

Development and Arrangement of Transborder Tourism

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Abstract:- Coastal States like everywhere in Europe and in the world are very important to tourism and also in our case study, such as Montenegro and Albania, they should work harder in this regard, since they have the posit very good strategic and also its limitation with the neighboring countries makes it to be with many visitors and tourists.

In this paper we will analyze the development and regulation of tourism for the state of Montenegro by taking examples and strategies of the neighboring state of Albania, Greece and Turkey, what have these countries done to have greater tourism and also so many visitors. What are the benefits and disadvantages of investing in the tourism of this country, what have these countries made for tourism and what their benefits are in tourism investment as well as in hotel investment and providing more conditions good at night as well as in their safety during the holidays whether they are individual or family? Montenegro also has a strategy for several years from offering vacation visitors

to its coast, but with all that though there are plenty of good places to visit and vacation it will still have to work much to develop and regulate tourism thanks to the competition of other countries and also the conditions offered by the neighboring countries from here we can mention one week, two weeks holiday, as well as the organization of tourists from the airport to the hotel where will cease and also turn the converse vice versa.

It also invests in infrastructure both on the streets and in its airports as well as in the areas such as: parking lots, different stations in different municipalities, taxi drivers at different times and their arrival in time, different children's points for beaches and also at the center and their hotels, the center of visitors where the evening would have to spend more expansive and more regular time such as the small beach that does not meet the conditions for visitors different and for the time of the break, as well as the big beach has the same position.



Fig 1

I. INTRODUCTION

Physical and conceptual borders are considered traditionally 'ours' and 'theirs', as a democratic way of specifying differences between a civilized and uncivilized country.

Montenegro has a picturesque coast and a northern highland region. This was made known for tourists by 1980's. Yugoslav wars that took place in neighboring countries during 1990's caused damage in Montenegro's tourism and image for upcoming years.

According to data there are in total 664,578 Montenegro residents, from which

Muslims	19,10%
Orthodox	72,10%
Catholics	3,40%
Unspecified	3%
Others	1,5%
Atheist	1,2%
0-14 years old	16% (males 52,645/females 54,8469)
15-64 years old	70,3% (males 244,9491/females 227,794)
65 and older	13,76% (males 11,37,217/females 54,7298) (2009 data's)

Table 1:- Population of Montenegro altogether 644.578 residents

This destination, with a total of 1.6 million visitors, is ranked 36 as one of most visited countries in Europe.

Luckily, republic of Montenegro, is one of republics that has successfully experienced this development phase and at the same time it is known as the most democratic states and has a developed infrastructure and population, and inter-ethnic tolerance.

Nation	Nr. Of residents	%
Montenegrin	267.669	43.16%
Serbian	198.414	31.99%
Bosnian	48.184	7.77%
Muslims	55.761	9%
Albanian	31.163	5.03%
Croatian	6.811	1.1%
Roman	2.601	0.42%
Yugoslav	1.86	0.3%
Macedonian	819	0.13%
Slovenian	415	0.07%
Hungarian	362	0.06%
Russian	240	0.04%
Egyptian	225	0.04%
Italian	127	0.02%
German	118	0.02%
Others	2.1	0.35%

Table 2

Source: <https://sq.wikipedia.org/wiki/>

The aim of this research is to present the importance of tourism for the state of Montenegro, together with other branches of economy. Nowadays the development of tourism is increasingly facing global problems, political and financial crisis, which have affected world economy. This has influenced tourists to visit less known places. Considering the vast space that has the geography of tourism, this paper will attempt to mirror ideas, thoughts, definitions and efforts relating to the theory of tourism, touristic progress, improvement and alteration that has experienced tourism during the second part of 20's century and in the beginning of the new millennium.

The development of tourism is an initiative that deals with the case of unemployment in Montenegro through interventions that creating job vacancy and effective intercession for vacant jobs for youth.

II. THE IMPORTANCE OF TOURISM FOR THE NATIONAL ECONOMY

Travel and economy are the most important employment sector and with positive predictions for its economic growth. Montenegro's economy is very much connected with tourism, direct participation in PBB for 2016 is valued 11%, while indirect involvement is valued to be 22.15%. on the other side partaking in protected zones is 172 million euros.

From the overall number of visitors, which are 1.713.109 more than 400.000 tourists that have visited protected areas of Montenegro, which actually 9.05% of its territory (about 125.000 hectares). The incomes for park management is increased from preceding years about 500.000 euros from 2009-2013, for ticket sales and increase of number of visitors.

