

Tourist Flow in the Country and its Management

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Abstract

The purpose of this paper is to argue why we need the right ratios between the number of tourists flows that visit the country during a defined period and the income from them, as a necessary need to avoid the problems derived from it and to increase social-economic stability of development of the country.

The realization of this goal becomes possible through some objectives, such as: confronting of the problems with the relevant theory for this issue, with the experiences in this direction of different countries with developed tourism, as well as with the organization and realization of a concrete research of the tourist market in the country throughout the years 2022- 2023, enabling the identification of various problems, as a result of a high tourist boom in the history of Albanian tourism over the years, which have been reflected in the quality of the environment, in the quality of the services offered, in the imports of consumer products, in the lack of production to meet the demand, in the increase of inflation and informality, as well as in the increases of economic growth in the country.

The methodology used focuses on the collection, processing and economic analysis of information obtained through various sources, such as through professional observations and economic statistics in the country, related to the problems of the tourist phenomenon, data which are related by connection of the number of tourist flows with other economic links; as with development, economic growth, production growth or import growth, price growth and inflation, cost growth, etc.; with environmental ones, such as environmental pollution, the growth of unstudied investments, in the implementation of the mass demand model, thus leading to a tourism that cannot withstand time.

Keywords: *Tourist boom, tourist demand, tourism problems, mass demand model, sustainable model of development.*

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1. Introduction

Tourism is one of the most important industries for the economic development of a country, if this country has the opportunities to develop it. Even this industry is considered as a typical phenomenon of today's civilization, of the open world without borders, as a growing need for vacations and changes, developing the feeling to enjoy the beauties of nature, as well as to realize social and cultural contacts with other people. Its role and importance in the economic and social development of a country can be seen in the economic assessment of its natural, cultural and human resources.

Tourism is considered as an industry also to the fact of a large number of activities that it offers and which have a purpose to use these tourist resources, as well as their transformation into tourist services and products in accordance with the tourist demand.

From the economic side, one thing is certain, that it is rare to find a sector such as tourism, where the added value of products can be created quickly enough, where many new jobs can be opened, where foreign exchange can be obtained quickly in the face of a relatively low cost of them. Moreover, any tourist product or service consumed by foreign visitors is equivalent to an export, which does not create obligations for transportation, or for its distribution in the foreign market. Tourism itself, and mainly international tourism, is a source of foreign

currency and a distributor of purchasing power throughout the territory of various countries, where its development is visible.

However, the influence of tourism is not only economic but it is also related to social and environmental policies and those of territorial regulation. Today, in the world a wide tourism movement is observed, which has its own roots in historical traditions of immigration and friendly meetings between people.

The positive effects of tourism in the field of employment, production and income are certainly in the face of negative effects, such as imports, inflation, ecological pollution of the environment, damage to the traditional ethics of peoples, etc. This criticism applies more to developing countries, such as our country, where it is very necessary to evaluate the positive effects of tourism and recognize the consequences it provokes, in order to promote the advantages and prevent inappropriate effects.

For this, tourism policies are needed which will be able to harmonize the activity of the state with other operating organisms in this field, clearly defining the level of their intervention in tourism activities. This policy must be defined correctly both at the local, regional, national and international levels of a country.

However, the promoters of this development are the tourist movements, that is, the flows of tourists, which set the entire tourist industry in motion, making possible the development of many positive macroeconomic effects derived from tourism. There are three main factors that stimulate tourist movements in the direction of a certain tourist destination, such as: individual travel motives which are different, and tourist potentials, climate and prices that play an important role and which should be taken into account. V.Bakiu, "Economy of Tourism" 2011

2. The theoretical perspective of tourism problems

2.1 Organic connection of tourism with the environment

From a theoretical point of view, the development of tourism in a country should be seen and analyzed in full relation to the environment, be it natural, cultural, social and economic. Without this perspective of analysis, we can not have the development of tourism in a country and the more to have its influence on the further development of this country.

The main factors for the development of tourism in a country are the tourist resources, in other words the potentials for its development, without which no country in the world can claim to develop tourism, therefore in theory they are also called determining factors of tourism development, such as natural resources, historical, artistic, cultural, human, capital resources, infrastructure and information technology. These factors, in the economy, are also the main factors of tourist "production", and they even give the name to some countries or areas as "tourist destinations".

