

PROMOTING ECOTOURISM IN SHKODRA REGION AS A TOOL FOR SUSTAINABLE DEVELOPEMENT

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Abstract

Besides all the types of tourism, ecotourism is a very important column for the development of the economy in our country. The crosscutting issues that ecotourism has with the environmental education of tourist and communities makes it very attractive. Not only the government investments and the developed action plans for the implementation of the strategy of tourism but also the community action plans could be good premises for the development of ecotourism in our country. The purpose of this qualitative and theoretical research was to evaluate the progress of development of ecotourism in Shkodra Region. The different steps of this development, strategies and action plans were observed in order to make a clear framework of the current situation, standards and ways are evaluated and recommendations for the new perspective of tourism development in Albania are given. This research presents the first steps of ecotourism development in our Region, in Shkodra, located in North Albania, a region with big potentials on natural values and good opportunities to promote cultural and natural tourism. Recommendations are given on intervening in the existing action plans and local actions for the development of ecotourism, especially on finding creative ways to induce environmentally friendly behavior of tourists.

Keywords: *ecotourism, environmental education of tourists, strategy of tourism, suatainable development, .*