



**Albanian
Tourism
Institute**

ATI Strategic Profile

**Knowledge. Capacity.
Sustainability.**

Advancing Albania's tourism through research, capacity development, and sustainable destination support.

Albanian Tourism Institute (ATI)

Who We Are

The Albanian Tourism Institute (ATI) is a national center for professional competence in sustainable tourism.

As an independent and forward-looking institution, ATI strengthens Albania's tourism system through knowledge generation, capacity development, destination support, industry competitiveness tools, and sustainability-driven practices.

We work with institutions, municipalities, businesses, universities, and communities to ensure that tourism in Albania is informed, well-managed, and future-ready.

Mission

ATI strengthens Albania's tourism development by generating knowledge, building institutional and professional capacities, and promoting sustainability as the foundation of long-term sector growth.

We equip destinations, institutions, and the tourism industry with the tools, skills, and insights needed to create a sector that is competitive, inclusive, and environmentally responsible.

Vision

ATI envisions a tourism sector that is sustainable, competitive, inclusive, and rooted in knowledge and professional excellence.

Experience & Background

ATI builds on more than two decades of national and international experience in tourism development, destination management, research, education, capacity building, and project implementation.

This foundation of long-standing expertise enables ATI to support institutions, destinations, and industry partners with credible insights, practical tools, and globally aligned methodologies.

Values

Professionalism

We uphold high standards of expertise, ethics, and service in everything we do.

Sustainability

We promote environmental, social, and economic responsibility as the foundation of tourism development.

Inclusiveness

We engage institutions, businesses, and communities as equal partners in tourism development.

Collaboration

We work with institutions, destinations, and industry partners to build shared capacity and impact.

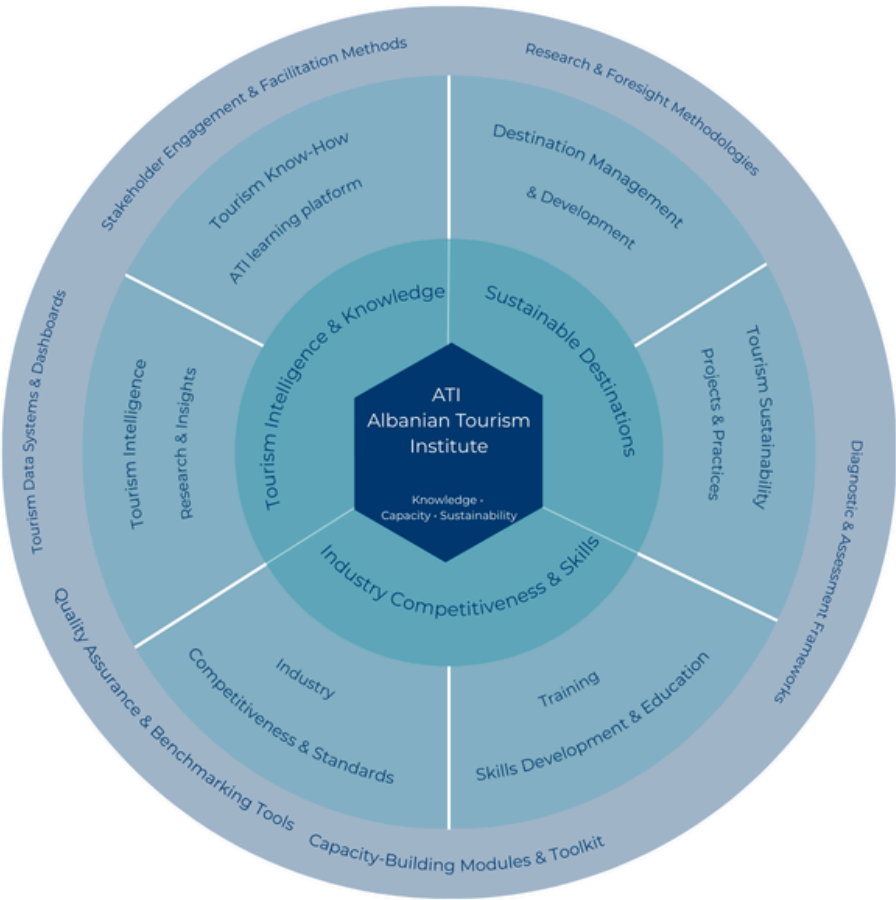
Innovation

We encourage new ideas, modern practices, and continuous improvement across the tourism sector.

Integrity

We act with transparency, responsibility, and long-term commitment to the public good.

ATI STRATEGIC FRAMEWORK



Advancing Albania's tourism through knowledge, capacity and sustainable development.

Strategic Pillars (ATI Framework)

1. Tourism Intelligence & Knowledge

Research, insights, data systems, dashboards, sector studies, and learning resources.

2. Sustainable Destinations

Destination management, diagnostics, sustainability projects, stakeholder engagement.

3. Industry Competitiveness & Skills

Skills development, capacity-building modules, quality assurance, benchmarking, and industry standards.

Areas of work

1. Tourism Intelligence & Knowledge

ATI provides research, insights, and analytical tools that support evidence-based decision-making across the tourism ecosystem.

Services include:

- Annual Tourism Report
- Sector studies and thematic reports
- Business climate & industry performance surveys
- Tourist satisfaction & NPS surveys
- Tourism data systems and dashboards
- Knowledge resources through the Albanian Tourism Lab (ATIL) — ATI's digital learning and knowledge platform

2. Sustainable Destinations

ATI supports municipalities and destinations in planning, managing, and improving tourism in a sustainable and coordinated way.

Services include:

- Destination management support
- Diagnostic & assessment frameworks
- Visitor management tools
- Sustainability projects and GSTC-aligned practices
- Stakeholder engagement and facilitation

3. Industry Competitiveness & Skills

ATI strengthens the tourism workforce and business environment through training, standards, professional development, industry advisory services, and evidence-based advocacy.

Services include:

- Skills development & training modules
- Capacity-building toolkits
- Quality assurance & benchmarking
- Industry competitiveness instruments (ATICS)
- Support for SMEs, associations, and tourism professionals

Our Approach

ATI works through a structured, scalable, and evidence-based methodology that combines:

- Diagnostics — understanding needs, gaps, and opportunities
- Co-creation — designing solutions with stakeholders
- Capacity building — training, mentoring, and professional development
- Project development — supporting implementation and innovation
- Continuous learning — monitoring, evaluation, and adaptation

Our approach is aligned with international frameworks (UNWTO, GSTC, MSD, EFQM, PCM) and grounded in collaboration with institutions, industry, academia, and communities.

Partnerships

ATI collaborates with:

- National and local institutions
- Tourism businesses and associations
- Universities and research institutions
- International organizations and donors
- Community groups and civil society

These partnerships create a resilient, innovative, and knowledge-driven tourism ecosystem.

Contact

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