The natural resources of the environment, which if well managed and combined with each other, provide good opportunities for the development of tourism in a country. A perfect combination of these natural resources can create a wonderful landscape that can be even more attractive to tourists. Due to the unplanned and uncontrolled development of tourism, different types of damage to natural resources may result. Thus, fauna, flora, seas, lakes, all these ecosystems suffer their own enormous damages during the exercise of tourism in certain areas. Also, the coastal environment is a natural resource that is very sensitive to its inappropriate use and development. Endangered species by tourists and local populations are major problems, many of which can be avoided.

Maintaining the quality of environmental resources at high levels is important for the success of most tourist areas. A high level of environmental quality, a clean, unpolluted and ecological environment is equally important, not only for tourists, but also for the residents of tourist areas and for the sustainability of development.

Our country is "blessed by God" in this regard, being rich in natural resources, which under the care of human resources, offer good conditions for the development of different types of tourism. Based on them, our country is considered a privileged place for the development of tourism.

The territory of the country, being 320 km long and 150 km wide, is characterized by a diverse natural resources, which appears in all forms of the natural environment, such as relief, climate, hydrograph, plant and animal life, art, history and culture of the country, etc.

Historical, artistic and cultural resources are such resources, which motivate tourist flows, due to the fact of their unique character, making possible from an economic point of view, realization of uncompetitive tourist products

as a result of their appearance in monopoly situations, which constitutes a very great economic advantage and should be used.

These values express the identity of a nation and it is good to be inherited from generation to generation, making the generations aware of their importance, of the identity they carry with them, and of the great opportunity they provide for the development of tourism, and further for the social, cultural and economic development of the country. We can say without fear, that thanks to the boom in the development of tourism in recent decades, humanity has traveled much more to explore the cultures and histories of other peoples.

But, in order to have continuity of their use for tourism, a good relationship between these resources and human resources will be needed in order for the latter to maintain and promote them.

Human resources are those that transform into values the potentials, tourism resources into tourism products and are considered a strategic factor for the growth and development of the tourism industry anywhere in the world, therefore investing in them, in tourism knowledge and culture, makes accelerates the process of economic development from tourism and that remains one of the challenges of tourism today everywhere in the world. The services offered by the staff make the relevant tourist destination to be positioned and differentiated from other destinations. The quality offered, as an expression of art, of culture and of the "spirit given" by the staff makes to distinguish one destination from another, giving him a good name.

Resources in capital, infrastructure and information technology are one of the main factors of tourism production, due to their great importance for investment in infrastructure and structures necessary for transport, accommodation, further improvements of the product of tourist services, these are necessary for the attraction and maintenance of the tourist flow.

Information technology plays an important role in the tourism industry and especially the internet, which is considered a perfect platform to bring tourism products and services directly to the consumer. Systems of tourist information, web-site, etc., are necessary not only to provide brochures and various online materials, but also to ensure the desired quality of the service. The tourism industry, being dependent on information technology, is seen to have adapted quite well to this technology, using it throughout the production and distribution chain. Thus, tourism industry being that it needs intensive information, so it's undergoing rapid and radical changes in this regard.

Hence the need for "heavy" investments for this purpose, which presupposes the availability of large capitals for "tourist production", is a production of a heavy industry.

A few decades ago, no one would have dared to compare tourism with heavy industry, for ex. with that of cars, steel or even electronics, as it would have seemed like something out of reality and difficult to realize, even impossible, but paradoxes belong only to past periods, or certain events and moments in this era, so outside of them, tourism today takes on new dimensions. Today it is ranked among the industries with the highest potential, for the level of income it generates and the great job offer it offers, as the economic figures speak of a transformation of tourism into a very important and significant activity, with an extension of worldwide, and even for some countries it constitutes a great convenience for international trade and the balance of payments.

Millions of people leave their homes every year for a tourist trip to a foreign country. You cannot find, or there is almost no place in the world that has not been "captured" by tourists. Even hundreds of years ago, it seemed that human beings were as curious as they are today, in terms of how other countries, people, cultures, plants, animals, etc. are in their eyes. Tourism means more consumption, more production, more employment and more income and in this aspect it becomes quite vital for many countries of the world that develop this sector.