Whereas in Albania according to PBB in 2013, 68.1 milliard (4.88% of PBB), of which in 2014 it was predicted to boost with 5.5% for 71,9 milliards, which includes interconnected activities of restaurants and holidays' industry. The contribution of indirect incomes in 2013 was

239.8 milliard euros, which corresponds with 16.7% of PBB. This number was increased with 4.6% for 250.8 milliard or 71 4 of PBB in 2014, establishing tourism as an industry in growth with significant employment contribution and generating of income.

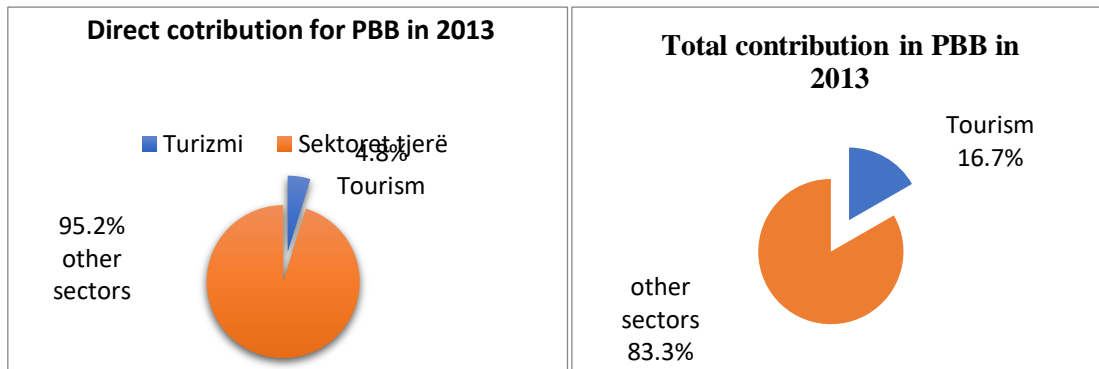


Fig 2

Source: World Council of Travelling and Tourism WTTC ¹

These numbers represent considerable economic activity that is generated from industries such as: hotels, travel agencies, airlines and transportation services. An interesting example of industries for services are women and youth. Teens in these services are under 21 of half of the population as in Albania, same in Montenegro live below line of poverty². Women are notably the most important in formal and informal tourism. In fact, 85% of businesses managed by women are located in urban areas and in rural ones only 15%. Women run only 18.2% of non-government organizations and are misrepresented in leading positions are held by 17% of them. Half of employed women are consisted of: 30% in professional jobs (finances, accounting, etc.) and 20% in services (chefs, stewards, touristic guides, etc.)

Youth in Albania and Montenegro are engaged and well-represented in all chain of values of tourism in different posts within hospitality services, such as: touristic guides, accommodation, food and drink services, transportation. While youth less represented in handicraft and souvenir products. Assessments have shown that tourism in protected areas has contributed with overall 172 million euros creating the equivalent of 7700 vacant full-time jobs³. Montenegro has altogether 22 municipalities, from which most developed are seafront ones, including here two most known Ulqin beaches suchlike the big beach, and little beach. Ulqin is a municipality in Montenegro and borders Albania to the east, Adriatic Sea to the south and west, and with the municipality of Tivar to the north. The center of this municipality is city of Ulqin, whereas the population of Ulqin is 19,921 residents (2011) and has an area of 255 km square.

III. SCIENTIFIC APPLIED METHODS

Methods that are used in this research paper are primary and secondary approaches. Primary data will be resources taken from citizens, ministry and tourists through questionnaire. After receiving answers, evidences will be processed in excel, where findings from questionnaire will be presented by graphs, then will be discussed. While as a secondary data will be literature from foreign and local authors. Also interviews made to local or residents and visitors that we met. From the results we released the level of satisfaction by residents of the work done in their municipalities, and same by visitors with conditions offered with their requests in touristic places. Based on the interviews we received data that will be explained below.

