



Research Article

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The Strategy to Sustainable Tourism Development of a Country

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Abstract

The paper intends to provide an analysis of the tourism sector in Albania, focused on achieving travel goals of the tourist arrivals, by quarters from 2021 to 2022. Furthermore, this paper reflect through comparative analysis the tourist arrivals of resident and non-resident in Albania by quarters from 2021 to 2022. The data on our paper are provided by (INSTAT) Institute of Statistics, Albania which includes tourism statistics. Specifically, on our paper we've used comparative descriptive statistics using data analysis expressed in (%) percentage. We've reflected how the foreign tourist inflows have changed in Albania based on their travel goals, as well as based on whether they are resident or non-resident in Albania, according to the quarters comparing the differences between 2021 and 2022 (Sejdiu, Rexha , & Deda, 2023). In addition, through comparative statistical analysis we aim to determine the tourism trend by quarters for both years in the focus of our study (Deda, Brajshori, & Krasniqi, 2020). This paper is based on some important government approach to tourism policy development (OECD, 2017).

Keywords: Tourist arrivals, the purpose of the travel, resident, non-resident, sustainable development

1. Introduction

This paper is focused on the analysis of the tourism flows in Albania, according to the travel goals, based on their residential status, related to the tourists who are resident or non-resident by quarters from 2021 to 2022.

We've been focused on the analysis of tourism flows according to the quarters from 2021 to 2022, with the aim to reflect the progress on tourism development especially noting the consequences of the impact of post-Covid 19 pandemic (OECD, 2021).

This paper emphasizes that, the tourism development directly affects (GDP) Gross Domestic Product, affecting economic growth (Lee & Chang, 2008).

The data were provided by (INSTAT) Institute of Statistics, Albania related to the tourism statistics, based on the travel goals including the tourist arrivals of resident and non-resident tourists

to Albania by quarters comparing the differences for both years, 2021 to 2022 (Sejdiu, Rexha , & Deda, 2023).

This paper also focused on comparative descriptive statistics using data analysis expressed in % (percentage) (Deda, Pacukaj, & Vardari, 2010).

Through this statistical analysis expressed in (%) percentage, we aim to analyze, in which quarters there were more tourist arrivals, based on the travel goals, and their residential status by quarters of 2021 to 2022.

Based on the analysis we emphasize that , in which quarters there were more tourist arrivals from 2021 to 2022.

2. Literature Review

Through the literature review we've described the relevant literature related to our paper.

Specifically we've examined several topics addressed by other authors in their publications, including reports published by renowned international organizations as well as scientific articles published in international journals which they've been addressed similar topics to our paper.

Definitely we've described a summary of each topic of these publications focusing on the treatments of the purposes of their publications, the methodologies used, the data sources, the final goals, reflecting a clear summary as well as focusing on the resemblance to our paper.

Specifically note, OECD (OECD, 2021) in a report entitled: Managing Tourism Development for Sustainable and Inclusive Recovery, Chaired by Lamia Kamal- Chaoui, director within the work of the OECD 's tourism committee programme.

Their report focuses on the environmental and socio-cultural pillars of tourism recovery from the post- Covid 19 pandemic negative impacts.

Achieving the sustainable recovery, in the tourism sector, requires a broader policy.

Their report focuses on five pillars of policy solutions and the best practices, to help destinations to rebuild the development of the tourism policies.

This report was prepared by the OECD centre for the Small and Medium Enterprises (SMEs), in cooperation with the international OECD partners.

Their report focuses mainly on suggesting effective sustainable policies for the tourism development of OECD countries, achieving the tourism recovery from the post- Covid 19 pandemic.

Specifically, the report focuses on suggestion of some key policy measures to be taken for a sustainable growth of tourism to avoid the repeating the same mistakes of the pre -Covid 19 pandemic.

The report aims to produce the analysis of tourism policy responses to Covid 19 pandemic impact, based on the selection of the case studies for Austria, Colombia, Finland, France, Japan, Mexico, New Zealand, Spain and Switzerland, that describes the pandemic crisis on regional ,national, and local responses.

