

ALBANIA'S INDISPENSABLE TOURISM DESTINATION MANAGEMENT

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Abstract:

Touristic destinations require the implementation of new and effective strategies, which induce an immediate influence in the economy and social life. This may be attained through a detailed destination management plan of the touristic country. Its purpose is mainly to improve the current economic and social level, but also intensify perceptions of the touristic destination as a destination worth a vacation, a longer stay or an investment.

This is the aim of Albania, the small Balkan country, where tourism represents a strong pillar of the industry. The study will explain the unique touristic potential of Albania, its achievements, as well as many issues to be settled and the strong and exigent necessity of an elaborate destination plan.

The paper intends to analyze the Service Management and Marketing Strategy, Consumer Behavior nature, importance of Clusters building and come out with recommendations deriving from a comparison to similar experiences of developed touristic countries.

A destination management plan can be actualized effectively, only with collaborative work and transparent decision making among stakeholders, intensive engagement from the government and local institutions, a powerful synergy among different local and national plans, good relations with neighbor countries and other factors.

If good integration of factors is easily or hardly achievable, defining Albania's possibility to be in the marketplace, this will be revealed through the study.

Keywords: Destination Management Plan, Synergy, Marketplace, Clusters, Transparence