Resident population/visitors in interview – 80 peoples									
How much you are satisfied with investments from infrastructure industry									
Least satisfied		satisfied		Average		Very satisfied		Excessively satisfied	
Residents	visitors	Residents	visitors	Residents	visitors	Residents	visitors	Residents	visitors
1		2		3		4		5	
1,10%	5%	2,3%	22%	9,75%	35%	30,23%	31%	56,62%	11,5%

Table 3:- resident population / visitors in interview – 80 peoples

¹ WTTC, Travel & Tourism: Economic Impact 2014, Albania, www.wttc.org

² Rural Poverty Portal; Rural poverty in Albania; http://www.ruralpovertyportal.org/country/home/tags/albania

³ https://natureforpeople.org/al/montenegro/

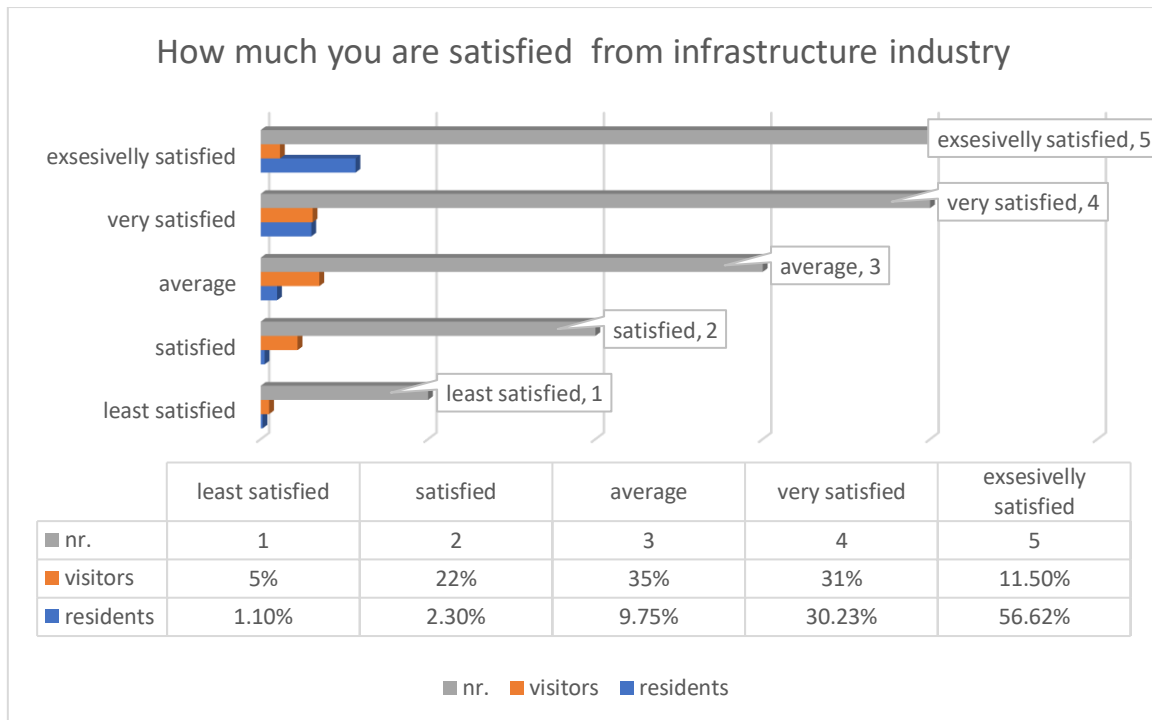


Fig 3:- Resident population / visitors in interview – 80 peoples

How much you are satisfied with investments of your municipality									
Very satisfied		Satisfied		Average		Very satisfied		Excessively satisfied	
1		2		3		4		5	
Residents	Visitors	Residents	Visitors	residents	Visitors	Residents	Visitors	Residents	Visitors
29%	31%	21,23%	29%	18,2%	15%	15,97%	15%	15,6%	10%

