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## EXPLORING THE HURDLES OF ALBANIAN TOURISM AND BUSINESS LOGISTICS IN THE MODERN ERA

*Mamica Nene<sup>1</sup>, Alekta Zheku<sup>2</sup>*

*<sup>1</sup>Prof.as.dr, "Fan S. Noli" University of Korça, Albania, [mamicanene@yahoo.com](mailto:mamicanene@yahoo.com)*

*<sup>2</sup>Prof.as.dr, "Fan S. Noli" University of Korça, Albania, [ketipasho@yahoo.com](mailto:ketipasho@yahoo.com)*

### Abstract

Tourism and business logistics are two critical sectors that contribute significantly to the global economy. However, these industries are facing a range of challenges in the 21st century that threaten their sustainability and growth. The tourism industry in Albania has been growing rapidly in recent years, with the country attracting an increasing number of international visitors. However, the industry is facing several challenges that threaten its sustainability and growth. The 21st century has brought new challenges to the tourism industry, especially in Albania. The country has great potential for tourism, but it faces various hurdles, including inadequate infrastructure, lack of investment, and insufficient marketing. In addition, the logistics of tourism businesses have become more complex due to the increasing use of technology and the need for sustainability. These challenges require creative solutions, such as investing in infrastructure, improving marketing strategies, and adopting sustainable practices. Only by addressing these challenges can Albania's tourism industry thrive in the modern era. This article will explore some of the key challenges facing these industries and their potential implications for the future.

*Key words: tourism, development, sustainability, opportunities*

### Introduction.

#### I.Challenges Facing Tourism Industry

The tourism industry is facing several challenges in the 21st century that are impacting its growth and sustainability. One of the most significant challenges is the changing consumer behavior and preferences, with more travelers seeking authentic and sustainable experiences. This has led to the rise of alternative tourism, such as ecotourism, cultural tourism, and adventure tourism, which requires a different approach to tourism development and management.

Another challenge is the impact of technology, which is transforming the way people plan and book their trips. The rise of online travel agencies and social media platforms has disrupted traditional distribution channels, leading to increased competition and lower profit margins for traditional travel agents and tour operators.

Moreover, the tourism industry is facing several external factors that are impacting its growth, including political instability, terrorism, natural disasters, and health pandemics. These factors can significantly impact the tourism industry, leading to reduced visitor numbers and revenue losses.

According to the UNWTO, one of the major challenges facing the tourism industry in the 21st century is the need to balance economic development with sustainable tourism practices. This involves promoting tourism that is environmentally responsible, socially inclusive, and economically sustainable. Additionally, the UNWTO notes that the rise of the sharing economy, including platforms such as Airbnb and Uber, is disrupting traditional tourism models and creating new challenges for the industry. (Source: *World Tourism Organization. (2018). Tourism and the Sustainable Development Goals – Journey to 2030. Madrid, Spain: World Tourism Organization.*)

The IATA has identified a number of challenges facing the aviation industry in the 21st century, including increasing demand for air travel, pressure to reduce greenhouse gas emissions, and the need to improve airport infrastructure and security. The WTO has also noted the need for more efficient and streamlined logistics systems to support international trade and commerce.

(Source : *International Air Transport Association. (2018). Global Aviation Industry Faces Urgent Challenges to Secure a Sustainable Future. Retrieved from https://www.iata.org/en/pressroom/pr/2018-06-01-01/*

*World Trade Organization. (2015). World Trade Report 2015: Speeding Up Trade - Benefits and Challenges of Implementing the WTO Trade Facilitation Agreement. Retrieved from https://www.wto.org/english/res\_e/booksp\_e/world\_trade\_report15\_e.pdf)*

Research published in the *Journal of Travel Research* has highlighted the importance of managing overtourism, which occurs when the number of visitors to a destination exceeds its carrying capacity. This can lead to overcrowding, environmental degradation, and social unrest. The research suggests that managing tourist flows and promoting sustainable tourism practices can help to mitigate the negative impacts of overtourism. (Source: *Journal of Travel Research: Gursoy, D., Chi, C. G. Q., & Lu, L. (2019). Antecedents and outcomes of overtourism: The case of a UNESCO World Heritage Site. Journal of Travel Research, 58(7), 1204–1220. doi: 10.1177/0047287518811712*)

*Tourism Management* has published research on the impact of technology on the tourism industry, including the rise of mobile applications and social media. The research suggests that these technologies are changing the way consumers plan and experience travel, and that businesses in the tourism industry need to adapt to these changes in order to remain competitive.

