



Research Article

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Received: 28 February 2023 / Accepted: 21 April 2023 / Published: 5 May 2023

## The Development of the Tourism Sector, Important for the Socio- Economic Development of the Country

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DOI: <https://doi.org/10.36941/jesr-2023-0072>

### Abstract

*In this study we focused on the development of the tourism sector, and how affects welfare and economic growth of a country showing the link between tourism and social economic growth. The data were provided by INSTAT "Institute of Statistics, Albania" regarding the tourism sector from 2014 to 2021. Through the data provided by INSTAT, we describe how the flow of foreign tourists arriving in Albania, from several regions of different continents of the world, has changed over the years. In our paper, we've used the descriptive method, based on statistical analysis expressed in percentage (%) on a comparative basis, in order to highlight how the flow of tourist arrivals has changed from 2014 to 2021, and from which regions of the different continents of the world, the tourists come to Albania, according to the years we studied. This study's purpose mainly aims to show the analysis measuring tourism flows in Albania, based on the purpose and the travel models of the arrivals and departures of the tourist flows. Through comparative analysis expressed in percentage (%) we reflect according to which type of goals there were more entries of the foreign tourists in Albania. Another priority of this paper is to define and recommend some important essential problems of the tourism sector in Albania, suggesting some important government policies related to the development of the tourism sector, with the aim of socio-economic growth of the country.*

**Keywords:** Tourism, socio-economic growth, government policy, foreign tourists

### 1. Introduction

The aim of our study is to reflect the tourism development, as a sector of great importance and value for socio-economic growth of the country. Throughout this paper we've examined the relationship

between tourism and socio-economic development in the country, suggesting some important government policies for the development of the tourism sector. In addition, we highlighted in our paper some problems and obstacles related to the tourism development in Albania, suggesting that tourism is an important sector for the socio-economic growth, and cultural development of the country.

We've obtained the data from INSTAT "Institute of Statistics, Albania", regarding tourism flows based on the arrivals and departures of the tourist flows in Albania, according to several regions of different continents of the world, and according to the purposes of the travel from 2014 to 2021. The paper reflects through comparative statistical analyzes expressed in percentage (%) how tourism flows has changed throughout the years studied according to the arrivals of foreign tourists from different regions of the continents of the world and according to the purpose and the travel models.

The paper highlights the different regions of the continents of the world and the purpose for which the arrivals of the foreign tourist flows in Albania during the years 2014 to 2021 was greater. In addition, through the comparative statistical analyzes used in our paper, the significant drop in the tourism flows in 2020 as a result of the impact of the global pandemic of Covid 19 will be clearly reflected.

With main focus on our paper are the conclusions, by making some recommendations regarding the development of the tourism sector, with the aim of socio-economic growth of the country.

## 2. Literature Review

Referring to the literature review there are plenty of other authors who have addressed similar topics to our paper. Specifically, the authors namely: Asif Khan, Sughra Bibi, Ardito Lorenzo, Jiaying Lyu, and Zaheer Udden Babar (Khan, Bibi, Lorenzo, Lyu, & Babar, 2020).

In their paper on *Tourism and Development in Developing Economies: A Policy Implication Prespective*, they focus on the importance of tourism in economic growth, especially in countries with developing economies such as the case of Pakistan. The development of the tourism sector is also of particular importance in their paper, as an essential aspect for the development of the economy, because the development and growth of tourism significantly affects the growth of the gross domestic product (GDP), which indicates economic growth, as a result of the development and growth of tourism. In addition, they also emphasize in their paper that another essential role played by the development of the tourism sector in economic growth is the attraction of direct foreign investment in some important sectors that are closely related to the tourism development, such as the agricultural and the energy sector. In this way, the tourism development would enable growth and economic development, as well as the reduction of poverty, for a country with a developing economy. Another focus in their paper is some government policies of great importance, with the aim of increasing and developing tourism, where through integrated government policies, tourism offers opportunities by generating more new jobs as well as offers opportunities for more sustainable socio-economic growth by reducing poverty.

Governments in the economies of developing countries support the promotion of tourism due to the high multiplier effects in terms of increased employment and foreign exchange earnings, positively influencing the balance of payments as well as developing the various sectors of the economy related to tourism and helping to alleviate poverty.

According to their paper, the tourism development stimulates economic growth by attracting foreign direct investments, the development of the agricultural sector, capital and energy, enabling the overcoming of poverty in countries with developing economies. In their paper, they also describe the opportunities and tourism potential that Pakistan offers, in tourism development focusing on favorable infrastructure and capital investment in tourism. Their paper aims to contribute to the understanding of the resilience of tourism in reducing poverty, showing the relationship that exists through several different mechanisms, focusing on the use of several econometric models. In

addition, through their work, they aim to show the causal relationship that exists between the development of the tourism sector and the development of other socio-economic sectors such as the development of the agricultural sector, capital investments as well as the development of the energy sector.

