

The Challenges of the Present and Future for a Sustainable Tourism in Albania

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Abstract *Tourism is one of the largest and fastest growing industries in the world. It is an increasingly important source of income, employment and wealth in Albania. International tourism now accounts for a larger share of foreign exchange receipts and export earnings than any other industry. But, while tourism provides considerable economic benefits for the country, regions and communities, its rapid expansion has also had detrimental environmental and socio-cultural impacts. Sustainable Tourism is a contemporary concept that is used to reflect the need of a comprehensive analysis and to consider Tourism as a need, experience and business. Anyway this shouldn't be our single consideration. Tourism is part of overall efforts toward achievement of a sustainable Albanian Economy. The paper argues that the promotion of sustainable tourism development is essential for maximizing its socio-economic benefits and minimizing its environmental impact. It continues than with the discussion on implementation of two instruments of sustainability such as 'National Environmental Label' and Quality Mark in Albania*

Keywords: *Tourism, development, sustainable economy, environmental*

1. Development of Tourism

Tourism is also the only major service sector in which developing countries have consistently recorded trade surpluses relative to the rest of the world. Between 1980 and 1996, for instance, their travel account surplus increased from \$4.6 billion to \$65.9 billion, due primarily to the impressive growth of inbound tourism to countries in Africa, the Caribbean, and the Asia and Pacific regions.¹⁴ The 1990s also experienced a significant growth of international tourism receipts in the 49 poorest developing countries: total tourism receipts in these countries more than doubled from US\$ 1 billion in 1992 to over US\$ 2.2 billion in 1998.¹⁵ Tourism is now the second largest source of foreign exchange earnings in the 49 least developed countries (LDCs) as a whole, after the oil industry, which is concentrated in only three of these countries. Tourism has become the main source of income for the economies of an increasing number of small island developing States (SIDS) – as well as less developed regions of large countries – with a natural environment appealing to tourists. Foreign exchange earnings can, however, vary significantly among these tourism-driven economies because of 'leakages' arising from imports of equipment for construction and consumer goods required by tourists, repatriation of profits earned by foreign investors and amortization of foreign debt incurred in tourist development.

Besides export earnings, international tourism also generates an increasingly significant share of government (national and local) tax revenues throughout the world. In addition, the development of tourism as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, water and sewerage facilities, telecommunications and other public utilities. Such infrastructural improvements not only generate benefits to tourists but can also contribute to improving the living conditions of local populations. This increase in social overhead capital can also help attract other industries to a disadvantaged area and thus be crucial to regional economic development.

2. General Overview of Albanian Tourism

Albania is a pretty attractive country with quite a complex touristic offer. The whole package varies from its great nature, mountains, rivers, woods, skiing places, natural unspoiled parks, till unique culture, folk, culinary, religion harmony, and of course people. The combination of all those components gives a unique high valued product which unfortunately is not quite often promoted as it should be.

It is very rare to find in such a small area the variety of nature where in less than three hours you visit mountains, beaches and forests. The frequent landscape changes make visitors experience the uniqueness of our products. The fast increasing of worldwide tourism demand toward adventure, ecotourism, culture and personal experiences are greater responsibilities for our country to develop its short term offer in order to give an attractive version of all those kinds of tourism. Albania has great potentials for the development of all the forms of tourism and together with a better, promotion, investments plan, and human resources, will make that tourists experience the "pleasant unspoken truth" of this country.

What the state has difficulties to understand, and especially to implement, is that the Tourism development is very complex. The increase of Tourism industry does not mean only creation of a positive investments climate but even development of other industries, development of infrastructure, people, transport, communication, clear land ownership, etc. Without a balanced growth of all sectors Tourism can still not have the weight in the Albanian Economy as it should has.

3. Travel and Tourism Industry – The Impact on Economy

Travel and Tourism including, transport, accommodation, catering, transport and services for visitors is one of the world's largest industry with a high growth percentage of employers and employees.

According to A report of World Travel and Tourism Council published in 2009, the Travel and Tourism Industry in Albania is represented with the following figures.