Table 4:- How much you are satisfied wit investments on your municipality

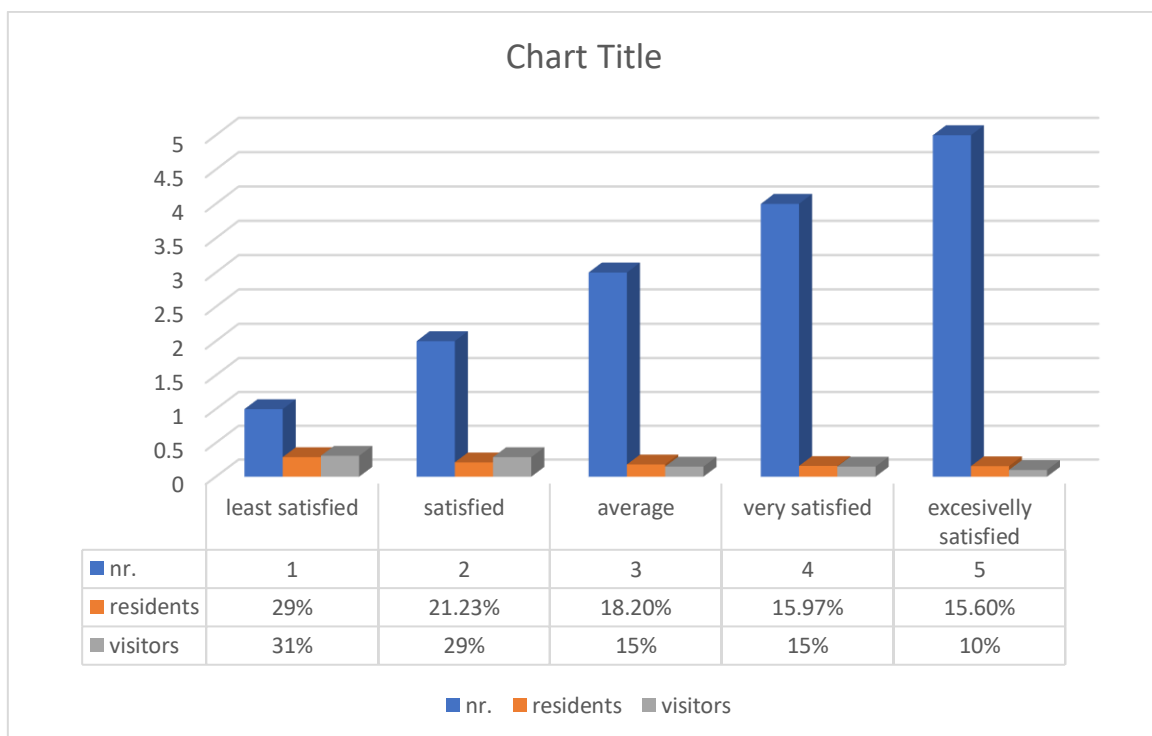


Fig 4:- How much you are satisfied with investments of your municipality?

It is important to mention that throughout interview we received sincere answers, which needed time to be answered, and without hesitations for priorities and deficiencies that they have for cities and leaders of their municipalities.

IV. FINDINGS AND THEIR ANALYSIS

During our visit we have met many citizens of these areas; and also collected countless answers and data for their cities on what will be more important for them; what will change their living and for visitors. We have taken complaints for their cities the like of deficiencies in management such as: for current, drinking water, streets, green and relaxing areas for their children, and also for visitors they receive in their apartments (from whom they receive rent).

From a fraction of them are declared that this season is existential for their families. They have many demands for their cities to have more safety during holiday seasons and be in disposal caretaking services and more than that to have faster and easier intervention services.

During vacation to have more space for their and visitor kids for fun and higher safety from vehicles or any other misfortune; to be placed in peripheral areas from where they won't prevent normal traffic and for visitors from little beach big one or vice versa.

While analyzing these data and visiting aforementioned places, we have detected that at the entrance of this country and the neighboring state Albania, many visitors waiting in que to be checked by police and customs officials. There are possibilities and spaces to open more checkpoints as in entrance of Albania, and also more crossing point, from where would be enabled to have three to five points, reduce waiting time, tiredness and boredom of visitors or vacationers that are heading to these countries.

After passing check points, we will encounter busy traffic, which are not highways to enable movement easier. There is also deficiency on signs and signaling, places to stop by or for a short brake.

Taking in consideration that these two countries are on the development stage and their aspiration for European union, they have ambition what to do in order to receive more visitors and offer them related standards what they receive in their homeland. It is known that these states get various bank loans and big investments from European Union and Balkan states, which are invested to make a better infrastructure and areas to lure visitors to visit places that they have less heard of or ever visited; and also during their vacation to not face problems with accommodation or to find hotels, restaurants and best adjusted beaches and with better conditions. These touristic cities should have more advertisements and visits in different states in order to make good offers for leisure citizens of various states and their number to raise. Through bids and visits from ministry of tourism, they should do more in presenting them, and

these presentations to be more convincing for the reasons why those citizens should spend their vacation time in these states and how good conditions would be easier and more secure.

