

# **RUSE UNIVERSITY “ANGEL KANCHEV”**

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**Faculty of Business and Management**

**BRIE – RUSE**

MASTER PROGRAM- EUROPEAN STUDIEES AND PUBLIC  
ADMINISTRATION

## **COURSE WORK**

Methods of Regional and EU Analysis

Topic: Tourism in Albania

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# Tourism in Albania

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# Tourism in Albania

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## 1. Introduction

Albania is situated in the southeastern Europe, in the Balkan Peninsula and shares borders with Greece, FYROM (Macedonia), Kosovo, Montenegro and across the Adriatic Sea from Italy. Albania is known for its beauty with blue seas and beautiful beaches, snow in winter that covers the mountains widely spread in the territory of Albania, wonderful lakes frozen in winter and a marvellous view in spring and summer, surrounded by magnificent forests. All this make Albanian nature more attractive because of Albanian people too those are famous for their hospitality and generosity. Albanian history and culture is fascinating too. (Historical Background, 2009)

The best alternative suitable for kids and family vacations are the beaches found in the Adriatic sea . Those are Velipoja, Durrresi , Golemi, Divjaka, and Plazhi I Ri in Vlora. In the other hand the Ionian coast is known for its wonderful beaches highly frequented especially the last years. These beaches offers great possibilities for several water activities such as diving, sailing. Mountains are also important for the tourism as Dajti (Tirana District) Llogara ( Vlora district) Voskopoja and Dardha ( Korca district) , Valbona ( Tropoja district) , Thethi ( Malesia e madhe district). They offers different opportunities for activitites as hiking, mounting, skiing. The [Albanian Riviera](#) coastline has a subtropical flora and it is one of the most picturesque places of the Mediterranean with a lot of tourist potential. An interesting combination of culture and history has made most beautiful and impressive, where historical facts, cultural and archaeological objects tell more than the words can say. Butrint is one of the world's archeological wonders - and a UNESCO World Heritage site - in the south of Albania provides a Mediterranean civilization from the Bronze Age through the Greek, Roman, Byzantine, Venetian and Ottoman periods. The territory of Albania has several regions where mountain and rural tourism is well-developed. They offer a great hospitality and show the traditional in their dishes, in the way how they have built their houses or hotels, a picturesque view of the natural wonders with the mountain, the coastline or the valley.

## 2. The Albanian tourism during its path

Albania has done more improvement in the field of tourism during those ten years and we can see easily that the climate has changed for good. The projects proposed and supported by the United Nations Programmes and Development have successful results and it is not surprising that tourism is Albania's fastest growing industry. The contribution of travel and tourism to

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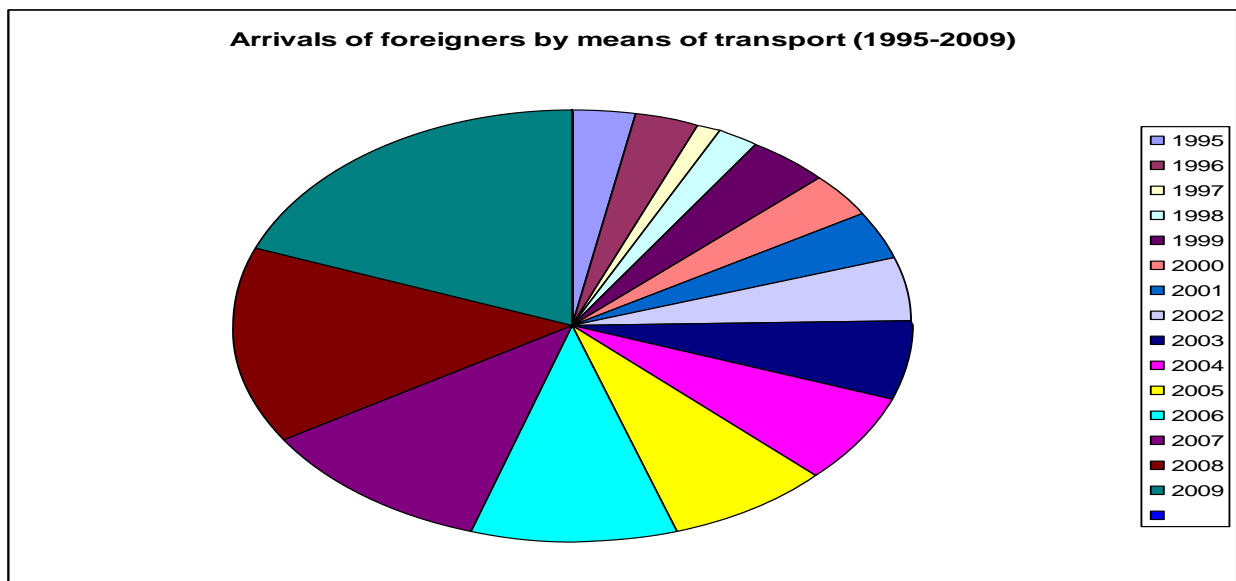
GDP is expected to rise in the future and to become an important sector ensuring more incomes than we have had in the past. (Albania., 2010)

