

SUSTAINABLE TOURISM AND ITS IMPACT ON ECONOMY CASE STUDY: ALBANIA

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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.

INTRODUCTION

The word "tourist" and "tourism" was originally used in the eighteenth century in Great Britain. Today term tourism used in all languages of the world and has to do with the movement of people, certainly in order holiday, cultural and entertainment. Tourism development is seen today as a result of many economic changes such as revenue growth, use of pauses. Tourism has certainly taken a jerk and growing both as a cause of perfection of transport, development of education and culture. Many foreign authors have provided some definitions of the term "tourism"

The first definition is that of Littré in 1889, which states: "*Tourists are travelers who visit foreign countries for curiosity, fun making a trip to places previously visited by their compatriots*".

MAIN TEXT

History has shown that the trips are as old as humanity itself. People traveling frequently and change their places of residence in search of better conditions of life. They traveled as historians, as military, as a creator. In the history of Egypt, Babylon, Persia and other countries are known temporary movement. However, mass movements were limited, especially in short distance. Journeys become more massive at the time of the Olympics. Greeks have also used the positive effects of mineral waters. Their visits to these countries were mainly for religious purposes. The Romans also traveled a lot. Roman state had built a road network of 90,000 km, where there were thermal baths and organized many performances. A second period which preceded a time of romanticism. At the time travelers seeking the source of inspiration for the creation of artistic and literary works. The existence of the holy cities of forcing people to travel to them to perform various religious rites. Later trips were carried out for commercial reasons and military reasons. Tourism seventeenth centuries, the eighteenth to the nineteenth century remain largely associated with cultural and educational factor.

METHODOLOGY

Were conducted research in contemporary literature to study the economic impacts of tourism destinations of the world, but mainly in countries that are emerging, which are host countries for tourists. The economic impacts of tourism in macroeconomic indicators are analyzed through dynamic comparative analysis of these indicators for Albania and the countries of the Mediterranean region resort, including traditional destinations such as France, Italy and specialized in tourism destinations such as Greece, Croatia, Malta etc.

LITERATURE REVIEW

Later researchers began to investigate the positive effects of tourism. Gilbert DC (1990) has focused on the study of tourism demand, which considered that can be measured more easily than the tourist offer and favors economic comparisons between countries or regions, highlighting the benefits of tourism.

According Ζαχαρατος Γ. Α. (2000a) "tourism is not just rely on tourism demand, but also includes the study of a total of components" as the demand and supply, which ultimately meet the desires of the tourist to realize a long trip from his home sustainable.

The definition of tourism is provided by Hunziger, W. and Krapf, K. (1942, 1965), which according to them "tourism is the sum of the phenomena and relationships arising during the travel and stay of foreigners in a country which is not their permanent residence and not exercised any gainful activity ". The basic element of this definition is that the treated tourism as a composite phenomenon which includes a wide range of relationships established between travelers and locals. Their determination created the basis for the study of tourism as a system, because their paralized tourism with "total relationships and phenomena" and discussed concepts such as tourism subject, which is a tourist and resort facility that has to do with economic and technical mechanisms that are necessary for the development of tourism.

Kaspar C (1991) based on theoretical definition Hunziger and Krapf gave a broader definition of tourism. So "total interactions and phenomena resulting from travel and attitude of the people, for whom the dwelling is not the region of their permanent residence and not related

to their workplace. "The author saw tourism as a system, which is divided into two subsystems that are constantly in collaboration: "Tourist subject" and "object resort". In other words, tourism is an open system that accepts and at the same time causes a considerable impact on the environment of the country where the place.

THE BEGINNINGS OF MODERN TOURISM

The process of massification of tourism 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 and lasts until the middle of the nineteenth century, ie until 1850. At this time, the emergence of rail (locomotive which rapidly moving 22km / h).

Second phase: starting from 1850 and lasts up to 1875 period which started building the first tourist locations in Western Europe. Massiveness began after development was built railways and transport. Also had great influence and perfection of locomotives. An important factor that has enabled the development of tourism is also catering.

Third stage: the development of tourism belongs to the period from 1875 to 1910. tourist movements even more massive than in the first two stages again continue to be made primarily by the wealthy bourgeois.

Fourth phase: the development of tourism and tourism called twentieth century and marks the beginning of modern tourism, which takes place in the period between the two world wars. Created the idea that tourism is a need of the time, necessary for society. A period of 1929-1933 since the Great Depression happened was caused unemployment, and later have a bloom.