Table 1. Travel and Tourism in Albania, and its impact on economy

Albania	2009			2019		
	Al Lek bn.	% of Tot.	Growth	Al.Lek bn.	% of Tot	Growth
Personal Travel and Tourism	101.6	10.9	6.3	220.3	11.2	4.9
Business Travel	26.0	2.3	-1.9	54.4	2.3	4.5
Government Expenditures	5.3	3.8	18.3	11.2	4.0	4.6
Capital Investments	29.3	7.0	-2.8	62.2	7.1	4.7
Visitor Exports	96.1	36.4	-3.4	206.7	31.5	4.8
Other Exports	1.7	0.6	10.6	5.1	0.8	8.6
Travel and Tourism Demand	260.1	15.9	0.9	560.0	16.0	4.8
T&T Industry GDP	41.2	3.7	-4.5	88.0	3.8	4.7
T&T Economy GDP	140.2	12.5	-3.7	300.0	12.9	4.8
T&T Industry Employment	36.7	3.0	-5.2	43.2	3.0	1.6
T&T Economy Employment	125.8	10.1	-4.4	148.2	10.4	1.7

The Report emphasizes the following facts:

GDP

Albania - The Travel & Tourism Industry is expected to contribute directly 3.7% to Gross Domestic Product (GDP) in 2009 (ALL41.2 bn or US\$445.1 mn), rising in nominal terms to ALL88.0 bn or US\$748.4 mn (3.8% of total) by 2019.

The T&T Economy contribution (% of total) should rise from 12.5% (ALL140.2 bn or US\$1,514.3 mn) to 12.9% (ALL300.0 bn or US\$2,550.5 mn) in this same period.

Central & Eastern Europe - Travel & Tourism Demand is expected to reach US\$380,804.0 mn in 2009, growing to US\$1,066,680.0 mn in 2019.

Worldwide - In 2009, it is expected to post US\$7,339,990 mn of economic activity (Total Demand) and this is forecast to grow to US\$14,381,500 mn by 2019.

Demand

Albania - In 2009, Travel & Tourism is expected to post ALL260.1 bn (US\$2,808.4 mn) of economic activity (Total Demand), growing to ALL560.0 bn (US\$4,761.3 mn) by 2019.

Central & Eastern Europe - The Travel & Tourism Industry is expected to post a direct GDP contribution of 1.6% in 2009, while the Travel & Tourism Economy contribution will be 7.6%.

Worldwide - In 2009, the Travel & Tourism Industry should contribute 3.2% directly to worldwide GDP. The broader Travel & Tourism Economy should contribute 9.4% to world GDP in 2009.

Growth

Albania - Exports make up a very important share of Travel & Tourism's contribution to GDP.

Central & Eastern Europe - The Travel & Tourism Economy is expected to post average annualised gains of 5.7% between 2010 and 2019.

Worldwide - Travel & Tourism is a high-growth activity, which is forecast to increase its total economic activity by 4.% worldwide in real terms over the next ten years.

Visitor Exports

Albania - The Travel & Tourism Economy is expected to grow by 4.8% per annum in real terms between 2010 and 2019. Of Albania's total exports, Travel & Tourism is expected to generate 46.4% (ALL97.8 bn or US\$1,056.0 mn) in 2009, increasing to ALL211.8 bn or US\$1,801.1 mn (40.4% of total), in 2019.

Central & Eastern Europe - Travel & Tourism exports are expected to represent 10.1% of total exports in 2009.

