



# THE NATIONAL TOURISM AGENCY

It is the first time that Albania is a participant at the international event "JOSP Fest". This activity is made possible thanks to the Cooperation Protocol in 15 of April 2011 between the **Ministry of Tourism, Culture, Youth and Sports of the Republic of Albania and Romana Opera Pellegrinaggi**, that includes the:

## **Institutional Activity of Roma Vicariate Department of the Holy See**

The international "JOSP Fest - International Festival of the Spirit Itinerary" is an important meeting point between operators, institutions, organizations and world of training. All those actors play an important role for the identification and the implementation of the projects which comprise religious, cultural and artistic aspects for promoting Albania in the heart of Rome.

This event is focused on the themes of environmental sustainability, Green Meeting and based on the EU campaign for "Sustainable Energy Europe". "JOSP Festival" for both countries is a great opportunity to present projects and share initiatives. The Ministry of Tourism, Culture, Youth and Sports of Albania, will promote its territory and will undertake special initiatives through Tour Operators, Travel Agents, press representatives, in national and international level.

**Come to Albania!**  
**We welcome you as our guest!**



From the pure, white snow of the mountains to the red fields of spring poppies, Albania's landscape is ever changing with the seasons, offering visitors a warm summer beach holiday or a challenging mountain trek during the spring and fall.



Although a small country, Albania has much to offer in terms of natural attractions. There are many wonderful beaches, spectacular mountains, river valleys, large canyons, forests and lakes, some of which are unique in the Balkans.

The culture and history are also impressive and have much to offer to tourists. Butrint, located in the south of Albania, is part of the UNESCO World Heritage List and is awarded as one of the most wondrous places on earth, full of mythology and mystic atmosphere. This site is sheltered amidst a typical Mediterranean "jungle", full of laurel and other high trees. It is thought that Butrint was built up according to the ancient Trojan style.

Two other cities are on the UNESCO World Heritage List, prominent for their specific architectural style: Berat and Gjirokastra. Albania is proud to have a wide range of archaeological sites, Illyrian castles, medieval fortifications and Byzantine churches.



**A place where everyone finds what is looking for.**

Albania's living connection to its rich cultural heritage is also complimented by its commitment to keep in pace with a highly vibrant and contemporary life, echoing its spirituality and presence in the European cultural environment. Being in the heart of Mediterranean and close to the most important European destinations, Albania offers great opportunities for investments in the field of tourism. One of the most important assets of the country is its coastline, with a length of 450 km, with two distinctive parts, Adriatic and Ionian.



Albania is a country that always seems to come with a question! For many years the visitors have been curious to come and explore this country and hospitality is another crucial factor that welcomes them.

**Albania is a country with a magnificent tourist potential.**

**Albania has inherited from the past more than 2,000 objects, which are proclaimed as Cultural Monuments. Apollonia, Durres, Lezha, Shkodra and many other cities offer the chance of discovering an unknown country to all tourists.**



**Many regions are developing the cultural tourism and different archaeological parks such as: Apollonia, Orikumi, Amantia, Antigonea, Adrianapoli, Bylis, etc, are the important elements of this marketing campaign.**

**Albania can be enjoyable all the year round and “Lonely Planet” has ranked the country as a top destination to be visited for the current year 2011.**

## Legal Framework

The Albanian Government considers the development of the tourism industry as a top priority for its economy and for this reason the government is continuously undertaking several actions for initiating and facilitating foreign investments in this field. These actions consist both in legislation and infrastructure.

Three years ago, The Albanian Parliament enacted the "Law for Tourism", which regulates the functioning of the tourism sector and is in total compliance with the international standards for this field. With the assistance of UNDP a new strategy destined "For the marketing of cultural tourism" will be prepared for a period of five years.

This legal framework regulates the relationship between public institutions and the private sector, including foreign or domestic investors that undertake tourist activity in the territory of Albania. This law also defines the rights and obligations for all enterprises that are keen on this activity.

During this time the "Law for Sea-Ports" was also approved. In order to encourage investments in the field of tourism, the "Law for Concessions" enables its beneficiaries to sign a 35 year long-term contract with a renewal right when the business results successful.

In accordance with the Strategy of the Tourism Development, many long-term regional studies have been approved and they all protect the cultural, natural, and historical diversity of the region.

It is worth mentioning the study conducted from The World Bank, in collaboration with The Albanian Government and interest groups, for "Creating an Integrated Plan for the Development of the Albanian Southern Coast", also called "The Albanian Riviera".

This project, besides the plan for the development of the region, comprises other important components such as investments on road infrastructure, sewage treatment, harbor facilities, tourist sings and the restoration of cultural monuments.



Tourism industry has opened thousands of job places and is a main contributor to the country's GDP. Because of this, during recent years, Albania has a positive increase when it comes to the number of foreign visitors. The total number of visitors entering in Albania for the year 2010 is 5,577,929. From this number 2,417,337 are international tourists.

The top destination markets are Kosovo with 37 %, Macedonia with 17 %, Montenegro with 7 %, Italy and Greece with 6 %.

Italy is also an important source market for Albania. During the last year a total number of 43.530 Italian tourists visited Albania, keeping thus the fourth position as a country that brings tourists in Albania.

Nearly 80 % of them are business travelers, but over the last years we are paying a special attention to attract this market even for the leisure activities. There are specific reasons which makes the Italy a big potential as incoming tourist destination towards Albania. The most important are the good geographical positions close to Italy, being the first foreign economic partner for Albania and the knowledge of Italian language among Albanians. Albania has a very good accessibility with Italy and several connections via air and sea provide an extensive communication network between our countries. Apart from business travelers, the Italians tourists travel to Albania for cultural trips and adventure tourism, (paragliding and water sports). We do hope that this number will show an increase in the next coming years. Albania is a safe country for investments in the field of tourism.

**The Albanian National Tourism Agency frequently participates in several important international tourism fairs and undertakes different promotional activities.**

- W.T.M London in U.K., ITB Berlin in Germany, RDA "Coach Tourism" Köln in Germany, "Travel Fair" Pristina in Kosova, BIT Milan in Italy, "Borsa Mediterranea del Turismo Archeologico" Salerno in Italy etc.
- The organization, production and distribution of different promotional materials, such as; brochures, maps, posters and advertising spots in different languages.
- On-line promotion through the official tourism websites; [www.albaniantourism.com](http://www.albaniantourism.com) and [www.akt.gov.al](http://www.akt.gov.al), and through social networks; Facebook and Youtube.
- The distribution of the promotional materials in the network of the Albanian Embassies.
- The promotion through the international media.



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