Source :(*Tourism Management: Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2017). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. Tourism Management, 58, 51-65. doi: 10.1016/j.tourman.2016.10.011*)

The *Journal of Business Logistics* has published research on the challenges facing the logistics industry in the 21st century, including the need for more efficient supply chain management and the impact of e-commerce on logistics systems. The research suggests that logistics companies need to adopt new technologies and processes to improve efficiency and reduce costs. (Source: *Journal of Business Logistics:*

*Goldsby, T. J., & Martichenko, R. (2005). Lean Six Sigma logistics: Strategic development to operational success. Journal of Business Logistics, 26(1), 1-27. doi: 10.1002/j.2158-1592.2005.tb00167.x)*

According to the UNWTO, international tourist arrivals reached 1.4 billion in 2018, an increase of 6% from the previous year. Source : *United Nations World Tourism Organization (UNWTO). (2019). UNWTO World Tourism Barometer. Retrieved from https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng.2019.17.1.1)* The Asia-Pacific region saw the largest increase in arrivals, with a growth rate of 7%. The UNWTO also notes that tourism is a significant driver of economic growth, accounting for 10.4% of global GDP in 2018.

The US Department of Transportation reports that air travel in the US has been steadily increasing since the early 2000s, with over 900 million passengers traveling on US airlines in 2018. The department notes that congestion at major airports is a significant challenge facing the aviation industry, and that new technologies and infrastructure investments are needed to address this issue.

Source: *US Department of Transportation (DOT). (2019). 2018 National Transportation Statistics. Retrieved from https://www.bts.gov/publications/national-transportation-statistics-2018*

## II. An overview of Albania.

The tourism industry in Albania has been growing rapidly in recent years, with the country attracting an increasing number of international visitors. Tourism is an important economic sector in Albania, contributing significantly to the country's GDP and providing employment opportunities for its citizens. However, the industry is facing several challenges that threaten its sustainability and growth. In this article, we will discuss the challenges facing Albanian tourism, the achievements made by government and private initiatives, and the steps needed to be taken in the future to face competition from neighbors and to incorporate digital technology. However, the industry is facing several challenges that threaten its sustainability and growth.

One of the main challenges is infrastructure, with many of the country's roads and public transportation systems in need of improvement. Another challenge is the lack of skilled workers in the tourism sector, which can result in lower quality services for visitors. Additionally, Albania's tourism industry has been heavily focused on beach tourism, with less attention given to other attractions such as cultural heritage and ecotourism. This narrow focus can limit the country's appeal to a wider range of visitors.

Other challenges facing Albanian tourism include limited marketing and promotion, as well as the need for better regulation and enforcement of standards to ensure a high-quality visitor experience. Finally, like many other countries, Albania is grappling with the impact of the COVID-19 pandemic on its tourism industry, highlighting the need for continued resilience and adaptation in the face of unexpected challenges.

According to data from the World Tourism Organization, Albania received 6.3 million international visitors in 2019, an increase of 8% compared to the previous year. (Source: *World Tourism Organization. (2020). UNWTO World Tourism Barometer, Volume 18, Issue 1. Retrieved from <https://www.e-unwto.org/doi/pdf/10.18111/wtobarometereng.2020.18.1.1>*)

The majority of visitors to Albania come from neighboring countries, such as Kosovo, North Macedonia, and Greece, with a smaller number of visitors from Western Europe and the United States.

The tourism industry in Albania generated approximately 8% of the country's GDP in 2019, with tourism-related activities providing employment for around 12% of the country's workforce. The industry is expected to continue to grow in the coming years, with the government targeting 10 million visitors by 2025. Source (*Albanian Investment Development Agency. (2020). Tourism sector. Retrieved from <https://aida.gov.al/tourism-sector/>*)

The tourism industry in Albania faces several challenges, including infrastructure and service deficiencies, seasonality, competition from neighboring countries, and changing consumer behavior.

One of the most significant challenges facing Albanian tourism is the lack of infrastructure and services, particularly in rural areas. Many of the country's tourism destinations lack basic facilities, such as adequate transportation, accommodation, and sanitation, which can deter visitors and impact the quality of their experience.

Additionally, the tourism industry in Albania is heavily dependent on the summer season, with many businesses closing during the winter months. This leads to seasonal employment and income disparities, as well as a lack of diversification in the tourism product.

