

## Tourism and Cultural Heritage Expert

<b>Location:</b>	Tirana
<b>Status:</b>	Full Time
<b>Anticipated Start Date:</b>	April 2017

### **Background**

Creative Business Solutions (CBS) is implementing IntoAlbania (Innovative Tourism in Albania), a three-year USAID and Sweden funded program supporting the development of tourism in Albania as a driver to economic growth. The project aims to lead transformation and drive implementation of digital tourism concept in a wide scale by facilitating a soft digital infrastructure and connecting tourist with the best of Albania's culture, heritage, nature and local economies. *Additionally the project will implement modern digital technologies in national museums and encourage "character hospitality" business model in tourism.* IntoAlbania project aims to increase the flow of tourists by facilitating connectivity with places of interest. It takes an innovative and creative developmental approach to tourism by combining two concepts: *digitalism* and *authenticity*.

### **General Scope of the Position**

The Tourism and Cultural Heritage Expert is a management level position responsible for implementing Component II and III of IntoAlbania Project. Tourism and Cultural Heritage Expert leads the upgrade of internal digital infrastructure and implements leading edge digital technology solutions in selected national museums for a modern and interactive museum experience. The Experts delivers high-quality contemporary digital museum exhibition solutions and implements multi-lingual audio guide systems for selected museums. He/ she is also responsible for introducing and implementing an authentic "Character Hospitality" Model with selected hospitality providers. The Expert leads the implementation team in the provision of 360° integrated technical assistance to hospitality providers ranging from delivery of architecture services in implementation of authentic concept, refurbishment assistance and interior design, re-shaping and re-designing their business model and development of marketing and capital raising capacities of hospitality investors. The Expert maintains cooperative relationships with Project's external stakeholders and partners. He/she reports to Project Manager and Project's Steering Committee.

### **Duties & Responsibilities**

- Responsible for planning and technical implementation of the museum digitalization strategy including defining type, nature and extend of digital intervention to be implemented.

- Identifies leading edge and contemporary museum digital solutions to leads digitalization of arts, objects and cultural heritage treasure of the selected museum.
- Manages the selection process of IT Development Partners and Digital Technology hardware acquisition.
- Manages and supervises solution content creation, development, editing and uploading of content to digital hardware; leads the process of defining business requirements & specifications, deliverables and solution documentation.
- Reviews, processes and edits information on cultural heritage streaming from project's partners.
- Provides post implementation technical advisory services to Museum Management for subsequent management of museum technology.
- Develops the Beneficiary Selection Methodology and supervises the selection process of authentic accommodation providers.
- Leads the Implementation Team in providing 360° integrated technical advisory to project beneficiaries ranging from development of an authentic and character hospitality concept, refurbishment assistance, promoting and communicating the authentic heritage values, preparation of business development plans, fund raising, marketing & digital PR and embracement of digital tourism concept.
- Coordinates relationship with Project's external strategic partner institutions including Ministry of Culture and Museums. Establishes and maintains cooperative relationships with external IT development partners, project vendors, external art curators & content developers, architects and CBSs internal supporting functions.

### **Qualifications**

- Advanced university degree in tourism management, architecture, art history, culture and heritage, history and anthropology; or other relevant discipline is required.
- Experience in management of projects relating to cultural tourism & cultural heritage, architecture, management of digital content or art management.
- Strong interest in architecture, heritage, culture and arts.
- Strong verbal and written communication skills; a persuasive communicator with excellent interpersonal and multidisciplinary project skills.
- Excellent writing skills.

- Strong leadership skills.
- Integrity and professional competence.
- Proficient use of English.

### **About CBS**

Creative Business Solutions (CBS) is a business consulting and project implementation organization. It implements development projects in Albania with a spillover effect in the Western Balkans. CBS has established expertise in Agriculture, Access to Finance, Technology, Green Energy and Tourism etc. Since it started in 2013, CBS has implemented 15 development projects at a combined \$3.9 million budget. It employs 30 professionals through a head-office in Tirana and four local branches, Fier, Korce, Gjirokaster and Peshkopi. CBS partners with USAID and has established institutional relations with other international donors including: GIZ, EBRD, Helvetas Swiss Intercooperation, Sweden, Danida, Italian Cooperation.

[www.cbs.al](http://www.cbs.al)

### **Application:**

Interested applications must email a cover letter and CV until **April 07, 2017** to [info@cbs.al](mailto:info@cbs.al) and include "Tourism and Cultural Heritage Expert" in the subject line.