Worldwide - Travel & Tourism is a major exporter, with inbound visitors injecting foreign exchange directly into the economy

4. The Albanian Travel and Tourism Industry – A Closer Look in Figures

According to the National Tourism Agency the figures for Incoming visitors during the first half of 2009 are as follows:

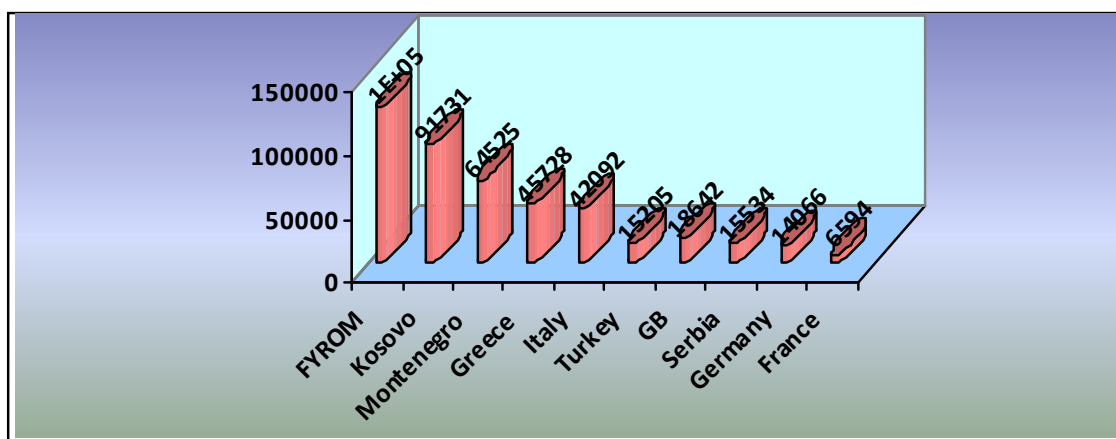


Figure 1. Number of Visitors coming to Albania during January – June 2009

The number of tourists coming to Albania is considerably increasing every year. From the successive year up to now there has been always a higher demand of visitors toward Albania. The figures show that there is an increasing trust toward Albania, proven by the increasing rates of tourist influxes.

In June 2009 we experienced an increase of more than 47000 tourists compare to the same period of 2008. From an adverse negative image, today Albania counts many writer friends who are promoting unique natural, historical values of the country. Magazines such as Balkan Traveler and very soon National Geographic will promote specific types of articles and broadcasts that boast different types of Tourism in Albania and rank Albanian Tourism as one of the most authentic worldwide.

Figure 2. Visitors coming to Albania during every month (January – June 2009)