In addition, the report includes the important contributions, feedback and guidance from the OECD member as well as partner countries, following the 106th session of the OECD Policy Committee, including workshops on managing the tourism development for a sustainable recovery.

The tourism development policies should focus on a sustainable vision for the future, seeing tourism as one of the largest, fastest and most sustainable sectors of economic growth in the last six years.

The analysis in this report shows that, for many destinations, tourism growth in the recent years was economically, environmentally un-balanced, and this has been as the result of rapid and unplanned growth in the visitor numbers.

The impact of COVID-19 pandemic, on the global tourism was overwhelming and immediate, with asymmetric and highly localized impacts .

Within and across OECD partner countries, some destinations are more exposed than others to the negative effects of Covid 19 pandemic. Reflecting differences in the nature of the tourism

destinations, the impact of travel, restrictions on the tourism flows, the speed of economic recovery in the source markets, etc.

The emphasis and importance of this report is also devoted to the importance of international tourism.

The most important policies for the tourism development in this report were focused on avoiding the potential pitfalls of the pre-Covid 19 pandemic period, and sustainable tourism development.

We emphasize, the authors: Angelo Presenza, Antonio Messeni Petruzzelli & Rodolfo Baggio, (Presenza, A; Petruzzelli, A M; Baggio, R., 2023), in a paper entitled: Unveiling the Critical Factors of Terrestrial Space Tourism Destinations, they have addressed similar issues with our paper. Their paper focuses on the importance of the tourism space in the global economic growth. In their study they've defined the tourism space destinations by doing a description of the landscape of the space industry.

Their article aims to show the importance of the tourism space as a prosperous market, driven by technological advances, with the aim of reducing costs and reducing risks.

This article also focuses on the importance of orbital and sub-orbital spaceflights in spaceports, space museums, space hotels and much more.

Through this research they've tried to shed light on the concept of earth, the destination of the tourism space.

In their article they've argued that, the terrestrial space tourism destinations require a well-organized and complex system of a suitable physical and technological structures, as the tourism space has links with interdependent other sectors.

The main purpose of this research was to uncover the critical factors that gravitate around the destination concepts of the terrestrial space tourism.

Another author who has addressed the similar topic to ours is: Richard Sharpley (Sharpley, 2022), with his paper entitled: Tourism and Development Theory: Which Way Now?

In his paper he focused on the contributions of various authors related to the development theory in the tourism studies. Specifically, he focused on the analysis and contribution to development theory of tourism by David Harrison.

This study examines the David Harrison's tourism and development theory, focusing on the advantages of the Degrowth theory. More specifically, this theory argues that in the context of the global and environmental crisis, should address the link of excess production to the consumption growth.

This paper also focuses on the analysis of the theories of authorship in relation to the publications with focus on tourism and development theory based on the concept of Degrowth.

Specifically, Tim Jackson's 2020 edition of the Covid 19 pandemic, focused on imagining a post-capitalist world arguing strongly and convincingly that prosperity and well-being should be found not in consumption and accumulation of wealth but in achieving health, not only on physiological grounds.

In addition this study explains the Hickel's in 2020 theory which argues, a shift with the aim of economic growth of the countries, considering the tourism development to be a driving force.

This article aims to reflect the advantages and disadvantages of these theories related to the Degrowth theory and the impact of the tourism development on the economic growth.

The purpose of this article hasn't been to propose a new approach to fulfill the contribution of the tourism in development or in ways of "operationalization" of the Degrowth theory in the context of tourism.

The main purpose of this study, was to examine the David Harrison theory and several other theorists with contribution to development theory of the tourism studies reflecting the advantages and disadvantages of these theories.

Another author who has addressed similar topics to ours is: Dora Smolčić Jurdana (Jurdana, 2021). In her article on the topic: Strategic Planning of Tourism Development – Towards

Sustainability. This paper focuses on the importance of the tourism planning as a key factor for sustainable development.

In her paper is noted that, the tourism development strategy is a broad and complex concept that must be prepared based on scientific methodology. According to her study, the meaning of tourism is based on understanding a concept related to tourism destinations as a socio- economic aspect. Specifically it is noted that, the destinations of tourism sector are multifunctional and attracts different market segments with different needs and expectations.