Phase five: start after World War II. This is the most important stage of its development. In this period tourism is characterized by a markedly greater and the wide involvement popular tourist trips. **This stage is divided into two stages:**

- I. *First stage, which starts in the early postwar years until 1960-1970 years when achieved and the culmination of the development of tourist movement.*
- II. *The second stage, which extends from 1970 until today.*

The first stage is characterized by post-war reconstruction and building cities devastated by the war. It was developed and tourism as a result of higher economic level achieved in industrialized countries. From 1950 to 1966 the number of international tourists in the world came from 25 million to 130 million. A period of massive hindrance to tourism became and inflation, energy crisis, foreign exchanges. Later there again growing international tourist from 130 million in 1966, reached 200 million in 1972 and 213 million in 1975. While in 1985 there were 333 million versus 315 million that was in 1984. Tourism today is a factor important to the economic development of a country. For this reason today is being paid enormous attention.

At the end of World War II, in Albania there were only 16 hotels, in this period can really talk about tourism development. Albania has always been a place of visits of tourists from different countries in this regard have taken place as Durres beach area, Pogradec, Korca climate countries and Saranda, spas Peshkopi, Kruje other cities. In the following figure, number 1 appears influx of Foreign Tourists.

COUNTRY	1956- 60	1961- 65	1966- 70	1971- 75	1976- 80	1981- 85	1986- 90
EUROPE	13681	4165	32181	19704	17390	18763	79807
AMERIKA	--	--	--	--	66	580	652
OTHERS	45	211	48	--	135	702	834
TOTAL	13726	4376	32229	19704	17525	19465	80641

Figure 1: Flow of foreign tourists in Albanian host structures (1956-1990)

Source INSTAT

This table presents the achievements of foreign tourists in our tourist structures. Tourists come from different places where 98.9 percent were from Europe and 73.2 percent from Eastern Europe, namely Italy, Greece, Portugal, Spain. Figure number 2. The influx of foreign tourists in Albanian host structures (1991-1996).

COUNTRY	1991	1992	1993	1994	1995	1995
EUROPE	12382	27148	39728	25262	24500	50000
AMERIKA	510	954	3736	2584	4500	7800
OTHERS	--	328	1688	593	1100	8800
TOTAL	12892	28430	45252	28439	30100	66600

Figure 2 : Flow of foreign tourists in Albanian host structures (1991-1996) Source INSTAT

What we observe is the tendency of construction, to develop more tourism, but it will require some planning?

Construction of giant buildings and above all hotel facilities and spreading in isolated territories houses or buildings in a large scale, have caused a large consumption of land and destruction of the landscape. Should definitely a proper planning of construction that includes:

- a. specific points tourist
- b. special centers through regulatory plans, general plans of buildings etc.
- c. other tourist areas, designed to cope with the reception of tourists.

During the tourist buildings must take into account:

1. The protection of the landscape,
2. The preservation of cultural heritage, values monumental,
3. The realization of road infrastructure, highways,
4. Land rationalism and area destinations selected as; residential area, hotel area etc.

THE FUTURE OF TOURISM IN ALBANIA

Albania is a future tourist destinations in the Balkans, but also in Europe. Our country needs to maximize the potential of these sectors and to develop tourism in such a way as to be sustainable over time by cultural, social, environmental and cultural.

Must be very careful

- To help the sector to manage growth in a way, to ensure consistency
- To have ease in the operation of the sector

- To ensure commitment and funding for tourism from government
 - To provide management methods for increasing development and the arrival of foreign visitors
 - Give special structure within which to maximize investment and proper to have benefit.
- " **Resistance** " is a key factor for the development of tourism in Albania, is a process that takes into account environmental protection.

Basic infrastructure - limited infrastructure is still a major problem for a rapid development of tourism in most regions of Albania.

The issues of land ownership and construction

Implementation of the law-enforcement of existing law, particularly in the field of construction, as regulations, building permits and pollution, which affect all sustainable development in time.

Engaging the public sector / private sector private- no need to engage in financing, which will require stronger partnerships such as private / state if state funding will be leveraged effectively.

Improved Information System - Effective tourism development requires greater development information supply and demand.

The realization of sustainable tourism includes the implementation of qualitative and quantitative objectives. Some objectives will be:

- *Improving the quality of tourism products and keeping the price level stable.*
- *Marketing and management of a competitive tourist experience in the Balkans.*
- *Creating a positive image of the country as a destination turistik,*

The relationship between tourism and sustainable development consists of:

- A. *The economic importance of tourism*
- B. *environmental importance of tourism*
- C. *The potential effects of tourism*
- D. *Potential benefits of tourism*

A-1. The economic importance of tourism

The tourist industry has become an important sector specific global economy by an average of 5.5% of gross domestic product. Revenues from international tourism grew by an annual average of 9% for 10-year period from 1988 to 1997, reaching 433 billion in 1997 n. World Tourism Organization has predicted that tourism will grow by 4% per year. Tourism is defined as one of the largest sectors in the employment of people in the world, employing 11.3 million people worldwide in the hotel industry.

B.1- environmental significance based on three reasons:

Tourism activities may have different impacts on the environment, eg the production of waste, pollution and consumption of natural resources.