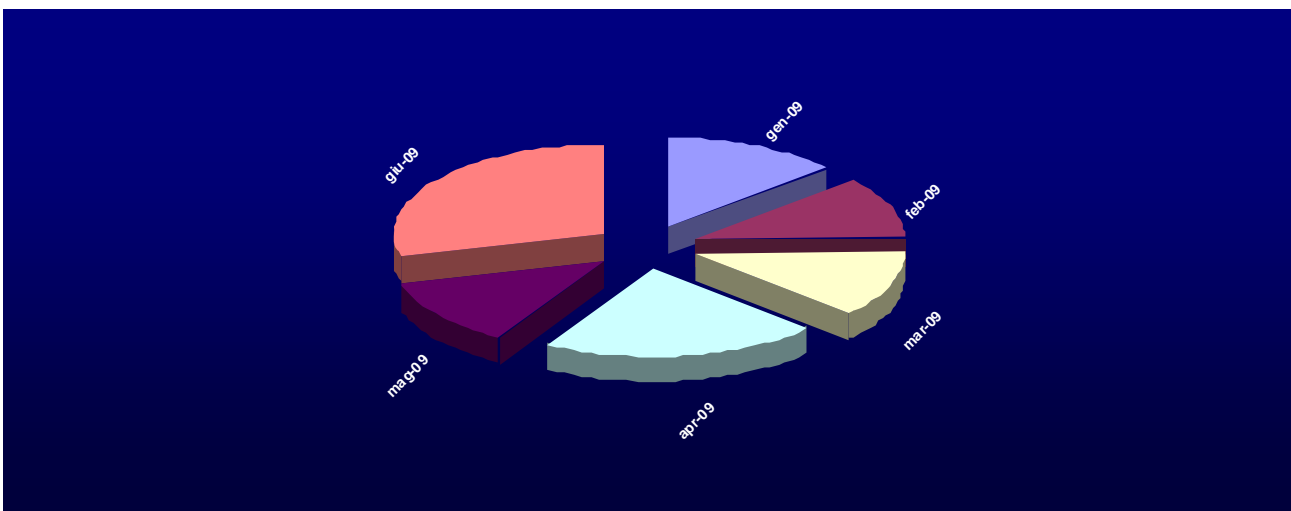
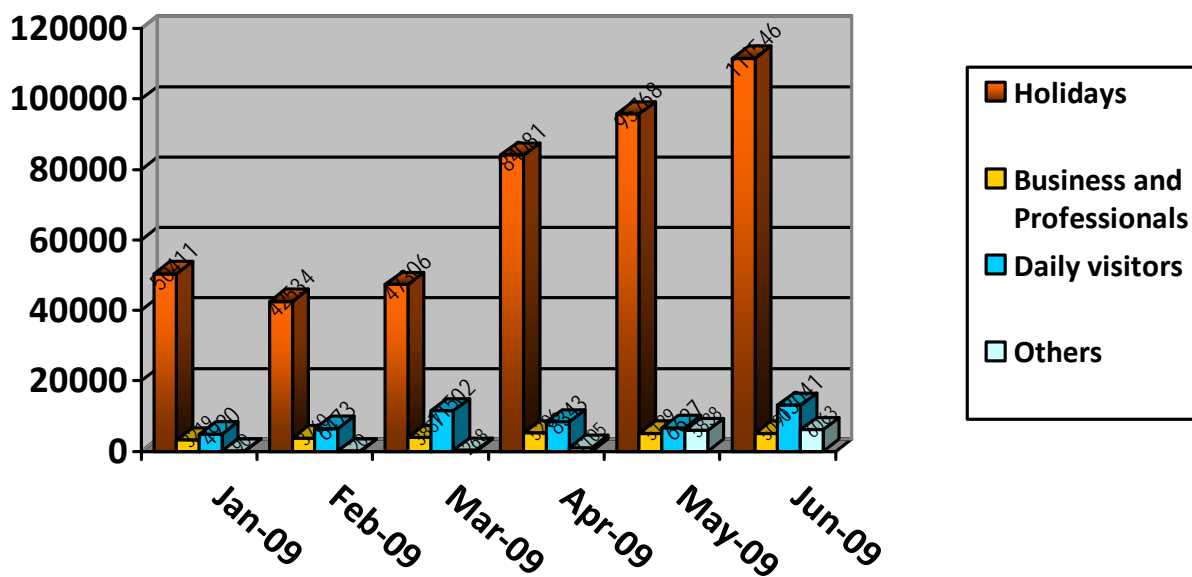


Figure 3. Structure of Visitors coming to Albania during January – June 2009



The Ministry of Tourism, Culture, Youth, and Sports at present is able to provide an exact structure of tourists coming to Albania, but from the figures we may deduct that since the majority of them have arrived from June to September, they come principally for the sunny tourism because of the long Albanian summer and sound beaches. Of course up to now we can not say we have developed the elite tourism, but the mass tourism still is attractive for some tourist segments in Albania.

The economic and politic stability of the country at present is out of any question. The political elections of July 28, 2009 have had no adverse impact on the number of visitors.

According to National Tourism Agency during January – June 2009 compared with the same period of the previous year there was a 10 per cent increase in the number of visitors.

71 per cent of the overall number reached Albania by national roads, 19 per cent reached Albania through air and 10 per cent by sea.

81 per cent of the overall number has come for vacations, 5 per cent for business, 3 per cent are daily visitors while 10 per cent are for other purposes.

The greatest number of visitors is from Europeans (92%), than Americans (5%), visitors from Asia (2%) and from other countries only 1 per cent.