In this paper, she stresses the need for strategic planning of tourism to attract new investors, in order to distribute benefits to stakeholders in local economies by enabling the development of the local tourism. Although in this paper is noted that, tourism development is important because besides the economic growth it has a social and cultural impact enabling the exchange of different cultures.

However, despite the fact that tourism is an economic and social phenomenon, and the most dynamic of the 21st century, with a great competition of different destinations around the world adds the importance of strategic tourism planning for each country by suggesting some supportive government policies in this aspect.

Other similar topic to ours have been addressed by the authors:

Weng Si (Clara) Lei, Wantanee Suntikul, Zhaoyu Chen (Lei, Suntikul, & Chen, 2023), in their paper on topic: Tourism development induced social change.

In their study, they've highlighted how the tourism development affects social change in Macao region in Portugal making it one of the most richest economies in the world.

In their article, they're based on primary data collected from interviews, focusing on different businesses related to the Tourism Industry, as well as interviewing 37 residents of different social strata.

3. Methodology

We've provided the data from (INSTAT) Institute of Statistics, Albania on the topics: Industry, Trade and Services, Tourism Statistics.

The data are provided by the secondary and quantitative in terms of tourism statistics, according to the travel goals of tourist arrivals in Albania and according to their residential status, whether they are resident or non-resident.

Our secondary data are based on monthly movements of the tourists according to the purposes of the travel from 2021 to 2022, which we've processed and used in our paper.

Specifically, we've processed the monthly data with the descriptive method into quarterly data of the tourist arrivals from 2021 to 2022.

The secondary data we've processed by the descriptive method are based on comparative statistical analysis expressed in percentage (%) to highlight in which quarters there were more tourist arrivals according their travel goals from 2021 to 2022. In addition, we've provided secondary data from (INSTAT) Institute of Statistics, Albania related to tourism statistics based on monthly data of foreign resident and non-resident visitors in Albania from 2021 to 2022.

We've processed by the descriptive method, these monthly data of tourism statistics regarding the number of foreign resident and non-resident visitors in Albania, in quarterly data.

Focusing on the statistical analysis expressed in percentage (%) we've highlighted in which quarters there were more foreign resident and non-resident tourists moving from 2021 to 2022.

Based on the descriptive statistics – research methods, we've drowned the analysis of the results.

3.1 The paper goals

The main goals of our paper is to determine on the basis of comparative statistical analysis expressed in (%) percentage, in which quarters there were more tourist inflows by quarters from 2021 to 2022, with the aim to determine the trend of tourism inflows.

The other purpose in our paper is to determine on the basis of comparative statistical analysis expressed in (%) percentage, in which quarters there were more tourists inflows of resident and non-resident to Albania, according to quarters of 2021 to 2022.

Another goal in this paper are some important government approach in tourism policy development (OECD, 2017) .

3.2 Data collection

The data in our paper are quantitative, secondary data that we've provided from (INSTAT), Institute of Statistics, Albania focused on the statistical options related to providing data on Tourism Statistics (Sejdiu, Rexha , & Deda, 2023).

Including the data related to foreign nationals' movements according to the purpose of travel, and according to monthly data, as well as including the data on accommodation facilities related to arrivals of resident and non-resident visitors, according to monthly data for 2021 to 2022.

4. Analysis of the Results

Based on the descriptive method, and comparative analysis expressed in (%) percentage, we've processed quarterly data regarding the tourist arrivals in Albania according to the purpose of travel and according to the residential status from 2021 compared to 2022.

We've processed the monthly data regarding the tourist arrivals according to the purpose of travel and the entrances of resident and non-resident visitors based on the descriptive statistics, by quarters from 2021 to 2022.

We first focus on the comparative statistical analysis expressed in (%) percentage, regarding the tourist arrivals in Albania by quarters and their travel goals. Table 1, refers to the processing of secondary data provided by (INSTAT) Institute Statistics, Albania related to the tourism statistics based on the monthly tourist entries according to the purpose of their travel, which we've processed these monthly data in quarterly data from 2021 to 2022.