The UNWTO organization, World Tourism Organization (UNWTO, 2017), in the second volume of their report on tourism development with topic *Tourism for Development-Volume II: Good Practices*, aims to compile good practices from around the world that highlight the contribution of tourism to sustainable development. This report aims to inspire action among all tourism stakeholders to build on the opportunities that tourism offers as a driver of sustainable socio-economic development. The data related to this report have been provided as case studies from the practices of different states, countries and regions of the world with different economies, to show how sustainable tourism has been as a development factor. The study is focused on 23 case studies from different countries and regions of the world, which were chosen as case studies that include initiatives from the public, private sectors and local communities of these countries for the tourism development. The methodology focuses on rich details, approaches, and projects successfully applied by a wide spectrum of actors related to tourism. The main purpose of this report is to highlight the best practices and the development of some important projects for the tourism development, taking into consideration the case studies of several countries and regions from different countries of the world. This is because the tourism development brings socio-economic development in some very important social and economic sectors such as the development of the agricultural sector. This sector is closely related to the tourism development; this close connection is observed in almost all case studies. In addition, the tourism development brings socio-economic growth, enabling an increase in the level of employment in various social and economic sectors, such as the supply, agriculture and energy sector, etc..., as well as reducing poverty, especially for developing countries. Another important focus in this report is related to the special role that tourism plays in relation to cultural values, the exchange of different cultural values, diversity and cultural heritage, as well as environmental protection.

A similar topic to our paper have been addressed by the Destination Management Organization (Organisation, 2014), in a report entitled: *Tourism sector in Albania and business constraints to growth*.

In their report, they focus on the importance and development of some very important social and economic sectors, such as the agro-processing sector, the tourism sector and the information technology sector, with the aim of economic growth as well as increasing the level of employment through the generation of new jobs for young people according to gender equality. This report first presents a comprehensive overview of the current situation of the tourism market in Albania, based on an analysis of the tourism sector, identifying the challenges and problems related to this sector in Albania, such as lack of infrastructure, lack of customer care, lack of proper information, poor tourism marketing. Of particular importance in this report is the suggestion of some strategies for facilitating solutions and problems related to tourism.

Tourism is a sector of great importance for the Albanian economy, as the development of tourism enables an increase in the gross domestic product (GDP), the generation of new jobs mainly in the sector of transport activities, which is closely related with the supply chain.

Important in this report is the suggestion of some supporting policies related to tourism, suggesting the increase of investments, especially in the transport sector, enabling the growth of the supply chain.

Another author who has addressed similar topics related to our paper is Blendi Klosi (Klosi, 2019), in his

study entitled : *National Strategy for Sustainable Tourism Development*. In his study he first focuses on the reflection of the current situation regarding tourism during the several years taken in the study, describing the tourism sector as one of the main engines of economic development. This is because the development of the tourism sector makes an important contribution to the growth of the

gross domestic product (GDP), the increase in employment enabling the increase of the workforce and new jobs, as well as the development of tourism enables the development of sectors and under other economic, social and cultural sectors. In his study, he describes that the main flow of tourists visiting Albania comes from Europe, but there are also tourists from the United States of America and Asia.

In addition, in his paper he emphasizes that in terms of tourism development, Albania is far from the potential of tourism development compared to other Mediterranean countries. Therefore, it also emphasizes some problems related to tourism, highlighting some factors hindering the sustainable development of the tourism sector in Albania, related to infrastructure, accommodation capacities, quality of services, tourist products, etc.

Of particular importance in this paper is the suggestion of some efficient government policies for the development of tourism, proposing a series of important government policies to have a sustainable development of tourism in Albania.

### 3. Research Methods

The methodology used in our paper is the descriptive method, and through tables and charts we've provided a comparative analysis, based on some statistics which are expressed in percentage (%), in order to analyze the change in the foreign tourist flows in Albania, according to the regions of different continents of the world, based on the years we studied from 2014 to 2021.

Our study is also grounded, on comparative analysis regarding tourism flows based on the arrivals and departures of the tourist flows in Albania, according to the purposes and the travel models.

#### 3.1 The purpose of the paper

Our paper focuses on two main goals:

The main purpose of our paper is to highlight how the tourism sector has changed throughout the years we studied from 2014 to 2021, analyzing the foreign tourist flows entering Albania according to regions of different continents and according to types of the purposes of their entry.

Another main goal in our paper is to reflect some problems related to the tourism sector in Albania, suggesting some government policies for the development of the tourism sector in order to have socio-economic growth in the country.

#### 3.2 Data collection

The data were extracted from the publication of INSTAT (Institute of Statistics, Albania), based on the topics: Industry, Trade and Services related to the tourism sector by years from 2014 to 2021.

Regarding the entry of the tourist flows according to several regions of different continents of the world, and according to the type of purposes and the tourist models of travelling.

While processing these data through the descriptive method, we've drawn comparative statistical analyzes expressed in percentages (%).

### 4. Analysis of the Results

Through comparative statistical analyzes expressed in percentage (%) we derived the following analyzes with interpretations and relevant arguments.