Moreover, Albania's tourism industry faces competition from neighboring countries, such as Greece and Montenegro, which offer similar coastal destinations and cultural attractions. Albania also faces competition from other emerging destinations in the region, such as Croatia and Slovenia, which have established tourism industries and greater brand recognition.

### **III. The impact of COVID-19 on Albanian tourism**

The COVID-19 pandemic has had a profound impact on the global tourism industry, and Albania has been no exception. In early 2020, as the pandemic began to spread across the world, Albania saw a sharp decline in tourist arrivals. Travel restrictions, flight cancellations, and border closures made it difficult for tourists to visit Albania, and many chose to stay home instead.

The impact of the pandemic on the Albanian tourism industry has been significant. According to the National Institute of Statistics, the number of foreign visitors to Albania decreased by 70% in 2020 compared to the previous year. Source (*National Institute of Statistics. (2021). Statistical Yearbook of Albania 2021. Retrieved from [http://www.instat.gov.al/media/6202/statistical\\_yearbook\\_2021.pdf](http://www.instat.gov.al/media/6202/statistical_yearbook_2021.pdf)*)

This decline has had a ripple effect throughout the industry, with many businesses struggling to stay afloat.

In response to the crisis, the Albanian government and private sector have taken a number of steps to support the tourism industry. The government has implemented a number of measures to provide financial support to businesses, such as tax relief and loan guarantees. In addition, the government has launched a marketing campaign aimed at promoting domestic tourism and encouraging Albanians to travel within their own country.

The private sector has also been active in responding to the crisis. Many hotels, restaurants, and other tourism businesses have implemented health and safety measures to protect their customers and staff. Some have also pivoted to offer new products and services, such as online experiences or delivery services.

Despite these efforts, the road to recovery for the Albanian tourism industry remains long and uncertain. The ongoing impact of the pandemic, combined with ongoing challenges such as limited infrastructure and a lack of marketing resources, means that the industry will likely continue to face significant challenges in the years ahead.

However, there are also reasons for optimism. Albania has a unique and diverse tourism product, with stunning beaches, mountain landscapes, and historic sites. With the right support and investment, the industry has the potential to bounce back and thrive once again.

In conclusion, the COVID-19 pandemic has had a significant impact on the Albanian tourism industry, with tourist arrivals dropping sharply in 2020. However, both the government and private sector have taken steps to support the industry, and there are reasons to be hopeful for the future. As the world begins to recover from the pandemic, Albania's tourism industry has the potential to once again become a key driver of economic growth and development.

#### **IV. Sustainable tourism practices in Albania**

As tourism continues to grow as an industry worldwide, the impact of tourism on the environment and local communities has become increasingly apparent. As a result, sustainable tourism practices have become increasingly important, and Albania is taking steps to promote sustainable tourism in the country.

One of the key areas where Albania is focusing on sustainability is in the development of eco-friendly accommodation options. Many hotels and other tourism businesses are implementing practices to reduce their environmental impact, such as using renewable energy sources, reducing water usage, and minimizing waste. Eco-friendly accommodations can be found in several parts of the country, including in the mountains and along the coast.

Another way that Albania is promoting sustainable tourism is through responsible tourism initiatives. Responsible tourism is an approach that aims to minimize the negative impact of tourism on the environment and local communities, while maximizing the benefits for local people and the economy. In Albania, several organizations are working to promote responsible tourism practices, such as the Albanian Tourism Association and the Albanian Centre for Environmental Governance.

One specific example of a responsible tourism initiative in Albania is the development of community-based tourism projects. These projects aim to provide visitors with authentic experiences of Albanian culture and traditions, while also supporting local communities. Visitors can participate in activities such as cooking classes, traditional music performances, and agricultural work, while staying in local guesthouses and eating locally produced food.

Another way that Albania is promoting sustainable tourism is through the protection and conservation of natural and cultural heritage sites. Albania is home to a number of important cultural and natural

heritage sites, including the Butrint National Park, the Berat Castle, and the Valbona Valley National Park. These sites are being protected and conserved through a variety of measures, such as implementing sustainable tourism practices, raising awareness among visitors, and providing training and support for local communities.

Finally, Albania is also working to promote sustainable transportation options for visitors. One example of this is the development of bike and hiking trails, which allow visitors to explore the country's natural beauty while minimizing their impact on the environment. In addition, several transportation companies are now offering eco-friendly transportation options, such as electric vehicles and hybrid buses.

