

Barriers Inhibiting Albanian Tourism from Being Competitive: A Delphi Study

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Abstract

Albanian tourism is a major income contributor to the country's employment and economy. The industry is relatively new to the country and only recently has it been able to receive the attention it needs in regards to making it more appealing to tourists and everyone involved in it. The lack of inexperience as compared to countries in the region is very apparent especially by comparison of visitors per capita on Albania with the other destinations in the region. Research on various factors that might inhibit Albanian tourism have been conducted and while they display what the problems might be, they lack to suggest implementing strategies. A qualitative Delphi was used in this research study, which included a purposeful sample of SMEs in the field of Albanian tourism. The panel of experts were drawn from three groups: (a) government officials, (b) industry leaders, and (c) academics. The data were collected and analyzed from three rounds of questionnaires. The study found 10 factors inhibiting Albanian tourism from being competitive in the region. SMEs suggested 6 short-term and 4 long-term actions needed to be taken by Albanian tourism in order to increase its competitiveness in the Mediterranean. Recommendations for academia, government, and industry included the need for more research in the field, regulation of industry taxes and fighting of corruption, investment of infrastructure, professional training and developed, and creation on independent professional organizations.

Keywords: Tourism, Albania, Economy, Infrastructure.

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