

## Organization of Blue Labs

### Introduction

Tourism (and coastal tourism represent the main component) continues to be seen as an important sector in the economy of Albania providing jobs, local incomes and making contributions to Government revenues. The direct contribution of Travel & Tourism to the national economy in 2016 was 8.4% of GDP. Improvement of territorial planning is expected, for the purpose of strengthening law related to illegal construction. Bigger investments are expected by large businesses (e.g. resorts) – some of such investments have already been initiated.

The main change sought is to improve the basic conditions for bridging the gap between the 3 helixes of the Adriatic-Ionian (from mature/growing to emerging/ just aspired) maritime clusters between research/ Small Medium Enterprises (SMEs), users/SMEs and institutions/SMEs thanks to the collaboration with the NEW INNOVATION AGENTS such as fablabs, co-working spaces, makerspaces, innovation hubs, living labs, techshops, contamination labs, etc. Indeed, our basic idea is that for sustaining innovation in Blue sectors, beside typical research facilities, it is imperative to favour their partnership with and within new open “spaces” for exploratory interaction and creativity that may find room in this new kind of innovation agents which are part of an international community based on the use of Information and Communication Technologies (ICT), open sourcing and knowledge sharing

Within this context three Blue Labs were organized in the targeted regions with the active participation of more than 20 SMEs.

**Blue Lab No 1:** Veli Hotel Premises, Saranda, 18-Feb-2019, 12 00 -14 30. Subjects participating to this activity are shown in the table below.

No	Participating Subjects
1	Hotel Ari
2	Hotel, Bar&Restorant Joni
3	Hotel Lindi
4	Hotel Bar Restorant Tatzati
5	Hotel Veli
6	Agjensia AJMMI
7	Queen Dea Sallon and SPA
8	Biznesi Realestate
9	SATGA (Saranda Association Tourist Guide AI)
10	Bashkia Sarande
11	Bashkia Finiq

12	Radio Saranda
13	Mussel House

**Blue Lab No 2:** ADF Premises, Vlora, 20-Feb-2019, 10 00-12 30

Subjects participating to this activity are shown in the table below. (Not all the participating subjects are compatible to the project requirement).

No	Participating Subjects
1	Elvador Bar Plazh
2	Alb-Adriatico
3	Almarina Or
4	Regina Group
5	Colosseo
6	Frensiona
7	Acquario Sali Peshk

**Blue Lab No 3:** Rapsodia Restaurant Premises, Shengjin, 21-Feb-2019, 10 00-12 30

Subjects participating to this activity are shown in the table below.

No	Participating Subjects
1	Kompleksi Sebastiano
2	Oazi Fishte
3	Rafaelo Resort
4	Hotel & Restorant Paradise
5	Giardino Della Pace
6	Rapsodia Hotel & Restaurant
7	Biznes Ushqimor

The identified needs, innovation challenges and types of Innovation for each of the three sectors, Coastal and Maritime Tourism, Aquaculture and Fishing/Fisheries, are shown in the tables below.

**1. Needs and innovation related to Coastal and Maritime Tourism**

No	Need/Issue	Innovation Challenge	Type of Innovation
1	Increase of parking capacity	Infrastructure of the zone is not adequate for the vehicles and this is problematic for the hotel visitors.	Legislative
2	Improvement of service quality	Unpleasant level of the quality of service offered from the people in the accommodation sector (Hotels).	Service
3	Improvement of service quality	Frequent run away of the qualified and experienced staff.	Service
4	Improvement of infrastructure	Inadequate infrastructure for the circulation of the vehicles in the town.	Legislative
5	Growth of business	Lack of the experienced staff who agrees to work seasonally	Service
6	Augmentation of tourist product	Diversification of the tourist offer in order to make it more competitive in the region.	Service & Marketing
7	Extension of tourist season	Attraction of a tourist number as high as possible, out of season.	Service & Marketing

8	Creation of a mobile application for tourist information	Lack of an easy and practical way for the detailed information of the tourists.	Technological
9	Improvement of information technology	Lack of the systems for real time management of the visitors' booking.	Technological
10	Extension of tourist season. Improvement of service quality	Lack of cooperation between different companies operating in the coastal zones.	Service
11	Improvement of service quality	Increase of the number of consumers who prefer catering and fast food products.	Product & Marketing
12	Augmentation of tourist package	Attraction of a tourist number as high as possible	Service & Marketing
13	Increase of staff stability	Frequent run away of the qualified and experienced staff destabilizes and damages the quality of the service.	Service
14	Development and attaining of managerial capacities	Frequent run away and the lack of the qualified and experienced staff.	Service
15	Extension of tourist season	Short tourist season, confined up to the summer time.	Service & Product & Marketing
16	Improvement of managerial efficiency	Separation of ownership from management.	Business Model

## 2. Needs and innovation related to Aquaculture

No	Need/Issue	Innovation Challenge	Type of Innovation
1	Supply of a local laboratory for mussel farm saltwater tests	Quality assurance of the products.	Technological & Legislative
2	Laboratory expertise capacity building	Lack of a specialized laboratory for mussel and fish analyses.	Technological
3	Increase of export quantity	Increase of the allowed mussel export quantity.	Legislative
4	Increase of production and sale efficiency of mussel	Market supply exceeds the market demand.	Technological
5	Veterinary expertise capacity building	Lack of the fish veterinary staff.	Technological
6	Increase of export quantity	Increase of the export quantity, in the European market.	Product & Marketing
7	Supply of a local laboratory for fish farm saltwater tests	Quality assurance of the products.	Technological & Legislative
8	Managerial expertise capacity building	Lack of experts for the management of fish farms.	Technological
9	Monitoring of the fish farm capacity building	Usage of the proper technology for monitoring of the situation of the fish farm (food, temperature, freshness, etc).	Technological
10	Unfair competition	Competition against non-qualitative fish products coming from foreign markets.	Legislative & Technological

### 3. Needs and innovation related to Fishing/Fisheries

No	Need/Issue	Innovation Challenge	Type of Innovation
1	Local and foreign staff capacity building	Lack of the qualified local staff, willing to work in the fishing sector.	Business model

#### Pictures from the organization of the Blue Labs