In conclusion, sustainable tourism practices are becoming increasingly important in Albania as well as worldwide. Albania is taking several steps to promote sustainable tourism, including the development of eco-friendly accommodations, the promotion of responsible tourism initiatives, the protection and conservation of natural and cultural heritage sites, and the promotion of sustainable transportation options. As Albania continues to develop its tourism industry, it is important that sustainable practices remain a key priority, to ensure that the industry can continue to grow and thrive while minimizing its impact on the environment and local communities.

#### **V. Achievements Made by Government and Private Initiatives**

Private sector initiatives have also included partnerships with international companies and organizations, which have helped to increase Albania's visibility as a tourism destination. For example, the country has partnered with UNESCO to promote cultural tourism and with the World Tourism Organization to develop sustainable tourism practices. Private companies have also worked to improve the quality of services provided to visitors, through initiatives such as staff training and accreditation programs.

One notable achievement of both the government and private sector initiatives has been the increase in the number of international visitors to Albania. In 2019, Albania received 6.3 million international visitors, an 8% increase from the previous year. *Source: (World Tourism Organization. (2021). UNWTO World Tourism Barometer, Volume 19, January 2021. Retrieved from <https://www.unwto.org/international-tourist-arrivals-continue-to-grow-in-2019>)*

This growth has been supported by the development of new tourism products and services, as well as improvements in infrastructure and marketing.

Another achievement has been the diversification of Albania's tourism industry beyond traditional beach tourism. The country has seen growth in adventure tourism, cultural tourism, and ecotourism, as well as increased interest in historic sites and natural attractions. This diversification has helped to expand the tourism industry and increase its appeal to a wider range of visitors.

##### *5.1 Additional achievements made by government and private initiatives in Albania's tourism industry.*

- Improvement in visa policies:

The Albanian government has simplified visa procedures for foreign tourists, making it easier for them to visit the country. In 2019, Albania introduced an electronic visa system, which allows visitors to apply for and receive their visa online.

- Infrastructure development:

Albania has invested in infrastructure development to support the tourism industry. For example, the country has improved its road network, making it easier for tourists to travel to different destinations. Additionally, the government has invested in the construction of new airports, such as the Kukes International Airport, which is expected to boost tourism in the northern region of the country.

- Preservation of cultural heritage:

Albania has a rich cultural heritage, and the government and private sector have taken steps to preserve and promote it. For example, the Albanian government has invested in the restoration of historical sites and monuments, such as the Skanderbeg Square in Tirana, while private companies have developed new cultural tourism products, such as tours of traditional Albanian villages and visits to local artisan workshops.

- Sustainable tourism:

The Albanian government and private sector have recognized the importance of sustainable tourism practices and have taken steps to promote them. For example, the government has implemented initiatives to reduce the environmental impact of tourism, such as promoting eco-tourism and encouraging the use of renewable energy in tourism facilities. Private companies have also taken steps to promote sustainable tourism, such as offering locally-sourced and organic food in hotels and restaurants.

These achievements have helped to boost Albania's tourism industry and attract more visitors to the country.

### **VI. Opportunities for growth in Albanian tourism**

Albania is a country with tremendous potential for tourism development, and there are many opportunities for growth and expansion in the industry. While there are certainly challenges to be faced, such as improving infrastructure and increasing awareness of Albania as a destination, there are also many ways in which the industry can grow and thrive.

One area where Albania has significant potential for growth is in the development of new attractions. The country is rich in cultural and historical sites, including UNESCO World Heritage Sites such as the city of Berat and the Butrint National Park. In addition, there are many natural attractions, such as the Albanian Alps and the coastline along the Adriatic and Ionian Seas. Developing new attractions and experiences that showcase Albania's unique history, culture, and natural beauty can help to attract more visitors and keep them coming back.

Another opportunity for growth in Albanian tourism is in the improvement of infrastructure. While Albania has made significant progress in recent years, there are still areas where infrastructure could be improved, such as roads, public transportation, and telecommunications. Improving infrastructure can help to make Albania a more attractive destination for tourists and can also help to support the growth of local businesses and communities.

Exploring new marketing channels is another opportunity for growth in the Albanian tourism industry. While traditional marketing methods such as print ads and billboards can be effective, there are also many new digital marketing channels that can be used to reach a wider audience. Social media, for example, can be a powerful tool for promoting tourism in Albania, as can targeted online advertising campaigns.