The focus of the analysis of the results is based on comparative statistical analysis expressed in (%) percentage to show the changes in the tourist inflows by quarters and the travel goals from 2021 to 2022.

Table 2 , refers to secondary data provided by (INSTAT) Institute Statistics, Albania regarding the monthly tourist arrivals by the residential status from 2021 to 2022. We've processed the monthly data in quarterly data and through comparative analysis expressed in (%) percentage, we've analyzed quarterly changes in the tourist inflows according to the residential status.

The corresponding charts are related to the respective tables, and we've argued with corresponding interpretations of changes in (%) percentage of the tourist inflows according to quarterly as well as according to the purpose of the travel and residential status.

Table 1. The tourist arrivals by quarters and travel goals from 2021 to 2022: The case of Albania

Description	Quarters -2021				Quarters -2022			
	Quarter (Q1)	Quarter (Q2)	Quarter (Q3)	Quarter (Q4)	Quarter (Q1)	Quarter (Q2)	Quarter (Q3)	Quarter (Q4)
I. Personal purpose, for the holidays	489,861	1,154,330	3,160,750	783,459	647,177	1,855,276	3,841,146	1,093,878
2. Visit to friends and relatives, etc.	466,346	1,113,137	3,088,543	743,565	620,652	1,789,167	3,634,096	1,023,572
3. Health treatments	426	487	248	343	385	113	1,455	439
4. Religious	85	161	139	103	81	163	150	101
5. Transit	23,004	40,545	71,820	39,448	26,059	65,833	205,445	69,766
II. Professionalism in business	23,983	19,808	29,735	26,723	24,033	27,261	33,772	21,274
Total of arrivals of foreign citizens	1,003,705	2,328,468	6,351,235	1,593,641	1,318,387	3,737,813	7,716,064	2,209,030

Source: (INSTAT, 2023)

From the table we note, some of the purposes of travel of foreign tourist arrivals to Albania , which are: Personal purpose, for the holidays, visit to friends and relatives, health treatments, religious , transit, as well as for professionalism in business.

In the quarters of 2021 compared to the quarters of 2022 we have less foreign tourist inflows in total according to their travel goals for each quarter of 2021 compared to the quarterly of 2022.

We note that, 277,049 tourists have entered according to all quarters of 2021 and the travels goals .

While, according to all quarters of 2022 and the purpose of travels, there are a total of 14,981,294 tourists who have entered. Exactly, in 2022, 57.1% of tourists have entered by quarters and the travel goals.

While in 2021, 42.9% of the total number of tourists have entered by quarters, according to all types of purposes of their trips.

In 2022, 14.1% more tourists have entered the country according to all quarters and all types of goals including both years compared to 2021.

In the third quarter of 2022 we've the highest number of entry of the foreign tourists, according to all purposes of their entry compared to all quarters of 2022 and compared to the entire quarters of 2021.

In the third quarter of 2022, according to all travel goals in focus of the study 7,716,064 tourists, have entered Albania occupying 51.5% of the total number of tourist arrivals, by all quarters of 2022 occupying the highest percentage (%).

In addition , 6,351,235 tourists have entered Albania in the third quarter of 2021, occupying 56.3%, exactly the highest percentage in total compared to all other quarters of 2021.

Specifically, regarding to the purposes of travel, we argue that: According to the personal purpose, for the holidays and visits to friends and relatives by quarterly for both years in focus of the study, we've more foreign tourist arrivals to Albania compared to all other types of travel goals.

In the third quarter of 2021, July-September 3,160,750 tourists have entered Albania according to the personal purpose, for the holidays, accounting for 28% of the total number of tourist arrivals by all quarters of 2021 and all travel goals, occupying the highest percentage of the total number of their entry.

In the third quarter of 2022, July -September 3,841,146 tourists have entered Albania according to the personal purpose, for the holidays, representing 26% of the total number of tourists who entered the country, by all quarters of 2022 and all travel goals.