Depending on the use and good management of these resources of a country, it can be explained the position that this country will occupy in the global tourism market, in accordance with the best models of their development and management. V. Bakiu: "Economy of Tourism" 2011

3. Tourism demand and development models

3.1 Forms of tourism based on development models

All the mentioned sources are used to develop different forms of alternative tourism, in their function for this purpose, as in the form of national or international tourism, mass or elite tourism, incoming tourism, or outgoing, which in themselves comprehensively carry economic concepts. Regardless of the forms used, one thing is certain, that they should work based on models of sustainable tourism development as well as sustainable development of a country.

National tourism is seen as one of the most important engines of a country's economy and it develops within its borders as a form of domestic and incoming tourism. There are some countries, for ex. as in some islands, which are sustained only by the development of their national tourism, this on the basis of the totality of their natural, historical, cultural and human resources, which are transformed into products and services and their success depends on the retention of visitors of national tourist flow.

If different tourist destinations fail to develop national tourism, they cannot successfully develop international tourism, therefore, from an economic point of view, the development of this type of tourism is very necessary, as the best way of its further advancement, and the movement of money within the borders of the country, giving opportunities to develop in this way also other sectors of the economy in the country.

While international tourism takes place outside the borders of a country (outgoing), this means that its population chooses other destinations for various recreational, cultural or health reasons, thus influencing the international movement of money and capital and given impetus to global economic development.

According to the literature, for one country this type of tourism is outgoing, but for another country this type of tourism is incoming and globally this type of tourism constitutes about $\frac{1}{4}$ of the export derived from its services and if it is included and air transport, it constitutes about 40% of the export of the world economy. International tourism, in addition to global economic benefits, affects the lives of people in the host country more and more every day. This impact is seen in the social impact of the tourism industry and is measured by the development of various structures and the increase in the standard of living in these countries.

While in the world, for this type of tourism, its negative impact is being trumpeted more, as in terms of environmental pollution, since recently many problems have been created in its address, and the planet is also facing the mania for it benefited as much as possible at the "expense" of tourism, damaging nature, therefore it is necessary to preserve the environment and develop tourism in harmony with it.

This is due to the fact that the tourism phenomenon is becoming more and more massive, transforming it into a business that is ruthless towards the environment, this phenomenon, which comes from the favoring of the movements of different tourist segments, and the opportunities for the use of resources are increasing through development of all forms of tourism, thus enabling the development of mass tourism, which creates conflicts with the environment, thus influencing the reduction of the growth of further tourism development, and with it also of economic growth in general of a country.

Mass tourism is a phenomenon of mass concentration of tourists in a tourist point with certain resources, within a defined period, outside the criteria of their use. Thus, we can say, in this perspective, the beaches are used massively during the three summer months, thus creating consequences for the tourism resources of the respective areas.

The positive side of this type of tourism is the maximum profit in short and fast periods of time, and indisputable for many tourist businesses, since this type of tourism makes it possible to develop a series of commercial tourism activities to meet the demands of tourists, among the most important we can mention, for example, the full capacities of hotel businesses, bar-restaurants, pubs, shopping centers, other services, as well as those of transport, but these revenues from it, very quickly return the tourism of that country in the "boomerang effect", consuming tourism itself and seriously damaging it, through damage to tourist resources, this phenomenon that is also being encountered in Albanian tourism.

Fig. No. 1 Data on visitor arrivals in the country and their expenses

Period/year	No. of visitors entering the country / in million	Expenditures of visitors / in billion euros
January-June 2023	3.4	1.55
January-July 2023	5.2	3.8
January-August 2023	7.3	4.3
January-September 2023	8.4	5.2
January-December 2022	7.1	2.84

Source: National Bank of Albania 2022-23

This phenomenon is not only Albanian, as its negative effects are felt in Europe, where various authorities of the respective countries have undertaken a series of measures to prevent this phenomenon, proposing other models of tourism development, towards a different type of tourism, sustainable tourism.

Sustainable tourism held in harmony with the environment, where all forms of economic development of tourism can be implemented, in full accordance with the social and cultural development of an area and contributes positively and permanently to meeting the needs of society. One of the ideal models of sustainable tourism is ecotourism, which, with the norms and standards of the use of nature, makes natural spaces used in a responsible manner, contributing to the protection of the environment and the well-being of the locals.

