**Stakeholders Identification Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Stakeholder Role/Responsibility** | **Importance** | **Influence** | **Interests/ Positive Impacts** | **Concerns** |
| Tourists | Individuals who will use the portal to plan and book their trips to Albania. | HIGH | HIGH | Accessing information about attractions, accommodations, activities, transportation, and events, booking services, reading reviews, and having a seamless user experience. | Usability, Information Accuracy, Privacy, Language Barriers, Payment Security. |
| Tourism Agencies | Local tourism agencies or tour operators that will list their services. | HIGH | HIGH | Gaining visibility, increasing bookings, managing customer feedback, and promoting their offerings through the portal. | Competition, Commission Fees |
| Accommodation providers | Businesses that provide accommodation ( hotels, boutique hotels, Airbnb-style rentals). | HIGH | HIGH | Attracting tourists to book their services, managing availability, and increasing visibility on the platform. | Room Availability, Pricing Control, Customer Reviews |
| Transportation Providers | Companies offering transportation services, such as buses, car rental agencies, and private transport services. | HIGH | HIGH | Gaining exposure to tourists, facilitating bookings, and providing details about routes, schedules, and availability. | Booking Accuracy, Payment Issues, Service Coverage |
| Activity Providers | Businesses or individuals organizing tours, events, outdoor adventures, or local cultural activities. | HIGH | MEDIUM | Promoting and booking their events and activities, managing schedules, and receiving customer feedback. | Competition, Pricing Transparency, Promotion |
| Local Communities and Villages | Local communities and villages that might offer unique experiences, such as rural tours, local crafts, food, and cultural experiences. | HIGH | MEDIUM | Showcasing local heritage and crafts, attracting tourists to their areas, and promoting sustainable tourism practices. | Over-Tourism , Unequal Benefits |
| Local Businesses and Restaurants | Restaurants, cafes, bars, and other businesses that cater to tourists. | MEDIUM | MEDIUM | Gaining visibility and attracting tourists to their establishments. | Competition, Customer Expectations |
| Travel Service Providers | Companies providing payment processing services (credit card, PayPal, mobile payments), currency converters. | MEDIUM | MEDIUM | Ensuring secure, seamless payment systems and currency conversions for international tourists. | Transaction Issues, Currency Conversion Accuracy, Fees |
| Government Tourism Authorities | National or regional tourism departments or ministries responsible for promoting tourism in Albania. | MEDIUM | MEDIUM | Promoting Albania as a tourist destination, improving tourism services, tracking data on tourism trends, and ensuring tourism safety. | Regulation, Local Impact, Economic Balance |
| Platform Developers and IT Team | Software developers, web designers, system architects, and IT support teams responsible for building and maintaining the portal. | HIGH | HIGH | Developing and maintaining a functional, user-friendly platform, integrating third-party services, and addressing any technical issues. | Downtime, Security, Scalability, Integration |
| System Managers | Individuals or teams responsible for managing and overseeing the portal, including data management, analytics, revenue tracking, and user support. | HIGH | HIGH | Ensuring the system operates smoothly, analyzing user data, promoting services, managing bookings, and generating revenue reports. | User Support, System Maintenance |