Based on the comparative analysis expressed in (%) percentage by quarters for both years, according to the personal purpose of travel , for the holidays we argue that: in the third quarter of 2021, 12% of tourists have entered the country by this goal compared to the entire quarters of both years 2021 to 2022 and all travel goals.

While in the third quarter of 2022, 15% of the total number of tourists have entered Albania for the holidays travel goal, compared to the entire quarters of both years 2021 to 2022 and all travel goals.

In addition, according to the purpose of travel , visits to friends and relatives, there were also more tourist inflows by the quarters for both years, 2021 to 2022.

In the third quarter of 2021, a total of 3,088,543 tourists have entered Albania, occupying 27% by all quarters and travel goals. While, in the third quarter of 2022, 3,634,096 tourists have entered Albania, occupying 24% by all quarters and travel goals. Based on comparative analysis by all quarters and all travel goals for both years , 2021 to 2022 in terms of (%) percentage of the total number of tourist inflows according to the purpose, visit to friends and relatives, we argue that:

According to all quarters and goals, for both years in focus of the study, 2021 to 2022 have entered a total of 26, 258, 343 tourists.

In the third quarter of 2021, have entered 3,088,543 tourists according to the personal purpose , for the holidays occupying 12% of tourist arrivals by quarters and travel goals for both years.

In the third quarter of 2022, 3,634,096 tourists have entered according to the purpose, visit to

friends and relatives, occupying 14% of tourist arrivals by quarters and travel goals for both years.

In the third quarter of 2022 the tourist inflows has increased by 2% compared to the quarters of 2021 including all quarters and all travel goals for both years.

According to the religious goal we've fewer foreign tourist arrivals almost in all quarters for both years in focus of our study.

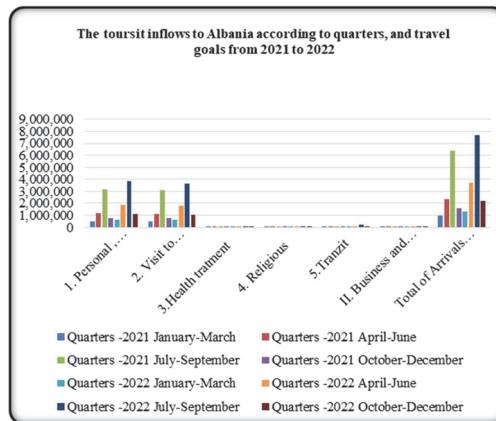
In the first quarter of 2021 and in the first quarter of 2022 we've less tourist inflows by the religious goal, occupying a very low percentage, almost non-existent in these quarters for both years taken in the study according to this goal.

Regarding to the purposes of travel, health treatments and transit there are a very low tourist arrivals according to these travel goals for all quarters for both years in our study.

We emphasize that , according to the purpose of travel , professionalism in business by all quarters and travel goals for both years, 2021 to 2022 , we note a relatively low number of tourist arrivals.

Specifically, according to the travel goal professionalism in business we note that, in the third quarters for both years, 2021 to 2022 more foreign tourists have entered Albania according to all quarters and all their travel goals, occupying respectively 0.26% and 0.22% of tourist arrivals.

In summary , focusing on comparative analysis for both years, 2021 to 2022 by quarters and travel goals we argue that , in 2022 there was more tourist arrivals to Albania compared to 2021. Exactly, in 2022 the tourist inflows according to all purposes is 57%. While, in 2021 the tourist inflows according to all purposes is 43%. The tourist inflows according to all purposes of travel in 2022 is 14% higher than the tourist inflows in 2021.



Graph 1. The tourist arrivals according to their quarters and travel goals from 2021 to 2022.
Source: Authors

Graph 1, shows the tourist arrivals according to all travel goals and all quarters for both years from 2021 to 2022.

Specifically, from the graph we note that, the largest foreign tourist arrivals is in the third quarters of 2021 and 2022 according to these purposes of the travel, for the holidays and visits to friends and relatives.

Exactly in the third quarter of 2021 July-September, the tourist inflows is 28% according to the travel goal, for the holidays, occupying the highest percentage by quarters and travel goals.

In addition, in the third quarter of 2022 July -September, the tourist inflows is 26 % according to the travel goal , for the holidays by all quarters and travel goals.