The economic perspectives of the types and forms of tourism today are at the center of attention of many researchers in this field. Thus, tourism experts consider the direction of tourist movement related to incoming or outgoing tourism to be very important, referring to the tourist's country of residence, since together with the direction of tourist movement, it must also be seen and the direction of the movement of the money they spend, thereby influencing the enrichment of one country and the impoverishment of another, perhaps "unfairly".

Fig. No. 2 Expenditures of European visitors inside and outside their country, Data from 2021

No..	Nationality	Expenditure of domestic visitors In %	Expenditures of visitors abroad in %
1.	Greece	88	12
2.	Bulgaria	87	13
3.	Romania	84	16
4.	Spain	83	17
5.	France	82	18
6.	Portugal	82	18
7.	Italy	81	19
8.	Luxembourg	+30	-70
9.	Belgium	+30	-70
10.	Malta	+30	-70

Source: EUROSTAT 2021

Fig. No. 3 Which of the tourists spend more outside?

No..	Nationality	Expenses in euros / for one night of stay	Year
1.	Austrian	136	2021
2.	Maltese	129	2021
3.	Swedish	128	2021
4.	French	121	2021
5.	Danes	113	2021
6.	Norwegian	108	2021
7.	Italian	73	2021
8.	Greek	59	2021
9.	Polish	52	2021
10.	Macedonian	43	2021
11.	Kosovo	30	2021
12.	Albanians	30	2021

Source: EUROSTAT 2021

Fig. No.4 Which ages spend the most? 2021 data

No.	Nationality	Age/ in years	Expenses for a trip / in euros
1.	European	15-24	under 261
2.	European	under 45	under 306
3.	European	45-54	over 355
4.	European	over 54	over 351

Source: EUROSTAT 2021

This means that not all displacements of people can constitute what is called a valid tourist movement for the calculations of income, or financial flows from tourist flows. Outgoing tourism is one of them, since in one point of view it is seen as a positive phenomenon, due to the fact of contacts with the world, expanding knowledge, and discovering other destinations of cultural interest; but the desire to leave and explore a country cannot be more than one time, otherwise this type of tourism becomes a negative phenomenon for the economy of a country, transferring "money" capital to other countries, causing the currency of the country to "fly" abroad, as does the import of products, thus reducing tourism income and causing the slowdown of economic growth and development of the country. V. Bakiu: "Economy of Tourism" 2011

3.2 Tourist demand in the face of economic growth and development of the country

The possible information on the national and international level on the demand becomes more and more numerous and of considerable research interest for tourism. In most cases, they focus more on its quantitative dimensions as well as on international tourism data and very little on those of qualitative character and national tourism.

The most studied statistical information are some details on the structure of prices applied to tourists, on the combination of production factors with the technology used for the realization of products adapted to the demand, but in fact "operational" statistics are missing on: the tourist offer, the behavior of tourism operators, the prices of production factors, their quality level, as well as the economic and social effects of tourist activities in the receiving and emitting regions of tourists at the local and national level.