One other important is the relationship of tourism and environment: depends cleanliness and lack of environmental pollution, ie ecologically.

C.1-Potential effects of tourism

Side effects are numerous causes if we have problems in different destinations must be accompanied Whereas both financial capacity. Also the movement of people in different

countries where the offered work, it directly increases the crime rate. Tourist behavior affects the traditional style of living which leads to an erosion of cultural traditions.

D.1-Potential benefits of tourism

Benefits are divided into two categories as: tangible and intangible. The tangible is to expenses incurred by tourists in host destinations, tourism promotes the development of infrastructure, tourism directly affects the preservation of the environment and where nature is the basis of tourism activities.

Intangible Benefits

Contributes to education and public awareness, produces political gain and increased understanding between people of different cultures. Recent years international influences in matters of tourism and environment have evolved a lot. During the 70s, a destroyed environment. In 80 years, the tourism industry created new initiatives to promote eco-tourism, green tourism and the natural.

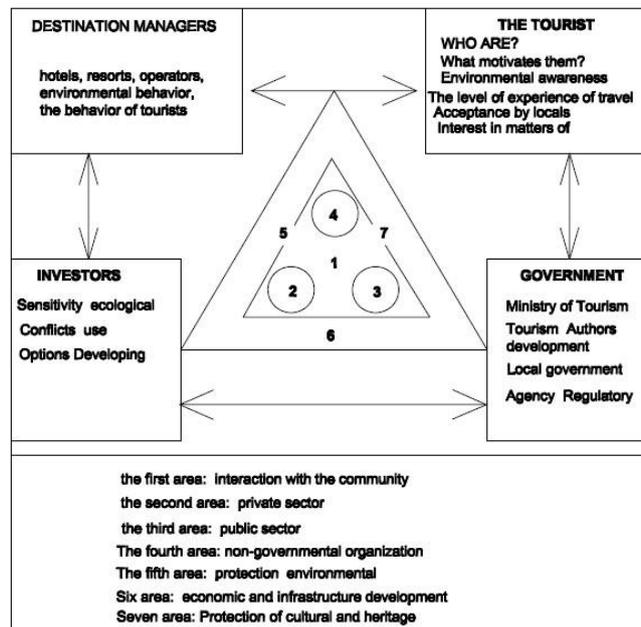
- Does not take into account the importance of preserving the natural and cultural resources rational use
- Do not expose the social and cultural features of a tourist area

Sustainable tourism model ensures that tourism development is competitive and respects the conservation and protection of natural, social and cultural, which means that favors reducing between tourism industry, visitors and the environment.

Figure 3 shows the number of basic relations for sustainable tourism.

Source INSTAT

Relations basis for sustainable tourism.



THE ECONOMIC IMPACT OF TOURISM IN ALBANIA

Tourism has great potential and plays an important role in meeting the main macroeconomic objectives related to economic growth, employment, sustainable economic and social development. The tourism industry is an important sector that affects economic growth worldwide. International revenues from tourism in the world for 2012 rose to US \$ 1,030 billion as a result of the movement of 1035 million tourists. Direct contribution of tourism to Albania in the GDP for 2012 was 83.2 billion or 6.1% of total GDP, while the total contribution was 292.9 billion leks or 21.4% of PBB2.

Tourism investment reached 19.7 bn lek, representing 4.5% of total investment in Albania. For 2023 these indicators are provided for Albania:

Direct contribution of tourism to GDP will be 153.7 bn Lek (2012 prices).

The total contribution of tourism to GDP will be 526.1 bn or 21.4% money GDP. Direct contribution to employment will be 72,000 jobs or 6.6% of total employment. In 2009, 2010 and 2011 tourist arrivals rose by 31%, 30% and 14%, while the contribution of tourism to GDP was (+14. 7%), (-4. 4%) and (-4. 8 %).

This shows the decline in the efficiency of the tourism industry, owing not only the global crisis, but also the flow of currency out of the suppliers of tourism revenue composition of groups of tourists and low quality of services provided.



Burimi: INSTAT 2013

Source INSTAT **Figure 4.** The number of tourist in Albania

The sector of tourism in Albania, is considered as one of the sectors with high growth level, especially during the second quarter and third. Tourism has a great potential in contributing to achievement of major objectives such as economic achievement, employment, sustainable economic development and social. Direct contribution of tourism industry in world GDP for 2011 was 2 trilon US \$ or 2.8% of GDP, while in European GDP was 2.8%.