The revenues from Tourism are:

In 2007	1.002 million Euro
In 2008	1.170 million Euro
The first quarter of 2009	212 million Euro

The Congress Tourism is increased reaching in the first half of 2009 the number of 26.261 persons. Even business travelers are visiting more often touristic destinations of Albania during holidays or weekends. Therefore we might deduct that the interest of foreign visitors is considerably increasing. Even the interest of investors for many massive investments in Tourism is increasing. But together with the increase in interest it is becoming more and more present the risk of overexploitation of resources which might bring a shorter life of Tourism in Albania. Therefore measures for a balanced and sustainable Tourism growth should be considered. Below are explained the measures that should be taken from all Tourism actors with this regard.

5. Sustainable Development versus Sustainable Tourism

Briefly speaking the concept of sustainable or balanced development entails the realization that in any society priorities relating to economic growth objectives (namely job creation, enhancement of Gross Regional Product, economic diversification, etc), must not outweigh goals for protecting the natural and human-built environment, nor should they outweigh goals relating to social equity. Hence, then, the achievement of sustainable development in any society necessitates generating a balance between goals that, in all likelihood, are in constant conflict with each other.

Unfortunately, the achievement of this balance remains elusive because in the vast majority of cases certain goals (most often the economic ones) dominate over the other two. Importantly, these are some of the main reasons that sustainable development remains little more than rhetoric in policy documents:

1. It is extremely difficult to generate a consensus among various stakeholders as to what sustainable development should entail. For example, it is hard for most stakeholders, especially those who are profit-driven, to appreciate the long term, intergenerational perspective that sustainable development entails.

- a) In instances where lip service is paid to sustainable development, it is obvious that authorities and others are intent on preserving the economic benefits deriving from tourism. In these instances, environmental conservation (and/or less frequently socio-cultural objectives) is often embraced if it can be shown that this will benefit economic motives. This perception of sustainability can be labelled the weak.
 - b) In cases where one group of stakeholders (e.g., environmental groups) support a strong view of sustainable development, their objective may be in conflict with policymakers who stress economic priorities or even community residents who may view restrictive environmental protection as an impediment to improving their quality of life.
2. Stakeholders' perspectives relating to sustainable development do not remain static and may be both geographically and historically contingent.
 - a) This means that in areas where tourism development has been excessive (and consequently the industry's effects are highly visible), support for strategies for sustainable development may be stronger than in areas where tourism is in its early stages.
 - b) Moreover, there may be a divorce between national and local policies on what sustainable tourism development entails.
 3. Unfortunately policies that address issues of sustainability are often sectoral (developed by one agency), meaning they address a single issue (e.g., tourism or transportation) without examining its interconnections with other sectors.
 4. The perception among some observers that sustainable solutions are incompatible in destinations that have already matured as mass tourist meccas.

6. Sustainability as Guiding Principle

Difficulties in implementing sustainable development solutions have led critics to argue that the concept lacks teeth and provides little more than a utopian dream. The same observers contend that since sustainable development means so many different things to different people, by default it can be of little merit.

However, dismissing sustainable development on such premises constitutes folly. If nothing else, sustainable development is an extremely valuable concept because it can be used by stakeholders in various settings as a *guiding principle* for their future development. In many ways, sustainability is the final grand (comprehensive) vision a community develops for its future, which serves as a guiding beacon for goal setting. In other words, once a long range final vision is set for the community, it will be easier to develop goals, objectives, and strategies on a variety of issues in the hope that these will lead as close as possible to that end product. In instances where it is realized that a goal that has been set is bringing us no closer to that end product then adjustments can be made.

In sum, then, despite the difficulties in implementing actions for sustainable development, the concept's greatest single value is that it offers the chance to develop a comprehensive snapshot for the desired future of any community. This snapshot has to be created according to the wishes of various stakeholders at each particular destination. In turn, this long-term vision can guide policymakers in developing more tangible, short-term policies.

7. What is Sustainable Tourism and its Albanian Challenges?

'Sustainable tourism' is simply sustainable development achieved through tourism. Sustainable development is economic development that takes a long-term view. It balances the benefits of economic development against environmental and social costs. Just as sustainable development assumes continued economic growth, so sustainable tourism assumes continued tourism growth.

