

THE ROLE OF SUSTAINABLE TOURISM IN THE ECONOMIC DEVELOPMENT OF VLORA DISTRICT

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ABSTRACT

Economic and touristic sustainable development, is considering a necessary social action because of the trend and dynamics of contemporary global developments. It is converted into standards and principles that should be applied effectively in our lives. Tourism is one of the largest industries in the worldwide economy and it is taking great development especially in Vlora district, which has the greatest length of coastline, with 30% of total coastal line of the nation. It constitutes an important potential for the economy of this city, but to still have this potential in the future it is necessary not only to develop the tourism, but to achieve a sustainable development of tourism so that tourists do not remain only on natural beauty that Vlora offers. The main purpose of this paper is to analyze the development of sustainable tourism and ecotourism as the ideal model. For a short time, ecotourism became a worldwide phenomenon by shifting interest towards its new developments. Vlora district in the last two decades of a wild and endless transition is suffering from poor waste management, poor infrastructure, and extremely deteriorated condition of the roads leading to tourist destinations main points. That is why Vlora as well as the Albanian tourism is a giant of modern engine but seeks to manage environmental and infrastructure problems as well as management of the tourism product marketing.

Keywords: Economic profit, sustainable development, economic profit, tourist destination, eco-tourism, tourism product.