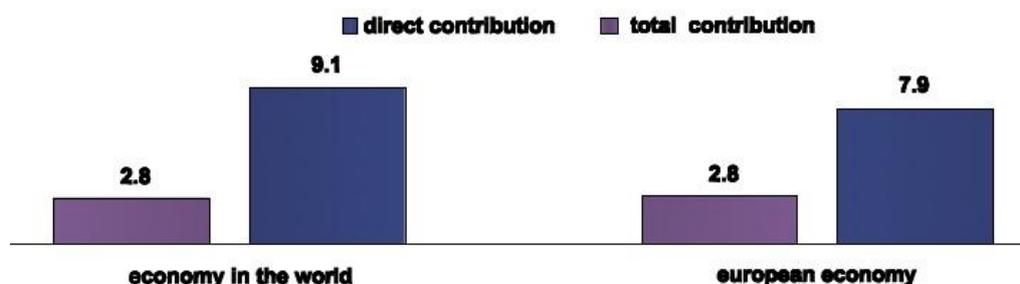


Figure 5. Source : Economic Impact of Travel & Tourism 2012.

The impacts of tourism are not only directly but also indirectly where their sum represents the total contribution of the tourism sector in the economy. So the total contribution of this sector to the GDP in 2011 was 6.3 trilon World US \$ or 9.1% of European GDP and GDP was 7.9%.

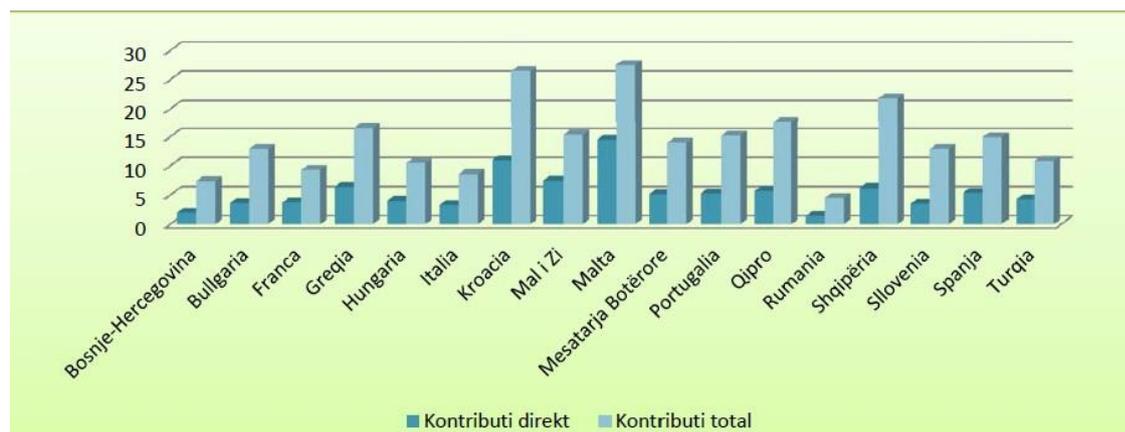


Figure 6 Source : Travel & Tourism Economic Impact 2012, Albania, Greece, France, Hungary, Turkey

■ direct contribution □ total contribution

By analyzing the total contribution of tourism in GDP for some developed countries in tourism note that for countries such as Malta, Croatia, Albania to the year 201, tourism affects about 25% to the GDP of these countries while in France, Italy, Turkey this impact is approximately 10% of GDP. Tourism is not only a generator of GDP, but gjuhashtu an important contribution to the realization of added value.

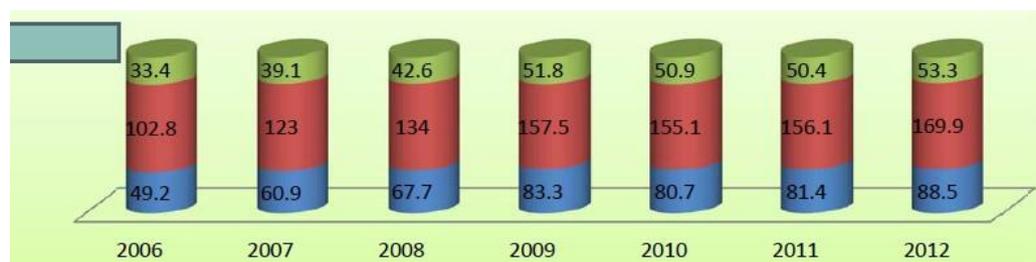


Figure 7 Source : Travel & Tourism Economic Impact 2012, Albania

CONCLUSIONS

Sustainable tourism being a new concept, refers to tourism that aims to:

- To minimize environmental impacts and socio-cultural changes
- Contributes to the extension of tourist destinations
- Creates a unique economic opportunities for local communities.

Sustainable tourism model ensures that tourism development is competitive and respects the conservation and protection of natural, social and cultural, which means that favors reducing between tourism industry, visitors and the environment.

- Tourism is one of the most important factors that directly affect the competitiveness and regional development.
- As compared to other countries of the region, tourism in Albania plays an important role in the Gross Domestic Product, a fact that allows us to say that Albania is oriented towards specialization in tourism as Malta and Croatia.

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