Sustainable tourism is not a marketing idea to attract new markets - it is a strategic term to describe a specific approach to the development of tourism. Sustainable tourism aims to take **all impacts**, positive and negative, into account. **All tourism** has the potential to be more sustainable.

As well as encouraging continued tourism growth, sustainable tourism will ensure that Albania's two key tourism assets, our natural heritage and our communities, will survive and thrive.

Sustainable tourism has the following characteristics;

Economic prosperity

- long term competitive and prosperous tourism businesses
- quality employment opportunities, fair pay and conditions for all employees

Social equity and cohesion

- tourism that improves the quality of life of local communities,
- community involvement in tourism planning and management,
- safe, satisfying and fulfilling visitor experiences

Environmental and cultural protection

- reduced pollution and degradation of the global and local environment
- tourism that maintains and strengthens biodiversity
- tourism that maintains and enriches our unique and diverse culture

8. What are the key Challenges to the Sustainability of Albanian Tourism?

Challenge 1: Reducing the seasonality of demand

The concentration of tourism trips in certain periods of the year has a major effect on sustainability. Not only does it reduce the viability of enterprises to maximise capacity utilisation and offer year round employment, it can also place pressure on communities and natural resources at certain times while leaving surplus capacity at others.

Seasonality of demand makes it very difficult to plan and manage the provision of tourism facilities efficiently. A process of stimulating demand at less busy times of the year, taking up spare capacity, would enable revenue from tourism to grow while putting less pressure on the environment and community.

Appropriate action to strengthen the appeal of off-season visits includes:

- adjusting target market selection towards less seasonal markets (e.g. business tourism, non-family segments and certain niche markets),
- innovative product development, packaging, events and promotion in the off-season,
- promoting price differentials and incentives,
- joint working between service suppliers and operators to extend opening times and cooperate on marketing and promotional activity.

Challenge 2: Addressing the Impact of Tourism Transport

It is estimated that tourism transport (inbound and outbound) currently accounts for 8% of CO₂ equivalent emissions in the EU. Daily revelations about the advance and impact of climate change and associations with transport emissions have made this a fundamental and high profile issue for tourism.

The tourism sector must respond actively and responsibly to this challenge. The approach should seek to increase total visitor spending and economic benefit (in line with the 50% growth target) while reducing emissions resulting from this activity:

- promoting carbon-offsetting schemes to travellers, with the support of operators,
- promoting alternative transport options (equally for the enjoyable experience they offer as well as for their low impact),
- promoting Albania to more local / domestic markets,
- encouraging fewer, but longer, holidays while recognising that this goes against recent market trends.

Challenge 3: Minimising Resource use and Waste

Tourism can be a significant and, at times, profligate user of environmental resources. Much of the action required to address this challenge rests with strengthening environmental management in tourism enterprises:

- minimising energy consumption and encouraging the use of renewable sources and improved technology,
- promoting and facilitating the reduction, reuse and recycling of materials,
- water quality, including the efficient treatment of sewerage, avoiding discharge into marine and river environments,
- reducing and managing litter,
- developing and using local supply chains, in particular to reduce food miles.

Challenge 4: Looking after our Natural and Cultural Heritage

The quality of the natural and cultural heritage is, in most areas, fundamentally important to the generation of economic prosperity through tourism, to the quality of life of local communities and to the visitor experience.

All three can benefit from:

- strengthening the relationship between protected areas, biodiversity and local tourism interests,
- visitor management, information and interpretation, and monitoring,
- increasing contributions to conservation and management from visitors and tourism businesses,
- quality products and services

Challenge 5: Enhancing Quality of life for Albanian Communities Through Tourism

Tourism has significant power to change the character and prosperity of the places where it occurs. Two types of change present particular challenges and opportunities for local communities at the moment; property development associated with tourism (e.g. the proposed Trump golf course or the building of houses to be used as self-catering or second homes) and the restructuring of local economies, resulting from a decline in traditional activities.

Careful destination planning and management is required to:

- maximise the proportion of income that is retained locally and other benefits to local communities,

- strengthen local supply chains and promote use of local produce and merchandise (e.g. craft goods), shops and other services by visitors.