The Albania's travel and tourism sector employ about 69,000 people accounting for 5.5% of total employment in 2010 and is expected to have a total 82,000 jobs or 5.7% of the total by 2020. (Albania Investment Report, 2010) The Albanian government expects tourism to become a major source of income in the future. More than 1.5 million visitors entered Albania from January to July 2009, a 36% increase on the same period in 2008. 89% of these visitors were tourists, and holidaymakers from countries such as Macedonia or Kosovo who have enjoyed the Albanian's beaches. In addition to its growing regional popularity, the sector is benefiting from major boosts to Albania's international profile in recent years and the number of tourists is increasing in a rapidly way. The Government is well aware of the challenges that need to realise the huge potential in the tourism sector, especially working hard for the infrastructure development and reform. The Government has an agenda for rapid development of the country's infrastructure. This has been aided by investment and support from international organisations such as the European Bank for reconstruction and development, the United Nations Development Programme (UNDP) and the World Bank. Projects currently underway include the UNDP-Albania Eco-Tourism Programme and this is one of the most important goal in this sector. (Albania Tourism, 2009)

From 1995-2009 it is a very long voyage in which has passed the Albanian tourism. (Albania Statistics, 2010). It seems like a child in his first steps in 1995 where as we can see the number of tourists or visitors are so lowest if we compare it with the years that proceed. In this way it continued to grow and become stronger year after year catching the highest top in 2009 and so on. There were the fruits of all the reforms and projects which gave positive results in general.

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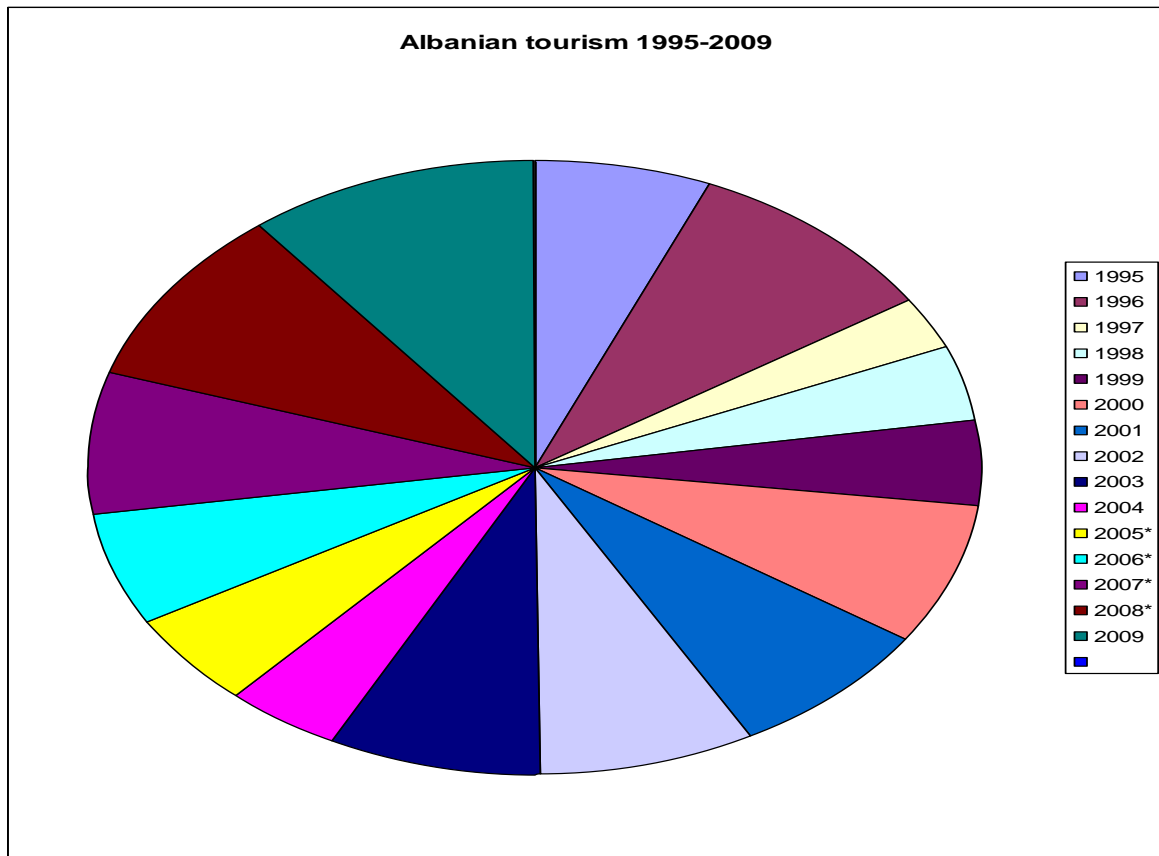


