

CHALLENGES AND PROSPECTS OF TOURISM IN ALBANIA

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Abstract

Tourism represents one of the most important branches and income for a place where serves as a catalyst for economic growth and therefore is a key sector in macro-economic level. We generally look at tourism as an important part, that not only brings economic benefits, but at the same time, gives a onrating cultural and natural values of a country. As will be discussed in this article the development of tourism in Albania represents one of the problems and big challenges for the Albanian government. When we talk about the challenges I refer specifically some negative phenomena as:

- The history of tourism development
- Challenges of Tourism in Albania
- Completion of the conditions and standards, taking into account maintenance of nautical tourism, provision of reception and disposition of tourists, in resorts and hotels, with a high quality service and creating guides for the recognition of these tourists with natural beauty and rich history that Albania offers.

So the purpose of this paper is to analyze the way management and setting options on the development of tourism as an integral and inseparable part of our society. Viewing the current situation and prospects as well watching tourism in Albania, we believe that this field will constitute one of the branches with higher income for our country.

Keywords: Tourism, Challenges, Perspective, Albania

Challenges and Prospects of Tourism in Albania

Tourism is today one of the most massive phenomena on earth. Besides sport he is the most activity I liked and I attended by millions of people around the world. Although the history of tourism development is not as old as that of the sport, he witnessed a fairly rapid pace and swept rapidly developing countries and peoples of the world. The beginnings of this study pertaining to the end of the century. Century, when tourism was gaining more and more the character of a mass phenomenon of interest is added by many people around the world. Understanding on tourism, used anywhere in the world today, as a phenomenon that has to do with the movement of people in order to rest, leisure and entertainment, but also for purposes of recognition, job, education, culture, etc.. According to this understanding "refers to those persons Tourists who travel to foreign countries due to leave, curiosity, entertainment, activities, business, etc. which makes in those countries, where the first rule I have visited with their organizers"(E. Litre). The continuous evolution of society, more and more increase the level of urbanization of space, technical and technological development, changes in these ratios between work and rest in favor of the latter, the arrival and growth of the population mirqenia etc., have been one of the main factors that led to the growth of more and more demand for people over their holiday by taking part in tourism. In this way they were created economic and social conditions for tourism development, which have been the cornerstone of their two essential elements: leisure time and financial means necessary to make possible this way, the movement of people in order to rest, leisure or completion of their cultural needs. Tourist economy in the world appears as one of the most important branches of economy, with an annual income of 500 billion euros, a tourism economy ranked as the third branch of economic important in the world, after the oil and automobile. About 900 million people participate annually in tourist movement. With an average annual growth of 7% tourism is global activity with greater economic growth. Given these data, specialists with the right of rank tourism branch with the hope in economic development, as individual countries,

as well as a global level. Tourism today as one of the most important activities of the manifold effects: economic, social, environmental, etc., making tourism a couple of important sectors of the economy and better prospects for future economic development throughout the world. Re increasingly large leisure, travel increased intensity etc., Are among the key trends that will stimulate and accompany future development of tourism. Growing importance of tourism as a phenomenon with the overall effects, has increased the need for historically its scientific study, more in today's time when tourism has become a mass phenomenon and increasingly visible trend in new its development. Necessity of knowing the shapes and features of tourism development and add a measure increasingly large people, who are either connected directly to the organization of the tourism sector or wishing to spend their leisure time participating in tourist movement. It recognized the need to study the phenomenon of tourism importance stems from its economic and social. Relying on this matter, with the right tourism often qualify as "white industry." Tourism with all its problems is presented with important trends and development in this new century.

The history of tourism development

Focusing mainly on the development of tourism in Albania, he has a modest history and has a more recent development compared to many other European countries and the world. Although Albania as a Mediterranean country has all opportunities to be ranked among other Mediterranean countries tourism developed, various economic factors, social and political policies did not allow such development. So in 1945 the difficult economic situation of the country and numerous wars, prevented the development of tourism. Despite the difficult conditions of the time, Albania was then the purpose of tourist visits and numerous people. Upon termination of the war and the creation of new economic conditions in the country was very good premise for tourism development. But, unfortunately, the socialist system with its policy of isolation and rigid rules in this area did not encourage the development of tourism, but rather prevent it. Tourism in Albania in general throughout the period of communist rule experienced a very small and very politicized. With the

