



Cultural marketing strategy

11 Nëntor 2010
Tirana International Hotel

- Five new tools for cultural marketing produced
- Visit Albania Year 2012, celebrating the centenary of the country's independence developed

BACKGROUND

In the past, Albania's rich and diverse cultural heritage has often been undervalued, at times even suppressed and neglected, particularly during the country's long years of isolation. Today, two UNESCO World Heritage Properties and one element inscribed on the Intangible Cultural Heritage Representative List testify to Albania's role as a place where different peoples and civilizations have harmoniously coexisted over nearly three millennia.

Albania is well situated to harness culture as an instrument in shaping a new national identity, particularly as its government, economy and people move towards greater participation in international fora. Albania's diverse heritage should be promoted for social, economic and human development, however, fundamental changes are still needed at all levels of government and society to make this idea resonate. Most importantly, there is a need for an increased national awareness of how culture can be used as a tool for sustainable development and, conversely, how sustainable development can serve as a catalyst for culture.

PROCESS

The Culture Marketing Strategy, developed under the MDG-F Joint Programme (JP), is designed to tackle these problems. The Strategy provides technical assistance and support to the Albanian National Tourism Agency to develop action plans on how to utilize Albania's cultural legacy to increase both tourism and international visibility. The JP has already instituted new marketing tools (products, activities and events) which have heightened the awareness of clients abroad about Albanian culture (such clients include Albanian embassies, foreign cultural institutions, NGOs, and businesses).



Cultural Marketing © UNDP Albania

Five of these tools have been selected and produced on the basis of their effectiveness under the culture marketing strategy and action plan to promote Albania as a society of cultural understanding and religious tolerance. A donor mapping plan in the area of cultural heritage has also been developed by the programme team and has served as a complementary guidance tool for future work.

These background studies, along with other main strategic documents of the Albanian Government, have been accompanied by frequent stakeholder meetings in Albania, as well as a market survey in Western countries that will help attract visitors to Albania.

Outcomes The Year One Action Plan (2011) will launch Albania's cultural heritage marketing in primary and secondary markets, as well as globally, through the promotion of 'Visit Albania Year 2012'. This year-long celebration coincides with the centenary of Albanian independence, which was achieved in 1912. It will galvanize the tourism industry behind the national centenary celebration, boost local pride in heritage, and ensure that a positive cultural image of Albania is projected internationally. The marketing tools produced have been made available to Albania's Ministry for Tourism, Culture, Youth and Sports, the National Agency for Tourism, and also the Ministry for Foreign Affairs which is currently in the process of developing its own cultural diplomacy strategy, largely as a result of this initiative.