**Figure nr. 1**

During those years the Albanian tourism has its up and downs, the years which have really increased the incomes and the development is highly visible, for example in 1996, in 2002, in 2003, in 2008 and 2009. Especially during the period of 2008-2009 the sector of the tourism has a positive and successful increase and growth. In the same way it also continued to improve and to ensure sustainable development in 2010. While the Lonely Planet recently listed Albania 1st on its top 10 list of countries to visit for 2011.

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**Figure nr. 2** (2005 -2008, figures are revised by quaterly survey based on new methodology improved).

This diagram shows that Albania is on the top of the list of countries in the world for the amount of tourism expenditure per arrived single international tourist, cited data from the World Tourism Organization; and UNDP Albania organized the discussion with its partners to look for ways to improve the tourism statistical system. They are aimed to improve the quality of the statistical data and not to leave space for misinterpretation of the real situation in Albania and from this diagram the message is really explicit.

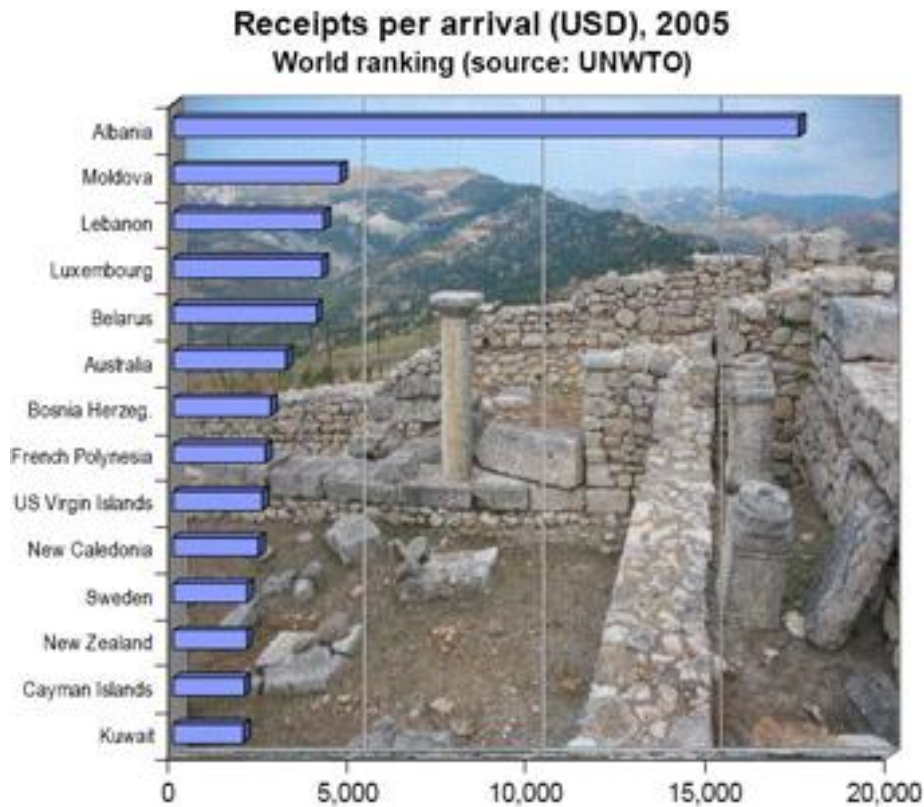


Figure nr. 3

All those diagrams show and transmit directly that Albania is a very small country with a tourism sector that is increasing day by day.

### 3. Research

The research made .....