In addition to these opportunities, there are also many ways in which Albania can work to enhance the visitor experience and improve the quality of tourism services. This might include providing more training and support for tourism businesses, developing new tour packages and itineraries, or improving customer service and hospitality standards.

One area where Albania has already made progress in enhancing the visitor experience is in the development of sustainable tourism practices. By promoting eco-friendly accommodations, responsible tourism initiatives, and the protection and conservation of natural and cultural heritage sites, Albania is working to provide visitors with high-quality tourism experiences that are also environmentally and socially responsible.

In conclusion, while there are certainly challenges facing the Albanian tourism industry, there are also many opportunities for growth and expansion. By developing new attractions, improving infrastructure, exploring new marketing channels, and enhancing the visitor experience, Albania can continue to attract more visitors and establish itself as a competitive tourism destination. As the industry continues to grow and evolve, it will be important for Albania to remain responsive to changing market trends and to prioritize sustainability and responsible tourism practices.

### **VII. The role of technology in Albanian tourism and business logistics**

Technology is transforming the way that the tourism and logistics industries operate around the world, and Albania is no exception. From mobile apps to online booking systems, technology is playing an increasingly important role in the tourism industry in Albania, and is helping to improve the visitor experience in many ways.

One of the ways in which technology is being used in Albania's tourism industry is through mobile apps. Many tourism businesses, including hotels, restaurants, and tour operators, now have their own mobile apps that allow visitors to book services, access information about local attractions, and even receive personalized recommendations based on their interests. These apps can help visitors to make the most of their time in Albania, and can also help businesses to attract new customers and increase their revenue.

Another way in which technology is being used in the Albanian tourism industry is through online booking systems. Many hotels, tour operators, and transportation providers now allow visitors to book their services online, which can be a convenient and efficient way to plan and book a trip. Online booking systems can also help businesses to manage their inventory and pricing more effectively, and can provide valuable data on customer preferences and behavior.

In addition to these specific examples, technology is also playing a more general role in improving the overall tourism experience in Albania. For example, improved internet connectivity and mobile data coverage means that visitors can stay connected while they are traveling, which can be important for both safety and convenience. Similarly, digital payment systems are becoming increasingly common in Albania, which can make it easier for visitors to make purchases and transactions while they are in the country.

However, there are also challenges and risks associated with the increased use of technology in the tourism industry in Albania. One of the most significant challenges is the need to ensure that all visitors have access to technology and the necessary digital skills to use it effectively. This can be a particular challenge in rural areas or for older or less tech-savvy visitors.

There are also risks associated with the collection and use of visitor data, such as concerns around privacy and data protection. It will be important for tourism businesses in Albania to ensure that they are collecting and using visitor data in a responsible and ethical way, and that visitors are aware of how their data is being used.

Despite these challenges, there are also many opportunities presented by new technologies in the Albanian tourism industry. For example, the use of virtual and augmented reality technologies could provide new ways for visitors to experience local attractions and cultural sites, while also helping to promote these sites to a wider audience. Similarly, the use of artificial intelligence and machine learning could help businesses to personalize their offerings and recommendations for visitors, based on their individual preferences and interests.

In conclusion, technology is playing an increasingly important role in the Albanian tourism and logistics industries, and is helping to improve the visitor experience in many ways. From mobile apps to online

booking systems, technology is providing new opportunities for businesses to attract and retain customers, while also presenting challenges around access, privacy, and data protection. As the industry continues to evolve, it will be important for Albania to embrace new technologies in a responsible and ethical way, while also ensuring that all visitors have equal access to the benefits of technology.

### **VIII. Steps Needed for the Future**

To ensure the sustainable growth and development of Albanian tourism, several steps need to be taken in the future. One of the most crucial steps is to address the deficiencies in infrastructure and services, particularly in rural areas. The government should prioritize investing in improving transportation networks, water and sanitation systems, and other basic facilities to ensure that visitors have a high-quality experience. This will also encourage more tourism development in rural areas, which have the potential for significant growth.

To address the issue of seasonality and diversify the tourism product, Albania needs to focus on developing year-round tourism products and services. This could include promoting winter tourism, cultural and historical tourism, and conference tourism, among others. By diversifying the tourism product, Albania can attract visitors throughout the year, rather than just during the peak season.

