, is campercontact (with 6 languages and over half a million user ratings. **campercontact.com** shows 76 Albanian campsites and motorhome stopovers).⁶³ Further examples: with about 10,000 sites the **europe-camping-guide.com** and another one with 122 spots in Albania, **meinwomo.net** – the interfaces of these are very old fashioned though.⁶⁴



The SRD program of GIZ supports the Albanian Ministry of Agriculture and Rural Development and Ministry of Tourism in implementing an application to promote businesses in the rural areas, rural tourism, farms, and local producers. It aims to be an application available to anyone to “save hours of research, with all the necessary information at your fingertips and collect a wide variety of options. Once it is decided where to go, this application will help everyone to safely arrive at their destination but, more importantly, solves once and for all one of the biggest problems of Albanian tourism: lack of genuine and reliable information.”



The name of the free app is **AgroTimeAL** (e.g. on Google Play Store) or **Agroturizëm** (confusingly, the logo shows a different name in Albanian only) that should get “constantly enriched with new entries by offering an even wider range of services from North to South” to be a “small and practical guide, a map that takes you immediately to your destination. A special space where you can find everything you need before planning your trip, accompanied by unique visual presentation of the enlisted places.”

With 5000+ downloads it will eventually be used by random foreign visitors – if they get to know it exists – but most probably more by domestic users. However, at the moment the structure, the user experience and programming features have many problems.

⁶² <https://www.camping.info/de>, date of access: 18th September 2021

⁶³ <https://www.campercontact.com/en/albania>, date of access: 9th November 2021

⁶⁴ <https://www.europe-camping-guide.com/en/list/albania/>, date of access: 9th November 2021

Most importantly, the data is not yet anywhere on the NTA website, which should be there to promote Albania. Currently, there are 41 campsites listed.⁶⁵

“Content is king”, its maintenance is “queen” and therefore time will show that such small applications will disappear because people trust the more established, international, user friendly and up-to-date solutions.

Especially for the travellers that cross borders it is annoying to download new apps repeatedly, so they don’t do it. Therefore, to get all the data from this application e.g. to Google Maps, make sure that the ownership of the data is with the campsite owner, educate them in using and communicating through the most important 3-4 digital sources of inspiration, information and bookings would be the sustainable way to go.

The sheer amount and especially the quality, expertise, maintenance and acceptance of existing solutions by millions of users makes it clear that a national alone-standing (“native”) app only for rural tourism offers of 50-100 sites alone has no chance to scale and develop into a competitive solution.

From the users’ viewpoint there should be no experience difference between a website and an app; progressive web apps (PWA) would deliver a better usability.⁶⁶ For the market of campers and caravanning a critical mass of information and users might be interesting for a joint solution only at the cross-border level of the Western Balkans.

After full information is provided, and an official rating is given by independent inspectors, (for example for the ADAC PiNCAMP), direct bookability can be the next step. For the bigger sites this is of interest, the smaller ones maybe less.⁶⁷

6. Management matters & action planning

6.1 MSME support

The GIZ consulting of camping businesses in the Western Balkans between November 2009 and April 2012 reached 11 campsites.

Still today (or again) many of the family businesses could use truly hands-on trainings on how to organise their sites, do product development, simple business planning and management, financial management for non-economists, cooperation with other campsite owners and marketing, how to apply for relevant funds of rural development. Grants should be made available for start-up and MSME mentoring programs, with a sound business planning-based candidate selection of outdoor programme providers, rural hosts and campsite owners, hospitality services with focus on local traditional



⁶⁵ <https://agrotourism.gov.al/camping-experience/>, date of access: 8th November 2021

⁶⁶ Examples: <https://www.st-peter-ording.de/duet-dat/presse/spo-webapp> and <https://www.simicart.com/blog/best-pwa-travel-industry/>, date of access: 15th October 2021

⁶⁷ How this works <https://www.adac-camping.de/booking/camping-booking-pro/?lang=en> and with a partner provider for the connectivity e.g. <https://www.phobs.net/technologies/>, date of access: 5th November

experiences and diversified excursion providers; and last not least also help to get access to rent state-owned land. Some of the campsites would be good candidates and profit from the sustainability development and certification addressed especially for MSME, the Good Travel Seal.⁶⁸

6.2 Evaluation of the past & monitoring for the future

What has been successful, what not? From November 2009-2011, the participating countries of **“The Establishment and Stabilization of the Camping Sector in the Western Balkans”** were Albania, Bosnia and Herzegovina, Montenegro, (North) Macedonia, and Serbia, when the majority of existing camping sites did not meet European standards in the area of safety, management, quality of service and environmental protection.