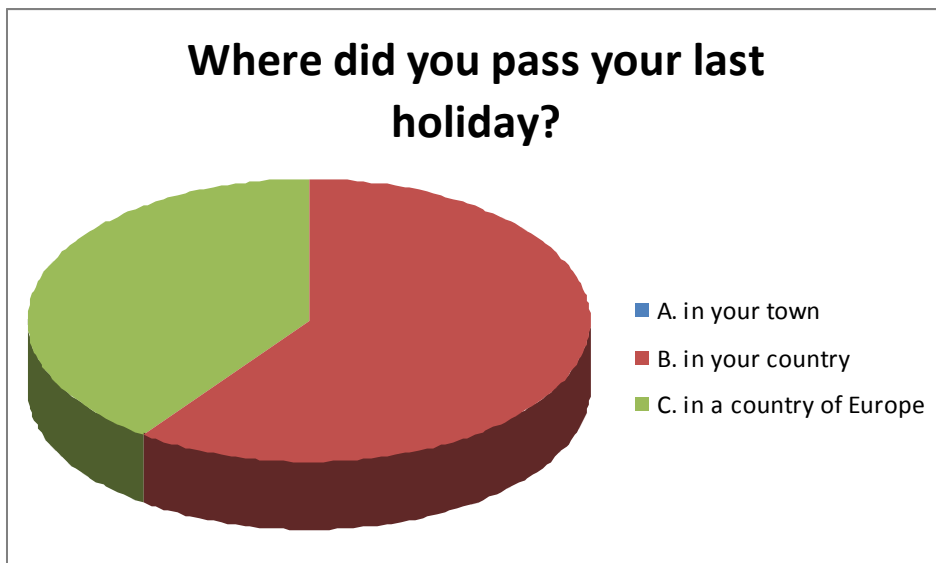
### 4. The results

For this questionnaire have participated ten people and they answer to each questions choosing one of the alternatives given.

The first question is about where people passed their holidays and the results show that they preferred to pass their holidays in their country, six of them choose b), and the rest of them were in holiday in a country of Europe, so it was the last alternative c). The results are presented more shortly and in a summerized way in the diagram below.

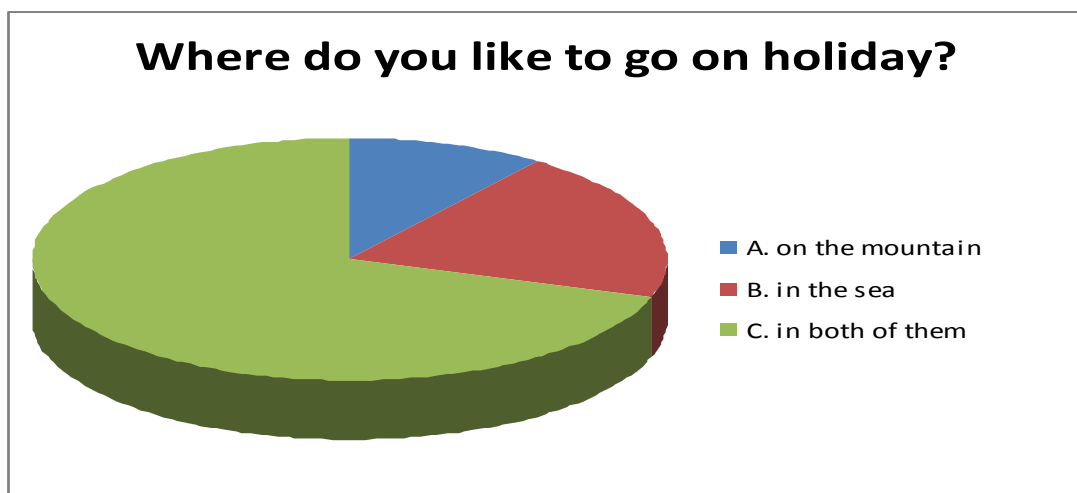
## Tourism in Albania

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Pie chart of the question nr. 1

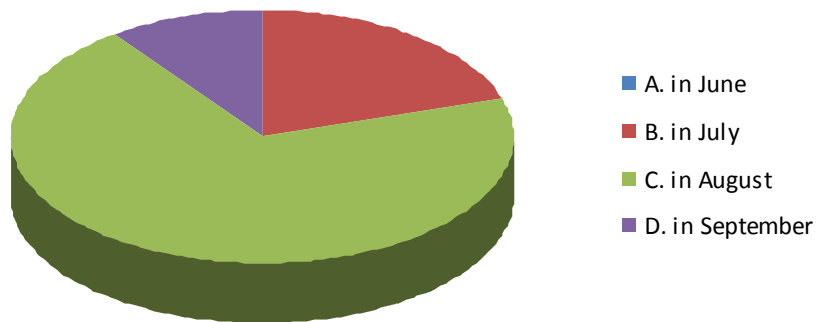
The second question is about the most likely place where to go for vacances and from the choices given the majority of them wanted to go in the mountain and in the sea, so the c) alternative. Some others liked only the sea (b) or the mountains (a). This is the diagram for the question nr. 2.



The third question is also interesting and give us the information in which month they like to go in holidays. The august is the most preferable month to have vacances. Seven (7) of them think that in this period is the best time to go to. Two (2) of them preferred in july and only one (1) have chosen the month of september. The results of this question are presented in a pie chart.