**Table 1.** The foreign tourist inflows to Albania by regions, from different continents of the world from 2014 to 2021.

Description	2014	2015	2016	2017	2018	2019	2020	2021
<b>Total</b>	<b>3,672,591</b>	<b>4,131,242</b>	<b>4,735,511</b>	<b>5,117,700</b>	<b>5,926,803</b>	<b>6,406,038</b>	<b>2,657,818</b>	<b>5,688,649</b>
<b>I. Africa</b>	859	2,973	2,409	2,756	3,321	24,203	1,636	3,147
<b>II. America</b>	90,084	96,763	105,032	125,339	148,846	156,726	30,020	115,833
<b>III. East Asia and Pacific</b>	30,874	33,032	36,551	54,343	68,152	78,050	4,993	7,968
<b>IV. Middle East</b>	2,607	3,604	4,797	5,588	7,174	11,707	1,813	36,959
<b>V. South Asia</b>	1,274	1,636	1,807	2,344	3,084	3,550	801	20,998
<b>VI. Europe</b>	<b>3,423,665</b>	<b>3,759,423</b>	<b>4,490,614</b>	<b>4,694,268</b>	<b>5,331,616</b>	<b>5,796,063</b>	<b>2,616,908</b>	<b>5,172,845</b>
- Central /Eastern Europe	163,006	151,457	187,527	276,563	362,083	393,368	92,326	363,483
- Northern Europe	137,308	125,513	149,992	204,099	212,248	234,956	65,173	127,767
- Southern Europe	2,821,920	3,169,174	3,855,779	3,810,464	4,301,996	4,636,197	2,335,914	4,331,888
- Western Europe	237,760	246,811	221,566	316,264	357,411	417,163	95,211	293,054
- East/ Mediterranean Europe	63,671	66,468	75,750	86,878	97,878	114,379	28,284	56,653
<b>VII. Other countries not specified</b>	<b>123,228</b>	<b>233,811</b>	<b>94,301</b>	<b>233,062</b>	<b>364,610</b>	<b>335,739</b>	<b>1,647</b>	<b>330,899</b>

Source: INSTAT, 2022

Focusing on the table 1, we note how the tourism flows has changed by year, from 2014 to 2021, and from which regions of the most important continents of the world studied have had more foreign tourist arrivals in Albania by years.

From the table we see that more foreign tourists came to Albania from the continent of Europe according to the years studied, precisely from 2014 to 2021.

Europe is the continent with the highest of foreign tourist flows to Albania compared to all other continents. Specifically, we note that the foreign tourist flows from Europe has been increasing from 2014 to 2021, where it's seen a decrease in 2020 in the foreign tourist flows coming from Europe to Albania, which is related to the impact of the covid 19 pandemic on the decrease in the tourism flows in 2020. In 2021, an increase level of the tourist flows with regard to the total number of tourists coming from the continent of Europe is again observed. The highest level of the number of foreign tourist flows coming to Albania from the continent of Europe was reached in 2019. Precisely in 2019, we've a total of 5,796,063 foreign tourists from Europe. Whereas the total number of tourist arrivals from Europe from 2014 to 2021 is 35,285,402. In 2019, the level of foreign tourist flows from Europe accounted for the highest level, 16.42% of the total number of tourists from Europe from 2014 to 2021. In addition, regarding the percentage (%) occupied by the foreign tourist flows coming from Europe to Albania in 2019 in relation to the total number of tourists coming from all regions of other continents. We argue that in 2019 we've a total of 6,406,038 tourists coming from all regions of other continents. Precisely in 2019, the level of tourist flows arriving in Albania from the regions of the Europe accounted for 90.47% of the total number of the tourist flows arriving from all regions of other continents.

In addition, referring to the regions of the European continent, the highest level of foreign tourist flows arriving in Albania from 2014 to 2021 is from the Southern Europe region. The foreign tourist flows coming to Albania from the Southern Europe region has been higher compared to all other countries and regions of the Europe, as well as higher compared to the tourist flows coming to Albania from the regions of other continents.

In all the years studied, the foreign tourist flows from the Southern Europe region has been high and has been increasing, with the exception of 2020 where we've a decrease in the tourism flows,

which is understandable to be related to the impact of the Covid 19 pandemic.

The total number of the foreign tourist flows who have come to Albania from Southern Europe, from 2014 to 2021 is 29,263,332 tourists. In 2019, we've the highest number of foreign tourist arrivals from the Southern Europe region, compared to other years. Precisely, in total in 2019 we've 4,636,197 tourists, accounting for 15.84% of the total number of the tourist flows from the Southern Europe region.