Fig. No. 5: Gross Domestic Product over the years in Albania



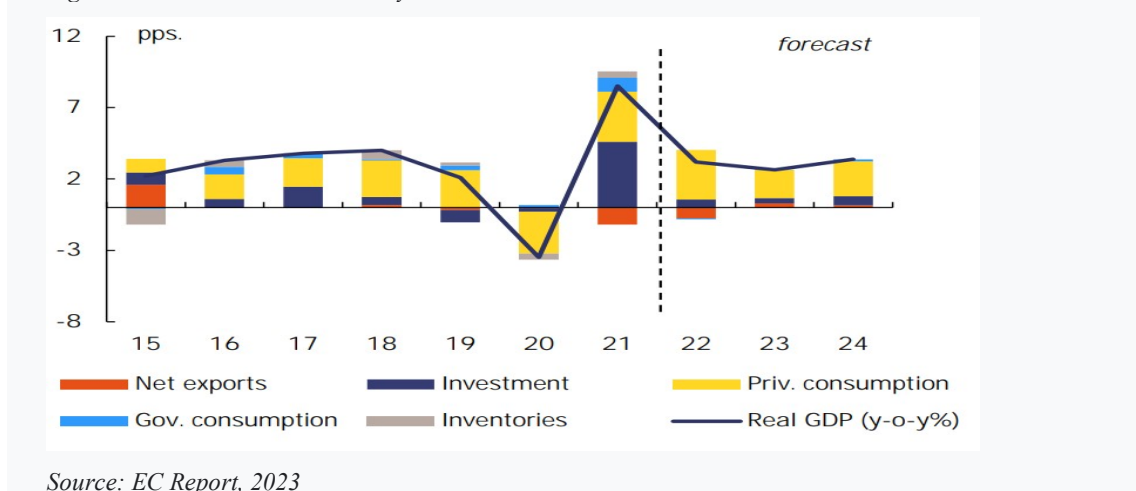
Source: INSTAT

It is for this reason that in many countries efforts are made to integrate tourism into national accounting and to analyze the cross-sectors links of tourism, making the input-output analysis, or to obtain a balance of payments, which reflects the real flows of tourism in the national economy.

The main instrument of modern economic analysis is national accounting, which is applied in all developed countries and is realized through the "input-output" method for which Leontief laid its foundations. It is a matrix of "input-output" connections, which are completely technical between different sectors, but which are related to each other. This is a structural model that can be used for possible predictions, since from it we can determine and even multiply the effects of a tourism activity in the economy, or in one of its sectors.

The use of this model highlights the multiplicative character of many tourism economic phenomena. The quick effects are the primary ones, which appear immediately in the process of the realization of tourism products and services and are considered as the engine of economic income, and then the secondary effects appear, which are seen during the periods that follow.

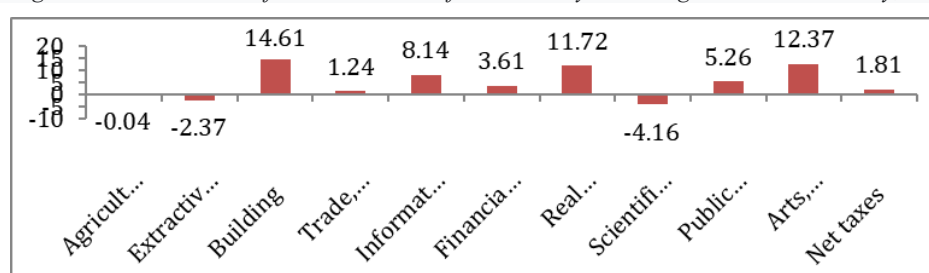
Fig. No. 6 Real GDP in %over the years



Source: EC Report, 2023

It is these effects that are stimulated through the increase in demand, and with it the increase in consumption, increase in income, etc., which can be considered as such when a primary investment brings a series of other investments. But, the primary investment is considered as the pole of the final development, since it is the engine that moves the mechanisms of accumulation and income derived from tourism, stimulating also the investment and development of other sectors its helpers., for ex., the case of an investment for the construction of a hotel, animates other enterprises, which are established as a result of the consumption of this investment, such as tourist agencies, coffee bars, restaurants, entertainment facilities, etc., as a primary effect, but also agriculture, trade , industry, transport, etc., as a secondary effect.

Fig. No. 7 Contribution of other branches of the economy to GDP growth in the country, 2022



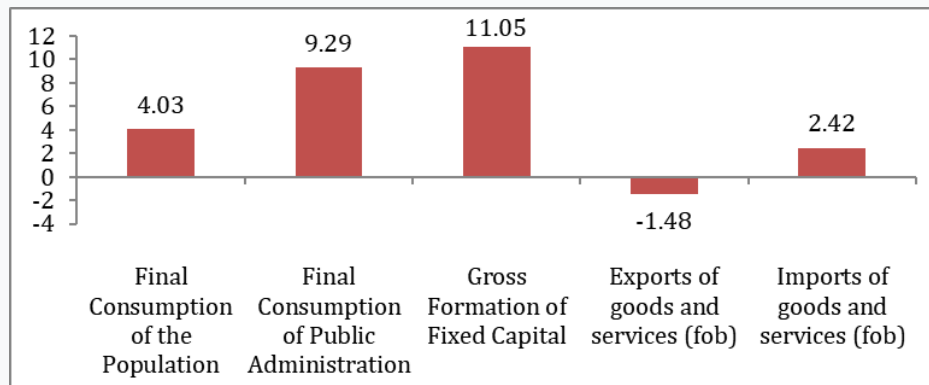
Source: INSTAT 2022

But the effects of the multiplication of tourism depend a lot on some other factors, which must be well taken into account, such as: the increase in prices as a result of the increase and concentration in time of the tourist demand in one place and the lack of production for its completion, or from the relative stiffness of the tourist offer, which

means that the capacities of the tourist offer are determined and due to the great demand in the peak season, they cannot cope with it.