Challenge 6: Improving the Quality of Tourism Jobs

One of the key impacts, and benefits, that tourism has on Albania is through the employment opportunities it offers. To make sure that tourism brings net benefits to those it employs we need to encourage:

- exchange of good practice in tourism training and HR management,
- integration of sustainability issues into mainstream tourism training and education,
- active promotion of tourism as a career.

Challenge 7: Making Holidays Available to all

Social inclusion and equity are important principles of sustainable development. It is estimated that around 40% of European citizens do not take a holiday, often due to various forms of deprivation or disability. This challenge has strategic implications for sustainable tourism. A policy of maximising revenue from tourism without increasing volume could go against social inclusion. However, pursuing social tourism has also been shown to assist in reducing seasonality and supporting year-round employment, as many people who can be reached in this way, such as those on lower incomes, are well placed to travel outside the main season. Relevant action includes:

- raising business awareness of the size of the market,
- designing and adapting tourism facilities and sites to meet (not just legislative but market-driven) requirements for physical disability and sensory impairment,
- improving information relevant to disabled people and under-privileged groups,
- encouraging a broad price range in tourism facilities and experiences,
- pursuing specific schemes to facilitate and encourage holiday taking by people on low incomes.

National Environmental Label (N.E.L.)



Various “Environmental Labels”

The increasing attention at sustainability in different sectors, has made possible, in the last years, the proliferation in Europe of more than 60 environmental labels, some of them oriented specifically to the tourist sector, other more “generic”, other specifically oriented to the public sector. We can observe the existence of:

- a) “Generic” Environmental Quality Instruments, based on Environmental Management Systems, oriented to both private and public organizations;
- b) Environmental Quality Instruments acting in the “tourist” sector but oriented essentially to private organization;
- c) Environmental Quality System acting also in the “tourist” sector, but essentially oriented to public organization or more generically to the territory.

There are tens of environmental certifications and contests in Europe regarding every type of tourist services: accommodation, beaches, tourist harbours, protected areas, restaurants, golf field, organized trips and other activities. More than 40 systems are concentrated on accommodation certification hotels with or without restaurants, camping, youth hostels, agriturismo, lodges, apartments, bed and breakfast and many others. The N.E.L. represents an OWNER LABELS that foresees a first PROCESS of CONTEXTUALIZATION ON THE TERRITORY, as for the sustainability, as for the existent socio-cultural context.

The Advantages of N.E.L.

The designers of N.E.L think that: Reducing in few words what represents the project "National Environmental Label", it wants to keep faith to a famous motto in the environmental context:

"TO THINK GLOBALLY, TO ACT LOCALLY"

The inspiring principles of the scheme in objects take origin from the protocols developed in the last years, as for eco-sustainability, applied to the "tourism" sector and made adapt to the local level. The **Contextualization of the label in the specific territory** represents one of the most important characteristics: it seems evident that, for tourist enterprises is not useful to invest many resources in the reduction of environmental impact and in the amelioration of quality if in the mean time the entire site losses in term of attractive capacity.

The declared and "specific" objectives of the N.E.L. may be summarized in:

- Strengthening of environmental consciousness
- Information to the customer

These objectives will be reached also thanks to the innovative procedure to the recognition of standard respect and monitoring of environmental performing indicators.

The scheme transversal nature will allow, in line with its philosophy, to activate "parallels" Focuses on:

- Environment and services
- Local traditions
- Cuisine
- Local products and biologic products
- Relations with PA
- Collaboration with environmental associations
- Decreasing of costs
- Etc.

Another "typical" characteristic of the present scheme is constituted by the Body that will be responsible for the following of the procedures of certification and maintenance of the label.

The body has already certified 8 Tourism subjects

Albanian Concept – Travel Agency– Tirana, Albania

Blue Star Shopping Center – Durres, Albania

Hotel "Dyrrah" –Durres Beach, Albania

Hotel "Romana" –Durres Beach, Albania

"Tropikal Resort" – Plepa Durres, Albania

Hotel "Vila Belvedere" – Shkempi i Kavajes, Albania

Hotel "Dolce Vita" – Golem, Albania

Hotel "Bonita" – Golem, Albania

Quality Mark

Quality Mark is a recently Introduced concept in Albania.

