

## Tourism, the Future of Economy in Albania

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### Abstract

Tourism is one of the main pillars of economy for many countries in the world. It influences the economy and offers more employment possibilities every year. Mediterranean countries have a favorable, geographical position and climate to develop tourism. Most of these countries, have obtained higher incomes from this industry, and as a result, more prosperity and economic development.

Today, about 30 % of the world's tourists spend their vacations in the Mediterranean Region. Albania is one of these countries and it has great possibilities for the future. The nature of Albania, its geographical position and its panorama, the climatic and physical diversity of its territory, represent some of its rich resources and strengthness.

Previously, Albania's economy depended in agriculture and small industries. After the 90-s, when many citizens left the country, the situation changed and even that source of income became inconsiderable. Heavy or textile industry, were hardly developed. Tourism was hardly developed too. Only few investments were made in this sector.

In October 2012, EU Commission recommended Albania to be granted the EU candidate status. Therefore, Albania's economy has to be developed according to EU standards. In this paper we would like to assess, which may be some important and effective inovative management strategies for Albania's tourism. What are some of the steps to follow in this direction? The article aims to make a comparison with Greece and Montenegro, as reference points, in order to understand these countries' touristic strategies and try to adapt some of them or think about new effective ones. It aims to provide a profile that shows; strengths, weaknesses, opportunities and threats. The study will be based in official statistics and scientific literature. The study concludes that the economic benefits of tourism are considerable, immediate and there are many new ways to activate the natural sources of Albania.

**Keywords:** geographical position, diverse resources, tourism, inovative managemnt strategies, economic development.

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