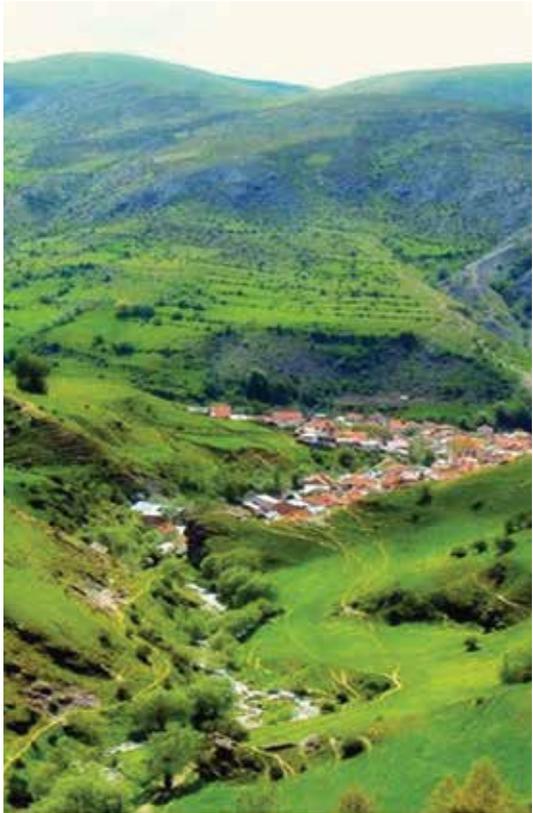


## A SUCCESS STORY

# TOURISM IN DRAGASH – JOB OPPORTUNITIES BY LEARNING HOW TO RUN A BUSINESS

As an area rich in natural beauty, Dragash is recognized for its tourism potential. However, only a few initiatives have looked at this sector, and tourism has largely been neglected in the last 5 years. An area that has received virtually no support has been the area of skills development for local tourism operators.

There is no company or business who promotes tourism in Dragash directly, only some hotels or restaurants which indirectly promote tourism. As an oasis of untouched natural beauty, with extensive flora, fauna and cultural traditions, Dragash is a very important location for Skills for Rural Employment (S4RE) project.



Due to this needs analysis, S4RE project started identifying local resource persons able to contribute to developing tourism, and contacted Mr. Suad Tosuni, who had sufficient experience in tourism.

This activity started by completing the documentation required from the project, including training materials. The youth were informed by public notification in each area of Dragash and all those who applied were accepted. A group of 20 youth participated in the 10 days training provided by Mr. Tosuni and supported by the S4RE project. Training was based on direct job and interactive programs. Participants learned a lot about tourism, including methods of leading tourist groups. S4RE offered facilities for training as well as supporting the cost of the training.



At the end of the training, every participant did a final exam to show the skills and knowledge they gained during the training.

The approach of S4RE to skills development, where training is provided by sector experts in the business context is seen as a specific tool for youth to enter private business. As a final result, 3 people from the group started to work on this business, offering services as tourist guides for which they earn from €30 – €60 per day. Four other participants are in the process of applying for jobs with tourist businesses in the region.

S4RE is continuing to work with this group, trying to connect them with other local businesses like restaurants and hotels, in order to create new job opportunities.