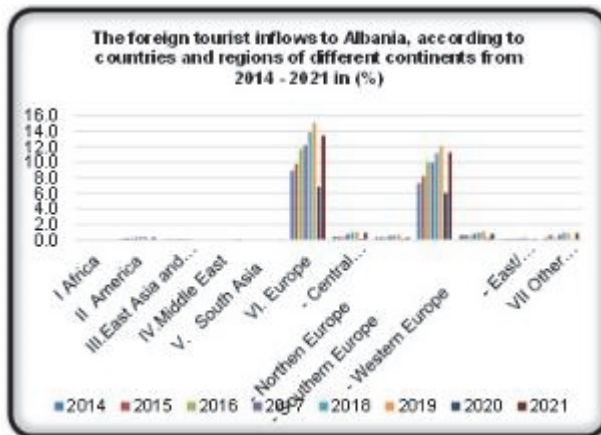
Regarding the percentage (%) occupied by the tourist flows arriving in 2019 from Southern Europe to Albania, in relation to all the tourist flows of the total number of tourists arriving from all regions of other continents, we can argue that the total number of tourists arriving from all regions of other continents in 2019 is 6,406,038. Where the percentage (%) occupied by the tourist flows arriving in Albania from Southern Europe in 2019 is 72.3% of the total number of the tourist flows arriving in Albania from all regions of the continents in 2019.

Referring to the tourist flows coming to Albania from the regions of other continents, we argue that the foreign tourist flows coming from the regions of America to Albania in all the years studied is higher compared to the foreign tourist flows coming from the regions of Africa and Asia, where the participation of the foreign tourists from 2014 to 2021 for these regions of the said continents is lower.

Considering a general view of the situation, as an additional argument regarding the total number of tourists arriving in Albania from the regions of America, we argue that in all the years studied, regions from America have a lower flow of tourists arriving in Albania compared to unspecified countries and regions.

Regions from the continent of Europe account for the highest level of the number of foreign tourist flows arriving in Albania according to the years studied from 2014 to 2021 and it's higher compared to the foreign tourist flows arriving in Albania from all other continents.

Regarding the total number of the tourist flows arriving in Albania from all regions according to different continents and according to the years studied from 2014 to 2021, a decrease in the level of tourism flows in 2020 is observed, which is also related to the effects of the Covid 19 pandemic, in the decrease in the tourism flows in Albania.



**Graph 1.** The foreign tourist inflows to Albania, according to countries and regions of different continents from 2014 - 2021.

**Source :** Authors

Graph 1, shows the foreign tourist flows entering Albania from the regions of some of the different continents of the world studied, expressed in percentage (%). In this way, the percentages (%) of the tourist flows from each region from the different continents of the world to the total number of

tourists according to the years studied are reflected, including the total number of the tourist flows from all countries and regions of the continents of the world, from 2014 to 2021.

From the graph, it's clearly seen that the regions from the continent of Europe occupy the highest percentage (%) of the total of foreign tourist flows in Albania compared to all the regions of other continents. Moreover, the highest percentage (%) of the tourism flows from all regions of the European continent was reached in 2019, accounting for 15.1% of the total of tourist flows from 2014 to 2021.

The Southern Europe region has the highest percentage (%) of the total number of foreign tourist flows compared to all other regions of Europe. Precisely the Southern Europe region achieved the highest level of foreign tourist flows who entered Albania in 2019, accounting for 12.1% of the total number of the tourist flows from all regions of different continents according to the years studied from 2014 to 2021.

Regarding the foreign tourist flows from the regions of other continents who entered Albania, they occupy a very low percentage (%) of the total number of tourists from 2014 to 2021.

While from 2014 to 2021 the highest percentage (%) of the tourism flows in Albania was recorded in 2019, from which of all the regions of the different continents of the world in this year they occupied the highest percentage (%) of the tourism flows in Albania. In 2019, 16.71% of the total number of tourism flows from all regions of the continents studied, from 2014 to 2021, was reached.

In addition note that the lowest percentage (%) of the tourism flows in Albania from all regions of different continents, taken in the study, was reached in 2020. In 2020, Albania recorded the lowest percentages (%) of the tourist flows from all the regions of the continents of the world studied, which is closely related to the Covid 19 pandemic in the decrease of the tourism flows in Albania in 2020.

**Table 2.** The foreign tourist inflows to Albania according to the purpose of the travel, from 2014 to 2021

Description	2014	2015	2016	2017	2018	2019	2020	2021
Arrivals of foreign citizens (in total I +II)	3,672,591	4,131,242	4,735,511	5,117,700	5,926,803	6,406,038	2,657,818	5,688,649
<b>I. Personal</b>	3,624,422	4,089,105	4,676,762	5,049,173	5,839,626	6,304,845	2,542,494	5,588,400
1. Holidays, visit to relatives, etc.	3,415,550	3,900,646	4,516,492	4,865,841	5,639,818	6,094,889	2,457,446	5,411,591
2. Health treatment	1,503	1,554	663	634	276	658	1,437	1,504
3. Religious	2,543	1,600	1,034	601	778	794	326	488
4. Transzit	204,826	185,305	158,573	182,097	198,754	208,504	83,285	174,817
<b>II. Business and professional</b>	48,169	42,137	58,749	68,527	87,177	101,193	115,324	100,249

Source : (INSTAT, 2022)

Table 2, clearly shows that the arrivals of the foreign tourist flows to Albania according to the personal purpose of their trip from 2014 to 2021 occupy the highest number of the tourism flows in Albania by years, compared to all the arrivals of the foreign tourist flows according to other purposes. According to the personal purpose, the highest level of the total tourist flows was achieved in 2019. Exactly, in 2019 we've a total of 6,304,845 foreign tourist flows who entered Albania.