This makes possible the importation of necessary products as well as the "flourishing" of informality through the use of various accommodation facilities (rooms or apartments for rent, etc.) not legislated for this purpose as well as fiscal evasion, reducing the growth of income, especially in countries on the road to development, as in the case of our country, although in fact tourism income in these countries is considered as an export, derived from foreign currency brought in, but that a good part of them "ran away in an unknown direction".

Fig. No. 8: The impact of consumption and export-imports on the country's economic growth



Source: INSTAT

Under these conditions, how high the increase in consumption is in relation to the increase in income, the less they will increase the multiplier effects and the import has a very large influence in this direction, which means that, the higher the if the increase in imports is due to the increase in tourism demand, the less the income from tourism will increase, and if this increase in income comes as a result of the increase in prices, this can seriously reduce the multiplier effects of tourism in these places.

Fig. No. 9 Annual changes of the consumer price index over the years



Source: INSTAT

Since the increase in demand is associated with the increase in consumption, it is considered as a causal factor to other phenomena, which are derived from it, so they would also say about its influence on the growth of investments, accelerating the development of country.

On the other hand, the increase in demand increases state income, (if informality and fiscal evasion are fought), affecting the balance of payments of a country, covering deficits of other sectors of the economy that require

investment, such as agriculture, energy, transportation, etc. in our country, but which are quite necessary for tourism, in order to realize the local production of their products and services.

Under these conditions, the economic analysis of tourism flows has its origin in tourist flows, in their monetary flows, that is, in tourist consumption, in tourist demand, while any investment or production made must be considered derived from them and in their function, in order that the multiplier effects and those accelerating the development, thus the investment effects, are significant, so that they can serve the development of the country.

Fig. No. 10 The increase in the number of overnight stays in the country for the period January-June 2023, compared to the first period of 2022

No.	country	Increase in overnight stays in the country / In %
1.	Albania	44.1
2.	Cyprus	39.1
3.	Montenegro	37.2
4.	Malta	30.5

Source: INSTAT 2023

Fig. No. 11 Contribution of tourism to the economy of the country for the year 2022

Period	Expenses of visitors entering the country / in billion euros	Expenditure of natives abroad / in billion euros
January to December 2022	2.84	1.77
Contribution to the economy	2.84 - 1.77	1.07

Source: National Bank of Albania 2022

But, if the expenses incurred for the import of the products necessary to meet the needs are removed from this contribution of tourism, as a result of the increase in the demand from tourism, then its reduction is understood, which means that, any type of economic development, the basis of there is consumption, but clear policies are needed to stimulate it, in such a way that incomes increase through the increase of production in the country, multiplying them at different levels and in different sectors of tourist activity and other economic activities, based on sustainable development. V.Bakiu: "Economy of Tourism" 2011

4. Scientific research

4.1 Research methodology

In the research methodology, the question was asked:

Is the increase in the number of tourists, thus the tourist flow in the country, always accompanied in a proportionally with the increase in income, economic growth and with a sustainable development of tourism and the country?

To answer this question, a research methodology focused on the collection, processing and economic analysis of information was used, based on comparative models of the data and their economic interpretation, which gave the possibility of some appropriate important findings, proposing some possible solutions for favorable tourism policies regarding the future of tourism and its impact on the sustainable economic and social development of the country.

For this research, the survey method was used in different periods of the tourist season in the country, where the questionnaire for tourist operators made by INSTAT throughout the country was used as a research instrument for information gathering as well as statistics for this purpose obtained from the Bank of Albania, EUROSTAT and INSTAT, on the number of visitors, their expenses and the nights of stay for different periods, giving opportunities of the research for comparisons and economic analysis.

