

## SUSTAINABLE TOURISM AND ITS IMPACT ON ECONOMY CASE STUDY: ALBANIA

Msc. Arch. Otojela Lubonja  
PhD Candidate  
Lecturer at "European University of Tirana"  
Tirana, ALBANIA

### ABSTRACT

The word "tourist" and "tourism" was used in the eighteenth century in Great Britain. Today this term is used in all world languages which has to do with people moving in different places for cultural and entertaining reasons. Tourism development is seen today as a result of many economic changes such as revenue growth. People traveled frequently changing their places of residence to look for better conditions of life. They traveled as historians, as militaries, as creators. Tourism proliferation process can be said to have lasted for about ninety years. Starting from the mid-nineteenth century, its development has gone through several stages. Among them we can mention five phases:

**First phase:** This phase begins with the end of the eighteenth century, lasting until the mid nineteenth century until 1850.

**Second phase:** starts from 1850 and lasts until 1875 a period which can be associated with the first tourist locations in Western Europe.

**Third stage** of the tourism development belongs to the period since 1875 to 1910.

**Fourth phase** of the tourism development called the twentieth century and marks the beginning of modern tourism, which takes place in the period between the two world wars.

**Fifth stage:** begins after World War II.

Albania is one of the upcoming tourist destinations in the Balkans and also in Europe. Our country should maximize the potential of the sector in developing tourism in such a way as to be sustainable over time by cultural, social, environmental and cultural. Sustainable tourism model ensures that tourism development is competitive and respects the conservation and protection of natural spaces, social and cultural, which means that is in favoring the reduction between tourism industry, visitors and the environment.

**Keywords:** Sustainable tourism, tourist, modern tourism, sustainability, potential gain.