Regarding to the travel goal, visit to friends and relatives, we argue that:

In the third quarter of 2021 the tourist inflows according to this purpose of travel, occupies 12% of the total number of tourist arrivals by all quarters and travel goals for both years in focus of our study.

In addition we note that , in the third quarter of 2022 according to the purpose of travel, visit to friends and relatives, the tourist inflows occupies 14% of tourist arrivals by quarters and travel goals for both years.

According to this purpose of travel we emphasize that, in the third quarter of 2022 the tourist inflows was 2% higher compared to the third quarter of 2021.

According to the other purposes of travel such as, health treatments, religious, transit , as well as for professionalism in business we note that, the number of tourists entry by quarterly in Albania has been relatively low according to all quarters of these travel goals for both years in focus of our study.

Table 2. The tourist arrivals by quarters of 2021 to 2022 and their residential status.

Description	Quarters -2021				Quarters-2022			
	Quarter (Q1)	Quarter (Q2)	Quarter (Q3)	Quarter (Q4)	Quarter (Q1)	Quarter (Q2)	Quarter (Q3)	Quarter (Q4)
Total arrivals	117,861	266,479	630,175	216,401	178,995	369,340	754,681	266,966
Arrivals of residents	66,570	125,561	240,711	112,993	109,799	159,210	282,017	132,441
Arrivals of non-residents	51,291	140,918	389,464	103,408	69,196	210,130	472,664	134,525

Source: (INSTAT, 2023)

Table 2, shows the tourist arrivals to Albania according to their residential status, based on the fact who are resident or non-resident , by the quarters of 2021 to 2022.

The table clearly shows that the largest tourist flows has been recorded according to the quarters of 2022 compared to the quarters of 2021.

Exactly in the third quarters for both years 2021 to 2022 we've had more resident and non-resident tourist inflows.

Precisely, in the third quarter of 2021 we've a total of 240,711 resident tourist arrivals to Albania occupying 38.2%.

In addition, regarding to the non-resident tourists we note that, in the third quarter of 2021 we've a total of 389, 464 non-resident tourist arrivals to Albania , occupying 61.8%.

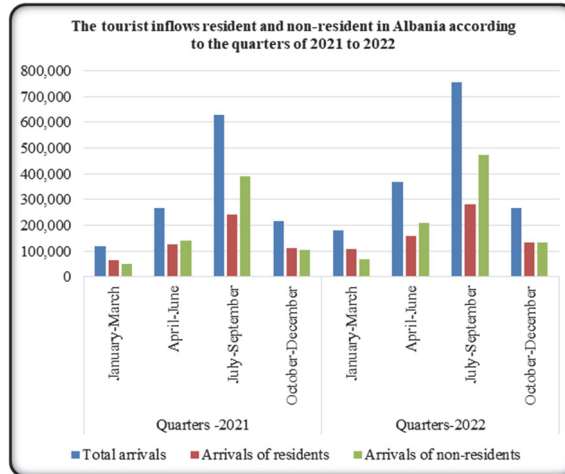
Specifically, we note in the third quarter of 2022, a total of 282,017 resident tourists have entered Albania, occupying 37.4 % of the total number of entry of resident and non-resident tourists.

In the third quarter of 2022, 472,664 non-resident tourists have entered Albania, occupying 62.6%.

In 2021, according to all quarters, a total of 1,230,916 resident and non-resident tourists have entered , occupying 43.95%.

In 2022, according to all quarters, a total of 1,569,982 resident and non-resident tourists have entered, occupying 56.05%.

We emphasize that, in 2022, 12.11% more tourist arrivals have entered Albania according to their residential status compared to 2021.



Graph 2 . The tourist arrivals by quarters of 2021 to 2022 and their residential status.
Source: Authors

The graph shows the foreign tourist arrivals of resident and non-resident to Albania by quarters of 2021 to 2022.

Specifically, focusing on the graph we note that, in the third quarters for both years , 2021 to 2022 there were more resident and non-resident tourist inflows.