demographic changes occurring in our country after 1990, the country's opening to the outside world, the transition from planned economy to a market, etc., tourism began to be evaluated as one of the country's economic branches with more prospect of profitable economic. Now there are political premise for a diverse range of tourism development not only organized in groups, but also special events and private tourists. Measures such as the abolition of visas for European Community countries, Canada and USA etc., Allowing free contacts between Albanians and foreigners, promoting private sector in the fields of tourism, etc., Are measures that promote development today tourism. Also all the programs of governments and political parties in Albania have been targeted in recent years in building the tourism sector as a genuine branch of economy. For a comprehensive analysis of tourism are needed for various statistical data, by which it becomes possible to share that voice is seen the tourist sector in economic and social life of the country. Thus the analysis of indicators such as: the number of tourists come in different years and periods, their origin; stay time; tourist capacity; in meeting the needs of tourists in accommodation, food, transportation, income from tourism

sectors, etc., is The special importance of tourism in the treatment of a geographical place. Tourism in our country these data in order to hollishme missing. However there are general data of the main institution of tourism in Albania and the National Institute of Statistics, and data of the Ministry of Tourism Culture Youth and Sports (Ministry of Tourism) on the basis of which can be analyzed by quantitative and qualitative data on dimensions of tourism development in our country. The arrival of foreign tourists in Albania in different years has been very noticeable. As will be seen in the data table below, from 280 foreign tourists arrived in Albania in early 1956, their number amounts to over 40 thousand tourists in the mid 90 XX1 century. So seen a considerable increase in the total number of tourists come to the place is so tone. Po see in the years before that century. Century this number is doubled and trefishua2. However, comparing these figures with those of neighboring Mediterranean countries note that the number of foreign tourists coming to Albania is still small. To provide a clearer picture about tourism development in Albania and especially the attendance of foreigners is a table of tourists reflect the years

Albanian foreign tourists registered in different years:

YEARS	ALL Tourists	Tourist Nights	Stay time (days)	Day touriste
1956	280	3 660	12.9	-
1960	6 065	85 263	14.1	-
1965	1 203	5 719	4.8	-
1970	3 531	19 985	7.9	-
1980	3 748	39 491	10.5	-
1990	29 997	83 824	2.8	-
1995	47 275	88 615	2.2	30 984
1996	56 276	143 854	2.6	50 000
1997	19 154	31 245	2.4	20 000
1998	30 694	64 215	2.5	30 000
2000	32 000	68 124	2.1	40 000
2003	41 000	84 253	3.3	50 000
2004	42 000	86 562	4.5	60 000
2005	612391	194876	3.1	70 000
2006	926056	567898	3.6	358158
2007	1098765	765564	4.1	333201
2008	1330138	1247125	4.2	83013
2009	1786045	1667846	5.5	118199
2010	2068752	1807987	7.5	260765

Looking at the above statistics seen an increasing number of tourists in recent years. In the period of communism in particular that the decay of relations with the countries of Eastern Europe and later to China, in the late 70 'and early 80s, noticed increasing share of tourists coming from countries of Western Europe and Southern . It relates not to the improvement of relations with these countries, but Albania's needs for financial income after a total isolation of the country, the difficulties associated with economic conditions. So in the 1980s have been 93.4% of foreign tourists from Western Europe, and above all, from Austria, France and Sweden and 6.6% from Southern Europe (mainly from Italy). In the period 1985-1990 has noted a

significant increase in the number of foreign tourists. So in 90 years' was recorded 29 997 foreign tourists to come, while in year 1980 had been only 3 748 tourists. The reason for this increase relates to interest was sparked Galleries increasingly to foreigners as a place unknown and uncharted. Even in this period was the overwhelming part of it mainly from Southern Europe, which dominated the arrivals from Yugoslavia and Greece. It is also to be noted that in 90 years' recorded for the first time tourists coming from the American Continent, and exactly 401 tourists or 1.3% of the total number of arrivals this year. Likewise also seen an increase in the number of tourists from the Asian continent, which in 90 years'

occupied 1.9% of the total number of tourists, mainly from Turkey. With the opening of the country after 90 years, observed significant changes in the structure of foreign tourists coming to Albania from different countries of the world. Adding considerable tourists, with over 45 thousand in 1993 accompanied by a varied geographical distribution in their countries of origin even after 90 years, tourists from

Europe dominate with 88.2% and it is understood due to geographic proximity. So the origin of foreign tourists after 90 years now includes almost all the earth.