4.2 Analysis of results

After the analysis of the data, some findings were made, which confirm the links between the number of tourist flows, thus tourist demand with the increase in income, but not proportionally with the increase in the number of tourists in the study period, influencing this income in investments and in the acceleration of economic development in the country, but not with the appropriate growth and resulting in some problems derived from this flow.

The problems were related to the inflows of money into the country, which were smaller, compared to the increase in the number of tourists arriving in the country, as well as the outflows of money as a result of the locals abroad, problems that are reflected in the economic result in country, that is, the impact of this tourism on this result, and above all it is proven that this increase in income is not proportional to the increase in tourist demand, which provokes other economic and social development problems in the country.

This research and economic analysis of the tourism boom in the country aims to propose some findings for the creating of some fair tourism policies in the country, in relation to the theory of tourism and economic development, which will have to be adapted to the tourism needs in service of economic growth and sustainable development of the country, such as:

The demand has been increasing and with it the investments (without criteria) for the accommodation structures have also increased in order to cope with the tourist flow (according to the mass tourism model), outside the hosting capacity of the frequented areas.

In some coastal areas, there is damage to the land as a result of constructions without criteria, as well as overpopulation, affecting the general and acoustic pollution, as well as increasing the stress from the load of the means of transport and from the "terror" of police clothing.

This proves the model of mass tourism, which is being followed until now, without thinking at all about the environment, and even more so about environmental protection policies.

A good part of the income from mass tourism does not come to the country, as often foreign (incoming) tourists pay for transport and hotels in their countries of origin, (with their own transport companies or chain hotels among others), etc.

It seems that in the country the demand is decisive over the supply, but this is not affecting the orientation of the macro policies to increase the production, with the aim of reducing the imports.

Other economic problems are also seen, such as the increase of: inflation, prices for general consumption, as well as informality, making the community unhappy in tourist areas with a large concentration of tourists.

Promotional policies are positioning the country as a destination with low prices in tourism, and this has reduced the income from the large incoming tourist flow.

Statistics show that tourists visiting the country spend approximately 2 to 5 times less (euro/per day/person) than foreign tourists visiting other countries, which speaks of lower income in relation to the other countries.

But, on the other hand, the increase of the tourist number increases the costs, both for tourists and for the environment, therefore a good reflection is required in this direction.

It is true that incoming tourism is considered as an export and has a significant impact on the country's economic growth, but it is necessary to maintain a fair, proportional relationship between the number of tourists and their income, enabling the country's economic growth.

5. Conclusions and recommendations

Conclusions and recommendations come as a result of application of mass tourism so far in our country which means that we have to change the way of managing tourism:

To carry out proper studies for tourist investments, taking into account the sustainability model that regulates the ratio of the number of tourists to the carrying capacities of the most frequented tourist areas in the country.

We need policies to increase production in the country, since touristic demand greatly affects the increase in general consumption, with the aim of reducing imports and economic growth in the country.

Stimulating policies are also required in some vital and supporting sectors of tourism, such as agriculture, transport (public and tourist), energy, water, sewerage and information technology, with resistant investments, in order to increase their efficiency.

More attention should be paid to the staff in tourism, (such as: training, qualifications, motivations, etc.), as their work is directly reflected in the quality of services offered, in the satisfaction of visitors and in the positioning of the country's tourist destinations in the market among of tourism.

Other policies are required to increase the possibility of locals to do tourism in the country, in order for national tourism to have a greater impact on the economic growth and sustainable development of the country.

Attention is also required to have fair relations between number of tourist flows and theirs spending, with the aim of the greatest impact of tourism in the economy, in the preservation of the natural and social environment of the country, and therefore in a sustainable tourism and development of the country.

In order to avoid the problems of the "tourism boom", in the country, all the links of the tourism system, starting from the policy-makers, at every level, should function according to the sustainability models, (with rules, construction permits studied and resistant, etc.), as people are transitory, but good investments leave a mark and make history by influencing tourism more.

Even the tourist operators and the community should function according to sustainable development models, requires their awareness in environmental protection as well as sustainable economic flow.

Albanian tourism should be positioned differently in the world, not with the image of a cheap destination, but of a destination with competitive prices in relation to the quality of the services offered, with an identity that preserves the national culture.

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