

MARKETING, COMMUNICATION AND SALES

**KOSOVO  
TOURISM  
IN THE TIMES OF  
COVID-19**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

**Swiss Agency for Development  
and Cooperation SDC**




PROMOTING  
PRIVATE SECTOR  
EMPLOYMENT



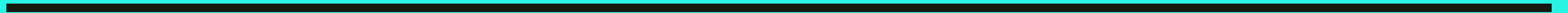


# Discussion Outline

## Kosovo Tourism Promotion: Local & Diaspora

- Adapting to COVID-19 Circumstances
    - Communication & Media
    - Special Interventions
- 

# **STRATEGIC MEDIA COLLABORATION.**





# Albinfo: the Diaspora magazine and news portal

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## Monthly articles

- Print magazine, traditional distribution & in-flight
- Online version
- Three languages



- Collaboration with KTV national network.
- Diaspora and local audience.
- Dedicated show on Kosovo's tourism attractions
- Re-shared: Youtube, social media platforms



PROMOTING  
PRIVATE SECTOR  
EMPLOYMENT



## **Webpage**

Stories and videos posted on both PPSE and Swisscontact country webpages.



**Medium**



## **Medium Account**

Articles published in English.



## **Facebook**

Re-shared on Facebook pages.



## **Instagram**

Posts on Instagram and videos shared via IGTV.



# **SPECIAL INTERVENTIONS:**

- WTTTC “Safe Travel” Workshop**
  - KosovoPASS**
-



The hospitality sector in Kosovo plays a key role in job creation and income generation, especially for young women and men. The sector was deeply affected due to COVID-19 pandemic.

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# Safe travels

approved by

WORLD  
TRAVEL &  
TOURISM  
COUNCIL

PPSE facilitated a workshop for the hospitality sector in Prizren, to inform the sector about WTTC protocols and measures to be taken, to be certified with “Safe Travels” stamp.

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**THE PROTOCOL  
IN 4  
PILLARS**

OPERATIONAL  
AND STAFF  
PREPAREDNESS

ENSURING A  
SAFE  
EXPERIENCE

REBUILDING  
TRUST &  
CONFIDENCE

IMPLEMENTING  
ENABLING  
POLICIES



# HIGHLIGHTS OF THE WORKSHOP

## **COST CONSIDERATION**

Costs of implementing the WTTC protocol for the hospitality sector.

## **STANDARDS**

Keeping the measures and advancing it.

## **PANDEMIC TIMES?**

Efficient operations of hotels during the pandemic.

## **COLLABORATION**

The need of mutual cooperation within the tourism sector.

Explore Kosovo



Great  
adventures



Popular  
Experiences

PRIZREN, PEJA, ISTOG OR PRISHTINA - FIND THE MOST ATTRACTIVE ADVENTURES IN KOSOVA

## TOP rated Kosovo Adventures



**KosovoPass** – a digital platform which aims to improve the market of tourism products in Kosovo by creating a new sales channel for Kosovo TOs, promote their businesses, and provide efficient management of their operations.

## TOP rated Kosovo Experiences



### Yoga in Prizren

Yoga sessions in the open air bring many benefits to our health, so if

From: 5.00 €  
5.00 ★ (1 reviews)

Add to basket



### Explore the Cave Curch

Explore the magnificent St. Piter's Cave Curch in Kabash

From: 15.00 €  
No reviews yet

Add to basket



### Yoga

Yoga is an ancient physical, mental, and spiritual practice that

From: 5.00 €  
No reviews yet

Add to basket



### Camping at Sharr

Camping at 1800m, 5 billion starts hotel at Sharr mountains

From: 25.00 €  
No reviews yet

Add to basket

ALL THE ADVENTURES AND EXPERIENCES IN KOSOVA

Find the attractions and experiences in your city

- All outdoor tourism products that are available in Kosovo, will be listed in the platform.
- Customers can purchase online tickets and review products/services, after trying it.



**YLLZA KELMENDI**  
Paragliding Prizren

**TIKETA | TICKET: #357/475**  
**DATA | DATE:**  
06/06/2020 12:00, Prizren

Ju lutemi të kontaktoni  
**Paragliding Kosova** për të  
organizuar eksperiencën tuaj të  
**Paragliding Prizren!**



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1. The customer makes a reservation and pays online for the ticket
2. Ticket with the QR Code is sent via email to the customer
3. Ticket with the QR Code is sent via SMS to the client
4. Instructions are sent via email to the customer



**THANK YOU!**