

PROMOTING ALBANIA

(ANALYSING A NON STRATEGIC ACTION OF NATION BRANDING PROCESS)

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Abstract

The Image of Albania is of significant importance for the overall progress of the country towards a new EU driven integration level. In a global era, with a growing regional competition, the national brand is the best driver to attract foreign direct investments and to support the trends of economic growth. In this paper, some of the key factors which affect the national brand, presented in the Anholt's hexagon model, are analyzed based on local empirical data. Four national agencies are involved in the assessment of the factors to promoting the image of Albania. This paper analyzes also the improvements made in the perceptions on the image of Albania by secondary factors, while the internal factors producing the readiness to adopt a national branding strategy are evaluated according to a structured analysis of Human Development Indicators. The role and position of different institutional stakeholders including political actors is assessed by qualitative methods in accordance with the theoretical requirements of a nation branding strategy. The elements of a public diplomacy role and mission are also part of this Paper. Despite the limited amount of data available at this stage, this Paper allows for researchers of both sectorial and political fields to further elaborate topics of interest and to dig deeper into the findings.

Keywords: *Nation Brand, Tourism, Social development, Investments, Attraction*