Specifically, we emphasize that there are a total of 38,336,352 foreign tourists who entered Albania, including all the purposes of their entry, according to personal goals and the goals of business as well as including all the years studied from 2014 to 2021.

Precisely in 2019, the foreign tourist flows in Albania according to personal purpose accounted for 16.44% of the total, according to purpose of their entry from 2014 to 2021.

Regarding the personal purpose of the arrival of foreign tourists in Albania from 2014 to 2021, the personal purpose of arrival with the highest level of foreign tourist flows is the purpose of



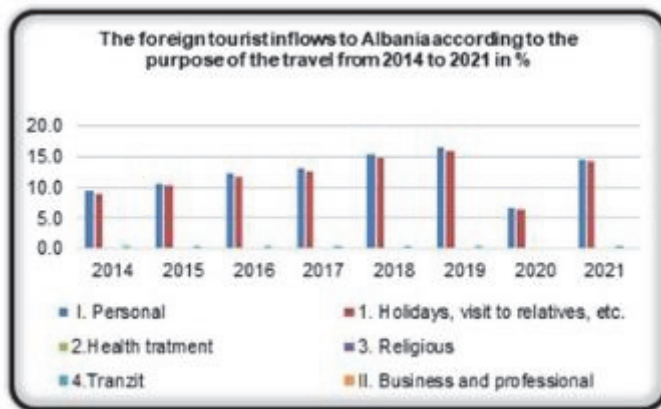
holidays, visit to relatives etc...

Precisely, according to this personal purpose the highest number of tourist arrivals was achieved in 2019.

Exactly, in 2019, we've a total of 6,304,845 tourists who entered Albania only according to the personal purpose of their arrival for holidays, visit to relatives etc, accounting for 15.9% of the total of foreign tourist flows according to all purposes of entry from 2014 to 2021.

As for the inflow of foreign tourists according to other personal purposes, and according to the business and professional purpose, it is very low compared to the inflow of tourists according to the purpose for holidays, visit to relatives, etc...

According to all the purposes of the entry of foreign tourists to Albania in 2020, there was a decrease in the foreign tourist flows according to all purposes compared to other years, which is closely related to the effects of the Covid 19 pandemic on the decline of the tourist flows in Albania according to all purposes.



**Graph 2.** The foreign tourist inflows to Albania according to their purpose of the travel from 2014 to 2021, based on the percentage (%) they occupy in each year in relation to the total inflow of foreign citizens in Albania according to their purpose.

**Source:** Authors

We clearly see from the graph 2, that the highest percentage (%) of the tourist flows according to the purposes of their entry from 2014 to 2021 is the arrival of tourists according to personal purposes.

Precisely according to personal purpose, the largest inflow of tourists was in 2019, accounting for 16.4% of the total inflow of foreign tourists according to all purposes, from 2014 to 2021. In addition, the entry of the flow of foreign tourists according to the purpose of holidays, visit to relatives etc, has been the highest in all the years studied compared to all other purposes including personal purposes as well as the highest compared to the entry of the foreign tourist flows according to business and professional purposes.

The foreign tourist flows entering Albania according to the purpose of holidays, visiting relatives, etc, was the highest in 2019 accounting for 15.9% of the total tourist flows in 2019, according to all purposes, from 2014 to 2021.

In addition, the graph clearly shows that in 2020 we've a decrease in the tourism flows according to all purposes which is closely related to the impact of the covid 19 pandemic, in 2020.

Regarding the tourist flows entering for other personal purposes and for business and professional purposes, the foreign tourist flows entering our country, almost in all years, is low, occupying a low percentage (%) by year compared to their total inflows by all purposes from 2014 to 2021.



**Table 3.** The tourist movements with Albanian citizenship and foreign citizenship according to the travel models in 2020.

Description	Year 2020			
	Albania citizens	Albania citizens	Foreign citizens	Foreign citizens
	Arrivals	Departures	Arrivals	Departures
<b>Total</b>	<b>2,761,599</b>	<b>2,906,828</b>	<b>2,657,818</b>	<b>2,637,064</b>
By air	387,666	363,130	269,801	285,914
By sea	169,459	161,778	64,079	62,112
By land	2,204,474	2,381,920	2,323,938	2,289,038

Source: INSTAT, 2022

Table 3, notes the tourist movements according to the travel models in 2020.

The table shows the entry of the tourist flows in Albania according to the travel models in 2020 , precisely by air, by sea, and by land . Exactly, we've a total of 2,761,599 the entry of tourists with Albania citizens according to the travel models, accounting for 51% of total inflow of tourists with Albania citizens.

