

Increasing Albanian tourism to spur economic growth

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Abstract

This study examines the development pattern of Albania's tourism and the effect that this industry will have in the country's economic development. I will attempt to demonstrate that tourism is an indispensable industry in the developing countries like Albania furthermore if it develops through a precise strategy with the government and other institutional support it can contribute to the development of the country.

Firstly I will give a general overview of this industry and its capabilities which are relevant in understanding Albania's tourism and its actual situation. In the second part I will describe the strategy that will be implemented by the Albanian government in the tourism sector until 2021 and analyze its overall contribution to this industry.

Thirdly this project will detect the main challenges faced mostly by the government but also from the Albanian population for the development of tourism. Lastly I will discuss an action plan based on collected primary research information which can help to overcome the main challenges of tourism development plus the effect that tourism will have on the development of the country's overall economy.

Keywords: tourism, Albania, economic growth.

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