These states should make a broader analysis and have more professionalized teams relating to tourism and with state analysts to make a call for private and state businesses to consult them for any proposal, how they will allure to make more frequent visits in these places. After every meeting ministry and businesses should announce offers and preparations for holiday seasons, including accommodation of tourists from the moment they pass land, air and sea check points.

Their offers will be comprised by: taking visitors from airport to hotels, their placement according to their reservation, easier access for visitor to accommodate including here a safer luggage, and also to inform them with other parts of hotel, beach and destination were are more developed places, and this to do through a brochure or though a smart device that they own. These offers will include shelter, price, visits in various places, departure and return time. Safety and escort of tourists; food well-controlled from sanitary inspectorate, to not face any trouble and to not have any doubt about food offered to tourists. As well during their vacation time, kids and parents to feel comfortable and cozy and with no concern for their assurance, and also in case their kids are left under care of responsible peoples or preschool educators.

If visitors come from marine side, teams to be read for hosting them from port to the hotel or selected house from the side of visitor. From there to make them possible easier access in accommodation and following safety procedures in the place where they will stay; and also registering them and taking data of visitor in the interior ministry of the city they will spend holiday in. at the same time emplacement to be safe physically, for vehicle if visitors comes with it, in order they to feel secure and relaxed with our service and assurance.

It is important to mention that these days or years peoples are using less and less train transportation or not at all, which makes us to have great loss as a state or touristic place. Travelling through railway, which has its origin, by seafront or lake front which gives us a great panorama, because off its greenery and also position that has this road. Nowadays, journey through railway traffic in developed countries is more preferred, and the same with road traffic (bus, minibus, tram), because they arrive in the exact time the visitor has planes.

Witnessing more and more requests for visitors to have exclusive offers from the side of hotels or private businesses, it makes us as a state to have more information about the number of guests we will have in following years, and how much we have invested in previous years, taking examples from past years, suchlike: in 1985 we received 895.000 visitors, with minimal expenses of 320 euros, and maximally of 450 euros per family; in 1999 we had

1.600.000 visitants, with minimal spending of 320 euros, and maximal of 450 euros; whilst in 2001 there were 1.610.000 visitors who spent minimally 320 euros and maximally 450 euros. If we take a look in 2016, we

received 1.713.000 guests with expenses of 320 euros minimally, and maximally of 450 euros; and in 2018 we had 1.720.000 visitors with minimal spending of 320 euros and maximally 450 euros.

Nr.	Year	Visitors	Expenses		Total €
			320 €	450 €	
1	1985	895,000	Minimal	Maximum	653,200.00 €
			320 €	450 €	893,250.00 €
2	1999	1,600,000	Minimal	Maximum	6934,680.00
			320 €	450 €	899,550.00
3	2001	1,610,000	Minimal	Maximum	640,320.00
			320 €	450 €	900,450.00
4	2016	1,730,109	Minimal	Maximum	645,120.00
			320 €	450 €	907,200.00
5	2018	1,720,000	Minimal	Maximum	6,405,760.00
			320 €	450 €	9,008,100.00