In a ddition, we've a total of 2,657,818 the entry of tourists with foreign citizens according to the travel models, accounting for 49% of the total inflow of foreign tourists by all travel models.

Precisely, the entery of tourists with Albania citizens has been accounted for 2% more compared to the tourists with foreign citizens who have entered in Albania according to the travel models.

In addition the departures of the tourist flows with Albanian citizens according the travel models in 2020, were a total of 2,906,828 accounting for 52% of total inflow of tourists with Albania citizens.

Regarding the departures of the foreign tourist flows, we note a total of 2,637,064 accounting for 48 % of total number of foreign tourists departures in 2020 according to three travel models ,by air, sea, and by land.

Precisely, the departures of the foreign tourist flows has been accounted for for 5% more of the total number of tourists departures in 2020 by the travel models.

In addition regarding the travel model by land the tourist flows with Albania citezens and foreign citizens in 2020, occupy the highest number of the tourism flows in Albania compared to all the travel models.

Precisely, according to the travel model by land, the tourist arrivals with Albania citezens , achieved in 2020 a total of 2,204,474 , accounting for 41% of the total number of tourists entering by land.

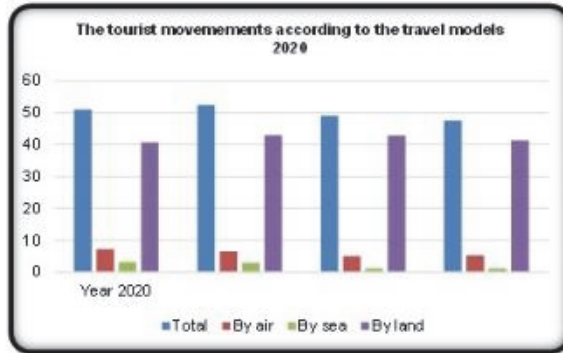
While the foreign tourist arrivals in Albania in 2020 , achieved a total of 2,323,938 accounting for 43% of the total number of tourists who entered by land.

In addition the foreign tourist flows account for 2% more of the total of arrivals by land compared with the tourist flows with Albanias citizens.

Referring the departures of the tourist flows traveling by land, in 2020 , with Albanian citizens, there was a total of 2,381,920, accounting for 43% of the total number of tourists who left Albania.

In addition the foreign tourist flows who left Albania , account for a total of 2,289,038, accounting for 41% of the total number of outbound tourists in 2020 . Specifically, the tourists with Albanian citizenship who left Albania account for 2% more of the total number of tourists who left Albania compared to tourists with foreign citizenships who left Albania in 2020.

Referring to other travel models of the tourism flows specifically, by air and sea, the tourist flows of entry and departures with Albanian citizenship and foreign citizenship according to these travel models is very low, occupying a very low percentage (%) to the total number of entries and departures of the tourist flows, compared to the entries and departures according to the travel model by land.



**Graph 3.** The tourist movements according to the travel models for 2020  
**Source:** Authors

Graph 3, shows the tourist movements according to the travel models for 2020.

Regarding the travel model by land, the tourist flows was highest, regarding tourist flows with Albanian citizenship and tourists with foreign citizenship entering in Albania in 2020 .

In addition, it's worth noting that the tourist flows who entered in, and departures from Albania through the travel model by land , was highest compared to other travel models methods;

Specifically, the tourists with Albanian citizenship who entered by land in total account for 41% of the total number of tourists entering by land.

While the foreign tourist flows who entered Albania by land in 2020, in total account for 43% of the total number of tourists who entered by land.

Comparing the influx of tourists with Albanian citizenship to tourists with foreign citizenship, the tourists with foreign citizenship account for 2% more of the total inflow of tourists traveling by land.

In addition , regarding the departures of the tourist flows by land, we note that , in 2020 the total level of exits of the tourist flows with Albanian citizenship is 43% of the total number of tourists who have left Albania.

While the foreign tourist flows who have left Albania accounts for 41% of the total number of outbound tourists in 2020.

Specifically, tourists with Albanian citizenship who have left Albania account for 2% more of the total number of outbound tourists from Albania compared to tourists with foreign citizenship who left Albania in 2020.

Referring to other travel models of the tourist flows entry and departures , we note, according to the travel models, by air and sea, the tourist flows regarding Albanian citizenship and foreign citizenship is very low, occupying a very low percentage (%) to the total number of entries and departures compared to the tourist flows of entries and departures according to the travel model by land.

**Table 4.** The tourists movements with Albanian citizenship and foreign citizenship according to the travel models in 2021.

Description	Year 2021			
	Albania citizens Arrivals	Albania citizens Departures	Foreign citizens Arrivals	Foreign citizens Departures
<b>Total</b>	<b>3,928,030</b>	<b>4,190,786</b>	<b>5,688,649</b>	<b>5,432,040</b>
By air	692,814	707,929	764,683	735,912
By sea	289,133	242,395	205,852	203,122
By land	2,946,083	3,240,462	4,718,114	4,493,006

**Source:** INSTAT, 2022

Table 4, shows the tourist movements with Albanian citizenship and foreign citizenship according to the travel models in 2021.

