

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

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**Company name: Albania Rafting Group**

**Country/region of operation:** Berat, Albania

**Sustainability dimension:** Environmental, geo-tourism

**Description of the enterprise/imitative :**

Albania Rafting Group is the first tourism and sport organization in Albania, founder of Albanian Rafting Federation, member with full rights in the International Rafting Federation. Passion for nature and sport turned into a mission. The mission to promote Albania development through the rafting activity by international standards, in full compliance with respect for nature and environmental protection. Through its activities, Albania Rafting Group has helped in developing sustainable outdoor tourism attracting an increasing number of tourists in remote areas and extending the time of their stay in Albania.

**Social/ community impact sought:**

ARG has been contributing in generating revenue for local tourism, while maintaining the authentic values of the area, creating new jobs activities through vocational training of young people.

**Stakeholders:** Albanian Rafting Federation, Berat Municipality, Skrapar Municipality, Ministry of Tourism.

**Social impact and business results achieved:**

- More than 7000 tourists / year
- 17 certified rafting instructors
- More than 35 active team members

**Key success factors:** Collaboration of the local community, inclusion and stimulation of young people in participation, preservation of the environment, creation of activities in the territory and increase of visibility targeting tourists, groups, media, ambassadors and foreign organizations.

**Challenges and problems:** There is a need for more trained staff, lack of staff for migration reasons.

**Year when the enterprise was created:** 1994

**Contact person for more information:**  
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**References:**

[www.albrafting.com/?q=en](http://www.albrafting.com/?q=en)

<https://www.facebook.com/www.albrafting.org/>

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