Table 5:- medium of visitor expenses, minimum 320 € and maximum 450 €

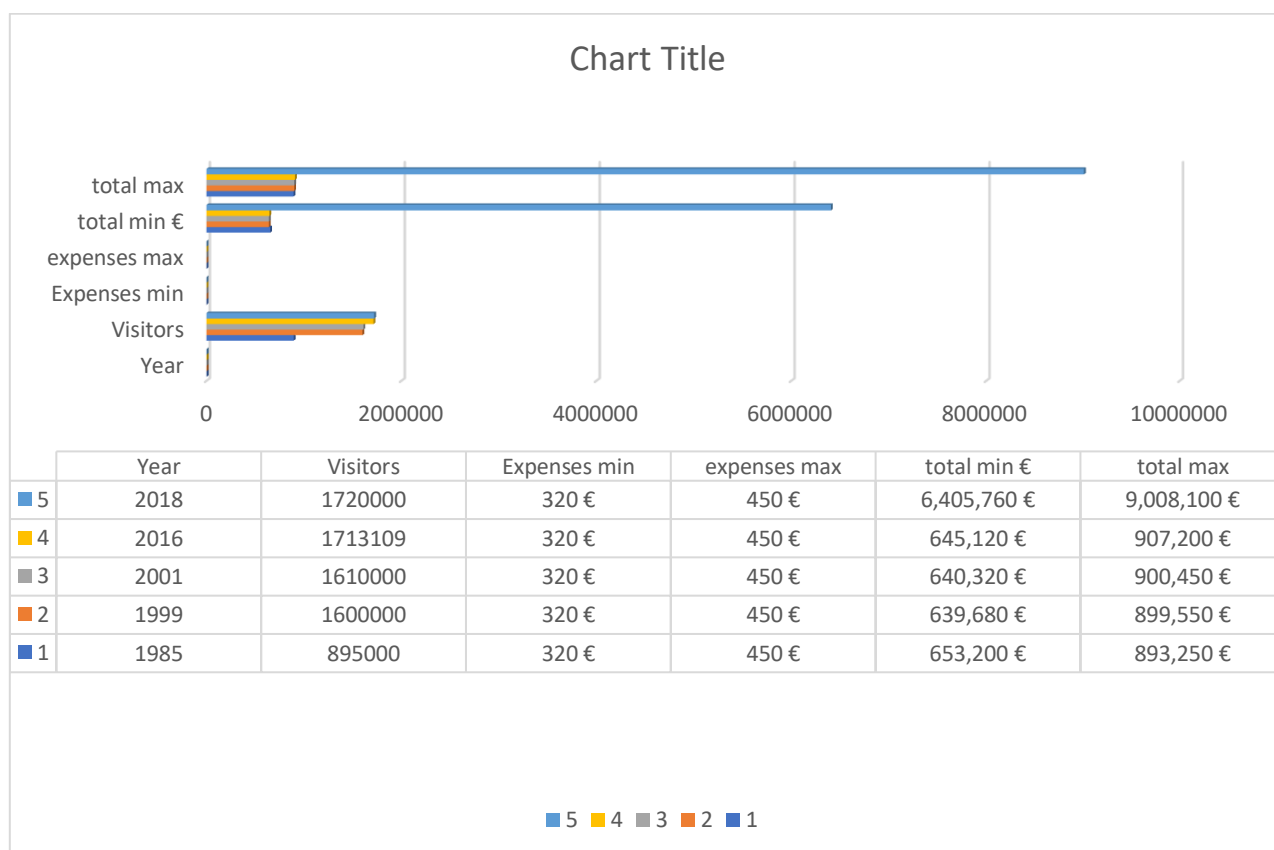


Fig 5:- Average of visitor expenses

The incomes of the table nr.5 from the expenses of guests would be reasonable with prices of inclusive offers and earnings that were declared for state, and cities that would be visited from vacationers and visitors.

Nr.	Year	Visitors	expenses		Total €
			550 €	Minimal	
1	1985	895,00	550 €	Minimal	1,091,750.00
			1,250 €	Maximum	2,481,250.00
2	1999	1,600,000	550 €	Minimal	1,099,450.00
			1,250 €	Maximum	2,498,750.00
3	2001	1,610,000	550 €	Minimal	1,100,550.00
			1,250 €	Maximum	2,501,250.00
4	2016	1,713,109	550 €	Minimal	1,108,800.00
			1,250 €	Maximum	2,520,000.00
5	2018	1,720,000	550 €	Minimal	11,009,900.00
			1,250 €	Maximum	25,022,500.00