Exactly, the table shows a total of 3,928,030 tourists with Albanian citizenship entered Albania in 2021, accounting for 41% of the total number of tourists with Albanian citizenship who entered according to the three travel models, by land, by sea, and by the air.

In addition regarding to the foreign tourist flows who entered in Albania is 5,688,649, accounting for 59% of the total number of tourists who entered Albania in 2021 according to the three travel models, by land, by sea and air.

In addition in relation to the departures of tourists, we note that in 2021, a total of 4,190,786 tourists with Albanian citizenship left it, accounting for 44% of the total number of tourists who left Albania according to the three travel models.

Referring to the foreign tourist flows we note that a total, by 5,432,040 tourists with foreign citizenship have left Albania in 2021, accounting for 56% of the total number of tourists with foreign citizenship who have departures from Albania according to the three travel models.

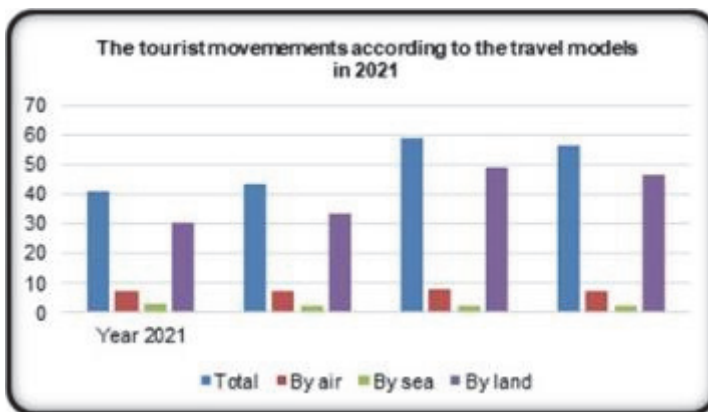
Significantly from the table we note that according to the travel model by land, we've more entry and departures of tourists, with Albanian citizenship and with foreign citizenship.

The total influx of tourists with Albanian citizenship by land is 2,946,083, accounting for 31% of tourist arrivals for 2021.

Referring the departures of tourists with Albanian citizenship and with foreign citizenship by land in total is 3,240,462, accounting for 34% of the outflow of tourists with Albanian citizenship.

Regarding the influx of foreign tourists who entered Albania, there are 4,718,114 in total, accounting for 49% of the arrival of foreign tourists.

In addition the total of outflow of tourists by land is 4,493,006, accounting for 47% of the outflow of tourists by land. In addition we note in relation of the other travel models, the inflow and outflow of tourists with Albanian citizenship and foreign citizenship by sea and by air has a smaller percentage (%) compared to the travel model of tourists by land.



**Graph 4.** The tourist movements with Albanian citizenship and with foreign citizenship according to the travel models in 2021.

**Source:** Authors

The graph shows, the tourist movements with Albanian citizenship and with foreign citizenship according to the travel models.

As can be seen from the graph, we note that the inflows and outflows of tourists with Albanian citizenship and with foreign citizenship who have traveled by land occupy a higher percentage (%) level according the travel model by land, compared to other travel models, such as by air and sea.

The tourist flows who have entered in Albania by the land account for 31% of the arrival for 2021.

The tourists flows with Albanian citizenship who have left Albania account for 34% of outbound tourists.

Regarding the foreign tourist flows who have entered Albania account for 49% of the total of tourist arrivals in Albania.

Otherwise the tourists with foreign citizenship who have left Albania account for 47% of the outflow of foreign tourists.

In relation to the other models of travel, the tourist flows of "entry and exit" with Albanian citizenship and foreign citizenship, both by air and by sea, occupy a lower percentage compared to the travel model by land.

## 5. Conclusions and Recommendations

Focusing on the analysis regarding the change of tourism according to the period from 2014 to 2021, based on the fact from which regions of the different continents of the world focused in our study, more tourists or foreign nationals entered the Albania, according to the years taken in the study, we conclude that the foreign tourist flows arriving in Albania from the regions of Europe has been greater compared to all the regions of the other continents of the world. Exactly, the foreign tourist flows coming to Albania from the Southern European region has been greater according to the years studied, compared to all the regions of the other continents studied.

The foreign tourist flows coming to Albania from Southern Europe regions has been high in all years and has been increasing from 2014 to 2021, with the exception of 2020 where we've a decrease in the tourism flows, which is significantly related to with the effects of the global Covid 19 pandemic. Referring to tourists or foreign nationals coming from the regions of other continents studied, we conclude that the tourist flows coming from the regions of other continents, in all the years studied, is lower compared to the tourist flows coming to Albania from the regions of Europe.