From the graph we note that, in the third quarter of 2021 the resident tourist inflows occupies 38.2% of the total number of tourist arrivals to Albania.

While the non-resident tourist inflows in the third quarter of 2021 is 61.8% .

In addition , in the third quarter of 2022, the resident tourist inflows occupies 37.4% of the total number of tourist arrivals.

While we note that, in the third quarter of 2022, the non-resident tourist inflows occupies 62.6% of the total number of tourist arrivals.

In summary we emphasize that in 2022, according to the quarters and residential status there were more resident and non-resident tourist arrivals compared to 2021.

Exactly in 2022, 12.11% more resident and non-resident tourists have entered to Albania compared to 2021.

5. Conclusions and Recommendations

Focusing on the analysis we define these conclusions: The largest tourist inflows by quarters and travel goals from 2021 to 2022 was by the personal purpose.

The largest tourist inflows was in the third quarters including the quarters July-September for both years from 2021 to 2022, and travel goals.

From the analysis we also conclude that, in the quarters of 2021 compared to the quarters of 2022 we had less of foreign tourist inflows according to their travel goals. Focusing on the analysis regarding the residential status of tourist arrivals to Albania according to the quarters for both years 2021 to 2022, we argue that:

The largest tourist inflows of resident and non-resident entering Albania was in the third quarters for both years , 2021 to 2022 .

It should be noted that, in 2022 the tourist inflows of resident and non-resident occupied higher % (percentage) compared to the tourist inflows in 2021.

In addition, from the analyses we conclude that, the arrivals of non-resident tourists by quarters for both years, occupy the highest percentage of the total number of tourists entering Albania compared to the inflows of resident tourists.

Specifically we also conclude that, in 2022 we've had an increasing trend towards the tourist arrivals to Albania by quarters compared to 2021, based on their travel goals and residential status.

We emphasize that, this increased trend towards the tourist inflows in the quarters of 2022 compared to 2021 has been relatively low percentage (%) towards growth, and is closely related to many factors, especially to the impact of post-Covid 19, pandemic (OECD, 2021).

The low trend of increasing the tourism arrivals to Albania by quarters for both years, 2021 to 2022, is also related to other hindering factors, as well as we emphasize, the importance of some government policies for a sustainable tourism development.

Tourism development is important because is directly linked to other sectors, affecting economic growth and socio-cultural well-being (Sejdiu, Rexha, & Deda, 2023).

Government policies should be implicated in the tourism development as it has a positive multiplicative effect, meaning that:

When the development of one sector or industry has a positive effect on the development of other sectors and industries (Rahman, n.d.). Sustainable tourism development not only creates jobs in the tertiary sector, it also encourages growth in primary and secondary sectors of the industry (Rahman, n.d.).

Another important policy to follow is the development of tourist attractions by enabling more investment in infrastructure, innovation, innovative systems related to create accessible with aim to attract tourists as well as to facilitate access for tourism destinations (Megawati, Tahir, Hasan, & Dinar, 2023).

Investments in the tourist attractions is an important policy as well as to facilitate access for tourism destinations, influencing to the information and promotion of foreign tourist attractions (Megawati, Tahir, Hasan, & Dinar, 2023).

Another important policy that should be undertaken by the government involves more investment in convenience. The convenience, is one of the components in tourism development, as it includes facilities and tourist support (Megawati, Tahir, Hasan, & Dinar, 2023).

Another important policy that should be undertaken by the government, involves more investment in tourism planning by tourism experts (Jurdana, 2021).

The tourism planning is a very important process as it directly affects sustainable tourism development (Jurdana, 2021).

Sustainable tourism development is important because, there are different types and categories of tourism, related to socio-economic and socio-cultural and ecological development.

Therefore, an important policy that should be taken by the government in this regard should be investing more in preserving cultural heritage, investments in environmental and ecological terms as well as taking measures to preserve the environment and tourist destinations (Sejdiu, Rexha, & Deda, 2023).

In addition, the sustainable tourism development, affects local communities, so it's important that the government take measures to improve the mechanism regarding the tourism flows and benefits of the local communities from tourism development (Jurdana, 2021).

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