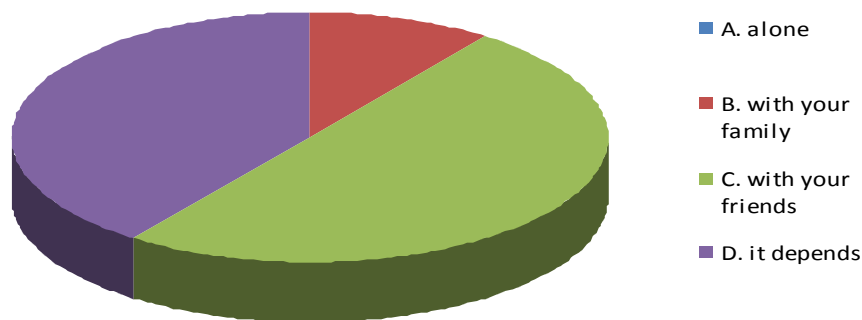
## When do you like to go on holiday in summer, in which month?



Pie chart of the question nr. 3

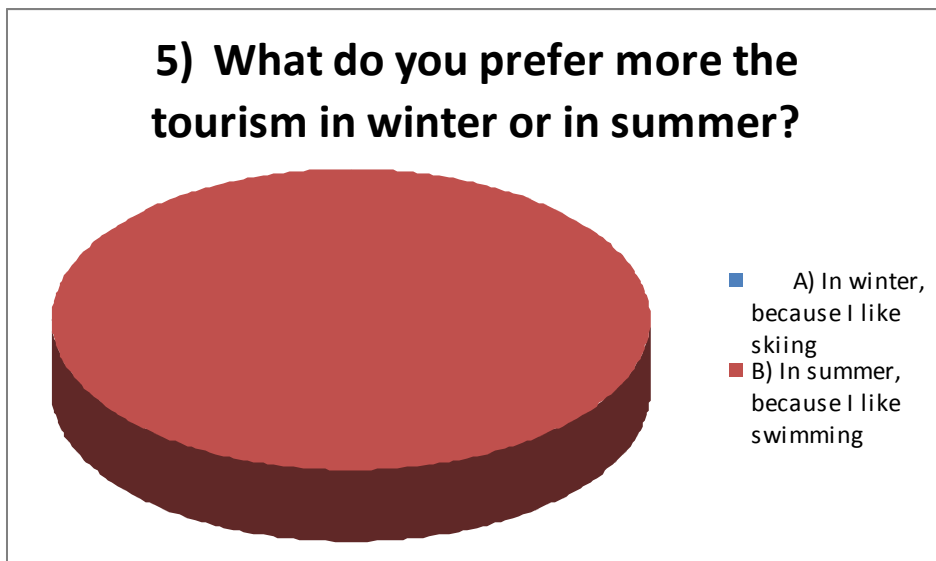
The fourth question of the questionnaire aims to show us in which way do we like to organize our holiday. And as we can clearly see by the pie chart given half of them (5) want to organize their holiday with friends, the rest (4) of them are not sure about their choice and that is why each time they have to look other things to decide to. Only one of them had the desire to be with his family in holiday.

## 4) In general, you like to organize your holiday:



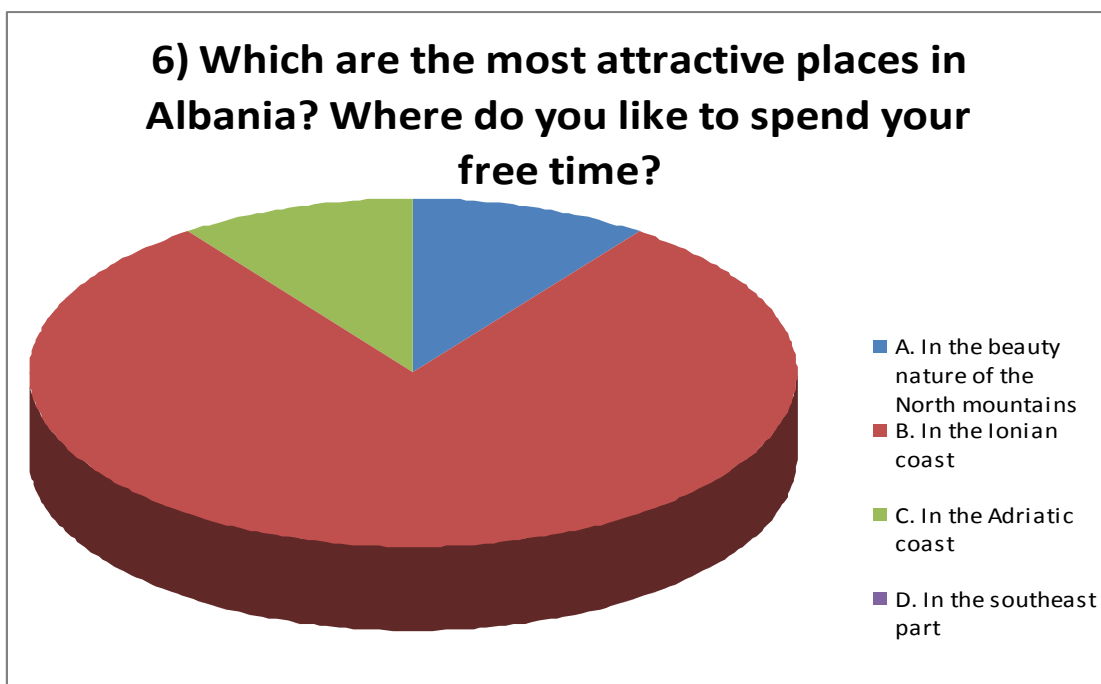
Pie chart of the question nr. 4

The fifth question is about the most preferable seasons which are for them summer or winter. But all of them love the summer so that because of the swimming that they like.