Table 6:- average of visitor expenses, minimal of 550 € an maximal of 1,250 €

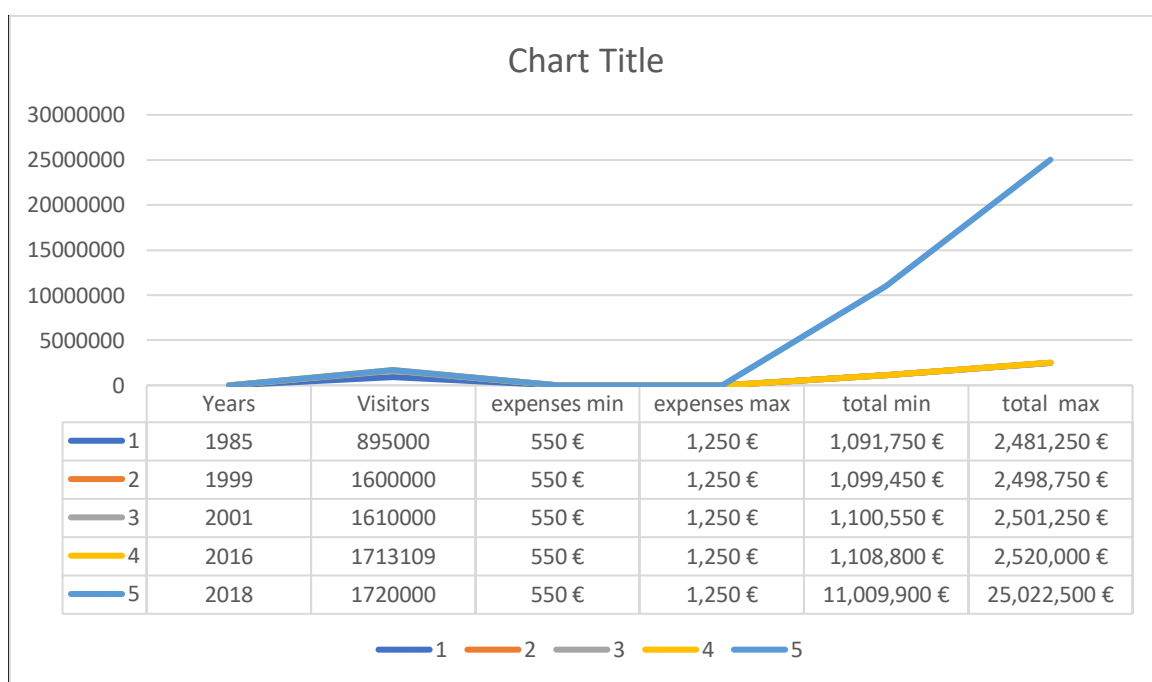


Fig 6:- The average of visitor expenses, minimum of 550 € and maximal of 1250 €

V. MAIN RESULTS

The development and arrangement of tourism is one of results demanded for adjustment of tourism, and also from wanted for every state, because through this will be seen the impact of tourism from previous and upcoming years.

Regional inequalities for the aspect of socio-economic developments and the structure of economy is different from both sides of border. Meanwhile, Albanian regions are supported in agriculture, services, wholesale and retail markets; whereas Montenegrin regions have more developed industry, and also tourism is much more evolved. Both regions are under their potential of development, because there are ways possibilities to be found to profit from their comparable advantages.

Business competition is low in both sides of border. The structure of economic operators in programming zone is dominated by small and medium companies. A higher productivity and further investments in expertise and usage of innovation technologies, as a pre-condition to be competitive in national and international level. The majority of small and medium-sized companies (NVM) in both sides, operate in both sides in sector of services. The strengthening of supporting business mechanisms will be a challenge to face.

In general, rural economy is fragmented, in a higher scale at Albanian zone of program. But, junior agriculture managers are facing with the difficulty to enter local and regional markets. The improvement of access in market and fortifying of nutrition program and respective organs of inspection will be important for increasement of competition in the sector of agriculture.

Unemployment is relatively high, in Montenegro and Albania, and continues to be a big economic problem, especially for significant social groups such as: youth, women and rural residents. Poverty is an urban concern, showing a slow progress of economy through past years, while renewal of urban potential which is in use, it is important to manage economic growth. Unequal education system is present in programming zone, with a growth of illiteracy in isolated areas. Youth with higher education have a tendency to dislodge toward regions that offer more possibilities or abroad. The system of secondary education is less appealing and accessible, especially for young residents in rural areas of program.

The environment maintenance needs serious attention in future plans for developing the area of program. With general development of programming zone that is supported mainly in natural sources, their preservability is crucial for sustainable development of zone. The improvement of managing remnants, of controlling pollution and betterment of managing of land is one of main priorities to be addressed. For further validation of natural sources to improve economic development is a key issue for the advancement of areas.

- GDP for a head is 5,063 euro in 2012⁴, slightly lower in comparison with 5,112 euros registered in 2011, but higher than six other countries of region. Montenegro's economy is in recess in 2008, and partially made a solid growth an average of 2.9% in 2010 and 2011. However, the growth has stopped again because GDP has registered a negative growth of 2.5%, while unemployment was 19.7% in 2012 from 16.5% that was in 2010⁵.

The main national economic pillar remains tourism, followed by production, while other sectors such as construction and industry were shrunk in 2012. Inflation has been growing from 0.5% in 2010 to 3.6% in 2012 and public debt was increased from under 30% of GDP in 2007 to higher than 54% of GDP in 2012.