It came as a need of Tourism sector for some regulatory measures. Lack of Hotel categorization (stars) have obliged accommodation sector owners to ask for some internationally recognized instruments that will put this sector in a sort of "categorization" or ranking.

Therefore USAID as part of its Project "Growth Albania" will support this sector with the development and implementation of the Quality Mark.



According to USAID: The Quality Mark Program is based on the model pioneered and supported by USAID in Croatia, Bulgaria and recently announced to begin in Macedonia. It is a unique rating system that provides information on smaller hotels and other facilities offering a category of lodging described as "authentic tourism". This emerging and rapidly growing market segment aims to offer a more personalized experience to the traveler that emphasizes local culture, environment, food, crafts and outdoor experiences. It incorporates the Global Sustainable Tourism Criteria that is an international initiative to promote effective sustainability planning, maximizes social and economic benefits to local communities, enhances cultural heritage and avoids negative environmental impacts of tourism development.

The Albania Quality Mark Program will assist accommodation providers to improve their product and services, business practices and market focus and support sector competitiveness and sustainability. At its core, the Quality Mark processes and systems are a business training tool that will help improve operators' business skills, quality of accommodation offered and elevate their market profile through large industry-wide publicity and marketing campaigns. The timing for the program is opportune for Albania as it improves the quality of its tourism offers and aspires to become internationally competitive.

This instrument has not yet been applied since it is in the very first efforts.

9. Conclusion

As stressed above, tourism is expected to resume its rapid growth in the future because of improved living standards, rising incomes and amounts of free time, the falling real cost of travel, and improved transportation around the world. This growth can be harnessed not only for the enjoyment of tourists themselves but, more importantly, for maximizing economic benefits and thus increasing the living standards of host communities and countries. At the same time, it is bound to have negative environmental and socio-cultural impact on those communities, whose involvement in tourism planning, development and management can be crucial to minimizing the impact. The major challenge for the international community is, therefore, not only to minimize the negative impact of tourism but also to ensure that the economic benefits of tourism can contribute to environmental protection and the sustainable use of natural resources.

Sustainable Tourism is one of the fastest growing tourism sector and further rapid growth is expected in the future. In other words, if carried out responsibly, sustainable tourism can be a valuable means for promoting the socio-economic development of host communities while generating resources for the preservation of natural and cultural assets. In many developing countries, tourism has been particularly successful in attracting private investments for the establishment of privately owned natural parks and nature reserves. Many of such reserves are well-managed, self financed and environmentally responsible, even when profit remains the main motivation behind the operation of a private reserve. In this way, the tourism industry can help to protect and even rehabilitate natural assets, and thus contribute to the preservation of biological diversity and ecological balance.

Albania has unique ecological features that provide significant but under-utilized tourism potential, including coastal areas, mountainous terrain, rivers, parks, and protected areas. The tourism industry in Albania currently focuses on coastal areas, rather than on the unique features that set this country apart from its neighbors. Albania's natural features have the potential to attract tourists seeking ecological and cultural experiences. Thoughtful, sustainable development of these resources could enhance rural village and community livelihoods throughout Albania.

However, if not properly planned, managed and monitored, the concept of sustainable tourism can be distorted for purely commercial purposes and even for promoting resources damaging activities by large numbers of tourists in natural, historical, or archeological area. It is increasingly recognized, therefore, that unsustainable tourism activities may threaten the very natural, social, human, or natural environment upon which they depend.

To reach sustainable tourism is not easy. Everyone should be aware on its role to promote and protect the sustainability concepts. This can be achieved through the development of new strategies for managing resources, involving the active collaboration of Society as a whole. The continuous growth of tourism gives substantial urgency to the needed understanding and collaboration between all stakeholders of the industry in order to reach the desired results.

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