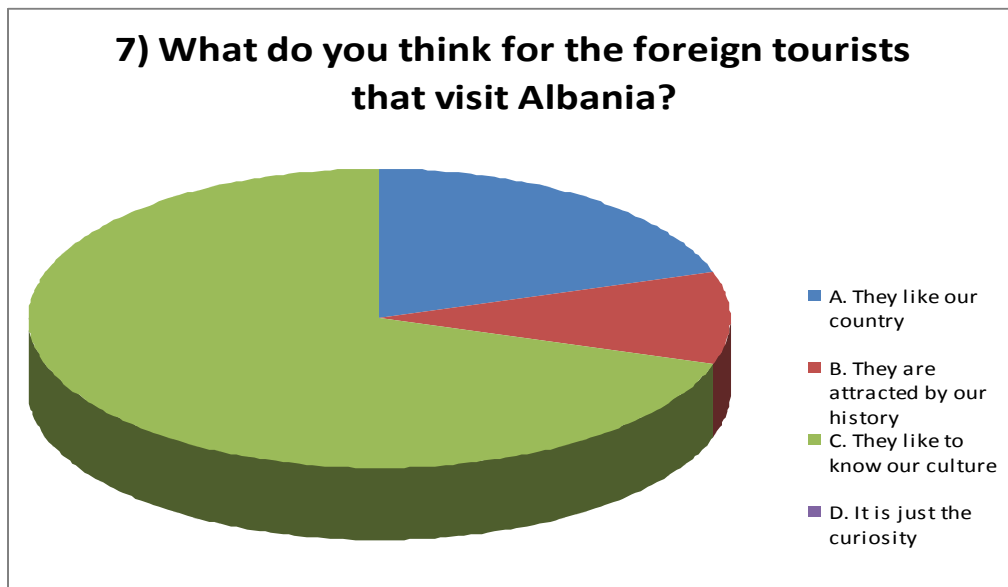
Pie chart of the question nr.5

The sixth question define which are the most attractive places were people like to spend their free time. As we can see the Ionian coast is the most liked and preferable (8), followed by the Adriatic coast (1) and the beauty of the Northern Mountains (1).



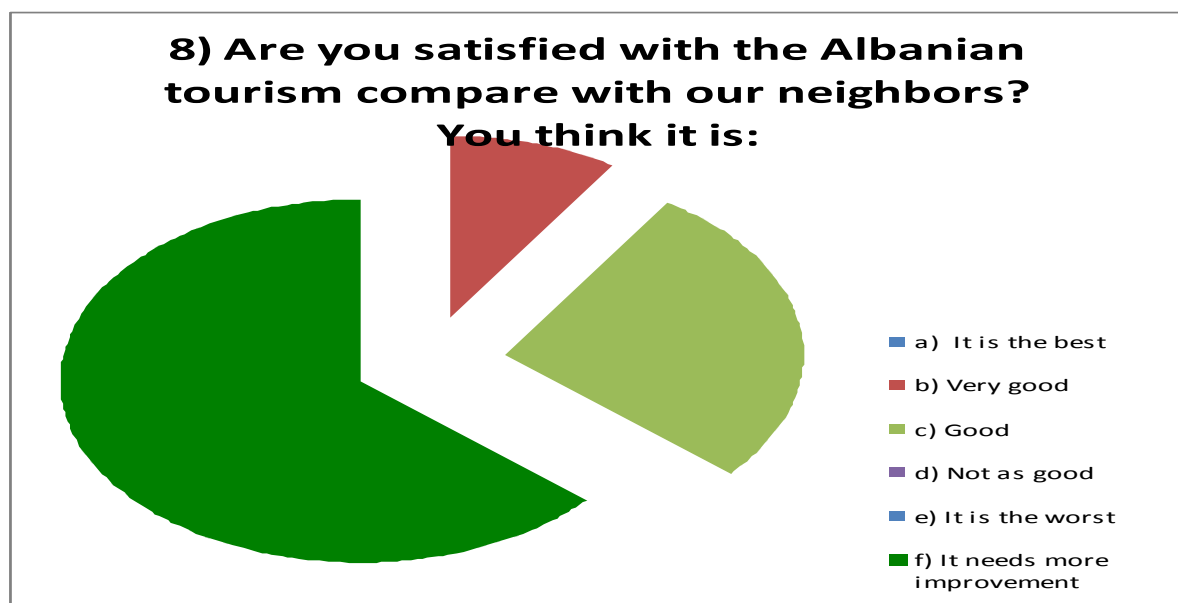
Pie chart of the question nr.6

The seventh questions is a direct question for the foreign tourist that visit Albania and mostly of them (7) agree that they like to know our culture, two (2) of them think that they like our country and only one of them think that they are attracted by our history.