On the other side, bank loans for economy continues to persist in very low levels, meanwhile some banks have stopped to give loans for private sector. The main challenge in future remains strengthening of Montenegro's economic competition, improving productivity and attracting other IHD in more sectors than in tourism and estate.

- Boost of Albania's GDP has decelerated from the peak point of growing rate from 7.5% in 2008, to a lower rate of growth of 1.6% in 2012⁶. The sector of services is from main contributors in GDP, comprising more than the half of national GDP. Albania is described as a place with the lowest rate of income under average of a GDP for a head, which in 2012 was 3,415 euro⁷. The level of unemployment with a moderate level of 13% is from lowest in the region. Public debt of Albania has reached 60.6% of GDP until the end of 2012⁸. Economy remains fragile, because of internal structural vulnerabilities and global economic instability. Central future challenge stays the acquirement of long-term stability, following forethought fiscal and monetary policy, and structural reforms. Albania should work on reducing high levels of budget deficit and public debt. It should improve fiscal prediction, giving up from overestimation of income and bettering considerably taxes accordance. Further betterment of business and investments environment is essential of economic diversification and inducement of its potential for a long-term growth.



Fig 7

⁴ MONSTAT, GDP-ja e Malit të Zi, Publikimi nr. 246, shtator 2013.

⁵ MONSTAT, Sondazhi i Fuqisë Punëtore 2012.

⁶ INSTAT, GDP-ja tremujore 2012.

⁷ Banka Botërore, të dhënat e shtetit 2008–2012

⁸ Ministria e Financave, 2012

PROGRAM FOR INTER-BORDER COLLABORATION MONTENEGRO - ALBANIA								TOTAL €
Year	2014	2015	2016	2017	2018	2019	2020	2014/2020
Operation BNK all thematic priorities	1,190,000.00	1,700,000.00	1,700,000.00	1,190,000.00	1,700,000.00	1,700,000.00	1,530,000.00	10,710,000.00
Technical assistance	51,000.00	0	0	510,000.00	0	0	170,000.00	1,190,000.00
Total €	1,700,000.00	1,700,000.00	1,700,000.00	1,700,000.00	1,700,000.00	1,700,000.00	1,700,000.00	11,900,000.00

Table 7:- indicative financial allocations per year for inter-border collaborative program 2014-2020

VI. RECOMMENDATIONS

Every country as its high aspirations for the future of youth, and also for its citizens, same for our case. with Montenegro and Albania, we have many recommendations for the development of tourism and greater state and private cooperation.

1. First recommendation is that these two states should work more in their collaboration in order to increase the number of visitors, and as well for their citizens to have more freedom in their movement, and also to be regulated from state that businesses to have easier possibilities to do business with each other, and as well facilitations in their customs and borders.
2. Second recommendation is to enable visitors from other countries to have easier access during their visit and make their holidays much better and cozy. Guests would ask for better conditions of infrastructure, and places they will spend their holiday which includes: hotel rooms, food, better access on wi-fi, beaches to be clean and places they will rest to have European standards. They will want to receive drinks and required equipment during their rest in beach at least two times within their stay in beach, which includes replacement of towels, shampoos, cold drinks and be within standards and have the date of consumption.
3. Third recommendation is that these states should cooperate in managing and easement of borders that the access to be easier, and at the boundary to know their possibilities would be easy in the place or city they will visit, equipping them with brochures and more information about country and places that offer better conditions, and at the same time cities that should be visited to figure out the state culture and traditions, starting from museums, castles that have their many-year history, where they will be accompanied by a cicero, which informs them about history and events of that place. From these many visitors will be satisfied and at least to make them familiar with the history and places they are spending holiday in.
4. The fourth recommendation is that the country should invest more in infrastructure like such in: streets, parks and parking lots, have easier possibilities on visiting beach, also if they are in need for food supply, or to

have at least one planned meeting with a foreign businessman, in order to have more investments in Montenegro and Albania, and also to lure and attract businessmen for investments in these states. Furthermore organizations with diaspora and various conferences for tourism which makes us to receive more visitors and collect not only on winter season, but also in other seasons, from where we would have more employed youth, more families that will stay in their motherland, more new businesses, country will receive more collection of taxes, growth of GDP, boost of employment and decrement of unemployment, regulation of infrastructure, health, parks, beaches, hotels, restaurants and what is more important the state development and strengthening of residents and better conditions for them, tourists, and country.

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