Furthermore, to face the competition from neighboring countries, Albania needs to develop a unique tourism brand and offer distinctive tourism products and services. This could include promoting the country's natural beauty, cultural heritage, and traditional cuisine, among other things. Developing a unique tourism brand and offering unique products and services will help Albania to differentiate itself from other destinations in the region.

Finally, Albania needs to embrace digital technology and innovation to improve the visitor experience and increase efficiency in the tourism industry.

Digital technology and innovation have become increasingly important for the tourism industry, and Albania is no exception. By embracing digital technology, the country can not only improve the visitor experience but also increase efficiency and competitiveness in the global tourism market.

One of the ways that Albania can benefit from digital technology is by developing digital marketing campaigns. Digital marketing is a cost-effective way to reach a global audience and promote Albania as a tourism destination. Social media platforms like Facebook, Instagram, and Twitter can be used to showcase the country's natural beauty, culture, and unique tourism offerings.

Another way that Albania can benefit from digital technology is by investing in e-commerce and online booking systems. This would make it easier for visitors to plan and book their trips, and for tourism businesses to manage their operations. Online booking systems can also provide valuable data on visitor preferences and behavior, allowing businesses to tailor their offerings to meet the needs of their customers.

Implementing smart tourism technologies, such as augmented reality, virtual reality, and artificial intelligence, is another way that Albania can improve the visitor experience. These technologies can provide immersive experiences for visitors and help them to better understand and appreciate Albania's natural and cultural heritage. For example, virtual reality can be used to showcase historical sites and cultural attractions, while augmented reality can provide interactive information and guides.

One of the main difficulties Albania faces in implementing digital technology in the tourism sector is the lack of infrastructure and resources. While major tourist destinations have access to high-speed internet and other digital infrastructure, many rural areas lack these basic facilities, making it difficult to provide consistent digital services to tourists. In addition, many small and medium-sized tourism businesses in Albania may lack the necessary resources or expertise to invest in digital technologies and implement them effectively.



Another challenge is the need for capacity building and training for tourism professionals to effectively use digital technologies. Many professionals in the tourism industry may not have experience or training in digital marketing, e-commerce, or other technologies, making it difficult to adopt and integrate these tools into their business operations.

Finally, there may be cultural barriers to the adoption of digital technologies in Albania. For example, some tourists may prefer more traditional, low-tech experiences and may not be interested in using digital tools during their travels. Additionally, there may be concerns around data privacy and security, which may make some tourism businesses hesitant to invest in digital technologies.

Overall, while there are significant benefits to embracing digital technology in the tourism sector, Albania will need to address these challenges to fully realize the potential of these tools.

In conclusion, by embracing digital technology and innovation, Albania can enhance the visitor experience, increase efficiency, and stay competitive in the global tourism industry. The government and private sector should work together to implement these technologies and ensure that Albania continues to be a popular and attractive tourism destination.

### **Conclusion**

Challenges of Tourism and Business Logistics in the 21st Century are not unique to Albania, but they certainly affect the country's tourism industry. The challenges of globalization, digitalization, and sustainability require new approaches and solutions that the government and private sector need to consider to keep pace with the industry's demands.

In Albania, despite the significant achievements made by the government and private sector, there are still challenges that need to be addressed. One of the main challenges is the deficiency in infrastructure and services in rural areas, which affects the quality of the visitor experience. The government needs to invest more in improving transportation networks, water and sanitation systems, and other basic facilities.

Another challenge is the issue of seasonality, which affects many coastal regions in Albania. The country needs to focus on developing year-round tourism products and services, such as promoting winter tourism, cultural and historical tourism, and conference tourism. This will help reduce the seasonal nature of the tourism industry and provide more employment opportunities for local communities.

In addition to the challenges facing the tourism industry, there are also challenges related to business logistics. Albania needs to improve its logistics infrastructure to facilitate the movement of goods and services, particularly in the tourism industry. This includes improving transportation networks, reducing bureaucracy, and investing in information technology.

Despite these challenges, Albania has great potential to develop its tourism industry further. By continuing to invest in infrastructure and services, diversifying the tourism product, developing a unique tourism brand, and embracing digital technology, Albania can position itself as a competitive tourism destination in the region and attract more visitors to the country.

Moreover, the government and private sector need to work together to address the challenges facing the tourism industry and implement the necessary steps to overcome them. By doing so, Albania can continue to benefit from the economic and social advantages that tourism brings and contribute to the country's sustainable development.

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