Looking at the data received from the Ministry of Tourism Culture Youth and Sports, the number of foreign tourists in Albania is ever on the show increasing and these figures show received for 2011 from January to May.

Foreign visitors to enter in January-May 2011

following tables show the number of foreign visitors with non residential citizenship that has visited Albania for the period January to May 2011 and comparison with the same period of the years 2007 to 2011

No.	PERIOD	VISITORS ENTERY				
		2007	2008	2009	2010	2011
1	JANUARY	49437	55635	58640	68997	90712
2	FEBRUARY	41173	52284	52787	55181	79189
3	MARCH	53532	68942	62933	72864	106649
4	APRIL	70040	76867	98735	90139	145171
5	MAY	77577	97995	113362	117261	146114
	TOTAL	291759	351723	386457	404442	567835

In the period from January to May 2011 have entered the 163 393 foreign visitors more than the same period last year. During this period, the number of visitors has been non-resident increased 40% compared with 2010.

- 59,852 or 11% are visitors in transit¹

- 507,983 or 89% are day and night guests stay²

Viewing the results given above clearly shows that the prospects of tourism shall in Albania is very positive because it provides options by different, that makes Albania a country requested by foreign tourists, whether its history, including here cultural tourism, tourism of sun and beach and mountain tourism at the same time. Data of the Ministry of Tourism Culture Youth and Sports

Challenges of Tourism in Albania

Development of tourism sector in Albania faces a number of challenges, these are challenges for the overall development, facing all the countries that enter into international markets, as well as specific challenges associated with creating successful tourism, with destinations based on nature and culture. When discussing general challenges refer, creating a clear market position in a crowded market. There are many products and countries to compete, to attract the attention of passengers, travel agencies and publications. Overcoming previous concepts and relation with Albania. There is interest from tourists to new destinations and increasing interest in the type of experience that offers Albania, but this will require a coordinated effort. An important element that investments are also planned for the short term, medium and long term. Success in international markets, requires consistency in messages and presence in

markets year after year. This requires investment of political capital, across branches of government and private sectors through public and civil society. Important challenges for tourism in Albania is infrastructure. One of the obvious advantages of natural and cultural tourism is that the demand for specialized infrastructure, are minimal. However, the basic facilities for the safe movement of tourists (in car, minibus, bus and aircraft) are a necessary condition. Telecommunications and the Internet constitute an important component, and increasingly necessary for the promotion of tourism sector and to communicate with tourists. An important challenge is the coordination between a large number of governmental institutions. A successful tourism sector will require the efforts of a number of ministries, local government, the institutes of culture and science, international agencies and bilateral assistance programs. Another challenge is the general market intelligence, with no detailed knowledge, the tourism market and forecast reception segments we wish to target, risks losing Galleries, significant investments and precious time. Albania needs to make significant investments in data collection in the country and management systems to monitor and analyze tourist visits, spending behavior, profiles of tourists and other features. Specific challenges of nature and culture tourism. A strategy focusing on nature tourism and culture presents a wide variety of challenges, additional challenges beyond general. The concept of sustainability, built on a strategic position as necessary. Albania can not wait to be entitled to maintain a market position capable of attracting international tourists without aggressive efforts to ensure the sustainability of natural and cultural resources. Development of a successful sector requires substantial levels of investment in infrastructure, marketing, human resources, management of natural areas, historic preservation and living culture. Albanian tourism product

¹ Data from the National Institute of Statistics

² Data of the Ministry of Tourism Culture Youth and Sports

must be authentic, and meets the general expectations of international tourists. Segment of nature and culture tourism depends very much on human resources, highly specialized. country will need for qualified managers for natural and cultural sites. Ngs addition is found in the field study, a lack of qualified personnel for the hospitality of tourists at all levels. Limited skills, the knowledge of a foreign language, or some, especially in provincial areas, is a major challenge for Albania.

Conclusions

An important challenge is the coordination between a large number of governmental institutions. A successful tourism sector will require the efforts of a number of ministries, local government, the institutes of culture and science, international agencies and bilateral assistance programs. Another challenge is the general market intelligence, with no detailed knowledge, the tourism market and forecast reception segmmenteve wishes to target, risks losing Galleries, significant investments and precious time. Albania needs to make significant investments in data collection in the country and management systems to monitor and analyze tourist visits,

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