How many of them do today, 10 years later?

The program reads partly as a blueprint to simply continue with:

- “The Western Balkans should become an attractive travel destination for camping guests, and until today, only modest attempts of international marketing have been visible.
- All MSMEs in the camping sector are being introduced to European standards through seminars (national and regional) and individual consultancy.
- The aim is for a critical mass of camping sites to meet European standards, qualifying that way for the listing in relevant camping guides. This way, the region becomes visible and is perceived as a high-quality travel destination by the tourist.
- Moreover, the actors in the camping sector of the region will be supported in their effort to professionally present their improved offer to the international customer (inclusion in relevant web sites and other specialist media, presentations on trade fairs etc.).
- In doing so, a regional approach for marketing the “camping destination West Balkans” is pursued consistently. The prerequisite for this is the interconnectedness of the companies and institutions in the region as well as agreeing on a mutual, regional strategy.
- To ensure knowledge transfer to MSMEs as well as international marketing of tourist offers in the long run, the institutional environment (camping associations and organizations, state tourism agencies and councils) will receive counselling with the development support offers for the companies that are in line with market requirements.
- The public actors, first, have to be sensitized to the significance and the potentials of the camping sector regarding economic development. In addition to that, the project promotes regional exchange, communication, and a professional dialogue.”

⁶⁸ <https://goodtravel.guide/good-travel-seal/>, date of access 25th Aug 2021 – the Balkan Green Initiative will work also in Albania to help with the implementation.

Table 5: Partial Measures – Indicators of the Regional Project 2009-2011

Nr.	Measure - Indicator	Estimation
1	At least 5 camping sites in each participating country that have been introduced to the standards of the European camping tourism meet the criteria for the inclusion in the ADAC-camping guide (listing in the camping guide 2012) <i>and commit to being available as pilot and educational institutions.</i>	Fulfilled Questionable
2	The destination West Balkans and their camping sites will be illustrated in at least two more camping guides (D, A, NL).	Today better: Online portals
3	Three camping tour operators (e.g. ANWB, Kuga Tours) offer attractive itineraries in the West Balkans in their annual programmes.	Partly To-Do
4	Public and private actors agree on a trans-regional marketing strategy of the West Balkans as a camping destination and presenting the region in at least five cases as a camping region to international market participants (e.g. at fairs or via the internet)	To-Do
5	At least three participating Associations offer additional advanced education in the form of interplant and in-plant training programmes for campsite operators for a charge (e.g. environmental and quality management, safety, energy and water efficiency, infrastructure, waste management, marketing).	To-Do

GIZ could support the wish of all interviewed campsite owners: the development of the **Albanian Camping Association**. For experience exchange peer-to-peer, the contact with the Croatian Camping Union (CCU) is recommended.⁶⁹ The CCU represents the interests of its members as “a non-profit organization whose main aim is the gathering of people and legal subjects offering camping services and other similar activities, with the purpose of preserving and promoting the common economic, professional, scientific and other interests of its members.” The CCU activity is public, and its membership covers more than 90% of Croatia’s camping offerings.⁷⁰

Started in Slovenia, “Locals from Zero” would be a good educational, product development and marketing partner for many small local offers and scouts working for the ones “under the radar” of the mainstreams, in cooperation with the NGO SpoonbillNest of Elbasan, Albania.⁷¹

When it comes to international networks, Albania is lowly rated in the “international openness” category of competitiveness. For tourism, the country should join the European Travel Commission (ETC) <https://etc-corporate.org/>.

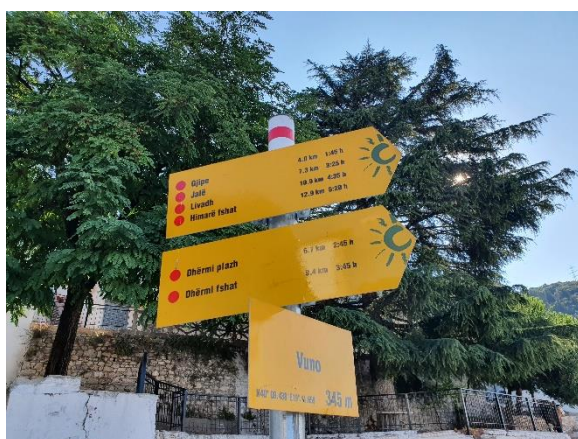
⁶⁹ Croatian Camping Union: Mr. Adriano Palman, Managing Director: adriano.palman@camping.hr