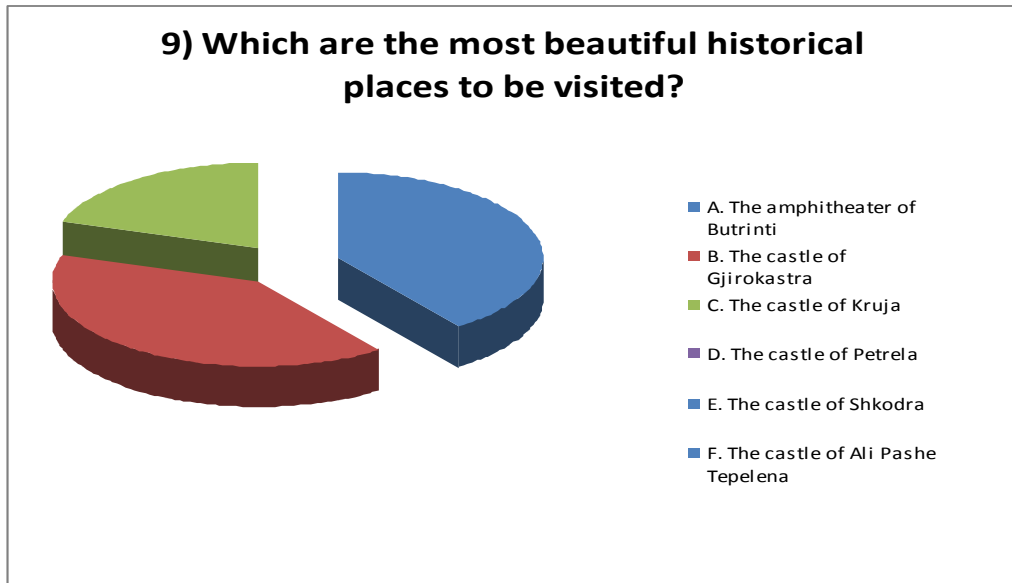
Pie chart of the question nr.7

The eighth question asks in a directly way Albanian people what they think for our tourism compare with our neighbor's tourism. They are not as satisfied and they think (7) that it needs more improvement, two (2) of them agree that the tourism is good and only one (1) thinks that it is very good.



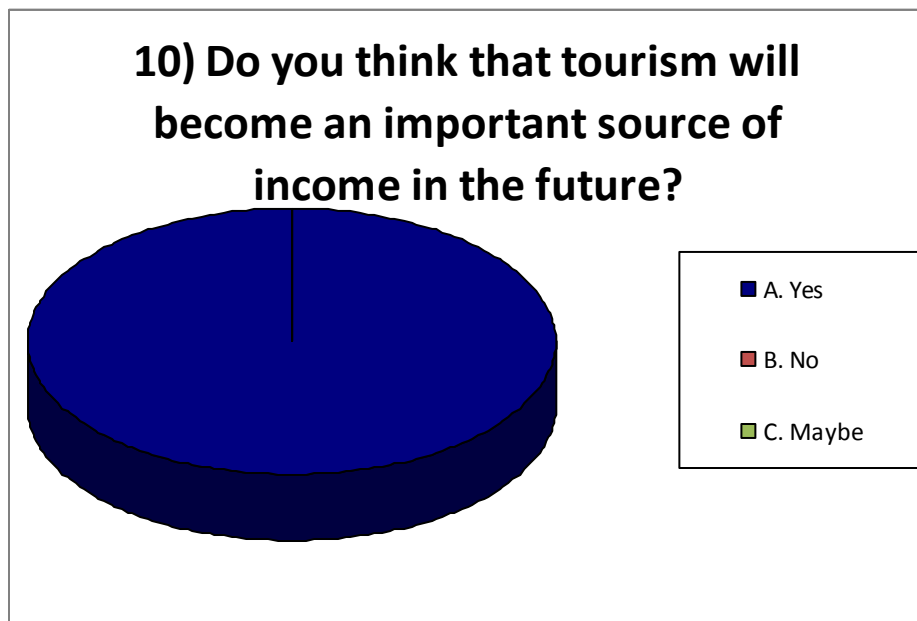
Pie chart of the Question nr.8

The ninth question shows us which are the most beautiful historical places to be visited. The south of Albania is the most attractive, where four (4) of them want to visit the amphitheater of Butrinti and are the same that think (4) for the castle of Gjirokastra. Only two (2) want to visit the castle of Kruja situated in the middle of Albania.