Regarding the regions of Africa and Asia, the foreign tourist flows entering Albania from these regions from 2014 to 2021 is low. As for the regions of the Americas, the foreign tourist flows entering Albania from these regions has been increasing.

In addition, from the analysis, we noticed that in relation to the total number of the tourist flows arriving in Albania from all regions and different continents, and according to the years studied from 2014 to 2021, we've a decrease in the tourism flows in 2020.

From all the countries and regions according to the different continents, based on the analysis related to the arrivals of foreign citizens in Albania according to the purpose of the trip, from 2014 to 2021, we conclude that the arrivals of foreign citizens in Albania according to the personal purpose of their trip from 2014 to 2021 occupy the highest number of the tourism flows in Albania according to the years. According to the personal purpose, the highest level of foreign tourist flows arriving in Albania was achieved in 2019. From the analysis, we noticed that the personal purpose with the highest level of foreign tourist flows arriving in Albania is the purpose of holidays, visit to relatives, etc... Precisely, according to the personal purpose for holidays, visit to relatives, etc., the highest number of inflow of foreign tourists according to this purpose was achieved in 2019.

As for the foreign tourist flows entering in Albania, from the analysis we noticed that according to other personal goals and according to the business and professional purpose it's very low compared to the influx of tourists according to the purpose of holidays, visit to relatives, etc...

According to all the purposes of the entry of foreign tourists to Albania in 2020, a decrease in the entry of the tourist flows according to all purposes compared to other years was noted, which is closely related to the effects of the global pandemic Covid 19 on the entry of the foreign tourist flows in Albania for all purposes.

In addition in our paper we focused on analyzing the tourist flows, referring to the influx of tourists and the outflow of the tourists according to the travel models. From where we've analyzed

the inflows and outflows of tourists with Albanian citizenship and with foreign citizenship, according to all the travel models, by land, by sea and by air. Referring to these analyses, we drew the conclusions, that according to the travel model by land, we had more movements of the tourist flows, including entry and departures from Albania. The movement of tourists, both with Albanian citizenship and with foreign citizenship, was higher in terms of the travel model by land compared to other travel models.

We must emphasize that it is very important to develop the tourism sector in Albania in order to increase the foreign tourist flows to Albania from different countries and regions of the world. This is due to the fact that the tourism sector brings an increase in income in various sectors of the economy, mainly in the transport and supply sector, enabling an increase in GDP (gross domestic product), from the development of tourism, as well as leading to growth economy in a country (Klosi, 2019). In addition, the importance of tourism is demonstrated throughout involves cross-cultural interaction and harmony among people of different nations around the world (Sejdiu, 2018).

However, a country like Albania has a number of important problems that should be given a lot of attention by government policies. Some of the government policies we suggest regarding the tourism development are, infrastructure development, including more foreign investment in infrastructure, mainly in rural areas. This constitutes a key factor for the development of tourism in Albania. Although we've noted that in the recent years in Albania, the infrastructure road has been significantly improved and numerous projects are being developed to further improve transport (Risi Albania, 2014).

However, rural areas require more attention from the government in terms of investments in infrastructure.

In addition, another important policy is the development of the agricultural sector, as a very important sector for the development of tourism, as the agricultural sector enables the growth of the supply chain, and is closely related to the development of several other sectors for the development of tourism.

Experience and theory have shown that establishing and maintaining balance within and across sectors of the economy is a necessary condition for economic growth (Deda, E; Brajshori, B; Krasniqi, D; Kadiu, E., 2016).

The development of the agricultural sector is important, in order to provide many opportunities for local partnership enabling the opening of new jobs and the increase of the workforce leading to economic development (Deda, E; Brajshori, B; Krasniqi, D, 2020).

This is because with the increase in new jobs, we have a reduction in the level of poverty as well as socio-economic growth in the country. Therefore, a special attention is needed from the government regarding the creation of policies that support businesses and provide opportunities and innovations for development, thus enabling the creation of new jobs (Deda, E.; Brajshori, B.; Krasniqi, D., 2020).

Another important government policy in the development of tourism is the increase of investments in the transport sector, energy, etc., In addition, an important policy is the attraction of foreign direct investments related to the tourism development.

An efficient policy related to the tourism sector is the increase of investments related to the cultural heritage preservation and the environment protection. Ecosystem protection and environmental protection as well as the issue of land ownership management are serious problems related to tourism, which require government attention and investment (Dieke, 1991). In addition, another important policy is that should be taken by the government for the development of the culture sector is the improvement of cultural tourism by investing in the infrastructures, in the preservation of cultural heritage. Therefore, the government should take measures by supporting the policies in digitization (Deda, E; Gashi, K; Shala, A., 2022).

Another important policy is : Building policies with a focus to expanding sectors that generate new job places and enable the increasing of employment (Deda, E; Brajshori, B; Krasniqi, D., 2020).

An efficient policy is: Providing youth favorable conditions in the formal education. These

policies include investments in infrastructure, schools, universities, dormitories, etc... (Deda, Pacukaj, & Vardari, 2021)

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