⁷⁰ <https://www.camping.hr/about>, date of access: 18th September 2021

⁷¹ A first meeting took place online 25th August 2025. <https://www.localsfromzero.org/> and <https://spoonbillnestcenter.org>

For the specific topic of camping, the future Albanian Camping Association could join the European Federation of Campingsite Organisations and Holiday Park Associations (EFCO&HPA). Their membership is made up of the national trade associations of the following countries: Austria, Belgium, Croatia, Denmark, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Portugal, Serbia, Slovenia, Spain, Sweden, Switzerland and United Kingdom.⁷² This cooperation would give a boost to some of the most important topics, such as safety and security.⁷³

MANAGEMENT OF EXTERNAL RISK ON HOLIDAY PARKS, CARAVAN & CAMPING SITES



⁷² <https://www.efcohp.eu/>, date of access: 18th September 2021

⁷³ See https://61e7eb88-fc55-47b1-b3a9-ef3a4a60bf3a.filesusr.com/ugd/1712a7_a38b6726684f48eeb35c7e4c76e82c12.pdf, date of access: 5th November

Closing remarks

Facing the fact that the camping, caravanning and nature-based holidays are further growing in popularity, it is amazing how underrated they have stayed in the strategies, product development and marketing efforts – not only in Albania but also of the neighbouring country Montenegro; in 2019 (i.e. 10 years after the GIZ regionally funded project) the country managed to produce a special catalogue of the sites, which was then the most requested piece of information at the CMT Stuttgart 2019 (Montenegro was partner country as Albania had been 2018).

Therefore, learning from the best and from the mistakes made by other countries should be easy, and continued cooperation in this segment with all the neighbouring countries would strengthen everyone.

If the Albanian Ministry of Tourism, the Ministry of Agriculture, the National Tourism Agency, together with GIZ and other partners decide to follow the recommendations in this report, they need to

- Gain political commitment for the topics presented, at national and local levels, from the necessary public institutions, working closely with local communities and small businesses
- Invest in visitor information, guidance, and basic services around the country
- Support small family entrepreneurship with education, exchange, and good marketing
- Enable their successful work by adequate infrastructure and public services
- Start managing the destination to “make, maintain and measure what matters”
- Check and correct their indicators of mid- and long-term success in tourism⁷⁴
- Market rural camping services in a smart manner...
- ...i.e. avoid inventing “new wheels” – the world is full of good examples and functional tools
- Follow the global trends of tourism development, study and understand relevant trends
- Build concrete cooperation with partners in the region and internationally
- Expand networking with international key partner organisations
- Reach measurable improvements in all this in 3-5 years to justify further investment and funding.

Albania can be a proud member of the Western Balkans, adding its own strengths and stories. It should avoid the wrong perception that 5-star hotels would be the key to success as a travel destination. After all, they can exist anywhere in the world, and they do. Natural sites are unique by default.

⁷⁴ <https://www.thetravelfoundation.org.uk/invisible-burden/>, date of access: 8th November 2021

ANNEX A: Expert Interviews & Meetings

Name	Contact e-mail	Website	Publications / examples with Albania & the Western Balkans
Carmen Schrodtt	hello@activigo.eu	http://www.activigo.eu/	http://www.activigo.eu/
Dr. Dominik Huber	Dominik.Huber@outdooractive.com	https://business.outdooractive.com/	https://www.outdooractive.com/en/country/albania/1019237/
Dr. Thomas Wöhrstein	woehrstein@gmx.de	n.a.	several
Elvis Kotherja, Juliane Zimmermann	elvis.kotherja@etg.al juliane.zimmermann@etg.al	https://etg.al/	https://etg.al/ https://spoonbillnestcenter.org
Jaka Godejsa Rudi Medved	jaka.1.godejsa@gmail.com rudimedved1@gmail.com	https://www.localsfromzero.org/	https://www.localsfromzero.org/
Marianne van Twillert-Wennekes & Paul Wennekes	marianne@vantwillert.me paulwennekes@hotmail.nl	https://montenegro-for.me	https://montenegro-for.me/2018/03/albania-by-camper/ https://montenegro-for.me/2017/06/my-5-favorite-campsites-in-the-balkans/
Nadja & Michael Strohmaier	fluegelchen@email.de	www.beautifulplanet.info	https://www.beautifulplanet.info/bereiste-l%C3%A4nder/albanien/
Tobi Gessler	tobi@ride-albania.com	http://www.ride-albania.com/	http://www.ride-albania.com
Uwe Freers	uwe.frers@adac-camping.de	https://www.pincamp.de/	https://www.pincamp.de/

ANNEX B: Literature and Online Sources

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