Pie chart of the Question nr 9

And the last question (10) all of them support the idea that in the future the tourism sector will become an important source of income. They have answer to the first option a." yes".



Pie chart of the Question nr.10

## 5. Analyses of the results

This questionnaire has an great importance to understand what think albanian people for the tourism in their country. For the first question they are answered that mostly they prefer to

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pass holidays in their country. This is a positive view for one hand because are the people who make the development and improve what it is not good. Then they prefer both sea and mountain to share. That is important because even in summer people want to be in the mountain as they like to be in the beaches to enjoy the sun. If we see the next question, the august is the month where they like to be on holidays. Everybody expect this month to have some rest, but some other prefer the july or even the september. Going with friends on holidays is one of the most highly preferable choices for them. In other situations it depends in how they have to organize their trip or choose to go with family. The summer is of course the season the most frequented and the Ionian coast is one of them where people want to be. Then other alternatives are the Adriatic coast and the beauty of the northern mountains. The foreigners like to visit our country because of their desir to know more about our culture or they like our country and want to learn more about our history. Even mostly of them think that the tourism sector need more improvements they also agree the idea that it will become an important source of income in the future. The south of Albania is the most visited part where we can find the castle of Gjirokastra and the amphitheater of Butrinti, some of the best historical and architectural heritage.

## 6. Conclusion

Tourism in Albania has seen an impressive increase in recent years. In collaboration with institutions like USAID which aims to promote projects for a better future of the tourism.

A key goal of USAID support to the tourism sector is to increase the number of incoming visitors that will result in increased employment and sales revenue for Albania's small and medium enterprises. Another important partner is UN Programmes Development which plays the same role as USAID in this field. Of course the government and the Ministry of Tourism Culture, Youth and Sport have cooperate to increase and develop more the tourism sector during the five last years. The results of a very successful and positive growth are available and the only key goal of the government is achieving its development objectives.

Albania has a rich cultural and historic heritage with Illyrian prehistory, medieval and byzantine objects, several castles, churches, monasteries and museums as well as cultural and folk activities. Albania attracts the tourists in a special way invited them to enjoy the country's historical sites, two of which, Butrint and Gjirokastra are listed as UNESCO World Heritage Sites and its scenic beauty. Tourists may visit the byzantine church in the city of Berat and experience the harmony between nature and religious objects in Voskopoja. During all those years Albania has made a good progress becoming one of the most popular tourist

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destinations. A lot of work has to be done so the challenge still continue for more investment and improvement, reconstruction and development, creating the atmosphere that people want to have. The foreign projects from different organizations are supported in everything our tourism program and the fruits of those collaboration are really wonderful. The changes can be seen easily and enjoyed in a deeply way.

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## Appendix

### Questionnaire: Albanian tourism

This is a questionnaire about the Albanian tourism and which has to be completed by albanian people. Every question has alternative choices and have to circle one of them which is the most suitable.

1) Where did you pass your last holiday?

- A. in your town                      B. in your country                      C. in a country of Europe

2) Where do you like to go on holiday?

- A. on the mountain                      B. in the sea                      C. in both of them

3) When do you like to go on holiday in summer, in which month?

- A. in June                      B. in July                      C. in August                      D. in September

4) I general, you like to organize your holiday:

- A. alone                      B. with your family                      C. with your friends                      D. it depends

5) What do you prefer more the tourism in winter or in summer?

A) In winter, because I like skiing

B) In summer, because I like swimming

6) Which are the most attractive places in Albania? Where do you like to spend your free time?

- A. In the beauty nature of the North Mountains



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**B. In the Ionian coast**

**C. In the Adriatic coast**

**D. In the southeast part**

**7) What do you think for the foreign tourists that visit Albania?**

**A. They like our country**

**B. They are attracted by our history**

**C. They like to know our culture**

**D. It is just the curiosity**

**8) Are you satisfied with the Albanian tourism compare with our neighbors?**

**You think it is:**

**a) It is the best**

**b) Very good**

**c) Good**

**d) Not as good**

**e) It is the worst**

**f) It needs more improvement**

**9) Which are the most beautiful historical places to be visited?**

**A. The amphitheater of Butrinti**

**B. The castle of Gjirokastra**

**C. The castle of Kruja**

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**D. The castle of Petrela**

**E. The castle of Shkoder**

**F. The castle of Ali Pashe Tepelena**

**10) Do you think that tourism will become an important source of income in the future?**

**A. Yes**

**B. No**

**C. Maybe**

**Thank you for your participation and your answers.**