

THE MANAGEMENT OF TOURISM POLITICS IN THE BACKGROUND OF PUBLIC DIPLOMACY: INTEGRATION PROCESS STEPS (ALBANIAN CASE)

Ermela HYSA
Albanian University
Tirana, ALBANIA

ABSTRACT

Tourism may be perceived as an economic activity which produces a variety of positive and negative outcomes, but sustainable tourism seeks to find the best balance between economical profit and social and environmental costs. For tourism to be planned and be developed successfully, vigilance must be shown towards economic repercussions as well as social and environmental aspects. Starting from these three interconnecting aspects of sustainable tourism, tourism demands the optimal use of natural resources, minimal ecologic, cultural and social impacts, as well as maximum profit for the protection of communities. Sustainability is about understanding impacts and proceeding with caution in time to perform the necessary changes and improvements. In this way tourism management strategy under the guise of public diplomacy, leads to increased private sector investment and economic growth of the country (where services can be put together individually by every tourist, tourism intermediaries which offer wholesale services such as retail, or tour operators or travel agents and local government agencies), proving that this is a substantial contribution to social and economic development to countries in development because of the potential that it may have in the increase of economy and decrease in poverty, as well as the negative effects on the community may be drastic if not managed correctly (without damaging local economy, environment, traditions, and cultural resources). The importance of the study is to identify the role of public diplomacy, as marketing of development politics, image improvement, national security, stability and perspectives of integration. How can we gain from global experience keeping in consideration historic cultural traditions?

Keywords: Public Diplomacy, tourism management, foreign policy, stability, challenges, globalization.